

T.C
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SOSYAL BİLİMLER ENSTİTÜSÜ
İŞLETME (İNG.) ANABİLİM DALI
ÜRETİM YÖNETİMİ VE PAZARLAMA (İNG.) BİLİM DALI

**FACTORS AFFECTING CONSUMER EVALUATIONS IN BRAND
EXTENSIONS**

Yüksek Lisans Tezi

ÖZGE SİĞİRCİ

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İstanbul, 2009

Marmara Üniversitesi
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ÖZET

Pazarda bulunan birçok benzer ürün arasından seçim yaparken, tüketici için ürünlerin markaları çok önemli bir rol oynamaktadır. Bu nedenle de gün geçtikçe artan rekabet koşulları altında hayatta kalabilmek için, firmalar güçlü markalar yaratmaya çalışmaktadırlar. Güçlü markalar yaratmak ise hem zaman hem de maliyet açısından firmalar açısından oldukça fazla gayret gerektiren zorlu bir süreçtir. Sonuç olarak, yoğun emek verilerek ve kaynak kullanılarak yaratılan markalardan birçok karşılık beklenmektedir ve buna cevap veren bir strateji olarak da “marka yayma stratejisi” kullanılmaktadır.

En genel anlamıyla marka yayma stratejisi; varolan bir marka adının, piyasaya sürülen yeni ürünler için de kullanması olarak ifade edilebilir. Dünyada; Nivea, Kellog’s, Sony, Virgin ve Türkiye’de; Pınar Tukaş, Tamek ve Vestel bu stratejiyi başarıyla uygulayan firmalar arasında sayılabilir. Yeni marka oluşturma ve pazara giriş maliyetlerini düşürmesi, marka farkındalığı yaratmayı kolaylaştırması ve reklam harcamalarında verimlilik, bu stratejinin başlıca avantajları olup, bu stratejinin yaygın bir şekilde kullanılmasının da nedenidir. Ancak marka yayma stratejisinin, sağladığı tüm bu avantajlarının yanında doğru kullanılmadığı durumlarda, ana marka çağrışımlarını zayıflatmak, ana markanın imajına zarar vermek gibi dezavantajları da mevcuttur. Bu yüzden, marka yayma stratejisinin sadece faydalarına odaklanmak ve muhtemel zararlarının farkına varmamak firmalar için çok hatalı sonuçlar doğurabilir. Bu nedenle önemli olan, hangi koşullar altında marka yayma stratejisinin kullanılmasının faydalı olabileceğinin ve hangi faktörlerin marka yayma stratejisinin başarısını etkileyebileceğinin anlaşılabilmesidir.

Sonuç olarak, bu çalışma Hızlı Tüketim Malları sektöründe, marka yaymalarında tüketici değerlendirmelerini etkileyen faktörleri incelemektedir. *Ana marka çağrışımlarının marka yayma ile uygunluğu, Ana marka ve marka yayma arasındaki benzerlik, Ana marka aşinalığı, Ana markaya karşı tüketici tutumu, ve Tüketici yenilikçiliğinin* marka yaymada tüketici değerlendirmeleri üzerindeki etkileri araştırılmıştır.

ABSTRACT

Brands are the important means for consumers when they are trying to decide between the similar products in the market. So, the firms for staying alive in the competition intense market conditions, try to create strong brands. But, the process of creating strong brands is both time consuming and costly. As a result, after doing lots of efforts, and establishing a strong brand name as a valuable asset, many paybacks is expected and “brand extension strategy” is used.

From a broader perspective, brand extension strategy means; introducing new products under an established brand name. As the global firms; Nivea, Kellogg’s, Sony, Virgin, Gillette and in Turkey; Pınar Tukaş, Tamek, and Vestel can be mentioned as the firms using brand extension strategy successfully. The reason why brand extension strategy is used frequently can be stated as the many advantages it provides such as; reducing the new brand development and entry costs, providing immediate consumer awareness and providing advertising efficiencies. Despite all the advantages, there can be many disadvantages of brand extension strategy when it is not used properly such as weakening the parent brand’s associations, and hurting the parent brand’s image. Thus, focusing on only the benefits of brand extension strategy and ignoring its potential disadvantages can produce very damaging results for the firms. So, it is important to understand under which conditions it is beneficial to use brand extension strategy and which factors affect its success.

As a result, in this study; the factors affecting the consumer evaluations of brand extensions in FMCG sector is examined. The effects of *relevancy of parent brand-specific associations to the extension, fit between the parent brand and the extension, familiarity to the parent brand, consumer attitudes toward parent brand, and consumer innovativeness* on consumer evaluations of brand extensions are analyzed.

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INTRODUCTION

Branding has begun many centuries before it acquired its modern usage today. It is said that, brickmakers in ancient Egypt have put symbols on their bricks to identify them. Also, marks on early Chinese porcelain, on ancient Greece and Rome handcrafted pottery jars, and on Indian goods, for identifying their source and quality, have been found (Keller, 2008). Moreover, marking the livestock for identifying them can be an example of branding and the modern development of branding can be seen in the name of private shopkeeper over his shop (Aktuğlu, 2008). By the industrial revolution, since the quantity and variety of products have increased, need for differentiation from the competition has started and the background of today's modern branding has started to be constructed (Room, 1998).

With the internationally agreed legal definition; a brand can be defined as “a sign or set of signs certifying the origin of a product or service and differentiating it from the competition” (Kapferer, 2008). Actually, today branding is more than putting names and set of signs certifying the origin of the product and in this way differentiating the products. Branding is also about the desirable associations, beliefs and emotions tried to be evoked in the minds of consumers. Thus, it can be true to define a brand as the “set of mental associations, held by the consumer, which add to the perceived value of a product or service” (Keller, 2008). For instance, the differences in the consumers' evaluations of a car whether it is Volkswagen, Toyota, Volvo or Mercedes are based on the mental associations they hold about the brands, and perceived value of each brand.

Consequently, it can be said that, brands and branding are important both for the firms and for the consumer in many aspects. From the firms' perspective, brands can provide legal protection, and can be the base for market segmentation. Moreover, brands can provide firms to build a whole story, a brand image and identity. So, by branding firms can obtain power to do price differentiation, and easy entrance to distribution channels. From the consumers' point of view, brands can help the consumers to identify the products that can satisfy their needs, and can be the symbol of product quality. Moreover, brands can be used as the means of guarantee for the consumers to find the same features, benefits, and quality each time they buy the same brand, reduce the time and risk of a purchase situation. Besides all these benefits, brands also satisfy the hedonic benefits and esteem-need of consumers such as providing a prestigious image and respect to them. As a result of providing all these benefits, and building mental associations and relationships over time among customers, the value, in other words the equity of the brand is created. So, it is possible to convey that; strong brands which provide saliency, differentiability, intensity and trust to the consumers are the important intangible assets for a company, since they produce added value for the products of the firm.

But, developing a brand and sustaining its growth is neither easy nor cheap. Creating favorable brand associations, favorable attitudes, trust and awareness toward a brand and trying to sustain its growth in the market by promoting it, needs lots of money, time and effort. On the other hand, according to one estimate, 80 percent of new products fail in the introduction stage of Product Life Cycle (Rasmussen, 1998). For a new product to reach to the growth stage, additional consumers differently than the early-adopters should have desire to try the product, and for this trial desire, brand trust and brand awareness are important means. Thus, after doing lots of efforts, and establishing a strong brand name as a valuable asset, many paybacks can be expected. As a result of this idea and by the need of leveraging the valuable brand names, brand extension concept comes to the scene.

Brand extension can be defined as, the use of an established brand name to enter new product categories (Aaker and Keller, 1990; Reddy, Holak and Bhat, 1994; Batey, 2008; Heding, Knudtzen and Bjerre, 2009). From a broader perspective, which will be used in this study, brand extension strategy means introducing new products under an established brand name. The existing brand which gives birth to new brand extensions is called the *parent brand* and the product introduced by using the existing brand name is used is called *extended product* (Keller, 2008). For instance, Arçelik branded products from white-goods to TVs, from vacuum cleaners to computers in durables sector (<http://www.arcelik.com.tr/cultures/tr-tr/default.htm>, 05.10.2009), or İpek branded products from shampoos to liquid soaps and baby care products in non-durables sector http://www.canan.com/turkce/urunler/ipek_sampuan.asp, 05.10.2009) can be good examples of brand extension strategy.

Brand extension is a strategy frequently used by the firms both in the world and in Turkey for reaching their growth opportunities. For instance; Nivea, Kellog's, Sony, Virgin and Gillette are the global examples using brand extension strategy. On the other hand, in Turkey; Pınar with 600 products in 20 categories, Tukaş with 250 products in 5 categories, Kent with 210 products in 3 categories, Tamek with 205 products in 13 categories, Piyale with 200 products in 11 categories, Eti with 150 products in 9 categories and Vestel with 241 products in 7 categories can be given as examples of firms using brand extension strategy (Öncel, 2005).

The reason why brand extension strategy is so popular in practice both in world and in Turkey can be based on the many benefits it provides. Taylor (2004) sees the brand extensions as the “strong brand’s profitable offspring”. The main advantages of brand extension strategy can be mentioned as reducing new brand development and entry costs and providing immediate consumer awareness, thus in turn providing advertising efficiencies. Moreover, when a brand extension strategy is used, brand awareness of the consumers can increase and risk perceptions can reduce which in turn provide fast growth and penetration to the brand in the market. Because of the high costs and competition, in Fast Moving Consumer Goods (FMCG) sector, brand extensions are broadly used such as Pınar, Eti, to get the advantages of this strategy.

Since the brand extensions are used in FMCG sector frequently, and it is an important and necessary sector for the consumers, the study is conducted in FMCG sector. FMCG’s consist of frequently purchased products such as toiletries, soaps, cosmetics, teeth cleaning products, shaving products and detergents (http://en.wikipedia.org/wiki/fast_moving_consumer_goods, 05.10.2009). This type of products are sold in large quantities, and competition in this industry is very high and since FMCG’s form the basic needs of consumers, generally a large part of consumers’ budget is allocated for these products. According to Nielsen (2008), the total FMCG market in Turkey in 2008 is \$30.7 billion; by 45 percent food products, 42 percent cigarettes, and the remaining market is shared among cleaning and personal care products. Also, monthly consumption per house in this sector is 311 YTL on average. All these high market share and spending indicators regarding FMCG reflect the criticality of the sector and directed us to conduct the study in FMCG sector.

Also, the sector's competition intense and volatile structure, high new brand introduction costs, and many products under many brands can be stated as the reasons why brand extension strategy should be used in this sector.

The sector's competition intense and volatile structure can be seen from the research that, the increase rate in the product introduction to the FMCG sector is 26 percent in one year and the daily product introduction is estimated to be 17. Moreover, among the new products enter to the markets only 20 percent survive and 80 percent fail (ACNielsen, and Ernst&Young, 2001). Also, the introduction of a new brand to the FMCG market which include brand name creation, package design, and advertising spendings, is nearly 4- 5 million USD (Borça, 2004), and entering to the market shelves with a new brand starts from 10 thousand USD and goes up to the 60 thousand USD (Ates, 2007). From the consumers' point of view, because there are many products under many brands in FMCG, it is not possible for consumers to know all brands and spend enough time for knowing them. Thus, consumers' decision process is fast which can be said that limited problem solving can be undertaken and awareness to the brand is an important factor affecting the product choices for FMCG's.

In summary, both for the advertising and introduction costs, -which are lower when a brand extension strategy used-, and for the brand awareness creation, it can be said that brand extension strategy can be a very useful solution toward the challenges in FMCG sector. By using an established and trusted brand name, firms can both reduce the market entrance and advertising costs, and provide consumers a fast and confidential decision alternative in this competitive sector.

Despite all the advantages explained above, brand extension strategy may have many disadvantages such as; weakening the parent brand's associations, hurting the parent brand's image and diluting the brand's meaning if it is not used properly. So, if the firms choose to use the brand extension strategy by only concentrating on its benefits, without considering the conditions that affect its success, a disaster can occur; and established parent brand name can be damaged. At this point, it is not right to say that, brand extension strategy is the best strategy for introducing a new product at all times. It is important to understand under which conditions it is beneficial to use brand

extension strategy and which factors affect its success. Moreover, since the consumers' purchases are the ones what bring success, for being successful the consumer point of view should not be forgotten. It can be said that, if the brand extension is accepted by the consumers, and if positive attitudes are created toward it, and if purchase intentions are formed, in other words if the brand extension is evaluated positively by the consumers, it can be successful.

Thus, the objective of this study is; to examine the factors affecting consumer evaluations of brand extensions in FMCG sector. Since, it is not possible to examine all the factors in one study in a short period of time, only the effects of *relevancy of parent brand-specific associations to the extension, fit between the parent brand and the extension, familiarity to the parent brand, consumer attitudes toward parent brand, and consumer innovativeness* on consumer evaluations of brand extensions are analyzed. Although these are the factors that have been found as the most important factors affecting consumer evaluations in brand extensions and mostly analyzed in the studies conducted in different countries and different cultures, the studies conducted in Turkey and reflecting the Turkish consumers' view is limited. So, by both the importance of these factors, and limited concentration on them in Turkish perspective, the study is conducted to examine the effects of these factors in consumers' brand extension evaluations. Also, seeing the differences between genders based on these factors and brand extension evaluations and as a result managing different branding and marketing strategies based on genders and understanding the innovativeness of Turkish consumers can be the side objectives that can be reached by this study.

The study is significant both for practitioners and academicians. From the point of practitioners, the study is important because it examines brand extension strategy, which uses existing brand names for the new products, and as a result let firms to leverage their assets and to reach growth opportunities cost-efficiently. By the help of the analysis and findings of this study, firms can see how consumers evaluate brand extensions and understand in which situations and how to use brand extension strategy.

Moreover, the study is important for the academicians since the brand extension strategy is an emerging topic in branding concept, but just little research has

been done and there are lots of shady points in the concept. Thus, the study can lighten some of these points and can be a guide for the future research. Lastly, it can be said that, because of the economic crisis taking place both in the world and in Turkey, examining such a cost-efficient strategy in broad aspects with the underlying factors affecting the consumers' evaluations can be good for the firms to understand the brand extension strategy with every dimension, take benefit from its advantages, and protect themselves from its harmful edges.

The study consists of five main sections. In the first section, consumer decision making process is discussed briefly to give a general understanding about the buying and decision making of consumers', then brand, brand management concept, and branding strategies are mentioned. In the second section, brand extensions and consumer evaluations are concentrated on. After examining the brand extension concept, and its advantages and disadvantages, the factors affecting the evaluation of brand extension are mentioned. Especially, relevancy of parent brand-specific associations to the extension, fit between the parent brand and the extension, familiarity to the parent brand, consumer attitude toward parent brand, and consumer innovativeness are explained in details. Then, the importance of consumer evaluation is discussed. Section ends with the overview of previous academic research. In the third section, background information about Fast Moving Consumer Goods (FMCG), shampoo market and chosen shampoo brands (Pantene, Elidor and Blendax) are given. Fourth section includes field research, and the fifth section includes the discussion, conclusion and limitations parts of the study respectively.

I. CONSUMER DECISION MAKING PROCESS AND BRANDING STRATEGIES

For understanding how consumers evaluate brand extensions, first of all, their general buying behavior tendencies and the reasons behind those buying behaviors such as why they chose a certain product or a certain brand, the steps in this choice decision and the influencing factors of their behaviors and decisions should be understood. So, in the first part consumer decision making process will be mentioned briefly and in the second part brands and branding strategies will be explained.

1.1.Consumer Decision Making Process

In the following parts, first of all, a general picture of consumer behavior will be given and , then decision making and decision making process which is the key concept in consumer behavior and which also influence the product or brand choices of consumers will be concentrated on. Then, the types of buying behavior and by a special focus on the buying behavior type that influence the consumers' FMCG decisions which will be used in the study will be examined.

1.1.1. Consumer Behavior Model

Consumer behavior reflects the “totality of consumers’ decisions with respect to the acquisition, consumption, and disposition of goods, services, time, and ideas by decision making units (consumer) over time” (Hoyer and McInnis, 1997). Thus, consumer behavior is a broad concept which includes and examines many things which will be discussed briefly.

First of all, consumer behavior involves the consumers' thoughts and feelings that they experience and the actions that they perform in consumption process (Peter and Olson, 2005). Since, this consumption process is not limited with the consumption of products, or with just buying, consumer behavior is also not limited with the products, or buying. It involves services, time and ideas such as going to the dentist, talking to psychologist or taking a trip and it includes all types of acquisitions such as leasing, trading, borrowing and buying as well (Hoyer and McInnis, 1997).

Moreover, after a product is acquired, it is used in some manner. Thus, usage is also at the core of consumer behavior. Finally, disposing- how consumers get rid of an offering they have previously acquired- is the in the concept of consumer behavior too (Wells and Prensky, 1996).

Furthermore, examining all the influencers of consumers' thoughts, feelings and actions are the in the concept of consumer behavior. These influencers can be internal such as the impact of other consumers' thoughts or the psychological characteristics or external such as the firm's product or advertising (Peter and Olson, 2005). Since, the behaviors of consumers are affected from the changing internal and external factors over time; the dynamism is an important characteristic of consumer behavior (Hoyer and McInnis, 1997).

After describing the general context of consumer behavior and mentioning its dynamic character which is influenced by some internal and external factors, it can be said that consumer behavior is the function of individual and environmental factors (Schiffman and Kanuk, 2004; Odabaşı and Barış, 2002). And it can be explained with a general consumer behavior model which is presented in Figure 1. As can be seen from the figure, external stimuli such as firm's marketing effort, family, reference group influence etc. enter the buyer's black box as input (Schiffman and Kanuk, 2004).

Buyer's black box or named as process stage in different sources, includes the factors that are not observable but affect the consumer responses (Foxall, Goldsmith, and Brown, 2005). Both the internal factors of the consumers' such as motivation, perception, learning etc., and the steps undertaken for the decision making such as need

recognition, information search and evaluation of alternatives shape the buyer's black box since that are not observable (Odabaşı and Barış, 2002). By the interplay of both the external factors, and internal factors a decision making process takes place in buyer's black box and a set of observable buyer responses such as purchase behavior; product choice, brand choice, dealer choice, purchase timing and purchase amount and after the purchase, post-purchase behavior; satisfaction, dissatisfaction are get as the output (Kotler and Armstrong, 2006; Schiffman and Kanuk, 2004).



Figure 1: Model of Black Box

Source: Adapted from Philip Kotler and Gary Armstrong, *Principles of Marketing*, Pearson Prentice Hall, 2006, 11th Ed.; Yavuz Odabaşı, and Gülfifan Barış, *Tüketici Davranışı*, MediaCat Kitapları, 2002; and Schiffman and Kanuk, *Consumer Behavior*, 2004, 8th Ed.

Based on this general model, first of all, the internal and external stimuli affecting the responses of consumers will be mentioned and in the next part the decision and decision making process will be concentrated on.

Internal factors are the ones that are used to interact with the world (Engel, Blackwell, and Miniard, 1990; Foxall, Goldsmith, and Brown, 2005). They are the tools that consumers use to recognize their feelings, gather and analyze information, formulate thoughts and opinions, and take action. For the internal factors, *psychological attributes* such as motivation, perception, learning, attitude, personality and lifestyle can

be mentioned (Wells, and Prensky, 1996). These internal factors can be affected by the environmental factors, for instance a consumer can be motivated to purchase a product by a price discount. For better understanding these internal factors, a general description of them can be helpful.

As long as consumers have many needs at any time, *motivation* is the driving force stimulating consumers to satisfy their needs (Schiffman and Kanuk, 2004). The motivated person will be ready to take action, but the actions he takes will depend based on his perception. *Perception* is about the viewpoints of the individuals; the differences about the selection, organization, and interpretation of the information and as a result the differences between the visualization of the objects is based on the perception of people (Engel, Blackwell, and Miniard,1990). Also, *learning* is the processing of information. By the help of learning, experiences occurs and experiences change the knowledge, attitudes and behaviors of consumers (Foxall, Goldsmith, and Brown, 2005). The beliefs and attitudes acquired through acting and learning. Attitudes can be defined as “the person’s favorable or unfavorable evaluations, feelings and tendencies toward an object or idea” (Kotler and Armstrong, 2006). Thus, attitudes influence consumer’s behavior. And finally, the *personality* is the psychological characteristics of the individuals and influence both their lifestyle and as a result their consumer behavior (Odabaşı and Barış, 2002; Bilgin, 2001).

Also, external stimuli or the environmental factors have an affect on the buyer responses. Both the socio-cultural factors such as; culture, social class, family, and reference groups and the firm’s marketing efforts such as product, price, promotion and distribution strategies, are the external factors having effect on the behavior of consumers’ (Engel, Blackwell, and Miniard,1990; Odabaşı and Barış, 2002; Arnould, Price, and Zinkhan 2004).

For instance, *Culture* is the sum of beliefs, values and customs in a society. Thus, it is the primary reason of a person's wants and behavior. Since the person lives in a society and the society has some values, beliefs and customs which are called as culture, the consumer's behavior is shaped and influenced by the culture (Schiffman and Kanuk, 2004). *Social-classes*, are the divisions in a society which are categorized based on the combination of occupation, income, education and other variables and believed to have the members who share the similar values, interests and behaviors which in turn affect them to show similar buying behaviors (Kotler and Armstrong, 2006). Also, because of the close and regular interactions with each other, *family* members influence each other's behaviors. Finally, since the purchasing takes place under uncertainty, for reducing the risks of the purchasing, consumers ask the ideas of others. As a result, *reference groups* influence the consumers' behavior (Peter and Olson, 2005). Although these socio-cultural factors can not be changed by the marketers directly, they should be taken into account when formulating the marketing strategies (Bilgin, 2001).

Furthermore, the marketing efforts of the firm as an external factor influencing the consumers' behavior can be described as the firm's or the competitor's marketing mix strategies which can be named as 4P's (Promotion, price, place and product) (Schiffman and Kanuk, 2004). These stimuli are under the control of marketers and serve as the information source about a certain product and influence a consumer's product related values, attitudes and behavior (Schiffman and Kanuk, 2004).

Promotional efforts of the firm are the efforts that are used to reach the communication objectives of the firm by using advertising, sales promotion, public relations, personal selling, direct marketing and Internet marketing (Belch and Belch, 2007). Since the firms reach the consumers by these efforts, promotion is an important stimulus for the behaviors of the consumers.

Price of the products is another element of marketing mix that affects the consumer behavior. Although in recent years non-price factors are becoming important for the buyer choice, historically, price has been the major factor affecting the buyer choice (Kotler and Armstrong, 2006). Especially, in FMCG sector consumers tend to change the brand that they are using based on the price discounts.

Also *distribution* is an important element of the firm's marketing mix. If a firm can not manage its distribution channels well, consumers probably can not reach its product and as a result they can not buy the products of the firm (Mucuk, 2001). Thus, a right distribution strategy such as selective, extensive, or exclusive, representing the product's and the brand's desired value should be chosen and the distribution channels should be managed well.

Moreover, *Product Strategy* of the firms' is the primary influence factor for the consumer behavior. For instance, based on the type of the product such as; convenience good, shopping good, specialty good, or unsought good, both the type of buying behavior, consumer involvement, and the steps taken in decision making process will differ (Cravens, 1991; Foxall, Goldsmith, and Brown, 2005). For example, in case of a new model television consumption, which is a shopping good, the consumer involvement will be high; the steps taken in decision making will be longer when comparing with the consumption of a package of salt, which is a convenient good. Moreover, consumers use the product and it helps consumers to have a direct experience with the brand (DeChernatony, and McDonald, 2003). As far as the main objective of the study is to understand the factors affecting the consumers' evaluation of brand extension strategy, the importance of firm's product strategy can not be ignored. From this point of view, product strategy is a broad concept for a firm including all necessary decisions about the brands of the products'. Brand naming strategies, and brand development strategies such as line extensions, brand extensions, etc. are found under the product strategy of the firm. Since, it is believed that the brand is the soul of the product and the products without brands are not strong enough to live in today's competitive marketplace, it is aimed by the firms to signal favorable messages by the brand names and chosen branding strategies to the consumers which in turn influence their behaviors (Aktuğlu, 2008). For instance, in brand extension strategy it is wished to signal positive experiences to the consumers by using an existing brand name for a new product. Thus, product strategies which include brand strategy influence the behavior of consumers by influencing their brand choice (DeChernatony and McDonald, 2003).

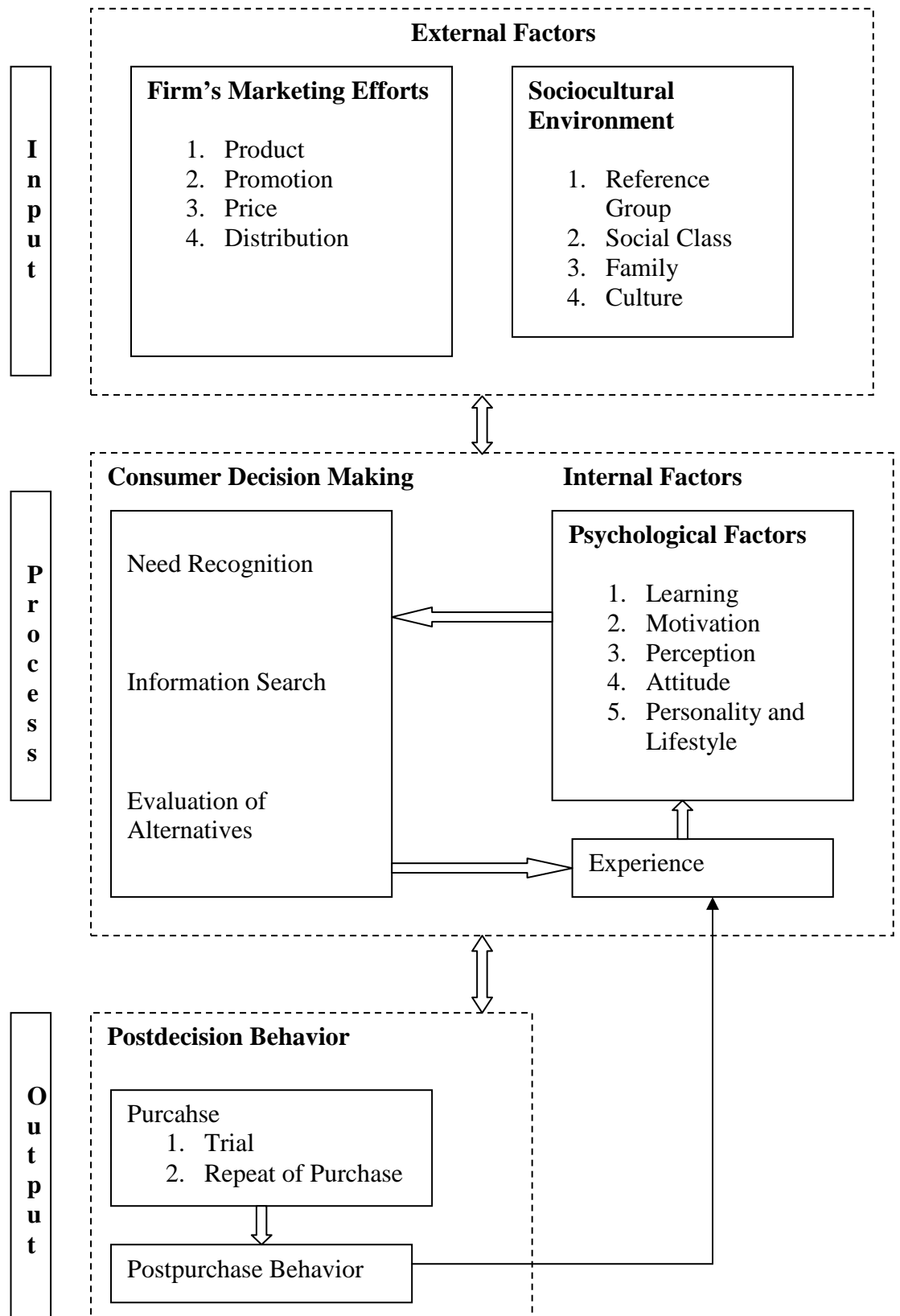


Figure 2: Model of Consumer Behavior

Source: Adapted from Leon G. Schiffman, Leslie Kanuk, Consumer Behavior, 8th Ed, Pearson Prentice Hall, 2004.

From Figure 2, a detailed picture of consumer behavior model can be seen. And again can be understood that; firm's marketing efforts and socio-cultural environment of the consumer enters the consumer's black box as the inputs. Then, in the consumer's black box, they combine with the internal factors such as the motivation, or perception of the consumer, and a consumer decision making process which is not observable but influences the consumer responses occurs, and as observable outputs, purchase behavior and post-purchase behavior takes place.

In the following part, decision making process of consumers' and the model of decision making will be examined. All steps of consumer decision making process and black box model will be examined in details.

1.1.2. The Concept of Decision Making and Consumer Decision Making Model

After examining the model of consumer behavior, in this part the process of decision making will be concentrated on. Consumer decision making process is thought to be an element of consumer black box together with the internal factors of the consumer such as motivation, perception, since some unobservable things take place in this process (Odabaşı and Barış, 2002).

Consumers actually involve in a process called “Decision Making Process” for all of their purchase decisions. Decision making is the process which can be described as, selecting one option from two or more alternatives (Peter and Olson, 2005). Consumer decision making process consists of five stages: need recognition, information search, evaluation of alternatives, purchase decision and post-purchase behavior as can be seen in Figure 3 (Kotler and Armstrong, 2006).

Based on some authors, need recognition, information search and evaluation of alternatives are the unobservable part of the system (Odabaşı and Barış, 2002). They combine with the internal factors such as motivation, learning etc. and an unobservable process till coming to a purchase decision occurs. Although the external factors such as the firm’s marketing efforts or the culture of the society affect this process, it is not yet very obvious to explain every step and factor affecting this process taking place in consumers’ mind, thus it is the “black” part of the system. So, it is called the black box. After this ‘black part’ the, purchase decision and post-purchase behavior occurs as the outputs. Now, all the steps in decision making will be explained in details.

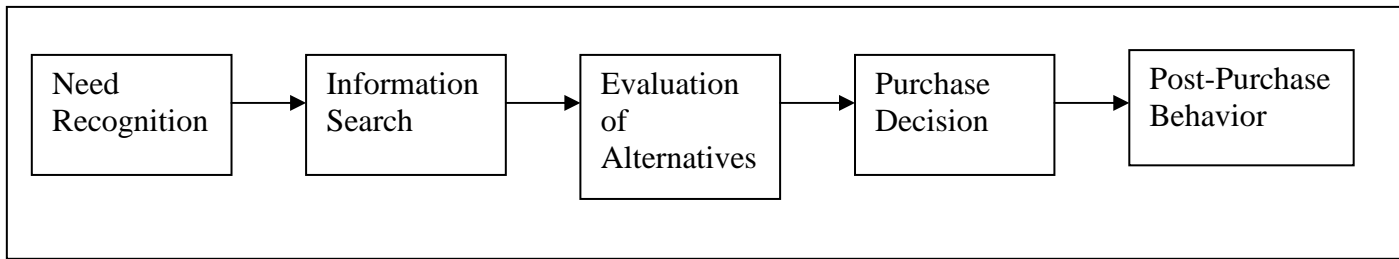


Figure 3: Consumer Decision Making Process

Source: Philip Kotler and Gary Armstrong, Principles of Marketing, Pearson Prentice Hall, 11th Ed. ,2006.

The buying process starts with *recognizing a need*. A need arouses when there is a difference between an actual state and a desired state of a consumer and can be triggered by an internal stimuli such as hunger, thirst, sex or an external stimuli such as an advertisement (Bilgin, 2001; Kotler and Armstrong, 2006). For example, a person who recognizes a dandruff problem will need an anti-dandruff shampoo.

By this anti-dandruff shampoo need, he will start *searching and collecting the information* about the alternatives that can satisfy his need. Information can be obtained by talking with friends, family members, or neighbors which is called *personal sources*, by seeing the advertisements, by talking to sales people which is called *commercial sources*, by the help of mass media which is called *public sources*, or by just examining, handling or using the product which is called *experiential sources* (Schiffman, and Kanuk, 2004; Foxall, Goldsmith and Brown, 2005). Although the influence of the information source depends on the product and the buyer, generally consumers get the most information from commercial sources, but the most effective source is generally the personal sources. The reason for this, is attributed to the nature of the commercial sources just to inform the consumer whereas the personal sources evaluate the products for the consumer (Kotler and Armstrong, 2006). For example, although this consumer with the dandruff problem will watch and influence by the anti-dandruff shampoo advertisements, he will probably take the advice of a friend who has already experienced an anti-dandruff shampoo. This phase of decision making process is

important because the awareness and knowledge of consumers' about the available brands and features increase and according to information obtained, consumers sometimes drop some brands from consideration (Engel, Blackwell, and Miniard, 1990; Kotler and Armstrong, 2006). Usually, a subset of all possible alternatives called the "consideration set" is formed in this stage (Peter and Olson, 2005).

For a brand to be successful, it is important to be included in the consideration set of at least some consumers. As seen in Figure 4, the consideration set consist of brands found accidentally, brands found through intentional search and brands activated from memory (evoked set). If consumers think that, they know the important choice alternatives; they probably will not search for the additional alternatives and will settle with the evoked set (Peter and Olson, 2005). Thus, it is important for consumers to be familiar with the brands and recall them when they are looking for a product. This argument also leads the importance of using a brand extension strategy for entering a product category. Since the consumers use the brands activated from memory for the formation of their consideration set in decision making process, it can be said that the brands which the consumer is familiar with, is in an advantageous position. Based on this argument, for instance, the consumer who is looking for an efficient anti-dandruff shampoo for satisfying his need will probably tend to prefer the brands that he is familiar with, which are in his evoked set, when he sees in the market shelf. Thus, if a brand that he has experienced before has also extended to the anti-dandruff shampoo category, it can be more advantageous than the other unknown brands.

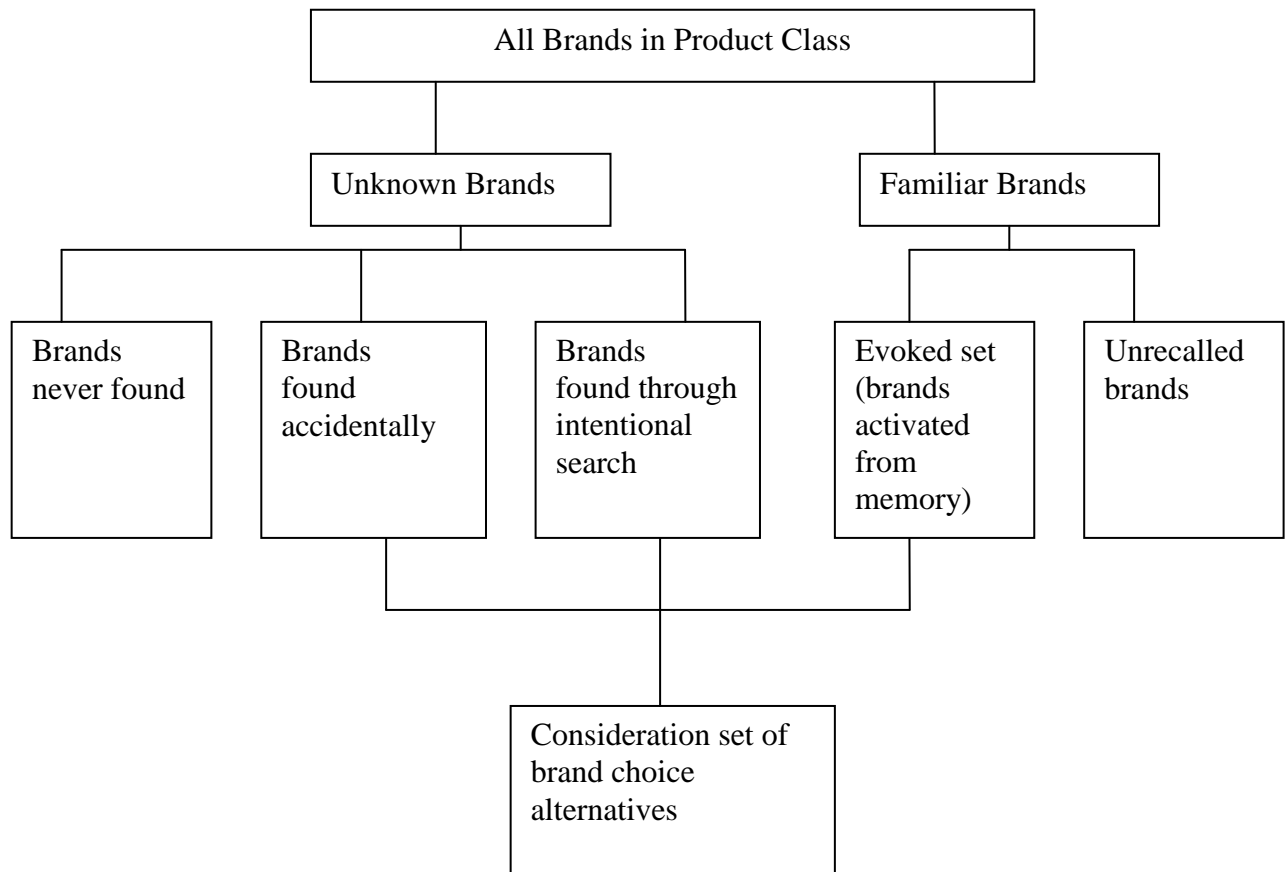


Figure 4: Forming a Consideration Set of Brand Choice Alternatives

Source: J. Paul Peter, Jerry C. Olson, *Consumer Behavior & Marketing Strategy*, 2005, 7th Ed., Mc. Graw Hill Int. Ed.

After collecting information about the alternatives, a choice set based on the consideration set is formed including the suitable alternatives and consumers *evaluate the alternatives* for choosing the right one for purchasing. In this step, attributes of the products and brands in the choice set are evaluated based on the importance attached to them. As a result, brands are ranked and purchase intentions are formed (Engel, Blackwell, and Miniard, 1990; Schiffman and Kanuk, 2004; Peter and Olson, 2005). The consumer looking for anti-dandruff shampoo can come to a choice set after collecting possible information from internal and external sources. After forming this choice set, a

very critical step, evaluation of alternatives takes place. This step is important because, although some of the brands can enter the choice set of the consumer by the advice of a friend, familiarity or advertisements, since the evaluation criteria can differ from product to product and consumer to consumer, it is more difficult to be the purchased brand among the alternatives in the choice set (Stat, 1997; Foxall, Goldsmith and Brown, 2005). For example, while a consumer buying a new car can consider the engine performance, safety or reliability, the other can consider social status and luxurious findings. But, a quality brand name will play an important role here to be preferred by the consumer. Thus, the importance of branding strategy for the consumer choice comes to the scene again. The importance of using a brand extension strategy for firms can be mentioned since the consumers come to a point of decision inside their choice set, but it is important not to ignore the category distances and other factors affecting the consumers' brand perceptions. For example, it can be good for a cosmetics firm who has hair-gels, and shower shampoos to enter anti-dandruff shampoo market by its existing brand name instead of a new brand name, since the product categories are not very far. But, for a firm who has food products, it is not a good idea to enter into shampoo category with the same brand name since the consumers will find the new category very distant from the firm's existing category and can question the ability of the firm to produce shampoos.

The alternatives are evaluated based on the evaluation criteria in the minds of the consumers as mentioned above, and then *purchase decisions* are given. Since this purchase is observable, it is the output of the consumer decision process.

After purchasing the product, the consumer can be satisfied or dissatisfied and can show some *post-purchase behaviors*. What determines the satisfaction or dissatisfaction of the consumers is, the relationship between the consumer's expectations and the product's performance. If the consumer's expectations and the product's performance fit, satisfaction will occur. If the product's performance is lower than the consumer's expectations, dissatisfaction will occur. If the product's performance is higher than the expectations, delight will occur (Engel, Blackwell, and Miniard, 1990). As post-purchase behavior, the satisfied consumer will buy a product

again, talk favorably to others about the brand, and even pay less attention to competing brands and advertising. But, the dissatisfied consumers can return the product, take public action (using the legal rights), or can take private action (not buying the product again, or doing bad word of mouth) (Schiffman and Kanuk, 2004).

Since the consumer decision process explained till here reflects the cognitive and to some degree emotional consumer, it should be mentioned that there are some other perspectives trying to explain consumer decision making in different ways.

For instance, in *Economic Perspective*, consumers are thought to be very rational decision makers. According to this perspective, consumers collect all information and all possible alternatives, correctly rank the alternatives based on their benefits and disadvantages, and choose the best alternative. So, they do the “perfect” decision (Stat, 1997; Arnould, Price, and Zinkhan, 2004; Schiffman and Kanuk, 2004). Opposite to this view, another perspective called *Passive Perspective* perceives the consumers as passive and irrational purchasers. Thus, consumers are perceived as easily manipulated objects by the marketers (Solomon, et. al, 2006). On the other hand, *Cognitive Perspective* tries to explain the behavior of consumer between the extremes of economic and passive perspectives. According to cognitive perspective, consumers are seen as thinking problem solvers; they process information about the collected alternatives, and form preferences and purchase intentions. Differently than, economic perspective, cognitive view mentions that, although consumers do not have the total knowledge, they seek for information and attempts to make maybe be not the ‘perfect’ but the ‘satisfactory’ decision (Arnould, Price, and Zinkhan, 2004). Besides all these perspectives, *Emotional Perspective* considers the emotions of consumers and mentions the importance of their emotions in their purchase behaviors. According to emotional view, consumers do their purchases impulsively, without carefully collecting information, or evaluating the alternatives before purchasing. Actually, in the emotional view less emphasis is made on the search for pre-purchase, current mood and feelings are mentioned as more important for purchase decisions (Arnould, Price, and Zinkhan, 2004; Schiffman, and Kanuk, 2004).

Although the consumer decision making model explained above assumes that consumers pass sequentially through all five stages in buying a product, it should be known that consumers sometimes can skip or reverse some stages (Kotler, 2006). Especially for the personal care products which will be used in the study, emotional view can be used in some situations. For instance, a consumer can buy a personal care item impulsively just because of its interesting package or a consumer can prefer a personal care brand when he is in a “you deserve it” mood, even if it is much more expensive than the other personal care brands. So it should be kept in mind that, personal care brand choices can be done emotionally by skipping the pre-purchase search stages. On the other hand, since personal care products have a connection with health, in some situations all pre-purchase stages can be undertaken and a complete model of consumer decision making can be pursued. As a result it can be said that, consumer decision making model is a general model trying to represent the buying decision process of consumers’, but any factor can have an effect on it.

As a sum up, it can be helpful to mention the some aspects of the Fast Moving Consumer Goods (FMCG’s) for understanding their general characteristics and have a general idea about FMCG buying behavior of consumers’ since they include the personal care products category which will be used in the research.

For the Fast Moving Consumer Goods (FMCG’s), because of they have lower prices and purchased frequently, consumers found buying them less-risky. So, minimum effort in other words low involvement is made for buying decision of these types of goods, such as shampoos, toiletries, toothpaste, etc. They are generally bought without any plan; impulse purchases occur. Most FMCG product classes include several brands which have similar basic attributes to each other, thus it can be said that consumers do not show total loyalty to a brand and they do their choices from a small set of substitute brands. Buyers of a given product class typically choose several brands over a sequence of purchase (Foxall, Goldsmith, and Brown, 2005). Whenever a need is recognized, consumer will try to satisfy this need from the nearest store. In information search and evaluation of alternatives stages, being aware of the brand is an important figure.

As long as it is stated that, consumers do impulse purchases with low involvement, and brand awareness is an important figure in FMCG, at this point it can be useful to mention the importance of using the brand extension strategy since it is a cost-efficient way of taking advantage of an existing brand name. By using brand extension strategy, firms can both use their valuable brand names cost-efficiently, can take the attention and awareness of consumers with a known brand name for their impulse purchases, and can differentiate themselves among the substitute products by using the awareness of the consumers.

Moreover in FMCG, purchase decision is made relatively quick. Although there are some brand loyal consumers, their proportion is generally low (cigarettes, and alcoholic drinks are exception), and factors such as price and promotion have an important effect for brand switch. For the post-purchase behavior, if the consumer is satisfied by the brand, he will choose it for his repurchases again; if he is not satisfied he can change the brand easily (DeChernatony and McDonald, 2003).

Although the general situation for FMCG products are as mentioned above, there can be some exceptions for some products. For instance, shampoos which found among the personal care products are such products that, they have multi-dimensions, thus some differences can be seen in the purchases of consumers. With one of their dimension they are FMCG products which are consumed frequently, quickly and for many, it is a basic need. But from the other point of view, shampoos can be perceived as cosmetics or moreover, they can be perceived as health assistances. So, for the ones who perceive the shampoo products as cosmetics, brand image can be an important factor. For the others who perceive the shampoos as health issues, quality perception of the brand name can also be important too. As a result, the meaning of a shampoo brand for consumers is generally not as simple as the situation in most of the other FMCG products. High brand equity, brand image, and brand awareness as well can be important issues for shampoos. Since the shampoos will be used in the research, these attributes of the shampoos and their different consumption meanings for the consumers can be useful to keep in mind.

In the following part, types of buying decision behavior will be explained and decision making process of personal care in FMCG industry will be mentioned in more details.

1.1.3. Types of Buying Behavior

As mentioned above, consumers can skip or reverse some stages of consumer decision making process. The type of product being purchased from the points of risk involvement and personal meaning, will probably affect the time spent for the buying decision process, and in turn it can explain the reason behind this skip (Webb, 1999). For better understanding the consumer decision process for different types of products, it should be kept in mind that degree of information search is different for different products. The decision process of buying of a package of salt will probably differ from buying of a car. In literature, this is generally tried to be explained by a continuum of efforts ranging from very high to very low and in general three specific levels of consumer decision making is mentioned; *Extensive Problem Solving, Limited Problem Solving and Routinized Response Behavior* (Schiffman, and Kanuk, 2004; Peter and Olson, 2005).

Extensive Problem Solving generally takes place in situations if the consumers do not have any established criteria for evaluating the product category and the brands in the category. In such a situation, consumer needs a great amount of time and information for both establishing the evaluation criteria and evaluating the brands based on these criteria (Schiffman and Kanuk, 2004). Generally consumers use extensive problem solving, for the expensive and infrequently purchased goods (Odabaşı and Barış, 2002). Buying of a washing machine can be a good example, since washing machines are not consumed frequently, and whenever a new purchase would like to be done, new technologies and new models, and in turn a lot of new information can be found in the market.

Routinized Response Behavior can be characterized by the small amount of information need and quick decision makings. This type of decision making behavior can be used for the cheap, and frequently bought products. If the consumers have experience with the product category and if they have established criteria for evaluating the brands, they can use routinized response behavior. In such a situation, generally previously known information can be used, in some cases only small amount of additional information can be collected (Odabaşı, and Barış, 2002; Wells and Prensky, 1996).

On the other hand, Limited Problem Solving takes place for the product categories where consumers have established their evaluation criteria, thus the time needed for making a decision is generally lower (Peter and Olson, 2005; Schiffman and Kanuk, 2004). In limited problem solving situation, consumers have enough information about the product class, but since there can be new brands in the market, collection of information can be on the brand basis. In case of satisfaction, repurchases can occur. In case of dissatisfaction, consumers can switch the brands (Wells and Prensky, 1996). Limited Problem Solving is nearly describing the brand choice decision for shampoos. Although, the consumers have established the evaluation criteria of a shampoo since it is not a new category, but there are a lot of brands in the market thus, consumers have to spend a mediate amount of their time for making a brand decision.

The extensive, limited or routinized problem solving perspectives are trying to explain the process of decision making based on the established criteria for selection, and the amount of information being considered for making the decision. On the other hand, Assael (1998) classified buying decision behavior types in four groups based on the degree of consumer involvement and the degree of differences among brands. Figure 5, shows this categorization and below is the explanation of the categories.

Consumer involvement can be described as the interest of the consumers to some specific products or brands which are thought to satisfy their needs. In other words, it is the motivation to process some specific information, it is related with importance that a consumer gives to a purchase situation (Odabaşı, and Barış, 2002; DeChernatony and McDonald, 2003; Solomon, et al., 2006). To the degree that there is

a linkage between the needs of the consumer and product knowledge, consumer will be motivated to pay attention to the product information (Schiffman, and Kanuk, 2004). For example, a consumer who has hair loss problem will have a high involvement about hair loss issue, so will read and listen everything about hair loss and hair loss preventing products, while another consumer who does not have such a problem will skip the information about hair loss products.

As a result, it can be said that, the type of information processing will depend on the involvement of the consumer (Webb, 1999). Also, in Figure 5 types of consumer decision making is tried to be explained based on the consumers' involvement and the differences between brands. According to the Figure 5, when consumers are highly involved in a purchase, such as the purchase of expensive, risky, infrequently purchased and self-expressive goods and if there are significant differences among brands, *complex buying behavior* is used (Assael, 1998; deChernatony and McDonald, 2003). For example, a consumer who wants to purchase a laptop can undertake a complex buying behavior. Since, the knowledge of the consumer is generally limited about such kind of product, he will pass through a learning process, then he will develop beliefs and attitudes and eventually he will make a purchase decision (Kotler and Armstrong, 2006). For a complex buying, a consumer will pass through five stages of consumer decision making process which was explained previously (deChernatony and McDonald, 2003).

On the other hand, when consumers are involved in a highly involved purchase; expensive, risky and infrequently purchased goods, but if they perceive little difference among brands, or if there is lack of ability to judge the alternatives, this situation can be characterized by *dissonance reducing buying behavior* (Assael, 1998). Buying of a carpet can be described as the dissonance reducing buying behavior since all the carpet brands are perceived as similar to each other. In such a situation consumer can find the information tried to be collected to make the decision, very confusing and find himself in a lack of judgment. So, he will give up collecting information and another reason such as, a good price can be stimuli for the consumer to make the decision. This type of buying behavior is relatively quick (Kotler and Armstrong, 2006).

But, there can be mental discomfort, mental uncertainty about the purchase choice after the purchase which can be named as “post-purchase dissonance”. Often on the basis of the experience with the chosen brand, consumer’s attitudes will change and learning occurs (deChernatony and McDonald, 2003).

Buying decision of inexpensive, frequently purchased goods with the few differences among brands such as “salt” can be characterized as *habitual buying behavior* (Assael, 1998; deChernatony and McDonald, 2003). This type of buying behavior can be used when there is low consumer involvement and little difference between brands. Consumers generally do not collect a lot of information about the brands; they do their choices based on their familiarity to the brands. Consumers can keep buying the same brand most of the time but this is generally because of their habit, not because of the loyalty (Kotler and Armstrong, 2006).

	High Involvement	Low Involvement
Significant difference between brands	Complex Buying Behavior (Extended Problem Solving)	Variety-seeking buying behavior (Tendency to limited Problem Solving)
Few differences between brands	Dissonance-reducing buying behavior	Habitual buying behavior

Figure 5: Types of Buying Behavior

Source: Adapted from Henry Assael, *Consumer Behavior and Marketing Action*, Ohio : South-Western College Pub., 1998, 6th Ed.; and Philip Kotler, and Gary Armstrong, Prentice Hall, 2006, 11th Ed.

For the products which are inexpensive and frequently purchased but involve significant brand differences, consumers undertake *variety seeking buying behavior* (Kotler and Armstrong, 2006). From the light of these information, it is assumed that, for the shampoo product category, which will be used in the study as the parent brand product category, variety seeking buying behavior is undertaken. Because, for shampoos, there are many brands in the market (TGI, 2008), so consumers can switch brands for trying the other variety of products. Consumers may hold some beliefs about shampoo brands, chooses a brand without much evaluation, and then will evaluate that brand during consumption. If they are not satisfied or most of the time just for trying the other varieties of shampoo brands, consumers will switch their shampoo brands. As a result, it can be said that, brand trial takes place and, consumers may develop habits instead of strong brand loyalties -in turn they can easily influence from the promotions of other brands- (deChernatony and McDonald, 2003).

Till here, the types of consumer decision making from two perspectives are mentioned. The first perspective is based on the established criteria for selection, and the amount of information being considered for making the decision and found on a continuum of *Extensive Problem Solving, Limited Problem Solving and Routinized Response Behavior*. The latter perspective is based on the consumers' involvement and the differences between brands and it is found on a continuum of *Complex Buying Behavior, Dissonance-reducing buying behavior, Habitual buying behavior and Variety-seeking buying behavior*.

It should be mentioned that, in both perspectives, amount of problem solving times or the amount of involvements should be perceived as a continuum. Moreover, it should be understood that, although shampoos are in the category of FMCG, they have a dimension very related with the health of consumers. Thus, consumers can be in a tendency of perceiving some risks in such consumptions maybe not based on money loss but based on health loss. Thus, the involvement and information collection for shampoos can be thought as in the middle of the continuum. Since there are a lot of brands in the shampoo market, and a lot of new brands enter to the market, it can be said that consumers can spend maybe not as much as buying an expensive car, but a

considerable amount of time for choosing a shampoo brand. So it would not be wrong to say, a limited problem solving behavior is undertaken for deciding which shampoo brand to buy. It is not because of the evaluation criteria for the product category has not established, it is mainly because there are lots of brands –nearly 60- in the market. From the other point of view, significant differences can be perceived among shampoo brands, and although they are not very expensive products, and they are very related with the health of the consumers, consumers can perceive some amount of risk in deciding for which shampoo brand to choose.

1.2. Branding Strategies

In this part, the branding strategies for the companies will be concentrated on. First of all, for better understanding the brand and brand management concept, we will define the product and the brand, and the differences between them. Then, the brand management concept and its important points are explained briefly. Lastly, the types of branding strategies are mentioned.

1.2.1. Product versus Brand

Product strategy is among the most important decisions for a company because, it has a widespread impact by affecting every functional area and all levels of an organization (Cravens, 1991). Product can be defined as “anything that can be offered to a market for attention, acquisition, use or consumption, and that might satisfy a want or need” (Kotler, and Armstrong, 2006). Product is a problem solver, which solves the consumer’s problems and helps the company to achieve its objectives. Moreover product is what actually changes hand and thus, be a subject of great importance (DeChernatony, and McDonald, 2003). Although in this study the shampoos which are tangible goods are concentrated on, products broadly include physical objects, services, events, persons, places, organizations, and ideas (Kotler and Armstrong, 2006).

When a consumer is buying a product, actually he is buying more than a physical product; he is buying a bundle of benefits to satisfy his want or need (DeChernatony, and McDonald, 2003). Thus, mentioning the levels of a product can be good for understanding the consumers' expected benefits from a product.

Broadly, products composed of three levels; *core benefit*, *actual product*, and *the augmented product* (Kotler and Armstrong, 2006). The basic level of a product is the *core benefit*. This level includes the fundamental product or service what the buyer is really buying. For instance, the buyer of a shampoo is buying clean hair. At the second level, the core benefit should be turned into an *actual product* (Kotler, and Armstrong, 2006). This level includes the brand name, features, design, packaging, and quality level of the product. Thus, shampoos have brand names, they are produced with different features such as for dry hairs, or for curly hairs, and they have different packaging such as travel package or family size and they have attractive package designs and package colors.

The last level is the *augmented product*, which offers additional consumer services and benefits such as delivery and credit, installation, warranty, and after sale service. Shampoos can have toll-free numbers to call in case of a consumer question or problem or they can have websites where consumers can get recommendation about hair care. As Levitt (1969) states, in today's world, the competition is not in core benefit level, the competition is in actual and augmented product levels. That is why; the ones who can differentiate themselves in these levels such as creating strong brands for their products can achieve their objectives.

Thus, the firms who aim to differentiate their products from the similar products in the market use brands. Actually, the word brand is derived from the Old Norse word *brandr*, which means "to burn" (Keller, 2008) and the history of branding goes back to 2000 BC., used by the owners of cattle and livestock for marking their animals to identify them (Daye, and VanAuken; 2006). Although there have been many more practices regarding branding such as; putting of Egypt brickmakers symbols on their bricks to identify them, or putting the name of private shopkeeper over his shop; modern branding and the use of individual brand names reached to an important point

by the Industrial Revolution when the quantity and variety of products and the demand for them started to increase (Room, 1998). In today's world, since there are numerous similar products in the marketplace and it is difficult to compete in the core product level, firms try to create "brands" which provide some awareness, reputation, authenticity and prominence for their products (Keller, 2008, Kapferer 2008; Heding, Knudtzen, and Bjerre, 2009).

According to the traditional definition of American Marketing Association back to 1960, a brand is a "name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition" (DeChernatony and Riley 1997). Based on this definition of what a brand is; a brand is composed of some brand elements such as a name, logo, symbol, package design, or some other attributes which create the identity of a product and differentiate it from the other products. But, the brands, and branding is transformed into something much more complex than this definition, that is why Mercedes name is something more than a car, or more than a name that identifies the car from the other producers' cars. Actually, at the point brands and branding stands today; it can be said that brands are the souls, distinctive identities of the products; brands are chosen by the consumers for what they mean to them more than what the product does for them (Aktuğlu, 2008; Batey, 2008).

As a sum up, it can be said that, a brand adds to a product an identity and another dimension to its core function to differentiate it. The dimension it adds to a product can be tangible and symbolic, emotional and intangible (Ambler and Styles, 1997). For instance, a brand can signal a consumer that the product is better than the competing products in the form of performance, or it can signal the consumer that the product is more prestigious than the competing ones. As a result, although the fundamental benefits provided by the core products can be same, each brand can create different perceptions and feelings in the minds of consumers (Batey, 2008). Since consumers have a need of self-esteem, self-respect, and the esteem of others, which can be defined as the desire for reputation, prestige, recognition, attention, importance, and appreciation, a brand can differentiate the product and add value to the product by

promising to satisfy these kinds of esteem needs (Maslow, 1943). For example, however all the shampoos provide 'clean hair' as a fundamental benefit, some shampoo brands create competitive advantage by signaling 'prestigious image' to the user of the brand which in turn try to satisfy the esteem needs of consumers.

1.2.2. Brand Management Concept

Since brands are adding value to the products of the firms, they are important assets for the firms and each brand have a value. The value of the brand can be named as brand equity and all the aims of the firms should be directed to develop, sustain and increase the equity of their brands (Kapferer, 2008). Thus, the brand management concept, which aims to manage the brands strategically for sustaining and increasing their values, becomes important under marketing management. The brand management concept can be seen as a broad concept including every step from the birth of a brand to the death of a brand such as creating the brand, positioning the brand, stretching the brand, and repositioning the brand when needed. The main aim of the brand management is to create brand awareness, brand recognition, brand preference and brand loyalty in the long run. Moreover, Strategic brand management can be seen as a process and can be defined as developing and implementing the marketing programs for building, measuring and managing the brand equity (Aktuğlu, 2008). According to Keller (2008), strategic brand management process involves four main steps; establishing brand positioning and values, planning and implementing brand marketing programs, measuring the performance of the brand and sustaining brand equity.

For managing the brand equity, first of all, it is important to decide about the position of the brand in the market and try to establish that position. Positioning means to design the offer and image of the company in such a way that it occupies a distinctive place in the target consumer's mind (Tybout, and Sternthal, 2001a; Kotler and Armstrong, 2006). By positioning, the company tells the consumers why they should choose their brand. According to Ries and Trout (2000), although positioning starts with a product, it is about what is done to the mind of the target consumer. For example,

although both Volvo and BMW are producing cars, Volvo is perceived as a secure and reliable brand, whereas BMW is perceived as dynamic and prestigious (Kapferer, 2008). A distinctive positioning can be created by stating the points of difference; the advantages a brand has over its competitors, core brand associations; the attributes and benefits that characterize a brand, and brand mantra or core brand promise; a short three- to five- word expression that expresses the brand's associations and promise (Keller, 2008).

After, identifying and establishing the position of the brand in the market, it is important to choose brand elements for building brand equity and to focus on the programs that will be used in marketing of the brand. Brand elements can be brand names, URLs, logos, symbols, characters, spokespeople, slogans, jingles, and packages, in general the visual or verbal information that identify a brand and distinguish it from the other brands (Iain, 2002; Keller, 2008). It should be considered that, even if consumers do not know anything about the brand, brand elements should make them to feel or think in accordance with the brand's desired position (Tybout and Carpenter, 2001b). For instance, the brand name should be associating the core brand promise or attributes.

Although choosing the brand elements are important in building brand equity, it is not enough. The brand should be supported by marketing activities and strong, favorable, unique associations should be created by the combination of product, pricing, distribution and promotion strategies (Tybout and Carpenter, 2001b).

As long as brand equity building process is complicated and lots of investment is done for obtaining the brand equity, for seeing the financial impact of these investments, measurement of brand performance should be done as the control mechanism. Brand equity measurement system which should consist of research procedures should be applied for understanding issues such as the consumer's mind, or the brand's position and in turn appropriate strategies can be chosen (Iain, 2002).

After deciding the position of the brand in the market, planning the marketing programs, and measuring the performance of the brand, in other words after building the equity for the brand, it is important to sustain and enhance this brand equity under different circumstances. But as the product portfolio of the company expands, sustaining and expanding the brand equity becomes an obstacle that should be overcome (Dacin, and Smith, 1994). Thus, in the next part we will concentrate on the possible branding strategies –which also include brand extensions- a firm can choose for maximizing its brands' equity.

As a sum up, it can be said that; brand management is a complex process and includes building, measuring and managing brand equity. In general, deciding and establishing the position of the brand in the market, planning and implementing the strategies about product, price, promotion and distribution, measuring the created performance of the brand, and the decisions about growing and sustaining brand equity establish the base of the brand management process. It should be seen as an integrated process and all the aims of the firm should be directed for managing the process of brand value management.

1.2.3. Types of Branding Strategies

In this part, types of branding strategies which is an important decision in brand management will be analyzed. They will be analyzed in two broad groups as; brand naming strategies and brand development strategies.

1.2.3.1. Brand Naming Strategies

The firms introducing a portfolio of products can use different types of brand naming strategies. These can be Specific Product Branding, Corporate Branding, Product Line Branding, and Combination Branding (Aktuğlu, 2008; Cravens, 1991).

Specific Product Branding is the strategy of assigning specific brand names for every specific product of the company (Cravens, 1991). Although creating and supporting individual brands for individual products through promotion tools such as advertising or sales promotion has high costs, by this strategy it is possible to create unique identification for every specific brand in the marketplace (Batey, 2008). As a result of this unique identification, a successful brand can gain a strong loyalty (Kapferer, 2008). Moreover, even the one of the brands of the producer becomes unsuccessful in the marketplace; the other brands of the firm will not be affected by this failure (Aktuğlu, 2008). This strategy is generally used by the producers of frequently purchased, low-involvement items such as Pantene brand of Procter&Gamble, or Elidor brand of Unilever, since it is easy to concentrate on different market segments with different brands and with different marketing mix.

The other strategy that can be used is Corporate Branding Strategy in which all the products of the firm hold the firm name. For instance, the companies such as General Electric, IBM, Sony, Beko, and Arçelik use their names on every product they introduce to the market. By this strategy, the products are aimed to benefit from the corporate image of the company. Since, the company name is known by the consumers previously, it is a good advantage for the company in the introduction stage of the

products. Moreover, since one advertising or sales promotion program can be used for all products, the costs can be very low (Aktuğlu, 2008). But, there are some shortcomings of this strategy, if something negative happens with the company name, then all the products will be affected and there is a lack of focus on specific products (Cravens, 1991).

On the other hand, Product Line Branding Strategy uses a specific brand name on a line of products. In this way blurring the brand images of each line is prevented (Aktuğlu, 2008). Zara (clothing), Zara Home (home products), Vakko (classical clothing), Vakkoroma (young clothing) can be the examples of this strategy. Although this strategy provides more focus than corporate branding strategy, and more cost-efficient than specific product branding; the whole image of a line can be affected by a problem in a specific product in the line (Cravens, 1991).

Moreover, a company can use the Combination of these branding strategies. Generally, the combination of a corporate and line or combination of corporate and item brand is used. For instance, Nokia 3210, Sek Yougurt, Knorr Salad Sauce, Ülker Hanımeller, Eti Çay Keyfi, and İpek Shampoo can be the examples of combination branding strategy. When such a strategy is used, the advantages of specific product branding or product line branding and corporate branding can be used. While, the corporate name is putting the reputation of the firm to the product, the line or item name is adding an identity to the product and let it to be distinguishing from the firm's other products (Kotler and Armstrong, 2006).

All the brand naming strategies by the examples and advantages and disadvantages are summed up in Table 1.

Table 1: Brand Naming Strategies

	Specific Product Branding	Corporate Branding	Product Line Branding	Combination Branding
Example	*Pantene brand of P&G, Elidor brand of Unilever.	*All the products of the firm hold the firm name such as General Electric, IBM, Sony, Beko, and Arçelik.	*Using a specific brand name on a line of products. Zara (clothing), Zara Home (home products), Vakko (classical clothing), Vakkoroma (young clothing).	*The combination of a corporate and line or item brand is used such as Nokia 3210, Sek Yougurt, Knorr Salad Sauce, Ülker Hanmeller, Eti Çay Keyfi, and İpek Shampoo.
Advantages	*Unique identification for every specific brand. *Other brands of the firm will not be affected by the failure of a specific brand. *Easy to concentrate on different market segments with different brands.	*Products can benefit from the corporate image of the company. *One advertising or sales promotion program can be used for all products, the costs can be very low.	*Provides more focus than corporate branding strategy *More cost-efficient than specific product branding Strategy.	*The advantages of specific product branding or product line branding and corporate branding can be used. *Corporate name is putting the reputation of the firm to the product, the line or item name is adding an identity to the product.
Disadvantages	*Creating and supporting individual brands for individual products has high costs.	*If something negative happens with the company name, then all the products will be affected. *There is a lack of focus on specific products.	*The whole image of a line can be affected by a problem in a specific product in the line.	*Any potential problem with the company name, will affect the brands.

Source: Developed by the Researcher

1.2.3.2. Brand Development Strategies

As the products and the product categories of the firm increase, how to brand the products for managing effectively and efficiently becomes a problem and the four basic brand naming strategies explained above do not satisfy the needs of the firms with multi-products in the long run. As a result, generally the firms who want to introduce new products can decide to use strategies such as brand extension, line extension, multibrands and new brands for branding their new products (Kotler and Armstrong, 2006). The addition of the brand development strategies to brand naming strategies can be mentioned as; beside the brand name strategies of the firm, these strategies also consider the product category decisions of the firm too (Odabaşı and Barış, 2002).

Product Category			
Brand Name		Existing	New
	Existing	Line Extension	Brand Extension
	New	Multibrands	New Brands

Figure 6: Brand Development Strategies

Source: Philip Kotler, and Gary Armstrong, “Principles of Marketing”, Prentice Hall, 11th Ed., 2006.

Multibranding Strategy can be explained as introducing additional brands in the same category. In this way, it can be possible for a company to compete with its competitors with its two or more than two brands in the same category (Aktuğlu, 2008). For instance, P&G uses this strategy, and markets many different brands in each of its product categories such as Pantene and Blendax in its shampoo category. Although, there is a risk for new brand to get share from the sales of the old brands (cannibalization), it is possible to reach a bigger share in total. For instance, Selpak, Solo, and Silen brands are introduced by İpek Paper in paper products, in this way it got

the leadership position in the market. Moreover, it is widely used in automotive industry since it is a good way to expand in the market and appeal to different buying motives (Aktuğlu, 2008). The biggest drawback of this strategy is that none of the brands can be very profitable, and each brand can have a small market share (Kotler and Armstrong, 2006). In such a case, it is better to reduce the number of brands.

On the other hand, a company can decide to use a *New Brand Strategy* which means creating a new brand name. This can be used by the firms when they want to enter in new product categories or when they think the power of existing brand names are waning and a new brand name is needed. For example, Acura brand is created by Honda for differentiating its luxury car from the existing line (Kotler and Armstrong, 2006). Or, it is possible for Arçelik to use a new brand strategy if it decides to enter FMCG sector. But, the firms deciding to use this strategy should consider the high costs.

Line Extension Strategy can be used when a firm wants to introduce additional items in its existing category under its existing brand name. Introduction of the products in the same category with new flavors, packages, ingredients, and colors under the existing brand name can be named as line extension. For instance, Sütaş has introduced yogurts with different sizes, with different fruit flavors, with or without cream. Although, line extension strategy can be seen as a low cost and low risk way of introducing new products by a company, heavily extended brands can lose their strengths and specific meanings, and can confuse the consumer.

Moreover, a firm can launch new products in a new product category by using its existing brand name which is called *Brand Extension Strategy*. For example, Mattel has extended its Barbie doll brand into Barbie cosmetics, Barbie home furnishings, Barbie books etc (Kotler and Armstrong, 2006). Magnum has extended its brand from ice-creams to chocolates (<http://www.magnumcikolata.com/>, 05.16.2009). Eti Tutku has also extended its brand from biscuits to chocolates (<http://www.kangurum.com.tr/kangurum3-web/shopproductlisting.do?shopcategoryid=9855>, 05.16.2009). Generally, successful brands are used to extent to other categories, as a result, high recognition and fast acceptance can be obtained. Moreover, companies can avoid from the high cost of

creating a new brand by using brand extension strategy. But, as in the line extensions, brand extensions can blur the image of the main brand. Failure in the extension can create negative attitude among consumers toward the other products of the brand (Kotler and Armstrong, 2006).

Since brand extension strategy is the main focus of the study, the definition of it and its different aspects will be explained in the next section in details. A review of brand development strategies by the examples, advantages and disadvantages can be found in Table 2.

Table 2: Brand Development Strategies

	<i>Multi-brands</i>	<i>New Brands</i>	<i>Line Extension</i>	<i>Brand Extension</i>
Example	*Selpak, Solo, Silen brands introduced by İpek Paper.	*Acura brand created by Honda. *Creation of a new brand name if Arçelik enters FMCG market.	*Sütaş yogurts with fruit flavors, with cream or without cream.	*Magnum ice-cream to Magnum chocolate. *Eti Tutku biscuit to Eti Tutku chocolate.
Advantages	*Possible to compete with two or more than two brands in the same category. *Possible to reach a bigger share in total. *Good way to expand in the market and appeal different buying motives	*Can be used to enter into new product categories.	*Low cost and low risk way of introducing new products.	*High recognition and fast acceptance can be obtained. *High cost of creating a new brand can be avoided.
Disadvantages	*Risk for new brand to get share from the sales of the old brands (cannibalization). *Possibility that none of the brands can be very profitable, and each brand can have a small market share.	*High costs.	*Heavily extended brands can lose their strengths and specific meanings and can confuse the consumer.	*Can blur the image of the main brand. *Failure in the extension can create negative attitude toward the other products of the brand.

Source: Developed by the Researcher

II. BRAND EXTENSIONS AND CONSUMER EVALUATIONS

Since the main focus of the study is to understand how consumers evaluate brand extensions, in this section, the brand extension concept will be explained in detail. The section starts with the definition and examination of main issues in brand extension concept. Then, the advantages and disadvantages of the brand extensions and the attitude transfer in brand extensions will be discussed. Also, the factors affecting the consumers' evaluation of brand extensions and the importance of consumer evaluations will be examined and the section will be ended by the overview of the previous academic research.

2.1. Brand Extension Concept

Firms that are trying to reach their objectives and goals should think about the future portfolio strategies, after analyzing their current business portfolios (Kotler and Armstrong, 2006). Mainly, the strategies that a firm can follow can be categorized in three groups; growth strategies, stability strategies and the retrenchment strategies (Eren, 2002). Decision of using a brand extension can be analyzed under a firm's decision to use a growth strategy. Thus, for understanding the big picture of using brand extension, first of all growth strategies of a firm will be analyzed briefly.

Firms generally try to both stay alive in the competitive market environment and aim to grow for competing more effectively, for satisfying their stakeholders such as; their employees, customers, competitors, suppliers, distributors, shareholders, government, and the public, and for attracting top talent (Eren, 2002; Kotler and Armstrong, 2006). For a firm choosing to grow, there are some strategies that can be used. These growth strategies can be explained by the Ansoff's Growth Share Matrix which can be seen in Figure 7.

Based on this matrix, growth strategies can be categorized according to whether they include existing or new products, or whether they include existing or new markets. Existing products can be used to penetrate to existing markets (market penetration strategy) or to expand into the new markets (market development strategy). But, for the long run success, a firm should introduce new products whether for the existing markets (product development strategy) or for the new markets (diversification strategy) (Ambler, and Styles, 1997). For example, adding sandwiches to its menu is a product development strategy for Starbucks because it is still in its existing market, whereas adding CDs to its products is a diversification strategy for Starbucks since the music market is a different market than its existing market (Kotler and Armstrong, 2006).

	Existing Products	New Products
Existing Markets	Market Penetration Strategy	Product Development Strategy
New Markets	Market Development Strategy	Diversification Strategy

Figure 7: Ansoff's Growth Share Matrix

Source: Kevin Lane Keller, "Strategic Brand Management; Building, Measuring and Managing Brand Equity", Prentice Hall, 3rd Ed., 2008.

At the point when a firm decides to market new products as a growth strategy, it faces with a major problem about how to brand the new products. According to Ansoff (1957), decisions can be selected among three main choices; a new brand for the new product can be developed, an existing brand name can be applied or a combination of a new brand and existing one can be used. In this study, the focus will be on using the existing brand for the introduction of a new product which is called brand extension strategy, since it has many advantages for the firms such as providing cost efficiencies, providing easy awareness and acceptance of the consumers', motivating the consumers

for the trial of new products, moreover feedback benefits to the parent brand (Boush, and Loken, 1991; Kapferer 2008; Tauber 1981; Loken and Deborah, 1993; Smith and Park, 1992).

But, according to different views, there are some nuances in the definition of brand extensions, thus it is not easy to strictly mention if it is under the product development strategy or under the diversification strategy. Brand extensions are defined as the use of an established brand name to enter new product categories (Aaker and Keller, 1990; Heding, Knudtzen and Bjerre, 2009; Batey, 2008; Reddy, Holak and Bhat, 1994). In contrast, line extensions involve the use of an established brand name for a new offering in the same product category (Reddy, Holak and Bhat, 1994). Furthermore, Doyle (1994) defined brand extensions as “using a brand name successfully established for one segment or channel to enter another one in the same broad market.”

Kapferer (2008) stated that, line extensions are for enriching the basic promise through adding new varieties such as providing new tastes for a jam, for deepening the problem solving ability more or less for the same customers, for same need, or for making a finer segmentation of a need such as many varieties of each shampoo brand based on the hair type, or scalp problem of the consumers. Moreover, complementary products such as introduction of hair conditioners by a shampoo brand are also seen as line extension. But, according to the perspective of the same author (Kapferer, 2008), Diet Coke or Mercedes Class A are seen as brand extensions. Because, they aim a different category of need, different users, and competition although the physical resemblance with the core product of the parent brand.

From a broad perspective, when an established brand name is used to introduce a new product, it is called *brand extension* and brand extensions can be classified in two general categories as *line extensions* and *category extensions* (Farquhar, 1989; Keller, 2008). *Line extensions* are defined as; the usage of an existing parent brand name to brand a new product that targets a new market segment in the same product category with the parent brand (Aaker and Keller, 1990; Keller 2008, Batey, 2008). A product with a different flavor or ingredient variety, a different form or size can be called as line

extensions such as Diet Coke, Cherry Coke (Aaker and Keller, 1990; Reddy, Holak, and Bhat, 1994; Batey, 2008). On the other hand, if an existing brand is used to enter a different product category from the currently served category, then it is called *category extension* such as entrance of Caterpillar into fashion clothing, Yamaha's entry from musical instruments to bikes (Farquhar, 1989; Keller, 2008).

Kotler and Armstrong (2006) also defined *line extensions* as the additional items introduced by the firm in the same product category with the same brand name, such as new forms, ingredients, package sizes and defined *brand extensions* as the usage of a successful brand name for launching new or modified products in a new category. Thus, Kotler and Armstrong (2006) differs from Keller (2008)'s definitions as does not emphasize on targeting a new market segment in line extensions and by using the term "*brand extension*" not the "*category extension*".

Based on all these definitions which are similar but have some small differences, it can be said that, the key point that differentiate line and brand extensions is the term "product category". Also, brand extensions can be analyzed under the product development or diversification strategy based on how the boundaries of the "market" or "product category" of the firm are identified. Thus, defining "category" term can give a broader understanding of whether an extension can be defined as a line extension or a brand extension. It is stated by Mervis and Rosch (1981) that, "a category exists whenever two or more distinguishable objects are treated equivalently."

But, in some situations even understanding the term "category" is not enough to prevent the confusion especially in practice. For instance, if Sony's market is defined as broadly as "consumer electronics" then its range of mobile phones will not be named as brand extensions, they can be named as line extensions and can be positioned under the product development strategy (Ambler and Styles, 1997). Moreover, if Diet Coke is placed under "diet drinks" category instead of "soft drinks", then it can be seen as a brand extension as Kapferer (2008) mentions.

Consequently, knowing these differences in the literature will let us to understand the brand extension concept better and will be a precaution for the possible confusions. Since the main objective of this study is to understand the consumer evaluations of brand extensions, evaluating the boundaries of the product category or the market of the firms is out of the scope of this study and hereby for preventing the possible confusions, the broader definition of brand extension will be used. As a result, in accordance with Keller (2008), brand extensions will be considered as a broad concept which include both line extensions and category extensions, and brand extensions can be defined as the *use of an established brand name to introduce new products*.

In the following part the advantages and disadvantages of using a brand extension strategy will be examined for gaining a broader understanding of the main concept of the study.

2.2. Advantages and Disadvantages of Brand Extension Strategy

Firms can choose to use brand extension strategy for introducing their new products. As in every decision, deciding to use brand extension strategy has some advantages and disadvantages. While, in some situations using brand extension strategy can be useful, in some other situations not using it can be a better decision. For giving a right decision to use it or not to use it, the advantages and disadvantages of this strategy should be understood. Thus, in this part the advantages and disadvantages of brand extensions will be discussed and Table 3 is added to the end of the part summarizing the advantages and disadvantages of brand extension strategy.

2.2.1. Advantages of Brand Extensions

From the perspective of costs, brand extensions are a good way of reducing costs. Developing a new brand name means using the art and science together which needs high consumer research and skilled personnel for creating brand names, symbols, logos, packages, characters and slogans. Thus, it can be generally a very expensive and time consuming concept and the firm can never be sure about success of the new brand name (Keller, 2008). Such an expensive and time consuming process can be easier, less time consuming and less expensive by using brand extension strategy (Boush, and Loken, 1991; Keller, 2008).

Moreover, when the firm introduces its product by using brand extension strategy, it does not have to make much effort to create awareness both for the new product and the brand. Since, the consumers are aware of the brand, firm can use all its resources only for creating awareness for the new product (Keller and Aaker, 1992). As a result, promotional costs will decrease and efficiency in promotional expenditures can be provided (Tauber 1981; Aaker and Keller, 1990; Kapferer 2008; Smith, and Park, 1992; Loken and Deborah, 1993). The study of Sullivan (1992) which was conducted in 98 consumer brands in 11 markets found that; less advertising is spent on brand extensions than new name brands. A firm can also benefit from the cost efficiencies of

this strategy even after launching the new product. For instance, after launching the new product and creating some awareness, advertising can be done for the whole family brand instead of the each product under the brand name. As a result, costs of follow-up marketing programs can reduce and cost-effectiveness can be provided (Keller and Aaker, 1992).

Also, production costs can be reduced by the usage of similar packages and labels (Keller, 2008). For example, Eti Tutku brand uses the same colors, and similar packages both for its biscuits and chocolates (<http://www.etietieti.com/urunler.aspx?mainId=5&subId=195> , 05.17.2009).

From the perspective of creating and maintaining recognition and image, brand extensions are useful tools too. When different products with same brand names and similar packages are used, their recognition will also increase (Lahiri and Gupta, 2005, Marangoz, 2007). For instance, by stocking all Eti Tutku branded products together in supermarket shelves and by the help of their red identical packages, visibility and recognition can be increased.

Besides the brand name recognition, improvement in brand image can be obtained. Since, consumers have formed some beliefs about the existing brand over time, the new product is expected to carry the similar qualifications. In other words, beliefs associated with the existing brand may be transferred to the extended one (Lahiri and Gupta, 2005). Thus, a successful brand name which has been trusted and perceived as quality by the consumers can benefit from this, when a brand extension strategy is used. Because consumers have positive perceptions about the existing brand, they will find trial of a new product with a trusted brand name less risky than a product with a new brand name (VanRiel, Lemmink, and Ouwersloot; 2001). Thus, it can be said that, brand extensions are good motivators for the trial of new products (Keller, 2008). As a result of using brand extension, previously created associations and beliefs with the existing brand can be easily and cost-effectively transferred to the extended product and trial is motivated (Lahiri and Gupta, 2005). In accordance with the consumers demand to try a brand extension, it can be easier for a firm to convince the retailers to stock and

promote their product, and costs of distribution will decrease (Gronhaug, Hem, and Lines, 2002).

Besides the benefits of brand extensions for the acceptance of the new product, they can also provide feedback benefits to the parent brand in many ways. For instance by the help of brand extensions, the meaning and the boundaries of the market that a brand would like to compete can be clarified (Keller, 2008). For instance Dalin means “babies”, with its many brand extensions into different product categories such as granule teas for babies and mothers, liquid clothing detergent for babies, shampoo for babies, anti-rash cream, and baby oil (<http://www.dalin.com.tr/>, 03.03.2009). Also, brand Weight Watchers means “weight loss and maintenance” with its fitness centers and low-calorie foods (Keller, 2008). Also, according to some authors if a high quality product is introduced by using an existing weak brand name, it can have a positive effect to increase brand equity (Jun, Mazumdar, and Raj, 1999; Keller and Aaker, 1992). As a result of such positive reciprocal effects, market share of the brand can increase (Swaminathan, Fox, and Reddy, 2001).

2.2.2. Disadvantages of Brand Extensions

Although there are so many advantages of using brand extensions, there are some disadvantages too.

If a category is crowded with many brands, introducing new products for that category or introducing many new versions of the product may confuse consumers about which brand to choose (Gronhaug, Hem, and Lines, 2002). Moreover, retailers can not find enough shelf space to stock the new products and brands being introduced continually. As a result, consumers who can not find the new product in supermarkets, which has introduced by advertisements, can be disappointed.

The worst thing that can happen by a brand extension strategy is not to fail but also damage the image of the parent brand. Since consumers perceive a brand name as a whole, any negative perception or any problem got by the usage of the new product, will be transferred to the parent brand and in turn may damage the parent brand image and equity (Gronhaug, Hem, and Lines, 2002) and the market share of the product can reduce (Pitta, and Katsanis, 1995). Also, the brand extensions that are found inappropriate for the brand's image or the brand extensions whose positioning found inconsistent with the positioning of the parent brand can create questions for the competence of the parent brand, and the brand's reputation could be damaged (Loken and Ward, 1990, Sharp, 1993).

Even if the brand extension is successful, the brand extension which is similar to the parent brand can reduce the sales of the existing product which is called cannibalization (Reddy, Holak, and Bhat, 1994; Marangoz, 2007; Pitta, and Katsanis, 1995). Moreover, linking a brand with many products can diminish its identification with any specific category (Gibson, 1990; Keller, 2008). Or the attributes or associations of the brand extension which are found conflicting with the associations of the parent brand may weaken the parent brand's associations, hurt the parent brand's image and dilute brand meaning besides identification dilution (Gronhaug, Hem, and Lines, 2002; Loken, and Deborah, 1993; Keller, 2008). For example the brand extension

of Mercedes, which has been associated with “wealth”, into smaller car’s segment can dilute its brand image and identification over time.

As a sum up, it can be said that brand extensions facilitate to enter into a market fast and less costly, since it creates greater levels of trial with less investment. Also, by using this strategy a firm can leverage its brand equity by using its strong brand name. For these reasons, it can be seen as a strategy with lower financial risks. But, if the products introduced can not be chosen properly, and in accordance with the image of the parent brand or with the associations that have been created, it can confuse consumers, change their perceptions negatively, dilute the meaning and image of the brand that have been created over time with high expenditures. As a result, the worst scenario can happen and not only the extended product fail, but also it will take the parent brand down. Thus, a company should chose categories to enter properly and should not let the chance of developing a new brand to forgo. Table 3, summarizes the advantages and disadvantages of brand extensions.

Table 3: Advantages and Disadvantages of Brand Extension Strategy

Advantages	Disadvantages
Less expensive way of introducing new products.	May confuse consumers.
Less promotional costs and efficiency in promotional expenditures.	Retailers can not find enough shelf space to stock the new products and brands being introduced continually. As a result, consumers who can not find the new product in supermarkets can be disappointed.
Less production costs by the usage of similar packages and labels.	A brand extension can fail and damage the image of the parent brand.
Visibility of products and recognition can be increased.	Any negative perception or any problem got by the usage of the new product, will be transferred to the parent brand and in turn may damage the parent brand image and equity.
Beliefs associated with the existing brand may be transferred to the extended one. Thus, a successful brand name which has been trusted and perceived as quality can benefit from this.	Brand extensions that are found inappropriate for the brand's image can create questions for the competence of the parent brand, and the brand's reputation could be damaged.
Brand extensions of trusted brands are good motivators for the trial of new products.	Brand extension can reduce the sales of the existing product; Cannibalization can occur.
Easier to convince the retailers to stock and promote the extended product, and costs of distribution will decrease.	Linking a brand with many products can diminish its identification with any specific category.
Feedback benefits to the parent brand can be provided in many ways.	Associations of the brand extension which are found conflicting with the associations of the parent brand may weaken the parent brand's associations, hurt the parent brand's image and dilute brand meaning.
The meaning and the boundaries of the market that a brand would like to compete can be clarified.	
Introduction of a high quality product by using an existing weak brand name, can strengthen the brand equity. As a result, market share of the brand can increase.	

Source: Developed by the Researcher

2.3. Attitude Transfer in Brand Extensions

The main idea behind using the same brand name for a new product can be explained by the fact that people tend to transfer their attitudes. Attitude transfer can be described as people's tendency to generalize their negative or positive evaluations, affective responses, or behavioral tendencies about an object or a fact (Turhan and Yilmaz, 2007). Since in brand extension strategy it is important to understand how consumers evaluate the extension and how these extension evaluations affect their decision making, it is important to understand how the attitudes are transferred to the extension. Attitude transfer is tried to be explained by different theories in the literature. These are semantic generalization, affect generalization, categorization and schema congruity (Osgood, 1963; Kerby, 1967; Roman 1969; Bousch et. al., 1987; Burnstein and Schul, 1983; Fiske and Taylor, 1991; Mervis and Rosch, 1975; Aaker and Keller, 1990; Park, Milberg and Lawson, 1991; Broniarczyk, and Alba, 1994).

“Semantic Generalization” mentions that, consumers tend to transfer their existing attitudes from one product to other by brand name. The base of this tendency comes from the psychological principle of generalization. The generalization principle, developed in psychology, holds that; people view the individual items as being similar disregarding their character that differentiate them. Thus, in semantic generalization level, regardless of their physical characteristics or physical similarities, people view two or more items as similar based on just their certain common meaning (Kerby, 1967; Osgood, 1963). In marketing terms, the semantic generalization theory can be used to assume that, even though the products are dissimilar physically, the meaning should be transferred between two or more products which hold the same brand name. But the study of Kerby (1967) showed that, consumers do not use semantic generalization theory in general when evaluating the products. He suggested that; semantic generalization is used only in evaluations which require minimal emotional and intellectual effort (Kerby, 1967). Although, another study conducted by Roman (1969) discovered a tendency toward semantic generalization, it can be said that, trying to explain attitude transfer only by semantic generalization will be very broad, simple and

will disregard the importance of other factors. As a result, it is believed that people do not do their generalizations only based on the semantic names and the following studies tried to understand the other factors under the generalization of consumers.

Another theory trying to explain attitude transfer is, “affect generalization”. When an existing brand name is applied to a new product, consumers’ affective evaluations are also influenced by previously formed evaluations about the existing brand (Boush et. al., 1987). In other words, consumers tend to generalize their previously formed affects to the products with the same brand name. But, this affect generalization is not an independent factor. It depends on the informational and descriptive basis for that affect, for instance similarity between the existing and the new product influence the affect generalization. The more similar the existing and the new product, the greater will be the transfer of affects to that new product (Boush et al., 1987). Also, Burnstein and Schul (1983) argued that, even after forgetting the specific features of an object that helped the creation of a specific affect, people can still hold the affective impression of that object. But, the some other studies stated that; the attitude transfer is a more complicated process and more factors other than the “affects of people” or “the similarity between the products” play important roles.

“Schema Congruence” and “Categorization” theories are the ones which are used mostly in brand extension studies to explain attitude transfer. Both theories use the similarity concept and the effects of other factors to explain the process of evaluative judgements.

A schema is “a cognitive structure that represents organized knowledge about a given concept or type of stimulus” (Fiske and Taylor, 1991). And Schemata can guide the evaluations of people (Boush et al., 1987). Also, similarity is added to the schema concept, and it is argued that, schematic match determines affective response. Moreover, it is stated that, when an object is perceived to fit the schema, it will receive the affect linked to that category (Fiske and Taylor, 1991). Thus, it can be concluded that, the schema-congruence leads to affective responses.

On the other hand, “categorization theory” states that; by evaluating the products of an existing brand name, consumers may form a prototype which represents the category of the branded products. New products having the same brand name are perceived as the members of the same category. But also the degree of similarity of the other brand attributes influence the consumers to perceive a product to be as ‘typical’ of the category (Boush et. al., 1987). Consumers evaluate the similarity of a product with an existing category by evaluating the individual feature matches and mis-matches. Thus, the new products’ similarity, or representativeness of the category lead them to become the members of the existing category (Mervis and Rosch, 1975; Boush and Loken, 1991). Then, they are evaluated based on the prototype summaries already formed. Thus, the existing brand impressions affect the attitude toward the new product (Mervis and Rosch, 1975). Also, for being the “representative” or “similar” to a product category, many representativeness or similarity dimensions have been stated in the literature. Those are in a broad perspective differing from the physical properties of the products (Aaker and Keller, 1990; Keller and Aaker, 1992), to brand concept consistency (Park, Milberg and Lawson, 1991; Broniarczyk, and Alba, 1994).

Since the human brain has a nature of transferring previously formed attitudes as described by the projected theories, marketers take the advantage of this mentality and use their known brands for entering to other product categories. In many studies, it is argued that; previously formed attitudes of the consumers toward the parent brand, influence their initial evaluations of a brand extension. Since the categorization theory tries to explain the attitude transfer of people as regarding it as a broader and more complex process including the effects of several dimensions, for examining the factors that affect the consumers’ brand extension evaluations, this study uses the categorization theory.

From the perspective of FMCG's, consumers can put shampoos, hair gels, hair creams, hand creams, deodorants, hair dyes etc. into the same category since they all provide personal care. Thus, it is probable that, extension of a shampoo brand into a hand cream can be accepted more easily than extension of a shampoo brand into a food category. As a result, attitudes can be transferred to the extension in case of the hand cream than a food product.

The following part will examine the different factors affecting the success of brand extensions and roles of previously formed attitudes of consumers' toward parent brand, in the evaluation of a brand extension.

2.4. Factors Affecting the Evaluation of Brand Extensions

Many researches have been conducted to understand the factors that affect the success of brand extensions. According to those researches, many factors have been found as important in consumers' evaluations. Randall (2000) stated that, there is not a specific factor that guarantees the success of the brand extension, but there are some general properties that facilitate the success of the brand extension. Thus, in this part different factors that have been found important for the success of the brand extensions in the literature will be examined.

Although, most of the factors affecting consumers' evaluations of brand extensions, that have previously studied in the literature, will tried to be mentioned briefly, such as; the effects of Intervening Extensions (Keller and Aaker, 1992), Perceived Difficulty of Making the Extension (Aaker and Keller, 1990; VanRiel, Lemmink, and Ouwersloot, 2001), Service Intensiveness (Lei et. al., 2004), Perceived Risk (Gronhaug, Hem, and Lines, 2002; Yeniçeri and Akturan, 2008), Perceived Brand Equity (Marangoz, 2007) and Positioning Effect (Aaker and Keller., 1990; Smith and Park, 1992; Klink and Smith, 2001; Kim, 2003) only the effects of;

1. *Relevancy of Parent Brand Specific Associations to the Extension* (Aaker and Keller, 1990; Zeithaml 1988; Park, Milberg and Lawson; 1991; Broniarczyk and Alba, 1994; Glynn and Brodie, 1998; Meyvis and Janiszewski, 2004; Wu and Yen, 2007),
2. *Attitudes toward Parent Brand* (Farquar, 1990; Kwun, 2004; Aaker and Keller, 1990; VanRiel, Lemmink and Ouwersloot, 2001; Lahiri and Gupta, 2005; Vanhonacker, 2007; Chaudhuri and Holbrook, 2001; Reast, 2005; Boush et. al., 1987; Yeniçeri, and Akturan, 2008; Diamantopoulos, Smith, and Ian, 2005; Park, Milberg, and Lawson, 1991; and Sharp, 1993)

3. *Familiarity to the Parent Brand* (Alba and Hutchinson, 1987; Hoyer and Brown, 1990; Broniarczyk and Alba, 1994; Swaminathan, Fox and Reddy, 2001; Thorbjornsen, 2005; Lahiri and Gupta, 2005; Grophaug, Hem and Lines, 2002),
4. *Fit between the Parent Brand and the Extension* (Lahiri and Gupta, 2005; Uzun and Erdil, 2004; Bousch, et. al., 1987; Tauber, 1988; Aaker and Keller, 1990; VanRiel, Lemmink and Ouwersloot, 2001; Nkwocha et. al., 2005; Boush and Loken, 1991; Park, Milberg, and Lawson, 1991; Bhat and Reddy, 2001; Gürhan, Canlı and Maheshwaran, 1998), and
5. *Consumer Innovativeness* (Klink and Smith, 2001; Lahiri and Gupta, 2005) will tried to be examined in the study and thus will be concentrated on in the following part.

The answer of why only these five factors are chosen can be attributed to some main reasons. Especially, the effects of the “relevancy of parent brand-specific associations to extension”, “familiarity to the parent brand”, “fit between the parent brand and the extension” are the factors that are mainly studied in many of the studies in literature trying to understand the consumers’ evaluations of brand extensions. Although these factors are found important in many previous studies and examined in different country markets, there is not enough study examining these factors in Turkish market. That is why these factors are chosen to study (relevancy of parent brand-specific associations to extension category, familiarity to the parent brand, fit between the parent brand and the extension) to see the results of mostly important factors in Turkish context. On the other hand, we decided to put “Consumer Innovativeness” in the model, both because of the importance of innovation and innovativeness in today’s fast moving market conditions especially in FMCG, and the poor number of studies examining the effects of consumer innovativeness in the brand extension literature.

Before starting to explain the factors found in the model, for having a review of the brand extension literature and giving the reader the all important points of the literature, the factors that have examined in the literature but not in the scope of the study will be examined briefly. Below, brief explanations of the previous study findings about these factors can be found.

Keller and Aaker (1992) examined the effects of *intervening extensions* (firms' previous extensions) on a potential brand extension. As a result, it is found that; if there is no significant difference between the perceived quality of the core brand and the perceived quality of the intervening extension, consumers are not influenced by the presence or absence of the intervening extension. Also, only the successful intervening extensions have positive feedback effects on the core brand, unsuccessful intervening extensions do not have any negative feedback effects on the core brand. After all, it can be said that; introducing successful intervening brand extensions has two benefits (Keller and Aaker, 1992):

- They facilitate the evaluation of additional brand extensions more favorably and
- They facilitate the evaluation of core brand more favorably.

Perceived difficulty of making the extension is another factor that has been examined in literature. It is mentioned that, if consumers perceive the extended product class as “difficult” to make, their evaluations about the extended product will be positive (Aaker and Keller, 1990; VanRiel, Lemmink and Ouwersloot, 2001). The logic behind this statement is; consumers may evaluate a high quality brand's extension to a product class which is easy to make, as incongruent and inconsistent. Furthermore, they can think that, the quality name only adds a higher price for such an easy to make product category. So, this incongruity may lead to a rejection of the extension (Aaker and Keller, 1990).

On the other hand, since there are only few pure consumer goods or services and most products are combination of goods and services (Zeithaml and Bitner, 1996), some studies are conducted to see the effect of a parent product's *service intensiveness* for consumers' evaluation of the extension. It is found that; if the parent product is more

service intensive than the extension, it is accepted favorably by the consumers (Lei, Pruppers, Ouwesloot, and Lemmink, 2004). But, if the extension is more service intensive than the parent product, consumers doubt about the firm's capability of introducing a good quality product (Lei, Pruppers, Ouwesloot, and Lemmink, 2004). For example, when a pasta restaurant extends its brand to packed pastas, it is accepted favorably by the consumers whereas; if a packed pasta producer extends its brand to a pasta restaurant, consumers doubt about its capability of providing a high quality product.

Perceived risk is also an important point affecting the behavior of consumers. According to Gronhaug, Hem, and Lines (2002), since in the product categories where perceived risk is high - which means high degree of uncertainty and low levels of product class expertise-, consumers prefer the recognized brands. It can be a successful strategy for the firms to enter those kinds of categories by using their recognized parent brands. Also, based on Yeniçeri and Akturan (2008)'s study, consumers who evaluate the brand extensions' success differently (successful, moderate, and unsuccessful) show differences based on their financial and performance risk perceptions, but not based on their social risk perceptions. The consumers who evaluate the extended product as unsuccessful are found to have high financial and performance risk perceptions. This shows that, the ones who evaluate the extended product as successful; do not assume any financial losses or any problem about the performance of the product. However, the ones who evaluate the extended product as unsuccessful probably assume some financial losses and performance defects (Yeniçeri and Akturan, 2008).

Marangoz (2007) examined the *brand equity perceptions* on brand extension evaluations. According to him, perceived brand equity is composed of brand loyalty, perceived quality, brand associations, and brand awareness and these dimensions have positive effects on the brand extensions (Marangoz, 2007).

Moreover, there are some studies in literature which have examined the *effects of positioning strategies* in brand extension evaluations. Smith and Park (1992) indicated that; brand extensions capture greater market share and advertising efficiency than individual brands. Also, it is found that perceived fit increases as the exposure to an extension increases (Klink and Smith, 2001). Furthermore, for the extensions that are far from parent brand, different communication strategies are needed (Kim, 2003).

From now on, the factors that form the research model will be concentrated on. These are *Relevancy of Parent Brand Specific Associations to the Extension, Attitudes toward Parent Brand, Familiarity to the Parent Brand, Fit between the Parent Brand and the Extension, and Consumer Innovativeness*, and these will be explained in details respectively.

2.4.1. Relevancy of Parent Brand-Specific Associations to the Extension

By trusting their strong brand names, marketers generally do not spend much for the promotion of their brand extensions (Bhat, and Reddy, 2001). Consumers usually first meet with the extended product when they see it on the shelf of the store. Consequently, until they become familiar with an extension, consumers use their existing knowledge about the parent brand to evaluate the brand extension. Thus, the associations of the parent brand and their relevancy with the extension are accepted as an important element in brand extension evaluations (Aaker and Keller, 1990; Zeithaml, 1988; Park, Milberg and Lawson, 1991; Broniarczyk and Alba, 1994; Glynn and Brodie, 1998).

MacInnis and Nakamoto (1990) defined *brand-specific associations* as the attributes or benefits that differentiate a brand from the competing brands. According to Keller (1993), brand associations are the information, containing the meaning of the brand for the consumers. Based on the how much information is summarized, Keller (1993) categorized associations by increasing scope as; attributes, benefits and attitudes.

Attributes relate to performance of the product and can be categorized as product-related and non-product related attributes. Product related attributes can be named as features, and are about the product's physical characteristics; such as the technical facilities of a computer. Non-product related attributes are the external aspects related to product's consumption; such as packaging, price, target consumer identity, usage situations of the product (Pitta and Katsanis, 1995).

Benefits can be defined as the satisfaction that is given by the product features (Pitta, and Katsanis, 1995). For instance; gasoline economy or high performance can be the benefits that are provided by a car. Benefits can be functional, experiential or symbolic. Functional benefits are generally linked to the intrinsic features and low level needs; such as satisfying the transportation need by buying a car. Experiential benefits belong to the feeling provided when the product is used; such as theme parks or water

beds. And symbolic benefits are related with consumers' self-concept and can be linked to the higher needs; such as prestige provided by a luxury car.

Also, attitudes viewed as the sum of all salient beliefs that is hold by a consumer about a product. And, attitudes are the ones that form the basis for the behavior of the consumers (Keller, 1993).

Consequently, it can be said that attributes, benefits and the attitudes can form the associations of a brand. Associations can be the product attributes or characteristics that are tried to be created in the minds of consumers for positioning a brand and positive brand associations should be unique, strong and favorable (Pitta and Katsanis,1995; Batey, 2008). For example, BMW cars are associated with performance, Apple is associated with user-friendliness, Mercedes is associated with wealth (Aaker and Keller, 1990), and Selpak towels are associated with softness and durability (<http://www.selpak.com.tr/kagithavlu.html>, 02.20.2009).

Also, it is stated in the literature that, the associations created for the parent brand can be transferred to the extension. The good part with that assumption is; the associations of the parent brand can be helpful for the favorable evaluation of the extension, however sometimes those associations of the parent brand can be harmful for the extension category (Aaker and Keller, 1990). Since, the associations can help the success of a brand to the extent that, they are linked to the important benefits customer seek through purchase for a specific category, those benefits can be different for different categories (Myers and Alpert, 1968). For instance, Zeithaml (1988) provided that, thickness is related to high quality in tomato based juices but it is not a good association for the children's fruit flavored drinks. Also, pulp is a sign of high quality for the orange juice, but to a low quality in apple juice. Thus, a parent brand which is associated with 'pulp' in the minds of consumers, can not be successful if it extends to apple juice category.

Park, Milberg and Lawson (1991) found that, when the parent brand and the extension category share the same association, evaluation of an extension is enhanced. Also, Broniarczyk and Alba (1994) in their study, used different brands and associations, and found that parent brand-specific associations are important in the evaluations of extensions. They moderate the effect of parent brand and product category similarity. Also, brand specific associations can dominate the effects of parent brand to the extent where they reverse the extension evaluations (Broniarczyk and Alba, 1994).

Furthermore, Glynn and Brodie (1998) replicated the study of Broniarczyk and Alba (1994), and found supporting results. The relevance of parent brand-specific associations is important when considering a brand extension strategy. The firms can extend their brands to distant categories to the point where there is relevance in brand-specific associations. But, the firms should limit their brand's extension to the categories where there is no relevance.

Also, there are some studies trying to understand the relation between the brand breadth and parent brand specific associations. According to Meyvis and Janiszewski (2004), if consumers evaluate the extension by relying on to the most accessible¹ and diagnostic² brand associations, then the broad brands will have an advantage over narrow brands. Yet, if two brands have different brand breadths but have equally desired and accessible benefit associations, the narrower brand will be preferred (Meyvis and Janiszewski, 2004). But based on the findings of Wu et. al. (2007), regardless of the brand associations (trust or affect), the favorable broader brand will be advantageous than the narrow brand in terms of consumer evaluations, in extending to a category with low level of similarity (Wu and Yen, 2007). But, when a brand is extended to similar categories, parent brand specific associations have an effect, and only if the associations are strong, consumers prefer the narrow brand.

¹ Accessibility; "is the degree to which a piece of information can be retrieved from memory for input into a judgement" (Adapted from Feldman and Lynch, 1988 by Meyvis and Janiszewski, 2004).

² Diagnosticity ;is the degree to which the piece of information retrieved from the memory is relevant for a judgement (Adapted from Feldman and Lynch, 1988 by Meyvis and Janiszewski, 2004).

Regarding the previous findings the effects of relevancy of parent brand specific associations to the extension will be analyzed in the research. Consumers are expected to evaluate the extensions positively for the products which the existing parent brand attributes are expected.

2.4.2. Consumer Attitudes toward Parent Brand

Attitude is described as “a person’s consistently favorable or unfavorable evaluations, feelings, and tendencies toward an object or idea” (Kotler and Armstrong, 2006). Solomon et. al (2006) also described attitudes as the “lasting, general evaluation of people (including oneself), objects, advertisements or issues”. Moreover, the attitudes formed about products, and brands are the overall dispositions toward the product or brand which in turn influence the buying decision of consumers’ (Chaudri, 2006). Also, today it is believed in general that, both the rational beliefs and emotional evaluations of the consumers’ about the product and brand have an effect in the formation of attitudes (Fishbein, and Ajzen, 1980; Chaudri, 2006).

From the light of these definitions, attitudes toward the parent brand can be described as the consumers’ overall favorable or unfavorable beliefs and feelings about the parent brand. Also, consumers tend to evaluate the brand extension based on their existing knowledge about the parent brand until they become familiar with the brand extension. Thus, it can be said that, the positive or negative attitudes toward the parent brand are transferred to the extended product (Farquar, 1990). Consequently, the attitudes toward the parent brand are the important basis of the consumers’ evaluation of the brand extension (Aaker and Keller,1990; McWilliam, 1993; VanRiel, Lemmink and Ouwersloot, 2001; Kwun, 2004, Lahiri and Gupta, 2005; Vanhonacker, 2007; Reast ,2005). As a result, since attitudes toward parent brand are transferred to the extended product, in this study it is assumed that; they both form attitudes and purchase intension toward extended product.

In literature, the formation of attitudes toward the parent brand is associated with some factors. Perceived quality of the parent brand, trust to the parent brand, brand affect or likeness of the parent brand, innovativeness of the parent brand and the image of the parent brand, are the factors that affect the formation of attitudes toward the parent brand. These factors and their effect to attitude formation will be explained respectively.

In many studies, *perceived quality* is mentioned as a factor that affects consumers' attitudes toward brand extension. Zeithaml (1988) defined perceived quality as "the global assessment of a consumer's, about the superiority or the excellence of a product." She concluded that, the perceived quality is so important that, the abstraction of it, affects a product at a higher level than a specific attribute.

Aaker and Keller (1990) stated that perceived quality of the core brand should affect the consumers' attitude toward the extension positively. If the core brand is perceived as high quality, then the extension should benefit; if the core brand is perceived as inferior quality, the extension should be harmed. They stated that "higher quality perceptions toward the original brand are associated with more favorable attitudes toward the extension" (Aaker and Keller, 1990). They also mentioned the relationship between brands' perceived quality and the "fit". If two product classes fit in some way, the transfer of brand's perceived quality will enhance. When there is a weak fit, the transfer will be inhibited. The findings of their study called attention that, there is no direct link between perceived quality of the brand and attitude toward the extension. There should be a strong basis of "fit" between the existing and extension product classes for consumers to transfer the image of quality to the brand extension (Aaker and Keller, 1990).

Riel, Lemmink and Ouwersloot (2001), replicated the study of Aaker and Keller (1990) for service brand extensions and found some differences. According to VanRiel, Lemmink and Ouwersloot (2001), perceived quality of the original brand directly affects the consumer evaluations of the service brand extensions. Also, the hypothesis stating the perceived quality is transferred to the brand extension in case of a strong fit between the existing category and the extension's category is confirmed for only the 'Complement' dimension of fit. No difference is found about the strength of quality perception's effect toward the evaluation of the brand extension in cases of non-service and service brand extensions.

Another study which was conducted for understanding the effects of perceived quality in brand extension evaluations and compared the results for the consumer non-durables, durables and services (Lahiri and Gupta, 2005), also proved that, perceived

quality of the core brand is more important in the evaluation of consumer durables' and services' brand extensions than the brand extensions of non-durables'. This can be explained by the consumers' need to rely more on to the perceived quality to judge the brand extension in services and durables, due to the intangible nature of the services, and high unit price of the consumer durables.

Also, *trust* to the parent brand is mentioned as an important factor for the formation of attitudes toward parent brand and thus will impact the consumer's evaluation of brand extension (Vanhonacker, 2007). Brand trust is described as the, "willingness of the average consumer to rely on the ability of the brand to perform its stated function" (Chaudhuri and Holbrook, 2001). And it is mentioned that, brand trust helps the formation of positive and favorable attitudes and as a result attitudinal and brand loyalty occurs (Chaudhuri and Holbrook, 2001; Delgado and Munuera, 2001). According to McWilliam (1993), consumers are willing to try the brand extensions as long as they trust the parent brands. According to Reast (2005), brand trust is measured by two dimensions; "credibility" and "performance satisfaction", and results supported that, the more a brand is trusted, the more it will benefit from brand extension strategies.

Parent brand affect or likeness of the parent brand will also contribute to the formation of attitudes. Consumers' likeness or dislikeness of the parent brand or the created strong emotional ties (Chaudhuri and Holbrook, 2001) will be transferred to the new product (Boush et. al., 1987; Bhat and Reddy, 2001). But, even if consumers have favorable affect toward the parent brand, the similarity of the parent brand and the existing products play an important role in affect transfer (Boush et. al., 1987). Also, Bhat and Reddy (2001) hypothesized that; the affect of the parent brand positively influences the affect of brand extension. But, they could only found a mixed support, and stated that, the affect associated with the symbolic parent brand is directly transferred to the brand extension. But, the affect associated with a functional parent brand is not directly transferred (Bhat and Reddy, 2001). Also, Chaudhuri and Holbrook (2001) supported the finding, by concluding; hedonic value in product category positively related to brand affect, but the utilitarian value of the product category negatively related to the brand affect.

Moreover, *image of the parent brand* has an impact on the formation of attitudes toward parent brand and influence the evaluation of the brand extension. Brand image is defined as; “the perceptions about a brand as reflected by the brand associations held in consumer memory” (Keller, 1993). Since, the existing brand name is used in brand extensions, the existing image of the brand will also be transferred to the new product (Yeniçeri, and Akturan, 2008). Plummer (1985) suggested that, brand image is made up of three features; those are, physical attributes (e.g. white in colour), functional characteristics (e.g. softens hair) and characterization (e.g. innovative). The characterization is also named as brand personality (Diamantopoulos, Smith and Ian, 2005), and consumers value brand’s personality beyond their functional utility (Landon, 1974; deChernatony and McWilliam, 1989). Also, consumers tend to use brands as symbolic devices to express their own personality, thus they would like to use the brands that express their self images (Sirgy, 1982). Thus, the brand image of the parent brand is an important element affecting the evaluation of the brand extension (Diamantopoulos, Smith and Ian, 2005). Furthermore, for the attitude formation toward parent brand, having a symbolic³ or functional⁴ brand image is found to have an impact. Symbolism is associated with status, elegance, style, high quality, and high prices whereas functionality is associated with the associations about the product category itself, product-related attributes, average quality and lower prices (Bhat and Reddy, 2001). The brands which have symbolic image are accepted to extend further and enter into unrelated categories, but the brands with a functional image are not evaluated as favorable as the ones with a symbolic image when they extend into unrelated categories (Aaker and Keller, 1990; Park, Milberg and Lawson, 1991; and Sharp, 1993).

Consequently, in the study since the consumers’ attitude toward the parent brand is tried to be understood, questions adapted from the literature arguing the dimensions mentioned above will be used.

³ Symbolic brand concept “pertain to products and brands that fulfill internally generated needs for self-enhancement, group membership or ego-identification (Thorbjornsen, H., 2005).

⁴ Functional concept is defined as, “one designed to solve externally generated consumption needs (e.g. solve a problem) (Thorbjornsen, H., 2005).

2.4.3. Fit between the Parent Brand and the Extension

Many studies in the literature examined the effects of fit between the parent product and the extended product.

Fit is generally defined as being “the function of salient shared associations between the parent brand and the extension product” (Thorbjornsen, 2005) or as being “the degree to which consumers perceive the extensions to be like the original product” (Lahiri and Gupta, 2005). Also, fit is named as differently in different studies through literature such as, similarity, typicality and relatedness but the differences between these terms are blurred and they are strongly intertwined (Muroma and Saari, 1996; Thorbjornsen, 2005).

When an existing brand name is applied to a new product, previously formed evaluations about the brand, influence the consumers’ evaluation about the new product. As mentioned before, relevancy of parent brand-specific associations to the new product and attitudes toward parent brand have an important role in influencing the consumers’ newly formed evaluations. Moreover, based on the findings of the previous literature, fit between the existing product and the extended product also has a distinctive role in the consumers’ evaluations of the brand extension. Mainly, when the fit between the parent brand and the extension is high, positive or negative associations are transferred to the extension highly. Also, if the fit between the parent brand and the extension is high, extension can be evaluated positively (Boush, et. al., 1987; Tauber, 1988; Aaker and Keller, 1990; Boush and Loken 1991; Park, Milberg, and Lawson, 1991; Riel, Lemmink and Ouwersloot, 2001; Uzun and Erdil, 2004; Lahiri and Gupta, 2005; Nkwocha, et. al., 2005; Dacin and Smith, 1994; Bhat and Reddy, 2001, Uzun and Erdil, 2004).

According to the study of Boush et. al. (1987), consumers tend to generalize their existing affects more, when there is high level of similarity between the existing product and the extended product. Also, Tauber (1988) studied 276 extensions and concluded that perceptual fit (whether consumers perceive the new item consistent with the parent brand) is a key element in predicting brand extension’s success. Aaker and Keller (1990) also studied the role of similarity or ‘fit’ between the original and

extension product classes, mentioning the importance of “fit” for a brand extension as the; enhancement of the transfer of perceived quality to the extended product in case of a high fit, and the stimulation of undesirable beliefs and associations in case of a low fit. The first case is mainly tried to be explained by categorization theory which is the key view of the study. For the latter case, a food company’s extension to bikes can be a good example. For instance, if Ülker brand extends its product line to bikes, consumers may question its ability to do good bikes, moreover such an extension can be found as humorous or ridiculous. Likewise, these findings are supported by a Turkish study conducted by three brands; Lacoste, Nivea and Ülker (Uzun and Erdil, 2004). It is found that, there is a relation between the similarity level of the extended products and the evaluation of the extensions (Uzun and Erdil, 2004). In a comparative study, it is reported that enhancement of the extension evaluations as the perceived similarity between the parent brand and the extension increases is truer for services and consumer durables than non-durables (Lahiri and Gupta, 2005).

Also, differently than the previous studies, Aaker and Keller (1990) mentioned that the product pairs can be perceived to fit in many ways. Thus, they generated the dimensions of fit as ‘Complement’, ‘Substitute’, and ‘Transfer’. ‘Complement’ indicates the extent to which consumers view two product classes as complements, which means that the products that are consumed jointly to satisfy a particular need. ‘Substitute’ indicates the extent to which consumers view two product classes as substitute, which means that the one product can replace the other one in usage and satisfy the same needs (Aaker and Keller, 1990). Consider a car company, car accessories can be a complement extension, producing motorcycles can be a substitute extension. In both dimensions, since the fit is high, consumers easily accept the extension. And the last dimension ‘transfer’ is about how consumers view product manufacturing. It is about the perception of consumers’ about the firm’s ability to make a product in the extension category (Aaker and Keller, 1990). According to the study, it is found out that, the ‘complement’ and ‘substitute’ dimensions of fit are in interaction with the perceived quality of the parent brand for predicting the extension evaluations. But, ‘transfer’ has a direct impact on the evaluations. Also, ‘complement’ and ‘transfer’ are found to be more important than ‘substitute’ dimension for evaluations. And, it is

not necessary to be a good fit both on ‘transfer’ and ‘complement’, a good fit only on one of these two dimensions is adequate (Aaker and Keller, 1990). In another study, the effects and dimensions of perceived similarity in services domain is examined and it is concluded that; complementary to the original category is used as a major cue in evaluating brand extensions (Riel, Lemmink and Ouwersloot, 2001). The study of Nkwocha et. al. (2005) also fully supported the positive effects of perceived product fit with its three dimensions on consumer attitude toward brand extension. Also, they concluded that, complementary dimension is significant in the evaluation of low involvement extensions but not in the evaluation of high involvement extensions (Nkwocha et. al., 2005).

Furthermore, Boush and Loken (1991), focused on the brands which has previously done brand extensions. They tried to analyze the relationship between the brand extension similarity and brand breadth. Brand breadth is described as the variation among a brand’s current products, and the brand extension typicality (similarity) is described as the extension’s similarity to the brand’s current products (Boush and Loken, 1991). It is concluded that, brand breadth interacted with brand extension typicality in consumers’ evaluation of brand extensions. According to findings of this study, the extension of a broad brand⁵ to a product, essentially the same as the existing products, is not perceived as typical as a narrow brand’s⁶ extension. For example, in comparing with two soup brands, a narrow brand such as Campbell’s has an advantage over a broader brand such as Heinz in offering a new soup. Meyvis and Janiszewski (2004), argued that, “the validity of this conclusion depends on the process consumers use to evaluate brand extensions”. If consumers use similarity based inference process, since the benefits associated with the narrow brands are open to generalization more than those of broad brands, narrow brands are at an advantage. Wu and Yen (2007), also supported Meyvis and Janiszewski (2004)’s findings stating that, the better evaluation of a narrow brand than a broader brand in its extensions to similar categories are only prevailing when customers’ attitude associations are really strong

⁵ Broad brands are the brands that are offering a portfolio of diverse products (Meyvis and Janiszewski, 2004).

⁶ Narrow brands are the brands that are offering a portfolio of similar products (Meyvis and Janiszewski, 2004).

(Wu and Yen, 2007). For the moderately different extensions, the perceived typicality increases as the breadth of the brand broadens (Boush and Loken, 1991). For example, the broader brand Heinz has an advantage over the narrow brand Campbell's in extending to a moderately different category such as frozen vegetables (Boush and Loken, 1991). Furthermore, for the perceived typicality of extremely different extensions, brand breadth has little effect. Thus, neither Campbell's nor Heinz has advantage over each other in extending to an extremely different category such as toothpaste (Boush and Loken, 1991).

Also, Dacin and Smith (1994) examined the effects of the relationship between relatedness among the products found in the portfolio of a brand and the similarity of the newly extended product on consumer evaluations. It is concluded that, for the brand portfolios which consist of very interrelated products such as hair dryers, curling irons, and electronic razors; consumers will feel confident to generalize their existing attitudes or evaluations to the new extension if the extension is similar to the current products. But, consumers will be skeptical for generalizing their existing evaluations for a new extension which is not similar to the products in the portfolio such as home appliances. On the other hand, if a brand has a portfolio of products which are not very related with each other such as; hair dryers, TV's, and bikes, it is signaled to consumer that the firm has a wide variety of strengths and skills. In such a case, consumers feel confident to transfer their existing evaluations to the new extension regardless of the degree of the similarity (Dacin and Smith, 1994).

It is also argued that, the product category similarity which has analyzed since here, represents only the one facet of fit. According to some researchers brand concept consistency or the congruence of the extension with the image of the parent brand are the other facets of perceived fit between the parent brand and the extension (Park, Milberg, and Lawson, 1991; Bhat and Reddy, 2001).

Based on the findings of Park, Milberg, and Lawson (1991), not only the similarity of product features are important in evaluation of an extension, but also concept consistency between the parent brand and the extension is important. By an example, although toys are very dissimilar to hamburgers in product features, by its

advertising campaign and slogans, they are perceived to fit McDonald's more than Wendy's (Park, Milberg, and Lawson, 1991). Bhat and Reddy (2001) also supported this idea by mentioning that, congruence of the extension with the image of the parent brand is an important facet of fit judgments. According to their argument, brand image is also made up of associations but these associations are different from product category associations –can be called brand-specific associations- because they set the brand apart from the competing brands (Bhat and Reddy, 2001). For example, all ice creams can have similar associations such as being eaten cold, being a dairy product, having many flavors; but some ice cream brands can be associated with 'luxurious', 'joy', 'delight', 'natural', or 'rich' such as Magnum or Haagen-Dazs (<http://www.magnum.com.tr/>, <http://www.haagendazs.com/>, 02. 20. 2009).

As a result of Bhat and Reddy's (2001) arguments, it can be concluded that, fit is made of two facets: one related to the product which can be called as *product category fit* and the other related to the brand which can be called *brand image fit*. Product category fit which was mentioned till here, is about the similarity between the categories of the parent brand and the extension. Whereas, brand image fit is; about the perceived similarity between the images of the parent brand and the extension. Contrary to the previous findings, Bhat and Reddy (2001), found that Product category fit does not influence consumers' evaluation of brand extensions; brand image fit has an influential effect in the evaluation of extensions.

Some researchers who examined the reciprocal effects of brand extension on parent brand also tried to analyze the reciprocal effects of fit on parent brand attitude (Dawar, 1996; Zimmer and Bhat, 2004; and Thorbjornsen, 2005). According to some point of views, the extensions with poor fit may evoke dissimilar associations from the parent brand's existing associations and in turn the image of the parent brand can be damaged by the extension (Ries and Trout, 1986). According to Sharp (1993), although the symbolic brands can be extended into further categories, the image of the parent brand can suffer because of over-enthusiastic extensions if the image consistency can not be provided in the extended categories (Sharp, 1993). Gucci and Pierre Cardin have suffered from such a blurring brand image problems recent times (Sharp, 1993). On the

other hand, some authors did not accept this view and supported that, poor fit can not affect parent brand because negative associations will not be transferred back to the parent brand, but extensions similar to the parent brand can enhance the evaluation of the parent brand (Gürhan, Canlı and Maheshwaran, 1998). Zimmer and Bhat (2004) found that when the parent brand is a dominant one in its category, the attitude toward parent brand is enhanced when the extension introduced is in good fit. But, the parent brand attitude is not influenced even if the fit is poor. Also, Uzun and Erdil (2004) mentioned that; there is a relationship between the favorable evaluation toward parent brand and the similarity evaluations of the extended products. Moreover, to the some authors, both negative and positive affect and associations can be transferred to the parent brand regardless of the brand concept consistency (Thorbjornsen, 2005).

Although, many aspects of fit between the parent brand and the brand extension is examined in the literature, and many terms are used such as similarity, relatedness, etc., in this study the term “fit” will be used and the hypothesis ‘Fit of the brand extension to the parent brand has an effect on consumer evaluation of the brand extension’ will tried to be supported.

2.4.4. Familiarity to the Parent Brand

As the aim of the brand extension strategy is to reduce the risk perceptions of consumers by using an existing brand name, it is assumed by the firms that the brand which is extended is known by the consumers. But, the parent brand knowledge of consumers can vary; some can be very knowledgeable whereas some can have no idea about the parent brand. Thus, it is thought that, parent brand knowledge of consumers affect their brand extension evaluations and it is examined in the brand extension literature (Broniarczyk and Alba,1994; Swaminathan, Fox and Reddy, 2001; Grophaug, Hem and Lines 2002; Thorbjornsen, 2005; Lahiri and Gupta, 2005; Özüpak, 2008).

Broadly, knowledge of a product or brand is mentioned as product or brand familiarity (Johnson, and Russo, 1984). But, it is proposed by some authors that consumer knowledge is a multidimensional concept composed of two major components; *familiarity* and *expertise* (Jacoby and Hoyer, 1986; Alba and Hutchinson, 1987). Familiarity is defined as “the number of product related experiences that have been accumulated by the consumer” and expertise is defined as “the ability to perform product-related tasks successfully” (Alba and Hutchinson, 1987). Familiarity is the simpler level of product knowledge in which the complexity of knowledge is not captured (Alba and Hutchinson, 1987). In general, it can be said that, as the product familiarity increases, consumer expertise increases and experts are the people who are more knowledgeable about the product (Bettman and Park, 1980).

Also, according to some authors, brand knowledge is a function of brand awareness (Keller, 2008). Brand awareness is a rudimentary level of brand knowledge and found at the lowest end of the brand knowledge continuum - can be seen in Figure 8- (Hoyer and Brown, 1990) and can be defined as the consumers’ ability to recognize or recall the brand (Keller, 2008). Brand recognition represents the ability of the consumers’ to link the prior exposure to the brand when the brand is given as a cue. On the other hand, brand recall represents the ability of consumers’ to retrieve the brand when the usage situation or product category is given as a cue (Keller, 2008). For

example, recognizing a brand from the others when seeing in a store shelf is brand recognition; remembering “Ülker” when seeing chocolates or when thinking about chocolates is brand recall.

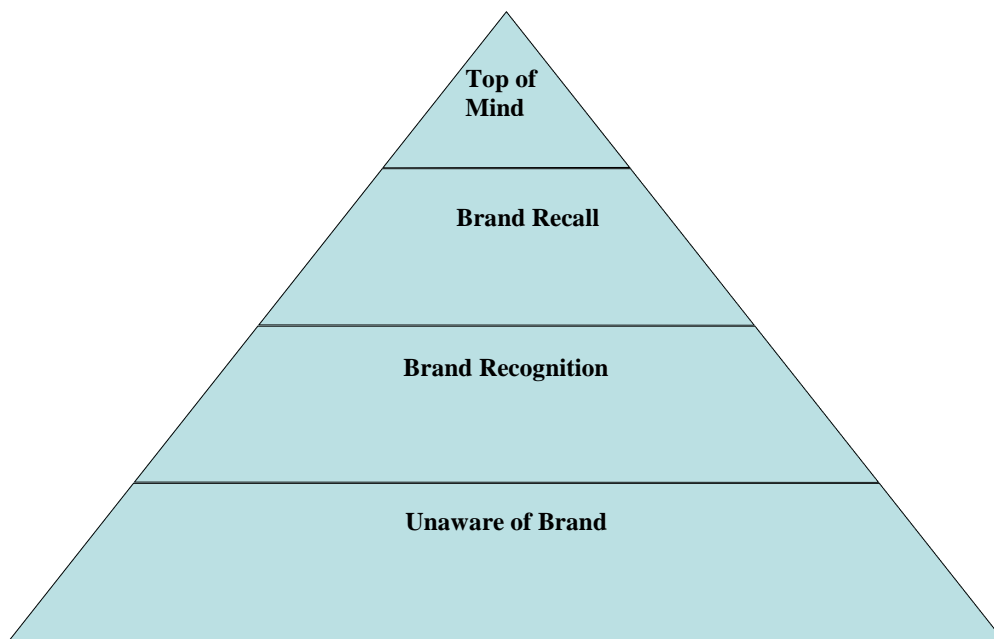


Figure 8: The Awareness Pyramid

Source: David A. Aaker, “Managing Brand Equity: Capitalizing on the Value of a Brand Name”, New York, The Free Press, 1991.

According to review of the literature it can be said that; awareness, familiarity, experience, and knowledge are closely related. Awareness is the lowest end of brand knowledge, by the accumulated related experiences familiarity occurs (Alba and Hutchinson, 1987). These related experiences can be direct and indirect such as advertising exposures, interactions with salespersons, word of mouth communications, trial and consumption These contribute to familiarity (Tam, 2008). As the higher level of familiarity which is made up of great level of experiences, expertise occurs. And all these form the product or brand knowledge.

Based on the findings of the studies, it can be mentioned that, awareness, familiarity or the upper level of it, named as expertise, affect the choices and evaluations of consumers'. Based on the study of Hoyer and Brown (1990), consumers tend to choose the brand which they are aware of in a choice set, even it is lower quality than the other brands.

Highly familiar consumers are more knowledgeable, thus they are more confident in making a purchase decision (Tam, 2008). Also, since the familiar consumers have more knowledge about the products or the brands, the alternative search can be easier, and also they pay attention to relevant information and ignore the irrelevant information (Johnson, and Russo, 1984). Also, according to the citation of McCarthy (1996); familiar brands act as cues to product quality (Belizzi and Martin, 1982) and reduce product risks (Cox, 1967; Roselius 1973).

Since, brand knowledge has effects on the brand choice of consumers', both the effects of parent brand knowledge and product category knowledge is also examined in brand extension literature.

Broniarczyk and Alba (1994) examined the effects of brand knowledge and concluded that, the consumers who are brand experts will know more about the brand, and its associations, so they will be able to evaluate the appropriateness of the brand extension better than the brand novices –who know less about the brand-. Thus, the brand knowledge will moderate the influence of brand affect and category similarity for the brand experts but not for the brand novices (Broniarczyk and Alba, 1994). Also, brand experience which means the previous trial of a brand, consumers gather some information, and those information collected by consumers' themselves are more important and are believed to be more trustworthy than advertising or communications (Smith and Swinyard, 1982). Thus, the consumers who have parent brand experience have greater knowledge about the parent brand, and better recall of the parent brand than the consumers with no parent brand experience (Swaminathan, Fox and Reddy, 2001). Swaminathan, Fox and Reddy (2001) focused on the impact of the consumers' experience with the parent brand on trial and repeat purchase of the brand extension. They concluded that; the experience with the parent brand has significant impact on the

trial of the brand extension but not on the repeat purchase of the extension (Swaminathan, Fox, and Reddy, 2001). But, according to the study of Özüpak (2008), the familiarity to the parent brand does not affect the consumer evaluations of brand extensions.

Moreover, from the perspective of feedback effects of the brand extension, some differences found between the familiar and unfamiliar consumers to the parent brand. Both the negative and positive feedback effects of high familiar brands will be stronger than low familiar brands. Thus, the rewards and risks of extending a high familiar brand will be stronger (Thorbjornsen, 2005).

Although, the measurement of the impact of product category knowledge is out of the scope of the study, there are some studies in the brand extension literature trying to examine the effects of product category knowledge on the brand extension evaluations. Lahiri and Gupta (2005) studied the impact of consumers' knowledge about the extended product category on the evaluations of brand extensions and concluded that; consumer knowledge of the extended category does not have a significant impact on the evaluation of the brand extension. Also, Grophaug, Hem and Lines (2002), hypothesized that; the more knowledge consumers have about a product category, the more favorably the brand extensions will be evaluated. But the findings were mixed to support their hypothesis (Grophaug, Hem and Lines, 2002).

As a sum up, it can be mentioned that, brand knowledge is a multidimensional concept and consumers can get information about a brand by many ways such as advertisements, or personal trials. Awareness and expertise are found at the two end of the brand knowledge continuum and can be seen as the higher or lower levels of familiarity. In this study, the effects of familiarity of consumers to the parent brand on their brand extension evaluations will be examined. Thus, the questions trying to understand their awareness and familiarity to the parent brand will be used.

2.4.5. Consumer Innovativeness

Innovativeness is described as “the desire or willingness to try new and different experiences” (Hirschman, 1980). Rogers (1983) defines innovativeness in terms of “the degree to which a person is relatively earlier in adopting an innovation than other members of his or her social system”. In general it is believed that, people respond differently to new products (Gatignon and Robertson 1985; Hirschman, 1980; Klink, and Smith, 2001). Some people show resistance to change and try out new things after they are accepted by a few people (Lahiri, and Gupta, 2005) On the other hand, innovators are the early adopters who are first to accept new things in the market (Venkatraman, 1991; Lahiri and Gupta, 2005).

Innovators are believed to have distinctive personality traits such as, optimum stimulation level, independence, extraversion, impulsivity, risk taking, tolerance of ambiguity, innerdirected social character, capacity for status, and flexibility and they are correlated negatively with dogmatism, conservatism, need for structure, and need for clarity (Stenkamp, Hofstede, and Wedel, 1999). Also, innovators are believed to be more venturesome, and more willing to try new brands and more willing to take risks (Stenkamp and Baumgartner, 1992; Klinik and Smith, 2001). Moreover, they are the innovators who determine the initial success or failure of new products and influence the rate of diffusion of these new products (Mowen, Christia, and Spears, 1998).

Since brand extensions are a specific case of new products, and innovativeness is correlated with personality traits which predispose consumers to purchase newly introduced products, and innovators initially try and accept the newly introduced products and influence the other consumers, there can be some relation between consumer innovativeness and brand extensions. In some studies such a relationship is examined (Klink and Smith, 2001; Lahiri and Gupta, 2005).

Klink and Smith (2001) argued that there should be relation between the fit of the extension and the consumer innovativeness in brand extensions. Because, when the fit is low, consumers perceive the extension as more risky. Since the innovative consumers are the ones who are eager to take more risks, it is believed that, the higher the consumer innovativeness, the effects of perceived fit will decrease. If the consumer innovativeness is very high, then the effects of perceived fit on extension evaluations disappear (Klinik and Smith, 2001). In other words, it can be concluded that, the consumers who are innovator, do not consider the effect of fit between the parent brand category and extension category in their evaluations as much as the non-innovators (Klinik and Smith, 2001).

Also, Lahiri and Gupta, (2005) found a relation between adoption of extended brands and consumer innovativeness. They mentioned that, innovative consumers are eager to adopt the brand extensions and as the innovativeness increases, positive evaluation of a brand extension will increase. Moreover, it is stated that, innovativeness of consumers lead to more favorable brand extension evaluations for the non-durables and services, comparing to the durables (Lahiri and Gupta, 2005).

Although there are some studies examining the relation between consumer innovativeness and brand extension evaluations as explained above (Klink and Smith, 2001; Lahiri and Gupta, 2005), it should be mentioned that, the number of such studies is very limited and this limitedness directed us to discover the relation of consumer innovativeness and brand extension evaluations in the study too. From the light of previous findings, regarding to FMCG sector which include non-durable products such as shampoos -which will be parent product in the study- it is expected that, more innovative consumers will evaluate the brand extension more favorably.

2.5. Importance of Consumer Evaluations

Although using a brand extension strategy is a cost-efficient way of introducing new products, it is not enough to mention the cost-efficiency of the strategy for encouraging the firms. The consumer point of view is also important for firms to choose using the brand extension strategy. That is why, understanding how consumers evaluate a brand extension and which factors play role in this evaluation is an important issue. Consequently, in this study it is focused on five factors taken from the literature as independent variables (relevancy of parent brand specific associations to extended product, consumer attitudes toward parent brand, fit between the parent brand and the extension, familiarity to the parent brand, and consumer innovativeness) and assumed that, these variables affect the dependent variable –consumer evaluation of brand extensions-.

Since the evaluation is the “systematic determination of merit, worth, and significance of something or someone using some criteria” (<http://en.wikipedia.org/wiki/Evaluation>, 04.01.2009), it is tried to be measured the consumers’ evaluations of brand extensions by measuring their *attitudes toward the hypothetical extension* and their *purchase intention of that hypothetical extension*.

Basically, attitudes are the expressions of inner feelings. An attitude is “an overall disposition towards an object or person” (Schiffman, and Kanuk; 2004). Consumer Attitude which is examined as the psychological factor influencing consumer behavior, can be described as the favorable or unfavorable evaluations, feelings and tendencies of consumers’ toward a product or brand and lead the behavior of consumers’ (Kotler and Armstrong, 2006). Attitudes of consumers put them into a frame of mind of liking or disliking an object, and moving toward or away from it. If consumers do not form favorable attitudes toward an object or a brand, they will not intent to buy that object or brand (Solomon et. al., 2006).

Although it is generally accepted that, attitudes are learned in a predetermined sequence, the consumer's level of involvement and the circumstances can lead to changes in this sequence. For instance, according to Lavidge and Steiner (1961), consumer attitudes are developed by a sequence of cognitive, affective and conative mental stages. According to this perspective, attitude formation toward a brand starts with gaining beliefs about the brand which is the conative stage. Then these beliefs lead to brand evaluation or overall attitude which is the affective stage and as a result behavior or at least a tendency to act occurs. On the other hand, attitude formation can start with the behavior such as by trying a new brand; subsequent to purchase, positive or negative beliefs can be formed (Solomon, et. al, 2006). Or, affective dimension could form the initial stage of attitude formation such as an advertisement motivating the emotions of consumers toward a specific brand (Gorn, 1982).

Especially, for the formation of attitudes toward low-involvement products in which product differences between brands are difficult to distinguish such as FMCG's which is used in the study, creating positive emotions for the brands, will be helpful for the formation of positive attitudes and in turn intentions for purchase can occur.

On the other hand, intentions can be described as the plans to behave in a certain way. Thus, in this study for understanding consumers' evaluations, both their attitudes toward the hypothetical extension and their purchase intention toward that extension is tried to be measured.

Moreover, as far as consumer attitudes include beliefs and emotions, Chaudri (2006) mentioned that, tangible brand beliefs are more likely to be relevant for utilitarian goods which provide functional practicality (Okada, 2005), whereas nontangible brand beliefs are more likely for hedonic goods which provide enjoyment, pleasure (Holbrook, and Hirschman, 1982). And as a result they expressed the importance of both tangible and intangible brand beliefs in consumer attitudes. In accordance with their study, since shampoos include both a utilitarian and hedonic good specialties, questions for both measuring the tangible and intangible brand beliefs of consumers' are used.

As a sum up it can be said that, for measuring the consumer attitudes toward the hypothetical extension, questions about the perceived quality (Aaker, and Keller, 1990), trust (Aaker, and Keller, 1990; Dwyer, Schurr, and Oh, 1987; Reast, 2005), brand affect (Wu and Yen, 2007), perceived image and perceived innovation toward that extension are asked. Then, questions for measuring the purchase intention (Klink and Smith, 2001) toward that extension are asked. The survey questions trying to measure these dimensions are tried to be conceptualized by the help of literature.

2.6. Overview of Previous Academic Research

Till here, the factors affecting the consumers' evaluation of the brand extensions are examined. In this part, the previous studies about brand extensions are summarized. Research areas, types of products used and the samples of the previous studies are given with their findings in a chronological order in Table 3, by the idea of being a useful guide for the other researchers, and practitioners who are interested about the brand extension subject.

Table 4: Review of Previous Academic Research Findings

Authors	Areas of Research	Types of Products	Sample	Findings
Boush et. al. (1987)	Impact of previously formed brand specific associations on the evaluation of brand extension.	Hypothetical brands.	104 Undergraduate marketing students.	Overall affect associated with the brand name is generalized to extended products. As the Similarity between the parent and extended product increases, the transfer of affect increases. Brand reputation for excellence in one area can negatively influence evaluations in an unrelated area.
Aaker and Keller (1990)	How consumers form attitudes toward brand extensions. Impact of fit (similarity), perceived parent brand quality, difficulty of making the extension, and brand associations.	Actual brands and hypothetical brand extensions.	107 and 121 Undergraduate business students.	When there is “fit” between two product classes, parent brand is perceived as high quality and when attitude toward extension is higher making the extension is not perceived as too easy.
Park, Milberg, and Lawson (1991)	The role of product feature similarity and brand concept consistency in brand extension evaluations.	Actual brands and hypothetical brand extensions	195 MBA students	In brand extension evaluations, consumers take into account both the product level similarity between the existing and extended product and concept consistency between the brand concept and the extension. The prestige brands have greater extendibility than functional brands.
Boush and Loken (1991)	The effect of brand breadth and brand extension typicality, on the evaluation of potential brand extensions.	Hypothetical brands and extensions	144 University students.	Typicality of the brand extension to the parent brand and brand breadth have significant influence in consumers’ evaluations.

Sullivan (1992)	When to introduce brand extensions.	Actual Brands	Panel data gathered on brands	Early entering brand extensions don't perform as well as either early-entering new name products or late entering brand extensions.
Smith and Park (1992)	The effects of brand strategy (brand extension vs. individual brands) on market share and advertising efficiency.	Actual brands	226 product/brand managers and 1083 consumers	Brand extensions capture greater market share and greater advertising efficiency than individual brands.
Keller and Aaker (1992)	Effects of intervening brand extensions on consumer evaluations of proposed extensions.	Hypothetical brands and extensions	430 University employees	Evaluations of a proposed extension when there were intervening extensions and no intervening extensions differs only when there is big difference between the perceived quality of the intervening extensions and the perceived quality of the core brand.
Loken and John (1993)	Dilution of brand beliefs via introduction of a brand extension. Brand beliefs and brand extension typicality in dilution.	Hypothetical brands and extensions	Women consumers	Dilution of family brand beliefs occurs when the brand extension attributes are inconsistent with the parent brand beliefs. Dilution can not be prevented by extending to atypical categories.
Broniarczyk and Alba (1994)	Brand-specific associations, category similarity and brand knowledge in brand extension evaluations.	Actual brands and hypothetical extensions	Undergraduate students.	Brand specific associations may dominate the effects of product category similarity and brand affect when the brand knowledge of consumers is high.

Reddy, Holak, and Bhat (1994)	Success determinants of line extensions.	Actual brands (34 cigarette brands)	Data from various sources	Parent brand strength and its symbolic value, early entry timing, a firm's size, distinctive marketing competencies and advertising support, contribute to the success of line extensions.
Dacin and Smith (1994)	Effect of brand portfolio characteristics (number of products assigned to a brand, quality variance among products, interrelatedness among products) on brand extension evaluations. Two experiments and a survey were conducted.	Hypothetical brands and extensions for experiments. Actual brands for survey.	186 subjects	Experiment and survey results were different. Number of products associated with a brand, positively affect consumer evaluations. Quality variance has a negative effect. Fit decreases as relatedness decreases.
Scheinin (1998)	Impact of positioning on the formation of brand extension beliefs and attitudes	Actual brands (Levi's and Lee's)	200 and 220 undergraduate students	Different positions cause consumers to form different brand extension knowledge; brand -category fit moderates its effects.
Glynn and Brodie (1998)	Replication study of Broniarczyk and Alba (1994). Influence of brand specific associations on brand extensions.	Actual brands and hypothetical brand extensions.	Undergraduate students	Findings of the original study are confirmed. A brand with relevant brand specific associations in the extension category has an advantage over the brands with less relevant brand-specific associations.
Morrin (1999)	Impact of parent brand or brand extension exposures in feedback effects and the effects of brand dominance, extension fit and extension number.	Actual brands and hypothetical extensions	39 graduate business students and 36 undergraduate business students	Exposure to brand extension facilitates categorization of parent brand. Dominant brands benefit more from the exposures. Extension fit has a moderating effect.

Bhat and Reddy (2001)	The effects of parent brand associations and affect on brand extension evaluations.	Actual brands and hypothetical brand extensions	Staff members at a major university.	Brand-specific attributes are found to be not as influential as hypothesized. Brand quality is an important influence. Fit between the images of the parent brand and the extension is influential.
Bottomley and Holden (2001)	Investigation of the generalizability of Aaker and Keller's (1990) model based on the data of eight studies. Effects of quality of the original brand, fit between the original brand and the extension, and interaction of two.	Mixed	Mixed	Support is found for the full model. Brand and Culture have effects on the level of contribution of each component.
Swaminathan, Fox, and Reddy (2001)	Reciprocal impact of trial of successful and unsuccessful brand extensions on parent brand choice. And effects of parent brand experience on brand extension trial.	Purchased data for three brand extensions of actual brands are used.	Data obtained by ACNielsen from a national panel in 1990-1994.	If the extension is successful, there are positive reciprocal effects on parent brand choice. For unsuccessful brand extensions, reciprocal effects are negative. Experience with the parent brand has an impact on extension trial.
Riel, Lemmink, and Ouwersloot (2001)	Replication of Aaker and Keller's (1990) study for the services domain. Effects of Perceived quality of the parent brand, similarity between the parent product and extension, difficulty of making the extension on attitude toward extension is measured in services domain.	Actual brands and hypothetical brand extensions	101 graduate and undergraduate students	Significant differences between the evaluation of service and non-service brands. Perceived quality of the parent brand has a direct positive effect with extension evaluations. Complementary as a dimension of similarity to the parent product is used as the major cue in service extension evaluations. Difficulty of making the ext. is not effective in evaluations.

Klink and Smith (2001)	Effects of information amount about the extension, new product adoption tendencies, greater levels of exposure, and consumer innovativeness in brand extension evaluations.	Actual brands and hypothetical extensions	229 graduate business students and 58 evening students	Fit influence the favorable evaluation of extensions. As the amount of product related information increases, effects of fit decreases. When consumer innovativeness is high, effects of fit increases. Levels of perceived fit increases as the levels of exposure to the extension increase.
Gronhaug, Hem, and Lines (2002)	Impact of product category risk, product category knowledge, similarity and brand reputation in brand extensions.	Actual brand (Ford) and hypothetical extensions	240 households	Similarity and parent brand reputation influence the evaluations positively. Product category risk influence the evaluation of recognized brands into that category positively. Findings for product category knowledge are mixed.
Kim (2003)	Communication message strategies for close and remote brand extensions.	Actual brand-hypothetical brand extensions (Colgate brand).	120 students (graduate and undergraduate)	Different communication strategies are needed for close and remote extensions.
Lei, Pruppers, Ouwersloot, and Lemmink (2004)	Consumers' evaluations of different service intensive brand extensions.	Actual parent brands-hypothetical brand extensions	247 business undergraduate students from the same university.	When there is a significant difference between the service intensiveness of the parent product and the extension, the parent product having higher service intensiveness will be beneficial for the extension's success.

Uzun and Erdil (2004)	Effects of similarity between the parent brand and the brand extension on consumer evaluations.	Actual brands and actual extensions	130 Undergraduate and graduate students	There is relation between favorable evaluation of parent brand and similarity of extensions. And relation between similarity level of extensions and evaluation of extension.
Martinez and Chernatony (2004)	The effects of brand extension strategy on brand image. Effects of perceived parent brand quality and fit on the image of brand after extension.	Actual brands and	389 consumers	Extension strategy dilutes brand image changing the beliefs and associations in consumers' minds.
Meyvis and Janiszewski (2004)	The impact of accessibility of brand associations of broad vs. narrow brands on the success of brand extensions.	Hypothetical brands and hypothetical extensions	115,106 and 252 undergraduate students respectively.	Broad brands have more accessible brand benefit associations than narrow brands. So, even when the narrow brand is more similar to extension category, broad brand is preferred. But, when the benefit associations of brands are equally accessible, the similarity becomes more significant for the success of the extension.
Zimmer and Bhat (2004)	Reciprocal effects of extensions. Impact of the extension's quality, its fit with the parent brand, and parent brand dominance on parent brand evaluation.	Actual brands and hypothetical extensions	157 university staff employees	Extension's perceived quality, and fit does not affect parent brand evaluation. Dominance of a parent brand in its product category can enhance the attitude toward parent brand when the fit is good, but does not have significant influence when the fit is poor. No dilution effects observed.

Reast (2005)	The relationship between brand trust and brand extension acceptance.	Actual brands and hypothetical extensions	368 Consumers	More trusted brands will benefit from brand extension strategies more relative to less trusted ones.
Thorbjornsen (2005)	The effects of congruent and incongruent brand concept extensions on consumer attitudes towards the extended product and feedback effects on parent brand. Effects of brand familiarity on brand extension feedback effects.	Actual brands and hypothetical brand extensions	205 Consumers	Both positive and negative feedback effects of brand congruent vs. incongruent concept extensions. Feedback effect of high familiar brands is stronger than less familiar brands.
Diamantopoulos, Smith, and Grime (2005)	Impact of brand extensions on brand personality based on five personality dimensions. Effects of Extension fit, parent brand quality, and brand familiarity on brand personality.	Actual brand and hypothetical extensions	102 business executives	Fit of the extension, parent brand quality or brand familiarity does not affect brand personality dimensions. No significant changes as a result of extension introduction.
Lahiri and Gupta (2005)	Impacts of perceived quality, similarity, consumer knowledge of extended category and consumer innovativeness on brand extension evaluations of non-durables, durables and services	Actual brands and hypothetical extensions.	411 consumers	Perceived quality is an important factor influencing the consumer evaluation of brand extensions. Consumers more easily accept the extensions into categories that are similar to the original brand category. Consumer knowledge of the extended category doesn't have a significant effect. Innovative consumers accept brand extensions more favorably.
Marangoz (2007)	Effects of brand equity (brand loyalty, perceived quality, brand awareness and brand associations) perceptions on brand extensions.	Actual brands	400 consumers between 12-19 ages.	Brand equity (brand loyalty, perceived quality, brand awareness and brand associations) has positive effects on brand extension evaluations.

Wu and Yen (2007)	Influence of the strength of parent brand specific associations, brand breadth and product similarity in brand extension evaluations.	Actual brands and hypothetical extensions.	Totally 384 respondents	When a brand is extended to dissimilar product categories, consumers prefer the broader brand regardless of parent brand specific associations. When a brand is extended to similar categories, parent brand specific associations have an effect and only if the associations are strong, consumers prefer the narrow brand.
Thamaraiselvan (2008)	Consumer evaluations of brand extensions in FMCG and services. Effects of similarity fit, perceived quality, brand reputation and perceived risk of the extension category.	Actual brands and hypothetical extensions	Consumers	Similarity is found as the most important criteria in consumer evaluations of extensions. No positive relation between perceived risk and brand extension in services. If there is strong brand reputation, extension is evaluated positively.
Yeniçeri and Akturan (2008)	Discrimination of consumers, evaluating the brand extension's success in different ranges, based on their parent brand image and risk perception.	-	600 university students	Consumers evaluating the brand extensions' success differently, differ based on parent brand image, financial risk, and performance risk perceptions, but they do not differ based on social risk differences.

Source: Developed by the Researcher

III. BACKGROUND INFORMATION

In this section, first of all, some general information about the FMCG and shampoo market in Turkey will be given. Then, the shampoo brands that will be used in the study will be concentrated on and some information about them will be given.

3.1. Fast Moving Consumer Goods (FMCG) Industry and Shampoo Market in Turkey

Since shampoos will be used in the research, understanding their place in product literature can be helpful. In marketing, it is possible to categorize products in different ways. Based on the ‘reason for buying’, products can be classified in two broad classes as; *consumer products* and *the industrial products* (Mucuk, 2001). Industrial products are purchased for further processing or for use in conducting a business. On the other hand, consumer products are purchased by the final consumers for personal consumption. From a different point of view, it is possible to categorize products based on their ‘durability’ criteria including intangible goods as; *durable goods*, *non-durable goods* and *services* (Mucuk, 2001). It can be mentioned here that, shampoos are consumer products with the character of being non-durable.

Since shampoos are non-durable consumer products, specialties of this type of products will be concentrated on and Fast Moving Consumer Goods (FMCG) sector in Turkey will be examined closely.

3.1.1. FMCG Industry

Fast Moving Consumer Goods (FMCG) are the products that satisfy the basic needs of the consumers, purchased frequently, thus sold quickly and at relatively low costs. Absolute profit made on them is small, but the cumulative profit made on them is large, since they are sold in large quantities. According to International Standard Industrial Classification (ISIC), toiletries, soaps, cosmetics, teeth cleaning products, shaving products and detergents, as well as other non-durables such as glassware, light bulbs, batteries, paper products and plastic goods are the examples of FMCG. In all countries, consumers allocate a large part of their budget for FMCGs. According to Nielsen (2008), the total FMCG market in Turkey in 2008 is; \$30.7 billion; by 45 percent food products, 42 percent cigarettes, and the remaining market is shared among cleaning and personal care products. Also, monthly consumption per house in this sector is averagely 311 YTL in 2008 (Nielsen, 2008). Also, in March 2009, it is found that there have been 2 percent growth in FMCG industry comparing with the March 2008 (Ipsos, 2009, <http://www.ipsos.com.tr/?pid=548> , 05.10.2009). Ülker, Eti, Red Bull, Colgate-Palmolive, Cadbury's, Nestlé, Unilever, Procter & Gamble, Coca-Cola, Carlsberg, Kraft, Pepsi, Barilla Group and Mars can be mentioned as the examples of FMCG companies (http://en.wikipedia.org/wiki/Fast_moving_consumer_goods, 03.12.2009).

Moreover FMCG is a competition intense and fast sector. There are lots of products in the FMCG market; lots of products are coming in and lots of products fail. According to researches, in Turkey, in year 1998, 4 thousand 929 new products are introduced to the markets from every sector, and the number reached to 6 thousand 212 in year 1999. The increase rate in one year is 26 percent and daily product introduction is estimated to be 17. Among the new products enter to the markets only 20 percent can stay alive and 80 percent fails. According to this, in year 1999, 2 thousand 776 products failed from market, and in 1999 the number reached to 3 thousand 35 (ACNielsen, and Ernst&Young, 2001).

Also, introducing a new brand to the FMCG market costs to several million dollars for the firms, which include brand name creation, package design, and advertising spendings. The introduction costs for a new brand is nearly 4- 5 million dollars (Borça, 2004), and since there will be a decrease in market shares, it is not possible to stay in such a competitive market without advertising more than two months (Akyel, 2003). Moreover, after introducing the brand to the consumer by advertising, the distribution is challenging too. In Turkey, brand entrance costs to the markets start from 10 thousand dollars and goes up to the 60 thousand dollars. In personal care products market entrance costs are even higher; between 15-60 thousand dollars (Ates, 2007). In categories where there are many varieties of products annual shelf costs reach to 150-200 thousand dollars (Karabulut, 2005). Moreover, as mentioned before, most of these new products fail in one year (Bilgeman, 2001).

3.1.2. Shampoo Market in Turkey

According to estimates, the world's shampoo demand for hair care is estimated to be \$7.8 billion, and \$81.93 million for the Turkey in year 2006. And this shows that Turkey's demand for shampoos is 3.17% among Africa, Europe & the Middle East Region. For 2009, the shampoo demand for Turkey is estimated to be \$92.54 million which shows the %1.08 of world's shampoo demand (Parker, 2005). The yearly advertisement costs in shampoo market are nearly between 120-150 million dollars (Topçu, 2006). Yearly, shampoo consumption per person is assumed to be 140 gr. (Pura, 2009).

Although, there are more than 60 shampoo brands in the market (both extensive, exclusive and selective distributed brands are included) (TGI, 2008), the market is dominated by P&G (Pantene, Blendax, Rejoice, and Herbal Essences) and Unilever (Elidor, Dove, and Clear). They are followed by Colgate-Palmolive (Hacı Şakir, Palmolive), Evyap (Duru), Canan Cosmetics (İpek), and Hobi Cosmetics (Hobby) (Bir, 2006). According to the research conducted by Taylor Nelson Sofres in 2003, the shampoo brands that firstly comes to mind are Elidor (59,6 %), Pantene (55,2%) and Blendax (44,0%) respectively (Bir, 2003). According to the research findings conducted by TNS-Piar in 2006, the places of the top of awareness shampoo brands are the same (Bir, 2006). Moreover, according to a more recent research conducted by Nielsen (2009), although the first brand in top of awareness list is found to be Elidor, its awareness rate decreased to 20.8 percent (www.nielsen.com, 05.10.2009).

3.2. Information about the Chosen Shampoo Brands

Based on the pretest results, Pantene, Elidor and Blendax shampoos are found to be top of awareness shampoo brands and chosen for using in the study. Pantene and Blendax brands are produced by Procter&Gamble (P&G) firm and Elidor is produced by Unilever firm. In the following part, some general information about the brands; Pantene, Elidor and Blendax and their producer companies; PG and Unilever will be given.

Pantene and Blendax by P&G;

P&G;

P&G was established in 1837 by the partnership of William Procter and James Gamble in Cincinnati. Although, it started its production only with candle and soap, it developed very fast with its product innovations and innovative marketing methods. Ivory Flakes; for washing clothing and dishes, Chipso; the first soap for washing machines, Dreet; the first home detergent, Crisco; the first totally herbal margarine, Crest; the first toothpaste with fluoride, Pampers; the first disposable diaper are among the some of the innovations of P&G. Moreover, P&G entered into food-beverage categories (http://www.pg.com.tr/procter/sirketimiz_tarihce.htm , 03.27.2009). The company which was established as a small, family operated partnership for producing soap and candle, is now one of the biggest multinational company of USA (http://www.pg.com/company/who_we_are/index.shtml , 03.27.2009). It provides products to consumers in over 180 countries and it has entered into 24 different categories with its different brands in USA (http://www.pg.com/common/product_sitemap.shtml, 03. 27.2009).

P&G has been operating in Turkey since 1987 and it operates nearly in 11 categories (laundry and fabric care, household cleaners, hair care, cosmetics, hair color, feminine care, oral care, shaving, baby& child care, small home appliances, and batteries), (http://www.pg.com.tr/procter/turunlerimiz_index.htm , 03. 27.2009). In shampoo market in Turkey, PG has four brands; Pantene, Blendax, Rejoice, and

Head&Shoulders. It can be said that, it uses Specific Product Branding Strategy –giving specific brand names for every specific product of the company- for branding its shampoos. Moreover, it introduces more than one brand in the same category, which shows a usage of Multi-branding Strategy.

Pantene;

Pantene brand is produced by P&G firm and was first marketed in 1947 (http://www.pg.com.tr/procter/t_urunlerimiz_2_1.htm, 03.29.2009). Pantene brand has only shampoos and hair conditioners. Line extensions are used to develop the brand. Different lines with different ingredients for appealing different consumer needs such as “healthy appearance”, “healthy colors”, “therapy and health”, and “health and strength” are marketed under Pantene brand name (www.pantene.com.tr, 03.28.2009). Pantene is distributed extensively. According to Kangurum.com.tr (03.28.2009), basic Pantene shampoo for 400 ml. is 5.90 TL.

Blendax;

Blendax was first introduced to Turkish market in 1950 as powder, since soap was being used and there was no habit of using shampoo. By time, the liquid form of it has been marketed and it started to be a highly known product with its blue, delicate-waisted, and serrated bottle. Blendax has been long standing known and recognized brand for the consumers (http://www.pg.com.tr/procter/t_urunlerimiz_2_2.htm, 03.29.2009). Blendax brand has also only shampoos and hair conditioners which have been introduced in 2007. Similarly with Pantene, line extensions are used to develop Blendax brand. Different shampoos and hair conditioners have been marketed under Blendax brand for satisfying different consumer needs. It is distributed extensively and according to Kangurum.com.tr (03.28.2009), basic Blendax shampoo for 400 ml. is 4.99 TL.

Elidor by Unilever;

Unilever;

Unilever was established in 1930 by the partnership of Holland margarine producer; Margarine Unie and English soap producer; Lever Brothers. By the 1940s, it expanded its operations through food market. Unilever is reaching more than 150 million people in 150 countries of the world with its brands (<http://www.unilever.com.tr/ourcompany/aboutunilever/ourhistory/default.asp>, 03.28.2009).

In Turkey, Unilever started its operations first in 1953 and today it operates in various categories with its brands. It has Knorr, Sana, Lipton, Calve, Becel in food category; Algida, Ben&Jerry's, Carte D'or, Cornetto, Magnum, Max in icecream category; Omo, Rinso, Yumoş, Domestos, Cif in house care category; Elidor, Dove, Signal, Clear, Rexona, Lux, and Axe in personal care category. It provides a wide range of products from margarine to soups, from tea to ice creams. It provided innovative brands to the Turkish market for the first time, the first margarine; Sana, first branded detergent; Omo, first private investment in tea; Lipton, first cream detergent; Cif, first anti-scurf shampoo; Clear, and first moisturizing soap (<http://www.unilever.com.tr/ourcompany/aboutunilever/unileverataglance/default.asp>, 03.28.2009).

Elidor;

Elidor has been in the market throughout the world with different brand names such as Sunsilk ,Hazeline, Seda, and Sedal. And, it has been in Turkish market since 1973. Young, positive, cheerful, and modern brand personality is aimed to be created for the brand. In 2008, the brand has renewed from brand personality to packages, from product formulations to perfumes. Celebrities such as Marilyn Monroe, Madonna, Shakira and Sertab Eren are used in its advertisements for emphasizing the brand's "life does not wait" philosophy. Elidor brand has shampoos, hair conditioners, hair masks and hair molder creams. Elidor used to have only shampoos and hair conditioners with different ingredients, but it used a little different strategy than Pantene and Blendax

brands and has extended its line to Elidor 7/24 hair molder cream in 2003 (<http://www.unilever.com.tr/ourbrands/casestudies/sacinizdakihazineyikesfedin/default.asp>, 03.09.2009). An extensive distribution strategy is used for it, and according to Kangurum.com.tr (03.28.2009), basic Elidor shampoo for 350 ml. is 4.99 TL.

IV. FIELD RESEARCH

In order to understand the factors affecting the brand extensions' evaluation, a field research has been conducted. In this section, the objectives of the research, pretests, model and hypothesis of the study, research variables, sampling of the study, and data analysis will be discussed.

4.1. Research Objectives

The main objective of this study is to understand the effect of different factors, namely; consumer innovativeness, parent brand familiarity, parent brand attitude, relevancy of parent brand-specific associations to the extension, and fit between the parent brand and the brand extension, on consumers' evaluation of that specific brand extension. Also, by the help of this study, it can be seen if there is any differences in the evaluation of brand extensions based on demographic characteristics of the respondents. So, different marketing strategies can be adapted for different demographic segments.

The research is decided to be conducted in FMCG sector; because FMCG sector is a fastly growing sector, and although brand extensions are used in FMCG sector in practice heavily (Öncel, 2005), the researches conducted academically to support and facilitate their practice is limited. Thesis conducted about brand extensions recently are either in durable goods (Özüpak, 2008), or in shopping goods sectors (Bölükbaşı, 2008).

In FMCG market, shampoos are decided to be used in the study, because although from one dimension they are cosmetic products, there are lots of brands with very similar price ranges, very similar promises especially for the brands sold in supermarkets and distributed extensively. So, being different from the other shampoo brands in the market is difficult and they are among the products that the most advertisement spendings are done to create brand awareness and to be chosen (Kelekçi, 2003). Thus, it can be advantageous for shampoo brands to use brand extension strategy to leverage their successful brand names. For choosing the shampoo brands to use in

the field research, for understanding their associations for the consumers and for choosing which extensions to use in the field research two pretests are conducted.

4.2. Pretests

Two pretests are conducted to see which shampoo brand to choose, the associations of the chosen brands and to which products to hypothetically extend the brands. Both of the two pretests are conducted to 30 people who are selected randomly- 15 men and 15 women. And the respondents of the first pretest and the second pretest are different.

The objective of the first pretest is to find the shampoo brand for using in the field research. That is why, it is asked to respondents to write down the names of the shampoo brands come to their minds when they think about shampoos. And it is mentioned to write down as many brand names as they can. As a result of the first pretest, Pantene is the mostly mentioned brand name by 16%, Elidor is the second mostly mentioned brand name by 11%, and Blendax is the third mostly mentioned brand name by 9%. As a result, these brands are chosen to be used in the field research.

In the second pretest, two questions are asked. In the first question, Pantene, Elidor, and Blendax brands are given and the respondents are asked to write down the associations come to their mind regarding each brand. In this way, the associations consumers link with each brand are defined for using in the field research. Also, the hypothetical extensions used in the field study are defined based on the second pretest. As a second question, respondents are asked which products they would like each of those brands to produce other than their existing products. The mostly mentioned associations and hypothetical extensions are used in the field research. As a result, it is found that, Pantene is associated with “Softness” and expected to produce *Hand Cream*, Elidor is associated with “Shine” and expected to produce *Hair-Dye*, and Blendax is associated with “Volume” and expected to produce *Hair-Gel*.

Based on the findings of the second pretest, it can be said that, respondents expect the brands to produce products relevant with the associations in their minds. For instance, Pantene is expected to produce hand-cream and it is associated with “Softness”. Thus, the findings of this pretest support the argument that, there should be a relevancy between the brand extension and the association of the brand. These associations and hypothetical extensions are also used in the field research to test our hypothesis. Pretests used in the study can be seen in **Appendix I and II**.

4.3. Theoretical Framework and Hypothesis

As mentioned in previous sections, there are many factors affecting the consumers' evaluation of brand extensions such as; perceived difficulty of making the extension, service intensiveness, relevancy of parent brand-specific associations, similarity, familiarity, brand portfolio characteristics and many more. In this study, only focus is on the effects of;

- *Consumer Innovativeness,
- *Parent Brand Familiarity,
- *Consumer Attitude toward Parent Brand,
- *Relevancy of Parent Brand-Specific Associations to the Extension, and
- *Fit between the Parent Brand and the Extension on Brand Extension Evaluation.

Actually, although success of brand extension is not seen in the model, the main point that is tried to be explained by the model is the success of the brand extension from the consumers' point of view. From the point of consumer, it is assumed that, the success of the brand extension is dependent to the consumers' brand extension evaluations. Also, in the study, consumers' brand extension evaluation is conceptualized as the consumers' attitude toward hypothetical brand extension and their purchase intention toward hypothetical brand extension. And, consumer evaluation of brand extension is hypothesized to be dependent to the consumer innovativeness, familiarity to the parent brand, consumer attitude toward parent brand, relevancy of parent brand specific associations, and fit between the parent brand and extension. The model of the study and the hypothesis can be seen below.

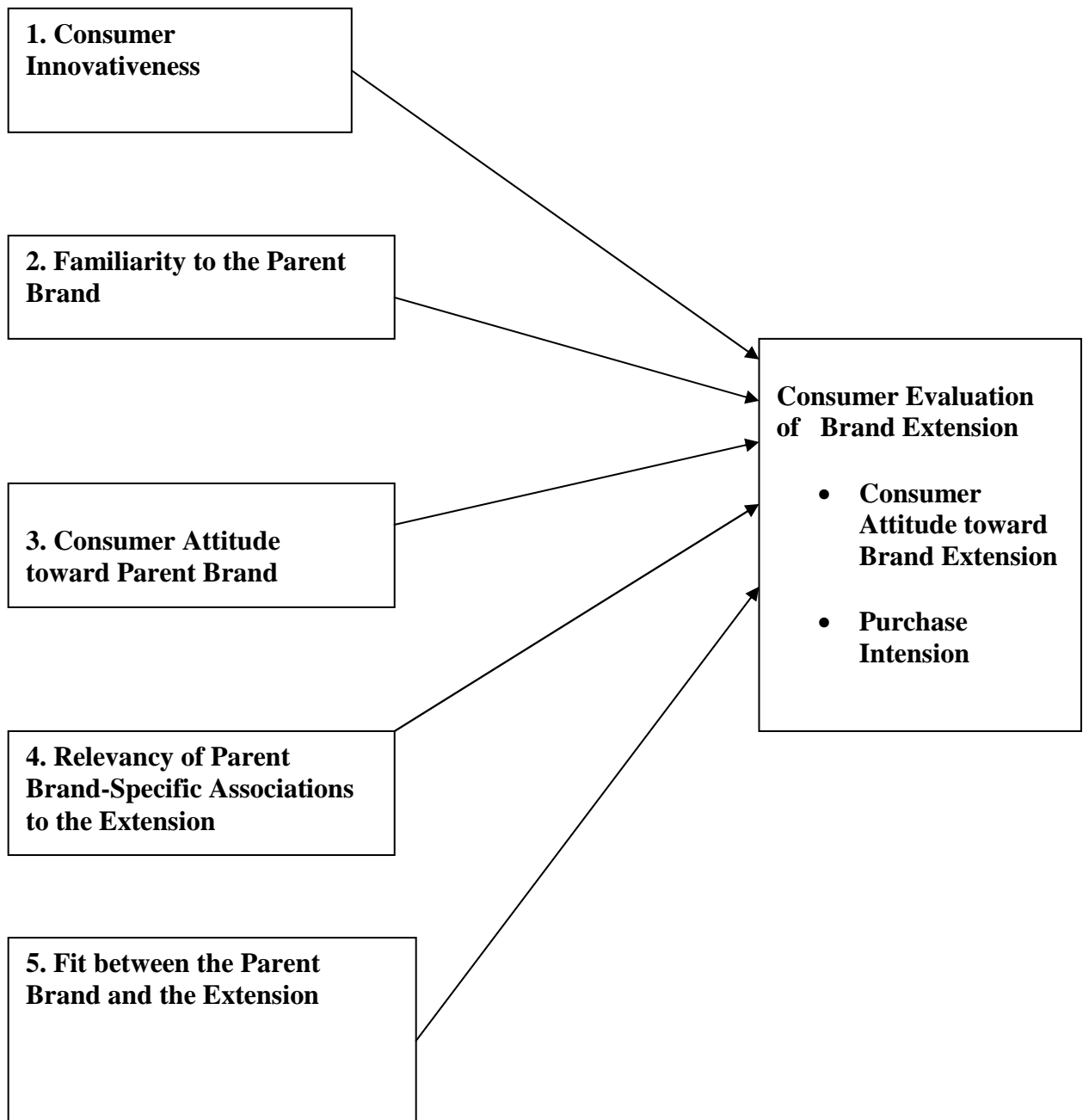


Figure 9: Proposed Framework for the Relationship between the Factors Affecting the Success of Brand Extension and Consumer Attitude and Purchase Intention toward Brand Extension

Ho: There is no significant relationship between Consumer Innovativeness and Consumer Evaluation of Brand Extension.

H1: There is a significant relationship between Consumer Innovativeness and Consumer Evaluation of Brand Extension.

Ho: There is no significant relationship between Familiarity to the Parent Brand and Consumer Evaluation of Brand Extension.

H2: There is a significant relationship between Familiarity to the Parent Brand and Consumer Evaluation of Brand Extension.

Ho: There is no significant relationship between Consumer Attitude toward Parent Brand and Consumer Evaluation of Brand Extension.

H3: There is a significant relationship between Consumer Attitude toward Parent Brand and Consumer Evaluation of Brand Extension.

Ho: There is no significant relationship between Relevancy of Parent Brand-Specific Associations to the Extension and Consumer Evaluation of Brand Extension.

H4: There is a significant relationship between Relevancy of Parent Brand-Specific Associations to the Extension and Consumer Evaluation of Brand Extension.

Ho: There is no significant relationship between Fit of the brand extension to the parent brand and Consumer Evaluation of Brand Extension.

H5: There is a significant relationship between Fit of the brand extension to the parent brand and Consumer Evaluation of Brand Extension.

Ho: There is no statistically significant difference between the brand extension evaluation of groups who find the parent brand specific associations relevant or irrelevant for brand extension.

H6: There is statistically significant difference between the brand extension evaluation of groups who find the parent brand specific associations relevant or irrelevant for brand extension.

Ho: Attitude toward Parent Brand has no effect on brand extension evaluation.

H7: Attitude toward Parent Brand has an effect on brand extension evaluation.

Ho: Familiarity to the Parent Brand has no effect on brand extension evaluation.

H8: Familiarity to the Parent Brand has an effect on brand extension evaluation.

Ho: Fit between parent brand and extension has no effect on brand extension evaluation.

H9: Fit between parent brand and extension has an effect on brand extension evaluation.

Ho: Consumer Innovativeness has no effect on brand extension evaluation.

H10: Consumer Innovativeness has an effect on brand extension evaluation.

Ho: Relevancy of Parent Brand Specific Associations to the Extension has no effect on brand extension evaluation.

H11: Relevancy of Parent Brand Specific Associations to the Extension has an effect on brand extension evaluation.

4.4. Research Variables

In this research there are five independent variables; Consumer Innovativeness, Parent Brand Familiarity, Consumer Attitude toward Parent Brand, Relevancy of Parent Brand-Specific Associations to the Extension, and Fit between the Parent Brand and the Extension and one dependent variable; Consumer Evaluations of Brand Extensions. In this part all research variables and the questions used for measuring the research variables will be explained in details. For a summary, In **Appendix I**, Table of Variables can be found.

4.4.1. Independent Variables

First of all, independent variables and the questions used for measuring the independent variables will be mentioned.

4.4.1.1. Consumer Innovativeness

Consumer Innovativeness is tried to be measured by seven questions (from 8-14) which are adapted from Klink and Smith (2001) and Lahiri and Gupta (2005). 5 point Likert Scales (1= Strongly Disagree5= Strongly Agree) are used.

Statements trying to measure consumer innovativeness in questionnaire are;

- *I am continually seeking new ideas and new experiences (Lahiri and Gupta, 2005).
- *I like surprises (Lahiri and Gupta, 2005).
- *I like to experience change and novelty in my daily routine (Lahiri and Gupta, 2005).
- *I like trying new and different brands (Stenkamp and Baumgartner, 1992)
- * I like buying the latest products (Lahiri and Gupta, 2005; Klink and Smith, 2001).
- * I like to purchase new products before others do (Klink and Smith, 2001)
- * I would not wait to see if others liked the product before I would buy (Klink and Smith, 2001)

4.4.1.2. Parent Brand Familiarity

Parent Brand Familiarity is measured with 6 questions from 16 to 21. Questions 16 and 17 are for measuring experience with the brand by asking the trial and frequency of purchase adapted from Smith and Swinyard (1982) and Dawar (1996) respectively. Questions 18-21 are for measuring brand awareness by asking brand recognition and adapted from Dawar (1996) and Marangoz (2007).

Statements trying to measure Parent Brand Familiarity in questionnaire are;

*I have tried this brand before (Smith and Swinyard, 1982).

*I frequently purchase this brand (Dawar, 1996).

*I can easily remember some attributes of this brand (Dawar, 1996).

*I can easily recognize this brand from the other brands (Marangoz, 2007).

*Some attributes of this brand, such as its name, color, logo etc. easily attracts my attention (Marangoz, 2007).

* I remember this brand, when I think about shampoos (Keller, 2008).

4.4.1.3. Consumer Attitude toward Parent Brand

There are 27 questions about Consumer Attitude toward Parent Brand and they are all measured with Likert Scale. In questions 22, 23, and 24 'perceived quality' is measured and adapted from Aaker and Keller (1990). In questions from 25 to 38 questions about 'trust' to the parent brand with "credibility" and "performance satisfaction" subdimensions is measured. In 39th and 40th questions 'brand affect' is measured. In 41st and 42nd questions 'perceived innovation' and in 43rd and 48th questions 'perceived image' is measured. All the questions are adapted from various sources.

Statements trying to measure Consumer Attitude toward Parent Brand in questionnaire are;

- *Overall, this brand is in high quality. (Aaker and Keller, 1990)
- *This brand's products are produced in high standards. (Aaker and Keller, 1990)
- *This brand provides the expected benefits (Martinez and deChernatony, 2004)
- *I trust this brand. (Chaudhuri and Holbrook, 2001)
- *This is an honest brand. (Chaudhuri and Holbrook, 2001).
- *This brand is safe. (Chaudhuri and Holbrook, 2001).
- *This is a truthful and sincere brand. (Schlenker, Helm, and Tedeschi, 1973; Crosby, Evans and Cowles, 1990; Reast 2005)
- * This brand concerns for customer problems (Arrow, 1974; Reast 2005).
- * This brand has similar values with me (Bidault and Jarillo, 1997; Reast 2005).
- *This brand is an expert brand. (Madhok,1995; Reast 2005).
- *I was satisfied by this brand previously. (Personal experience) (Scanzoni, 1979; Reast 2005).
- *I am satisfied of buying this brand. (Personal experience) (Scanzoni, 1979; Reast 2005)
- *I am using this brand for a long time. (Brand purchase duration) (Ganesan, 1994; Reast 2005)
- *This brand fulfills my expectations. (Dwyer, Schurr, and Oh, 1987; Reast 2005)

- *This brand has consistency in quality. (Quality consistency) (Altman and Taylor, 1973; Reast 2005)
- *My peers are using this brand. (Zucker, 1986, Reast 2005)
- *I advise this brand to my peers. (Zucker, 1986; Reast 2005)
- *I feel good when I use this brand. (Wu and Yen, 2007; Chaudri and Hobbrook, 2001)
- *Overall, I like this brand. (Aaker and Keller, 1990)
- *This brand is innovative. (Aaker and Keller, 1990)
- * This brand is pioneer in developing new varieties (Martinez and Chernatony, 2004).
- *This brand has prestigious image. (Martinez and Chernatony, 2004)
- * This brand has a personality (Martinez and Chernatony, 2004).
- * The personality of this brand is relevant to my own personality (Developed by the Researcher).
- *This brand has a different image from competing brands.(Martinez and Chernatony, 2004).
- *Products of this brand are cheap (Developed by the Researcher).
- * This brand provides good value for money (Martinez and Chernatony, 2004).

4.4.1.4. Relevancy of Parent Brand-Specific Associations to the Extension

Relevancy of Parent Brand-Specific Associations to the Extension is generated by the author and measured with Likert Scale in questions 49 and 50 by adapting to the different associations and hypothetical extensions -found by pretests- of three different parent brand.

Statements trying to measure Relevancy of Parent Brand-Specific Associations to the Extension in questionnaire are;

- *Brand X recalls me “Softness”/ “Shine”/ “Volume”. (Developed by the Researcher)
- *“Softness” / “Shine”/ “Volume” is an expected attribute from a Hand Cream/ Hair Dye/ Hair Gel. (Developed by the Researcher)

4.4.1.5. Fit between the Parent Brand and the Extension

The hypothetical extensions' fit to the parent brand, based on "suitability", "complement", "substitute" and "transfer" subdimensions is measured with Likert Scale in questions 69 to 73.

Statements trying to measure Fit between the Parent Brand and the Extension in questionnaire are;

Extension X1 is suitable to parent brand X brand name and image (Zimmer and Bhat, 2004; Özüpak, 2008).

Extension X1 can join the parent brand X product group (Özüpak, 2008)

Extension X1 and parent brand X products are complement products (Aaker, and Keller,1990).

Extension X1 and brand X products satisfy similar needs (Aaker and Keller,1990).

Brand X has the competence of producing extension X1 (Aaker and Keller, 1990).

4.4.2. Dependent Variable

In this study, the dependent variable is Consumer Evaluations of Brand Extensions. Here, the dependent variable and the questions used for measuring the dependent variable is mentioned.

4.4.2.1. Consumer Evaluation of Brand Extensions

For measuring the dependent variable; consumer evaluation of brand extensions, 18 questions are asked to the respondents based on the extensions created hypothetically according to the results of pretest 2 (from question 51 to 68). As mentioned previously, according to the second pretest results, Hand Cream for Pantene brand, Hair Dye for Elidor brand, and Hair Gel for Blendax brand are created hypothetically. Thus, the respondents' evaluation of Pantene Hand Cream, Elidor Hair Dye, and Blendax Hair Gel are asked in the questionnaire. Consumer Evaluation of Brand Extensions is tried to be measured by "consumer attitude toward extension" and "purchase intention".

For "consumer attitude toward extension", questions about 'perceived quality', 'trust', 'brand affect', 'perceived innovation', 'perceived image' are asked (from question 51 to 65). And 66th, 67th and 68th questions are for measuring the "purchase intention" of the respondents'. All questions are asked in Likert Scale.

Statements trying to measure Consumer Evaluation of Brand Extensions in questionnaire are;

*It will be a high quality product. (Aaker and Keller, 1990)

*It will be in high standards. (Aaker and Keller, 1990)

*I will think favorably about the product. (Aaker and Keller, 1990; Klink and Smith, 2001)

*I will trust this product. (Aaker and Keller, 1990)

*It will be a product that I will advise to others. (Zucker, 1986; Reast 2005)

- *It will satisfy my expectations. (Dwyer, Schurr, and Oh, 1987; Reast, 2005)
- *It will be a product that will make me happy when I use it. (Wu and Yen, 2007)
- * It will be a different and innovative product. (Martinez and Chernatony, 2004)
- *It will be a pioneer product. (Martinez and Chernatony, 2004)
- *It will satisfy my innovation desire. (Developed by the Researcher)
- * It will be an expensive product. (Developed by the Researcher)
- *It will have a different image from the substitute products. (Martinez and Chernatony, 2004)
- *It will be a prestigious product. (Martinez and Chernatony, 2004)
- *It will be suitable with my personality (Developed by the Researcher)
- *It will reflect my personality (Developed by the Researcher)
- *I will prefer this product among competitive products. (Developed by the Researcher)
- *I will think of trying this product (Klink and Smith, 2001)
- *I will think of purchasing this product. (Klink and Smith, 2001)

4.5. Research Methodology

In this part, sampling design, structure of the questionnaire forms, and data analysis techniques used in the study are mentioned.

4.5.1. Sampling Design

The research is conducted with females and males, age between 18- 65 from various professions, education and income levels. Convenience sampling technique is used. The data is collected in Istanbul, between February- April, 2009.

The questionnaire is distributed to 610 people, 570 of them are collected back with a response rate of 93.4%. 66 of them are eliminated due to the missing or incorrect answers. Only 504 of the questionnaires are used in the study.

4.5.2. Structure of the Questionnaire Forms

Questionnaire forms have 73 questions in total. The first seven questions aim to collect the demographic characteristics of the respondents.

After demographic questions, the innovativeness of all the respondents are tried to be learned by seven questions. Then they are forced to choose one shampoo brand that they use most frequently among given three shampoo brands. And in the following questions the respondents are asked to answer the questionnaire by thinking the shampoo brand they have chosen. The questionnaire is prepared in this way, because trying to conduct this study by asking the questions to each respondent about every brand will be very long, and on the other hand trying to collect all the data based on one brand will be very limited. Thus, the shampoo brands that are top of awareness and the extensions that consumers want these brands to do are defined by the pretests and the questionnaire are formed based on these brands and extensions.

After making respondents to choose a shampoo brand among three shampoo brands (Pantene, Elidor, and Blendax) questions for understanding their familiarity level and attitude toward the parent brand are asked.

Then, for answering the questions about parent brand specific associations, fit and the dependent variable brand extension evaluation, respondents who have chosen different shampoo brands are directed to the different questionnaire parts.

All the questions except demographics; question 1-7, and question 15 which is asking the respondents to choose a shampoo brand that they use most frequently, are asked in Likert Scale. The questionnaire is tried to be structured to be easily understood by the respondents, that is why needed directions are given in the questionnaire forms and needed parts are shaded for taking attention and facilitate the answering. The questionnaire forms used in the research can be found in **Appendix IV**.

4.5.3. Data Analysis Techniques Used in the Study

The data is analyzed by using the 15.0 version of SPSS computer program. First of all, descriptive statistics are applied to the data for understanding the general demographic characteristics of the respondents. Then, factor and reliability analysis, normality tests, difference tests are run. Finally, correlation and regression analysis is conducted to see the relation and strength of relation between variables and to test the hypothesis in the research model.

4.5.3.1. Demographics

In demographics part, first of all descriptive statistics are conducted to see the general demographic characteristics such as gender, age, marital status etc. of the respondents. After this general picture, the demographic characteristics of the respondents based on the mostly used shampoo brand (Pantene, Elidor, Blendax) are mentioned.

4.5.3.1.1. Demographic Characteristics of the Respondents

Here, the general picture of the respondents based on their gender, age, marital status, education level, work status, profession, and total monthly income will be mentioned.

Table 5: Gender Distribution of Respondents

		Frequency	Percent
	Female	306	60,7
	Male	197	39,1
	Total	503	99,8
Missing	System	1	,2
Total		504	100,0

Table 5 shows that, from 504 respondents, 60.7 % (306) of the respondents are women and 39.1% (197) of the respondents are men. 1 respondent does not mention his gender. The excess in the number of women respondents can be explained by type of product used in the study, since women are more interested to the cosmetics than men.

Table 6: Age Distribution of Respondents

		Frequency	Percent
Valid	<21	108	21,4
	21-30	193	38,3
	31-40	104	20,6
	41-50	53	10,5
	>51	42	8,3
	Total	500	99,2
Missing	System	4	,8
Total		504	100,0

According to Table 6, majority of the respondents are between 21-30 years old by 38,3%. The second biggest group is <21 years old respondents by 21.4%, and the third biggest group is between 31-40 years old by 20.6%. They are followed by 41-50 years old respondents by 10.5% and >51 years old respondents by 8.3%. 4 respondents which is equal to %8 do not mention their age.

Table 7: Marital Status Distribution of Respondents

		Frequency	Percent
Valid	Single	278	55,2
	Married	200	39,7
	Divorced	25	5,0
	Total	503	99,8
Missing	System	1	,2
Total		504	100,0

It can be seen from table 7 that, majority of the respondents are single by 55.2%, they are respectively followed by the married respondents by 39.7%, and divorced respondents by 5.0%. Only 1 respondent does not mention his marital status.

Table 8: Education Level Distribution of the Respondents

		Frequency	Percent
Valid	No Degree	5	1,0
	Primary School	36	7,1
	Secondary School	53	10,5
	High School Degree	210	41,7
	Bachelor Degree	159	31,5
	Graduate and Upper	34	6,7
	Total	497	98,6
Missing	System	7	1,4
Total		504	100,0

According to education level distribution of the respondents seen in Table 8, majority of the respondents have a high school degree by 41.7%, and the second biggest group have bachelor degree by 31.5%. They are followed by %10.5 of the respondents with secondary school degree. The respondents who have no degree constitute the smallest group by 1.0%, and the second smallest group is the respondents who have graduate and upper degree by 6.7%. There are 7 respondents who do not mention their education level.

Table 9: Work Status Distribution of the Respondents

		Frequency	Percent
Valid	Working	304	60,3
	Not Working	196	38,9
	Total	500	99,2
Missing	System	4	,8
Total		504	100,0

From 504 respondents, 60.3% are working and 38.9% are not working.

Table 10: Profession Distribution of the Respondents

		Frequency	Percent
Valid	Professional Jobs (doctor, lawyer, architect etc.)	22	4,4
	Small&Medium Sized Enterprise	4	,8
	Self-Employed	32	6,3
	Public Occupation (White Collar-Worker)	91	18,1
	Private Sector (White Collar- Worker)	139	27,6
	Retired	19	3,8
	House Wife	59	11,7
	Student	110	21,8
	Not Working, Others	11	2,2
	Freelance / Temporary	10	2,0
	Total	497	98,6
Missing	System	7	1,4
Total		504	100,0

From the 504 respondents 60.3% of them who are not working as mentioned in Table 9, can be in groups of student by 21.8%, housewives by 11.7%, retired by 3.8%, or not working/others by 2.2%. According to profession distribution in Table 10, the largest group is the private sector -white collars and workers- by 27.6%, the second largest group is the students by 21.8%, and the third largest group is the public sector – white collars and workers- by 18.1%.

Table 11: Total Monthly Income Distribution of Respondents

		Frequency	Percent
Valid	Less than 1.000 TL	137	27,2
	Between 1.000-2.500 TL	225	44,6
	Between 2.501-5.000 TL	92	18,3
	Between 5.001- 10.000 TL	23	4,6
	More than 10.001 TL	10	2,0
	Total	487	96,6
Missing	System	17	3,4
Total		504	100,0

Table 11 shows the total monthly income level of the respondents. The dominant group constitutes the 44.6% of the respondents and has a monthly income between 1.000-2.500 TL. 27.2% of the respondents have monthly income less than 1.000 TL., and 18.3% percent of the respondents have total monthly income between 2.501-5.000 TL. The groups who have income level between 5.001-10.000 TL and more than 10.001 TL are 4.6% and 2.0% respectively.

4.5.3.1.2. Demographic Characteristics of the Respondents Based on Most Frequently Used Shampoo Brands

The number of all respondents is 504. But, because of respondents are forced to choose a shampoo brand that they use the most frequently among three shampoo brands and answer the questionnaires based on the chosen brand, the number of respondents choosing each brand and inturn evaluating their brand extensions are different. In this part, the demographic characteristics of the respondents based on the parent brand they have chosen will be given.

Table 12: Most Frequently Used Shampoo Brand Distribution of the Respondents

Most Frequently Used Shampoo Brand		Frequency	Percent
Valid	PANTENE	246	48,8
	ELIDOR	169	33,5
	BLENDAX	89	17,7
	Total	504	100,0

246 respondents which is equal to %48.8, have chosen the Pantene brand as the most frequently used shampoo brand among three brands, and have answered the ‘familiarity to the parent brand’, ‘attitude toward parent brand’, and ‘relevancy of parent brand specific associations’ by considering Pantene brand. They have answered the ‘evaluation of brand extension’ questions by considering ‘Pantene Hand Cream’, and ‘Fit between Parent Brand and Extension’ questions by considering ‘Pantene brand and Pantene Hand Cream’.

169 of the respondents which is equal to %33.5 have chosen Elidor parent brand as the most frequently used shampoo brand among three brands and have answered the ‘familiarity to the parent brand’, ‘attitude toward parent brand’, and ‘relevancy of parent brand specific associations’ by considering Elidor brand. They have answered the ‘evaluation of brand extension’ questions by considering ‘Elidor

Hair Dye’, and ‘Fit between Parent Brand and Extension’ questions by considering ‘Elidor brand and Elidor Hair Dye’.

89 of the respondents which is equal to %17.7 have chosen Blendax parent brand as the most frequently used shampoo brand and have answered the ‘familiarity to the parent brand’, ‘attitude toward parent brand’, and ‘relevancy of parent brand specific associations’ by considering Blendax brand. They have answered the ‘evaluation of brand extension’ questions by considering ‘Blendax Hair Dye’, and ‘Fit between Parent Brand and Extension’ questions by considering ‘Blendax brand and Blendax Hair Gel.

Table 13: Respondent's Gender Based on Most Frequently Used Shampoo Brand

Most Frequently Used Shampoo Brand			Frequency	Percent
	Valid	Female		
PANTENE		Female	146	59,3
		Male	99	40,2
		Total	245	99,6
	Missing	System	1	,4
	Total		246	100,0
ELIDOR	Valid	Female	111	65,7
		Male	58	34,3
		Total	169	100,0
BLENDAX	Valid	Female	49	55,1
		Male	40	44,9
		Total	89	100,0

According to Table 13, From 246 of total Pantene brand respondents, 146 of them are women by %59.3 and 99 of them are men by %40.2, and 1 of the respondent does not mention his gender. From 169 of total Elidor respondents, 111 of them are women by %65.7, and 58 of them are men by %34.3. From 89 of total Blendax respondents 49 of them are women by %55.1 and 40 of them are men by %44.9.

Table 14: Age Distribution of the Respondents Based on Most Frequently Used Shampoo Brand

Most Frequently Used Shampoo Brand			Frequency	Percent
	PANTENE	Valid	<21	51
		21-30	99	40,2
		31-40	54	22,0
		41-50	21	8,5
		>51	18	7,3
		Total	243	98,8
Missing		System	3	1,2
	Total	246	100,0	
ELIDOR	Valid	<21	36	21,3
		21-30	64	37,9
		31-40	32	18,9
		41-50	21	12,4
		>51	16	9,5
		Total	169	100,0
BLENDAX	Valid	<21	21	23,6
		21-30	30	33,7
		31-40	18	20,2
		41-50	11	12,4
		>51	8	9,0
		Total	88	98,9
	Missing	System	1	1,1
	Total	89	100,0	

According to Table 14, From 246 of Pantene brand respondents, 243 of them have answered the age question. And the most of the respondents who use the Pantene most frequently among three brands are between 21-30 years old age by %40.2. It is followed by 31-40 years old people by %22.0 and below 21 years old people by %20.7. From 169 of Elidor respondents, %37.9 of them are between 21-30 years old. They are followed by people who are below age 21 by %21.3 and between 31-40 years old people which is %18.9. From 89 of Blendax respondents, 1 of them has not answered age question. And the most of the respondents who use Blendax most frequently is between 21-30 years old age by %33.7. It is followed by below 21 years old people by %23.6, and 31-40 years old people by %20.2. For all of the three brands chosen, the biggest group is the 21-30 years old people.

Table 15: Marital Status Distribution of the Respondents Based on Most Frequently Used Shampoo Brand

Most Frequently Used Shampoo Brand			Frequency	Percent
PANTENE	Valid	Single	143	58,1
		Married	89	36,2
		Divorced	13	5,3
		Total	245	99,6
	Missing	System	1	,4
	Total		246	100,0
ELIDOR	Valid	Single	86	50,9
		Married	73	43,2
		Divorced	10	5,9
		Total	169	100,0
BLENDAX	Valid	Single	49	55,1
		Married	38	42,7
		Divorced	2	2,2
		Total	89	100,0

According to Table 15, from 246 of total Pantene respondents, 143 of them are single by %58.1, 89 of them are married by %36.2, and 13 of them are divorced by %5.3. 1 respondent does not answer the marital status question. From 169 of total Elidor respondents, 86 of them are single by %50.9, they are followed by married by %43.2, and divorced respondents by %5.9. From 89 of total Blendax respondents, %55.1 of them are single, %42.7 of them are married and %2.2 of them are divorced. For all of the three brands the biggest groups are the single respondents, they are followed by married and divorced respondents.

Table 16: Education Level Distribution of the Respondents Based on Most Frequently Used Shampoo Brand

Most Frequently Used Shampoo Brand			Frequency	Percent	
PANTENE	Valid	No Degree	3	1,2	
		Primary School	17	6,9	
		Secondary School	25	10,2	
		High School Degree	96	39,0	
		Bachelor Degree	83	33,7	
		Graduate and Upper	19	7,7	
		Total	243	98,8	
		Missing	System	3	1,2
		Total		246	100,0
	ELIDOR	Valid	No Degree	1	,6
Primary School			11	6,5	
Secondary School			18	10,7	
High School Degree			75	44,4	
Bachelor Degree			53	31,4	
Graduate and Upper			9	5,3	
Total			167	98,8	
Missing			System	2	1,2
Total				169	100,0
BLENDAX		Valid	No Degree	1	1,1
	Primary School		8	9,0	
	Secondary School		10	11,2	
	High School Degree		39	43,8	
	Bachelor Degree		23	25,8	
	Graduate and Upper		6	6,7	
	Total		87	97,8	
	Missing		System	2	2,2
	Total			89	100,0

For all of the three brands, the biggest group of respondents has high school degree. %39.0 of the Pantene respondents, 44.4 of Elidor respondents and 43.8 of Blendax respondents have high school degree. For all brands, the second largest respondent group has bachelor degree. %33.7 of Pantene respondents, %31.4 of Elidor respondents, and %25.8 of Blendax respondents have bachelor degree.

Table 17: Work Status Distribution the Respondents Based on Most Frequently Used Shampoo Brand

Most Frequently Used Shampoo Brand			Frequency	Percent
PANTENE	Valid	Working	155	63,0
		Not Working	88	35,8
		Total	243	98,8
	Missing	System	3	1,2
	Total		246	100,0
ELIDOR	Valid	Working	99	58,6
		Not Working	69	40,8
		Total	168	99,4
	Missing	System	1	,6
	Total		169	100,0
BLENDAX	Valid	Working	50	56,2
		Not Working	39	43,8
		Total	89	100,0

From 246 total Pantene respondents, %63.0 of them are working and %35.8 of them are not working. 3 of the Pantene respondents have not answered work status question. From 169 total Elidor respondents, %58.6 of them are working, %40.8 of them are not working, and one respondent has not answered working status question. From 89 total Blendax respondents, %56.2 of them are working, and %43.8 of them are not working.

Table 18: Profession Distribution the Respondents Based on Most Frequently Used Shampo Brand

Profession Distribution for PANTENE Brand		Frequency	Percent
Valid	Professional Jobs (doctor, lawyer, architect etc.)	9	3,7
	Small&Medium Sized Enterprise	3	1,2
	Self-Employed	15	6,1
	Public Occupation (White Collar-Worker)	47	19,1
	Private Sector (White Collar- Worker)	73	29,7
	Retired	9	3,7
	House Wife	23	9,3
	Student	52	21,1
	Not Working, Others	7	2,8
	Freelance / Temporary	4	1,6
	Total	242	98,4
Missing	System	4	1,6
Total		246	100,0

Profession Distribution for ELIDOR Brand		Frequency	Percent
Valid	Professional Jobs (doctor, lawyer, architect etc.)	7	4,1
	Small&Medium Sized Enterprise	1	,6
	Self-Employed	12	7,1
	Public Occupation (White Collar-Worker)	30	17,8
	Private Sector (White Collar- Worker)	45	26,6
	Retired	5	3,0
	House Wife	25	14,8
	Student	35	20,7
	Not Working, Others	3	1,8
	Freelance / Temporary	3	1,8
	Total	166	98,2
Missing	System	3	1,8
Total		169	100,0

Profession Distribution for BLENDAX Brand		Frequency	Percent
Valid	Professional Jobs (doctor, lawyer, architect etc.)	6	6,7
	Self-Employed	5	5,6
	Public Occupation (White Collar-Worker)	14	15,7
	Private Sector (White Collar- Worker)	21	23,6
	Retired	5	5,6
	House Wife	11	12,4
	Student	23	25,8
	Not Working, Others	1	1,1
	Freelance / Temporary	3	3,4
	Total	89	100,0

According to Table 18, the respondents constituting the biggest groups for all of the three shampoo brands are either private sector white collar or workers or the students. Also, according to Table 19, the respondents constituting the biggest groups for all of the three shampoo brands have total monthly income between 1.000-2.500 TL.

Table 19: Total Monthly Income Distribution the Respondents Based on Most Frequently Used Shampoo Brand

Most Frequently Used Shampoo Brand			Frequency	Percent
PANTENE	Valid	Less than 1.000 TL	67	27,2
		Between1.000-2.500 TL	107	43,5
		Between 2.501-5.000 TL	52	21,1
		Between 5.001-10.000 TL	11	4,5
		More than 10.001 TL	1	,4
		Total	238	96,7
	Missing	System	8	3,3
	Total		246	100,0
ELIDOR	Valid	Less than 1.000 TL	47	27,8
		Between1.000-2.500 TL	78	46,2
		Between 2.501-5.000 TL	24	14,2
		Between 5.001-10.000 TL	9	5,3
		More than 10.001 TL	5	3,0
		Total	163	96,4
	Missing	System	6	3,6
	Total		169	100,0
BLENDAX	Valid	Less than 1.000 TL	23	25,8
		Between1.000-2.500 TL	40	44,9
		Between 2.501-5.000 TL	16	18,0
		Between 5.001-10.000 TL	3	3,4
		More than 10.001 TL	4	4,5
		Total	86	96,6
	Missing	System	3	3,4
	Total		89	100,0

4.5.3.2. Factor and Reliability Analysis for the Variables

Factor Analysis is conducted for identifying the dimensions that explain the correlations among set of variables and structural validity of the questionnaire (Malhotra, 2007, Sipahi, Yurtkoru and Çinko, 2008). Since there are five separate independent variable sets which are hypothesized to have effect on one dependent variable set, exploratory factor analysis is conducted for variables separately. In this way, it is possible to test the structural validity of each independent and dependent sets, and define them operationally (Child, 1990).

According to Table 20, showing the factor analysis result of consumer innovativeness variable, it can be seen that, Barlett's p value is 0.00 which is smaller than 0.05, and the KMO value is 0.733 which is greater than the minimum accepted 0.50 level (Sipahi, et. al, 2008). So it can be said that, the variables are suitable for factor analysis. For the factor analysis of statements trying to explain Consumer Innovativeness, it is seen that, the statements are gathered under two factors. The factors are renamed as "Emotion-Oriented Consumer Innovativeness" and "Action-Oriented Consumer Innovativeness" based on the statements that constitute the factors. The first factor "Emotion-Oriented Consumer Innovativeness" explains the 34.284 % of the variance and the second factor "Action-Oriented Consumer Innovativeness" explains the %31.911 of the variance. They both explain the %66.195 of the total variance. Also, both of the factors have Cronbach's Alpha results higher than 0.60, the factors can be accepted as reliable.

Table 20: Factor Analysis for Consumer Innovativeness Variable

Statements	Factor Loadings	% Variance	Cronbach's Alpha
Factor 1: Emotion-Oriented Innovativeness		34,284	,767
I am continually seeking new ideas and new experiences.	,807		
I like surprises.	,800		
I like to experience change and novelty in my daily routine.	,738		
I like trying new and different brands.	,632		
Factor 2: Action Oriented Innovativeness		31,911	,773
I like to purchase new products before others do.	,891		
I would not wait to see if others liked the product before I would buy.	,858		
I like buying the latest products.	,674		
TOTAL		66,195	
KMO: 0,733 p<0.05 Approx. Chi-Square: 1186,700 df: 21 Sig: 0,000			

According to factor analysis results of statements trying to measure Consumer Attitude toward parent brand shown in Table 21, Barlett's p value is 0.00 which is smaller than 0.05, and KMO value is 0.952, which is greater than the minimum accepted 0.50 level. This shows that, it can be accepted.

Factor Analysis is applied for the 27 variables trying to measure attitude toward parent brand. Six questions are eliminated because of their rotated component matrix percentages, twenty one questions which are reliable and meaningful for the respondents are found out. It is seen that, these twenty one questions constitute two different factors. And factors are renamed as "Trust&Perceived Quality" and "Perceived Image". First factor explains the %41.918 of the variance and the second factor explains the %24.076 of the variance. Both factors explain the %65.993 of the total variance. According to their Cronbach's Alpha results which are 0.96 and 0.88 respectively, it can be concluded that the factors are reliable since they are higher than 0.60.

Table 21: Factor Analysis for Consumer Attitude toward Parent Brand Variable

Statements	Factor Loadings	% Variance	Cronbach's Alpha
Factor 1: Trust & Perceived Quality		41,918	,962
I am satisfied of buying this brand. Q34	,817		
This brand provides the expected benefits. Q25	,802		
I trust this brand. Q26	,801		
I was satisfied by this brand previously. Q33	,790		
This brand fulfills my expectations. Q36	,785		
Overall, I like this brand. Q41	,772		
I feel good when I use this brand. Q40	,741		
This brand is safe. Q28	,726		
I am using this brand for a long time. Q35	,721		
This brand's products are produced in high standards. Q24	,690		
I advice this brand to my peers. Q39	,680		
This is an honest brand. Q27	,668		
This brand has consistency in quality. Q37	,664		
Overall, this brand is in high quality. Q23	,662		
This is a truthful and sincere brand. Q29	,577		
Factor 2: Perceived Image		24,076	,886
This brand has a personality. Q45	,838		
This brand is pioneer in developing new varieties. Q43	,811		
This brand has prestigious image. Q44	,735		
The personality of this brand is relevant to my own personality. Q46	,680		
This brand has a different image from competing brands. Q47	,610		
This brand is innovative. Q42	,587		
TOTAL		65,993	
KMO: ,952 p<0.05 Approx. Chi-Square: 9358,998 df: 210 Sig: 0,000			

Table 22, 23 and 24 show the factor analysis results for Familiarity to the Parent Brand, Relevancy of Parent Brand-Specific Associations, and Fit between parent brand and extension variables respectively. Barlett's p values are 0.00 which are smaller than 0.05 for the three factor analysis results. KMO values for familiarity to the parent brand and fit between parent brand and extension are higher than 0.50. And KMO for relevancy of parent brand specific associations is 0.50 which is equal to minimum accepted level. So, all factor analysis results can be accepted. Also, according to factor analysis results it is seen that, variables of familiarity to the parent brand constitute one factor, variables of relevancy of parent brand specific associations constitute one factor, and perceived fit between parent brand and extension constitute one factor. As a result, they are not renamed but their names are shortened as "familiarity", "associations", and "perceived fit". Familiarity factor explains the %57.519 of the variance, associations factor explains the %66.578 of the variance and perceived fit factor explains the %72.356 of the total variance.

From the point of reliability, although it is good to have a Cronbach's Alpha result over 0.60, the results over 0.50 can also be accepted if the number of questions constructing a factor is small in number (Şencan, 2005; Altunışık, et. al., 2007). So, according to reliability analysis, Cronbach's Alpha results of all factors are higher than 0.60 except 'associations' factor (See Table 22, 23 and 24). Since, there are only two questions under this factor; this factor can be accepted as reliable by a 0.51 Cronbach's Alpha result. So, it can be mentioned that, all of the factors can satisfy the reliability.

Table 22: Factor Analysis for Familiarity to the Parent Brand Variable

Statements	Factor Loadings	% Variance	Cronbach's Alpha
Factor : Familiarity		57,519	,841
I can easily recognize this brand from the other brands.	,853		
Some attributes of this brand, such as its name, color, logo etc. easily attracts my attention.	,828		
I can easily remember some attributes of this brand.	,752		
I frequently purchase this brand.	,742		
I remember this brand, when I think about shampoos.	,726		
I have tried this brand before.	,629		
KMO: 0,840 p<0.05 Approx. Chi-Square: 1245,190 df: 15 Sig: 0,000			

Table 23: Factor Analysis for Relevancy of Parent Brand Specific -Associations Variable

Statements	Factor Loadings	% Variance	Cronbach's Alpha
Factor : Associations		66,578	0,515
"SOFTNESS", "SHINE", "VOLUME" is a relevant attribute for a Hand Cream	,816		
Brand X reminds me "SOFTNESS", "SHINE", "VOLUME"	,816		
KMO: ,500 p<0.05 Approx. Chi-Square: 58,405 df: 1 Sig: 0,000			

Table 24: Factor Analysis for Fit between Parent Brand and Extension Variable

Statements	Factor Loadings	% Variance	Cronbach's Alpha
Factor: Fit		72,356	0.903
Extension X1 can join the parent brand X product group.	,892		
Extension X1 and parent brand X products are complement products.	,876		
Extension X1 is suitable to parent brand X brand name and image.	,869		
Extension X1 and brand X products satisfy similar needs.	,832		
Brand X has the competence of producing extension X1.	,780		
KMO: ,816 p<0.05 Approx. Chi-Square: 1753,357 df: 10 Sig: 0,000			

Table 25: Factor Analysis for Dependent Variable –Brand Extension Evaluation

Statements	Factor Loadings	% Variance	Cronbach's Alpha
Factor : Brand Extension Evaluation		64,143	0,964
It will satisfy my expectations. Q57	,858		
It will be a product that will make me happy when I use it. Q58	,841		
It will be in high standards.Q53	,841		
It will be a different and innovative product. Q59	,832		
It will be a product that I will advise to others. Q56	,830		
It will be a high quality product. Q52	,819		
It will be a pioneer product. Q60	,811		
It will be suitable with my personality Q65	,805		
I will think favorably about the product. Q54	,803		
I will prefer this product among competitive products. Q67	,802		
It will reflect my personality Q66	,794		
It will be a prestigious product. Q64	,794		
I will trust this product. Q55	,778		
I will think of purchasing this product. Q69	,777		
It will satisfy my innovation desire. Q61	,771		
I will think of trying this product. Q68	,750		
It will have a different image from the substitute products. Q63	,695		
KMO: ,945p<0.05 Approx. Chi-Square: 8291,802 df: 136 Sig: 0,000			

18 statements trying to measure the dependent variable- consumer evaluation of brand extension which is composed of questions regarding consumer attitude toward brand extension and purchase intention- are examined by factor analysis. 1 statement is eliminated because of rotated component matrix percentage and low reliability. According to the results seen in Table 25, Barlett's p value is 0.00 which is smaller than 0.05, and the KMO value is 0.945. These results show that the variables are perfectly

suitable for factor analysis. As a result of factor analyses, only one factor is obtained and it is named as; 'Brand Extension Evaluation'. Since its Cronbach's Alpha result is 0.96, this factor can be accepted as reliable and it explains the %64.143 of the variance.

For factor analysis Varimax rotation method is used and eigenvalues over 1 are accepted as a factor. These factors are used for the following analysis of the study instead of questions one by one.

The model of the study after factor analysis is shown below in Figure 10;

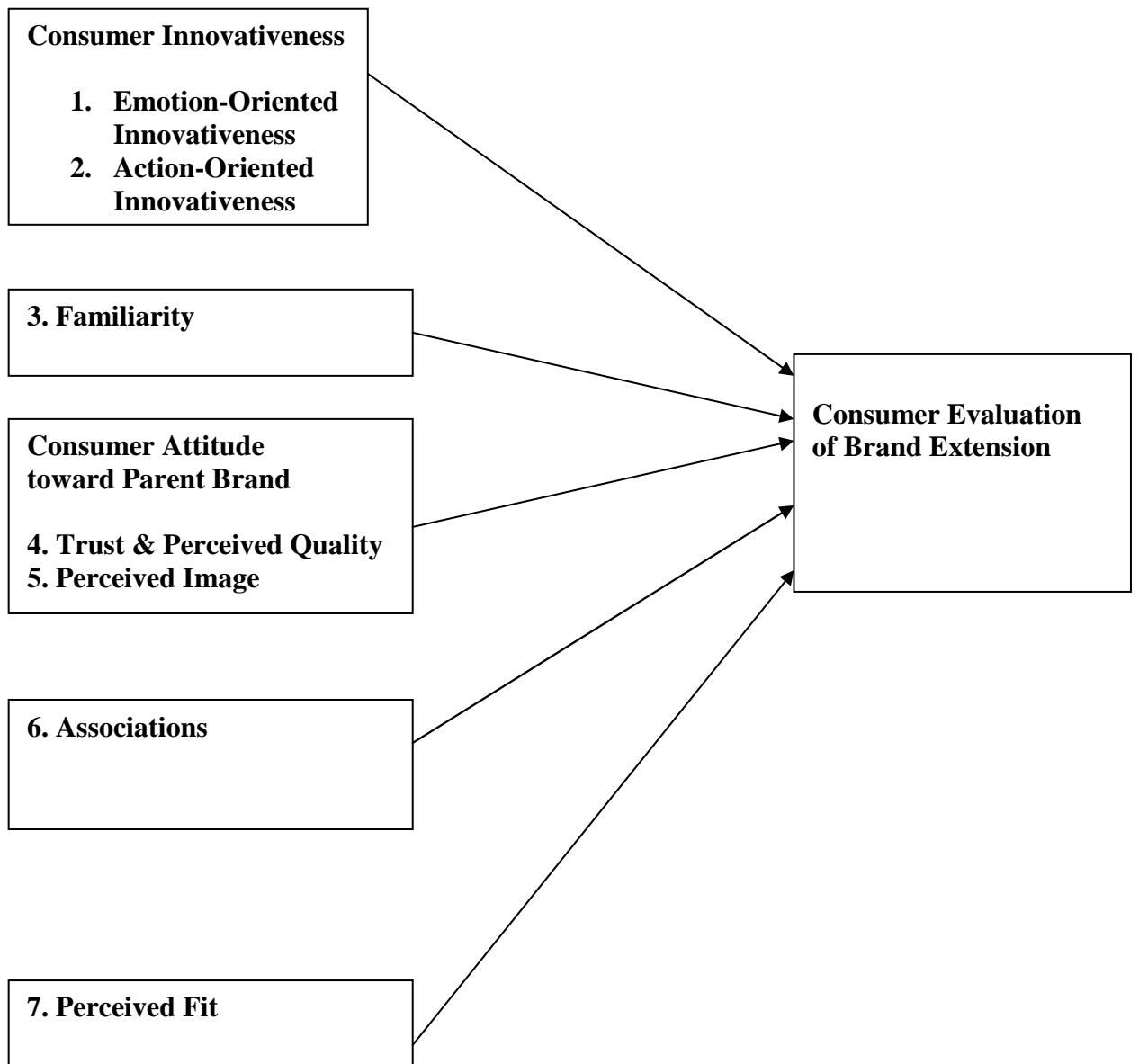


Figure 10: Framework after Factor Analysis Showing the Relationship between the Factors Affecting Success of Brand Extension and Consumer Evaluation of Brand Extension.

Hypotheses are also revised after factor analysis;

H1: There is a significant relationship between Emotion-Oriented Consumer Innovativeness and Consumer Evaluation of Brand Extension.

H2: There is a significant relationship between Action-Oriented Consumer Innovativeness and Consumer Evaluation of Brand Extension.

H3: There is a significant relationship between Familiarity to the Parent Brand and Consumer Evaluation of Brand Extension

H4: There is a significant relationship between Trust&Perceived Quality toward Parent Brand and Consumer Evaluation of Brand Extension

H5: There is a significant relationship between Perceived Image toward Parent Brand and Consumer Evaluation of Brand Extension

H6: There is a significant relationship between Relevancy of Parent Brand-Specific Associations to the Extension and Consumer Evaluation of Brand Extension

H7: There is a significant relationship between Perceived Fit of the brand extension to the parent brand and Consumer Evaluation of Brand Extension

H8: There is statistically significant difference between the brand extension evaluation of groups who find the parent brand specific associations relevant or irrelevant for brand extension.

H9: Trust&Perceived Quality toward parent brand has an effect on brand extension evaluation.

H10: Perceived Image toward parent brand has an effect on brand extension evaluation.

H11: Familiarity to the Parent Brand has an effect on brand extension evaluation.

H12: Fit between parent brand and extension has an effect on brand extension evaluation.

H13: Emotion-Oriented Consumer Innovativeness has an effect on brand extension evaluation.

H14: Action-Oriented Consumer Innovativeness has an effect on brand extension evaluation.

H15: Relevancy of Parent Brand Specific Associations to the extension has an effect on brand extension evaluation.

Moreover Hypothesis regarding the differences between genders and research variables are added;

H16: There is statistically significant difference between genders for emotion-oriented consumer innovativeness.

H17: There is statistically significant difference between genders for action-oriented consumer innovativeness.

H18: There is statistically significant difference between genders for familiarity to the parent brand.

H19: There is statistically significant difference between genders for trust&perceived quality toward parent brand.

H20: There is statistically significant difference between genders for perceived image toward parent brand.

H21: There is statistically significant difference between genders for relevancy of associations.

H22: There is statistically significant difference between genders for perceived fit.

H23: There is statistically significant difference between genders for the evaluation of brand extension.

4.5.3.3. Difference Tests

Before correlation and regression analysis, difference tests are conducted. First of all, Normality Test is conducted to see if the distributions of the factors are normal. Since the Kolmogorov-Smirnov Test sig. values are higher than 0.05, it is decided that the distribution is normal. So, parametric tests are used in the analysis.

For difference tests, first of all One-Way ANOVA test has been conducted to see if there is any significant difference between the surveys answered based on three different most frequently used shampoo brands. Then, Independent Samples T-test is conducted to see if there is any significant difference between genders and research factors. Another Independent Samples T-test is conducted for seeing if there is any significant difference between the brand extension evaluations of respondents who find the parent-brand specific associations relevant or irrelevant for the brand extension.

4.5.3.3.1. ANOVA Test Based on the Most Frequently Used Shampoo Brands

Before starting other analysis, One-Way ANOVA test is applied to see if there is any statistical significant difference between the surveys answered based on different most frequently used shampoo brands (Pantene, Elidor, Blendax) and different brand extensions (Pantene Hand Cream, Elidor Hair Dye, Blendax Hair Gel). The results can be seen in Table 26.

Table 26: ANOVA Results for Three Different Most Frequently Used Shampoo Brand

			Levene's Test for Homogeneity of Variances		ANOVA for Equality of Means
	Parent Brands/ Extensions	N	Levene Statistic	Sig.	Sig.
Emotion-Oriented Innovativeness	Pantene	246	3,639	,027	,479*
	Elidor	169			
	Blendax	89			
Action-Oriented Innovativeness	Pantene	246	2,180	,114	,509
	Elidor	169			
	Blendax	89			
Familiarity	Pantene	246	,102	,903	,544
	Elidor	169			
	Blendax	89			
Trust& Perceived Quality	Pantene	246	,957	,385	,132
	Elidor	169			
	Blendax	89			
Perceived Image	Pantene	246	,725	,485	,966
	Elidor	169			
	Blendax	89			

Associations	Pantene Elidor Blendax	246 169 89	1,782	,169	,675
Perceived Fit	Pantene Elidor Blendax	246 169 89	4,515	,011	,281*
Brand Extension Evaluation	Pantene Hand Cream Elidor Hair Dye Blendax Hair Gel	246 169 89	1,507	,223	,693

*Welch Test result is used

For ANOVA, first of all, the homogeneity of variances of the groups should be checked by looking the sig. values of Levene test statistics. For ‘emotion-oriented innovativeness’, and ‘perceive fit’ factors, the Levene test statistic sig. values are 0.027 and 0.011 respectively which are smaller than 0.05. So, they do not satisfy the precondition for ANOVA test. That is why; Welch test sig. values are used. Since, the Welch test sig. value for ‘perceived fit’ is 0.281 and 0.479 for ‘emotion-oriented innovativeness’ which are greater than 0.05, it can be mentioned that, there is no significant difference between the ‘perceived fit’ and ‘emotion-oriented innovativeness’ of respondents who have chosen different parent brands as the most frequently used shampoo brand.

For the other factors, sig. values of Levene test are bigger than 0.05. Since, they satisfy the ANOVA prerequisite, ANOVA sig. values can be used. Sig. values for ANOVA of all the other factors are greater than 0.05. So, it can be said that there is no significant difference between the survey results of respondents who have chosen Pantene, Elidor or Blendax for the, ‘Action-Oriented Innovativeness’, ‘Familiarity’, ‘Trust&Perceived Quality’, ‘Perceived Image’, and ‘Associations’ which have sig. values 0.509, 0.544, 0.132, 0.966, 0.675 respectively. Moreover, no significant

difference is found for the evaluation of ‘Pantene Hand Cream’, ‘Elidor Hair Dye’, and ‘Blendax Hair Gel’ extension which have sig. value 0.693 (Table 26).

Having no significant difference between the survey results based on the most frequently used shampoo brands, can be a finding supporting the generalizability of the analysis results.

4.5.3.3.2. Independent Samples T-Test for Research Variables based on Genders

For understanding if there is any statistical significant difference between the men and women respondents and the research variables, Independent Samples T-Tests are applied.

Table 27: Independent Samples T-Test Results showing the difference between Genders and Research Variables

					Levene Test for Equality of Variances	T-test for Equality of Means
	Gender	N	Mean	St. Deviation	Sig.	Sig.
Emotion-Oriented Innovativeness	Female	306	3,7467	,94954	,603	,361
	Male	197	3,6688	,90900		
Action-Oriented Innovativeness	Female	306	2,7451	1,06116	,665	,330
	Male	197	2,6497	1,08575		

Familiarity	Female	306	4,0468	,77482	,191	,015
	Male	197	3,8714	,80449		
Trust& Perceived Quality	Female	306	3,9203	0,83239	,683	,019
	Male	197	3,7404	0,83994		
Perceived Image	Female	306	3,7936	0,85078	,753	,012
	Male	197	3,5990	,83618		
Associations	Female	306	3,7010	0,87383	,618	,000
	Male	197	3,4213	0,83767		
Perceived Fit	Female	306	3,7484	,96419	,890	,197
	Male	197	3,6355	,94402		
Brand Extension Evaluation	Female	306	3,7537	,79842	,544	,077
	Male	197	3,6229	,82340		

According to Table 27, showing the independent-Samples T-test results for the differences between men and women and research variables, sig. values for Levene Test statistics for all variables are bigger than 0.05. So, equal variances are assumed and related sig. values for independent samples t-test are mentioned in Table 27.

For ‘familiarity’, ‘trust&perceived quality’, ‘perceived image’ and ‘associations’ sig. values are 0.015, 0.019, 0.012, and 0.000 which are smaller than 0.05 respectively. So, it can be said that, there is statistically significant difference between men and women in their familiarity to parent brands, trust&perceived quality toward parent brands, perceived image toward parent brands and their perception of relevancy of parent brand specific associations for the brand extensions.

Mean of women's familiarity to the parent brand is 4,0468, whereas mean of men's familiarity to the parent brand is 3,8714. Mean of women's trust&perceived quality is 3.9203, whereas mean of men's trust&perceived quality is 3,7404. Mean of women's perceived image is 3,7936, mean of men's perceived image is 3,5990. Also, the mean of women's perception of relevancy of parent brand specific associations for the brand extension is 3,7010 whereas men's perception of relevancy of parent brand specific associations for the brand extension is 3,4213. According to means it can be concluded that, women are more familiar to the parent brand than men, women trust and perceive the quality of parent brands more positively than men. Moreover women perceive the image of parent brands more positively than men and women find the parent brand specific associations more relevant for the extensions than men. As a result, H12, H13,H14, and H15 are accepted.

For the 'emotion-oriented consumer innovativeness', 'action-oriented consumer innovativeness', 'perceived fit', and 'brand extension evaluation' factors, there is no significant difference between men and women since the sig. values are 0.361, 0.330, 0.197, and 0.077 and all are greater than 0.05 respectively. As a result, H10, H11, H16, and H17 are rejected.

4.5.3.3.3. Independent Samples T-Test for Association Factor

For testing if there is any significance difference between brand extension evaluations of groups who find the parent brand specific associations relevant or irrelevant for brand extension, Independent-Samples T-Test test is used.

Ho: There is no statistically significant difference between the brand extension evaluations of groups who find the parent brand specific associations relevant or irrelevant for brand extension.

H8: There is statistically significant difference between the brand extension evaluation of groups who find the parent brand specific associations relevant or irrelevant for brand extension.

Table 28: Independent Samples T-Test Results showing the difference between Groups Evaluating the Brand-Specific Associations Relevant or Irrelevant

					Levene's Test for Equality of Variances	t-test for Equality of Means
	Relevancy of Parent-Brand Specific Associations	N	Mean	Std. Deviation	Sig.	Sig. (2-tailed)
Brand Extension Evaluation	> 3,00 (Relevant)	334	3,9465	,69493	0.288	0.00
	=< 3,00 (Irrelevant)	170	3,2249	,80673		

For testing Hypothesis 8, means of the two questions forming the 'Association' factor is calculated. Then, by using 3 as the cut point, Independent Samples T-Test is conducted. As can be seen from Table 28, since the Levene statistics is 0.288 which is greater than 0.05, equal variances are assumed. According to related sig. value which is 0.000, it can be said that there is statistically significant difference between groups who find the parent brand specific associations relevant or irrelevant for brand extension. So, H8 is accepted.

According to means of groups (3.94 and 3.22), the ones who find the parent brand specific associations relevant for brand extension evaluate the brand extension more positively than the ones who find the parent brand specific associations irrelevant for brand extension.

4.5.3.4. Correlation Analysis

For testing the level of relation between independent and dependent variables, correlation analysis is used.

Table 29: Correlation Results between the Independent Variables and Brand Extension Evaluation

Hypothesis	Brand Extension Evaluation		
		Pearson Correlation	Sig. (2-tailed)
H1:+	Emotion-Oriented Innovativeness	,278**	,000
H2:+	Action-Oriented Innovativeness	,129**	,004
H3:+	Familiarity	,562**	,000
H4:+	Trust& Perceived Quality	,713**	,000
H5:+	Perceived Image	,712**	,000
H6:+	Associations	,550**	,000
H7:+	Perceived Fit	,771**	,000

H1: There is a relationship between Emotion-Oriented Innovativeness and Consumer Evaluation of Brand Extension

H2: There is a relationship between Action-Oriented Innovativeness and Consumer Evaluation of Brand Extension

H3: There is a relationship between Familiarity to the Parent Brand and Consumer Evaluation of Brand Extension

H4: There is a relationship between Trust&Perceived Quality toward Parent Brand and Consumer Evaluation of Brand Extension

H5: There is a relationship between Perceived Image toward Parent Brand and Consumer Evaluation of Brand Extension

H6: There is a relationship between Relevancy of Parent Brand-Specific Associations to the Extension and Consumer Evaluation of Brand Extension

H7: There is a relationship between perceived Fit of the brand extension to the parent brand and Consumer Evaluation of Brand Extension

Table 29 shows the correlation results between independent and dependent variables. According to results, H1, H2, H3, H4, H5, H6, and H7 are accepted since they have sig. values lower than 0.05.

Also, it is found out that, the relation between ‘familiarity’, ‘associations’ and brand extension evaluation is positive and moderate level with the Pearson Correlation 0.562, and 0.55 respectively. The relation between ‘trust&perceived quality’, ‘perceived image’, ‘perceived fit’ and brand extension evaluation is positive and strong with Pearson Correlation 0.713, 0.712, and 0.771 respectively. The relation between emotion-oriented consumer innovativeness and brand extension evaluation is weak with Pearson Correlation 0.278. Moreover, the relation between action-oriented consumer innovativeness and brand extension evaluation is very weak with 0.129 Pearson Correlation level.

4.5.3.5. Regression Analysis

Regression Analysis is used to define how a dependent variable is explained by the independent variable/s. Although regression and correlation analysis are very related to each other, in regression analysis, a model is obtained and this model tells how independent variables explain the dependent variable/s whereas in correlation analysis there is no separation of dependent or independent variables and it shows us how variables are related to each other (Sipahi, Yurtkoru, and Çinko, 2008; Gegez, 2005).

So, after applying correlation analysis and proving that there is a relationship between the variables, multiple regression analysis is applied for testing the model of the study.

Table 30: Regression Analysis regarding the Independent Variables affecting Consumer Evaluation of Brand Extension

Independent Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	,241	,099		2,435	,015
Perceived Fit	,392	,025	,463	15,599	,000
Trust& Perceived Quality	,201	,038	,208	5,338	,000
Perceived Image	,209	,036	,220	5,757	,000
Association	,128	,026	,137	4,989	,000

Dependent Variable: Brand Extension Evaluation

F= 349,415, Sig. =0.000, R Square= 0,737

The hypotheses regarding the research model of the study are as;

H9: Trust&Perceived Quality toward parent brand has an effect on brand extension evaluation.

H10: Perceived Image toward parent brand has an effect on brand extension evaluation.

H11: Familiarity to the Parent Brand has an effect on brand extension evaluation.

H12: Fit between parent brand and extension has an effect on brand extension evaluation.

H13: Emotion-Oriented Consumer Innovativeness has an effect on brand extension evaluation.

H14: Action-Oriented Consumer Innovativeness has an effect on brand extension evaluation.

H15: Relevancy of Parent Brand Specific Associations to the extension has an effect on brand extension evaluation.

According to results of the regression analysis which can be seen in Table 30, only 'perceived fit', 'trust&perceived quality', 'perceived image', and 'associations' factors have an effect on the evaluation of brand extension, since the sig. values are lower than 0.05. Since the sig. values for 'emotion-oriented consumer innovativeness', 'action-oriented consumer innovativeness', and 'familiarity' are higher than 0.05, they are eliminated from the model. As a result, H9, H10, H12, and H15 Hypothesis are supported and the Formula of the regression model can be written as;

$$\text{Brand Extension Evaluation} = 0.241 + 0.392x \text{ Perceived Fit} + 0.209x \text{ Perceived Image} + 0.201x \text{ Trust\&Perceived Quality} + 0.128x \text{ Association}$$

As can be seen from Table 30 and formula, for the evaluation of a brand extension, the most important factor is the fit between brand and extension with the B coefficient of 0.392. Then the second most important factor is perceived image with the B coefficient 0.209. They are followed with the trust&perceived quality with 0.201 and associations with 0.128 B coefficients. Also, according to R Square statistic, 0.737 of the variance in evaluation of a brand extension can be explained by four of the factors.

V. DISCUSSION, CONCLUSION AND LIMITATIONS

This section is divided into three parts; results and discussion, conclusion and implications, and limitations and suggestions for further research respectively.

5.1. Results and Discussion

In this part the findings of the study are summarized and compared with the literature. The findings and justification of differences and similarities with the literature are tried to be discussed.

For defining which shampoo brands to use in the study and their associations in consumers' mind, pretests are conducted. In the first pretest the shampoo brands that first come to mind are asked to the respondents and found out that, top of awareness shampoo brands are Pantene by 16%, Elidor by 11%, and Blendax by 9%. Nevertheless, the pretest results are parallel with the other top of awareness shampoo brand studies conducted in Turkey, the placement of brands in other studies is like Elidor, Pantene, and Blendax (Bir, 2006). On the other hand, Pantene is associated with "Softness" and expected to produce "Hand Cream", Elidor is associated with "Shine" and expected to produce "Hair Dye", and Blendax is associated with "Volume" and expected to produce "Hair Gel". Probably, the advertisements of the brands have an effect for the associations that are evoked in consumers' minds. Also, mostly the extensions which are in fit with the brand's stated associations are proposed by the respondents.

According to the findings of the study, the number of women respondents answering the questionnaire is more than men respondents; both for every specific shampoo brand and for the general of the study. This can be explained by the interest of women to the type of product used in the study-cosmetics- than men. The respondents answering the questionnaire are composed of young and middle aged people. They are highly educated people, and most of them are single. Also, 60% of the respondents are working. Most of the working groups are either working in private sector or in public

sector. The biggest group of the both Pantene and Elidor users are working in private sector, they are followed by the students and the public sector worker/employees. But the majority of the Blendax users are students, they are followed by private sector workers/employees, and public sector workers/employees. Blendax is the cheapest shampoo brand among Pantene, and Elidor which can be the reason why it is mostly preferred by the students. Monthly income of the biggest group of respondents are between 1.000-2.500 TL., it is followed by the group who has less than 1.000 TL., and by the group who has 2.5001-5.000 TL. Since the majority of questionnaire respondents are working in private sector, public sector or student, they constitute the middle-class. Moreover, it is found out that the most frequently used shampoo brand among Pantene, Elidor and Blendax is Pantene. The second most frequently used shampoo brand is Elidor, and it is followed by Blendax. This finding is parallel with the finding of the pre-test.

From the view of factor analysis, differently from the literature ‘consumer innovativeness’ is constituted under two factors ‘Emotion-Oriented Consumer Innovativeness’ and ‘Action-Oriented Consumer Innovativeness’. Since the questions are adapted from the studies used in other nations, and cultures, the reason of this difference can be the cultural differences. The questions constituting “emotion-oriented consumer innovativeness” reflect the likeness of consumers to try different brands, openness of consumers to different ideas, new experiences, and change, whereas “action-oriented consumer innovativeness” reflects the purchase of the latest, newest products. The main difference between two factors is; in the initial case no financial risk is in question, but in the latter case there is a financial risk. So, it can be the reason why consumer innovativeness is gathered under two factors differently than literature.

‘Consumer Attitude toward Parent Brand’ nearly shows parallelism with the literature and gathers under two factors which are named as; ‘trust&perceived quality’, and ‘perceived image’. Also, ‘familiarity’, in accordance with the literature, is expected to be composed of experience and awareness, but all the statements are gathered under one factor. This can be the reflection of intertwined structure of concepts measuring familiarity such as awareness and experience in literature and the small number of

statements. 'Perceived fit' and 'Associations' are also composed of only one factor since they have less statements constituting them.

The dependent variable of the study- brand extension evaluation-, is not divided into 'attitude toward brand extension' and 'purchase intention' as expected, instead it is gathered under one factor 'brand extension evaluation'. Although purchase intention is thought to reflect the consumers' tendency to purchase, it does not guarantee the purchases of the consumers. That is why, it can be said that, the attitudes of consumers toward a product also brings intention to purchase. As a result, both the attitude toward brand extension and purchase intention form the 'brand extension evaluation'.

Moreover, the ANOVA result showing if there is any difference between the questionnaire results based on the different most frequently used parent brands chosen, supports that, there is no statistical significant difference, which is a finding reflecting the independence of the further analysis results from chosen brands.

According to correlation analysis results, a positive relation is found between all the independent variables of the study and the brand extension evaluation. Although, the relation is very weak between 'action-oriented consumer innovativeness' and the brand extension evaluation, and the relation is weak between 'emotion-oriented consumer innovativeness' and brand extension evaluation, there is a relation.

The reason why the relation between action-oriented consumer innovativeness and brand extension evaluation is less than the relation between action-oriented consumer innovativeness and brand extension evaluation can be attributed to the total monthly income of the respondents. Based on the total monthly income level of respondents who are middle-class as mentioned before, it can be said that, although they have tendency to innovativeness emotionally, they can not take the risk of losing money, as a result, they can not be innovative consumers in their actions. Also, the reason why the relation between consumer innovativeness and brand extension evaluation is weak, can be explained by the fact that, since innovative consumers are

open to newness and tend to take higher risks, the relation between consumer innovativeness and new brand evaluations can be stronger (Xie, 2008).

Also, there is a positive and moderate level relation between ‘familiarity’, ‘associations’ and brand extension evaluation. These findings show parallelism with the previous studies as Broniarch and Alba (1994), and Swaminathan, Fox and Reddy (2001) discussed that parent brand familiarity have effects on brand extension evaluations. Besides, in this study, supporting results with the literature are found for the ‘associations’ factor. It is accepted that, the relevancy of parent brand specific associations have a moderate relationship and effect on the evaluation of brand extension. In different studies the effects of associations have been analyzed many times and found that, they are important in brand extension evaluations (Broniarczyk and Alba, 1994; Glynn and Brodie, 1998; Aaker and Keller, 1990).

The relation is positive and strong between ‘trust&perceived quality’, ‘perceived image’, ‘perceived fit’ and brand extension evaluation. In most of the previous studies, it is found that trust to the parent brand and perceived quality of the parent brand have strong relationships and effects on the evaluation of brand extension. From the point of trust&perceived quality, in the literature with many authors it is argued that, the higher the quality perceptions toward parent brand, the higher the evaluation of the brand extension will be (Aaker, and Keller, 1990; Lahiri and Gupta, 2005; Riel, Lemmink and Ouwesloot, 2001). Also, in literature, trust to the parent brand is mentioned as an important factor and stated that it affects the formation of attitudes toward parent brand and inturn influence the brand extension evaluations (Vanhonacker, 2007). Just like perceived quality, it is found that, consumers tend to try the brand extensions as long as they trust to the parent brands (McWilliam, 1993; Reast, 2005).

On the other hand, the study has supported the literature by its finding that; perceived image of the parent brand has a strong relation and effect on the evaluation of brand extension. Brand image can be defined as; perceptions about a brand that are the reflections of brand’s associations which are held in the consumer’s mind (Keller, 1993). According to literature, since the existing brand name is used in brand extensions, existing image of the brand will be transferred to the extension and affects

the evaluation of brand extension (Yeniçeri and Akturan, 2008; Diamantopoulos, Smith and Ian, 2005). The study results can be supporting the success of the usage of brand extension strategy very frequently in practice by the firms who introduce products with luxury image such as Armani's extension from haute couture and every-day clothes to cosmetics, watches, accessories, Armani cafés, restaurants (Kapferer,2008; Economist, 2008).

Moreover, the 'Perceived Fit' which is found by the study to have the greatest effect on the evaluation of brand extension has studied very frequently in the literature and found to have very important effects. According to Tauber (1988), perceptual fit is the key element in predicting brand extension's success and Uzun and Erdil (2004) also found relation between fit and brand extension evaluation. The reason why, perceived fit is so important for brand extension evaluations is explained in the literature by the fact that, as the perceived fit between the parent brand and extension increases, the transfer of parent brand related attributes such as perceived quality, perceived image, associations increase. As a result, the brand extension is evaluated more positively when there is a high perceived fit between the parent brand and extension (Boush, et. al., 1987; Aaker, and Keller, 1990; Bousch and Loken, 1991).

When the regression model of the study is examined, it can be seen that, brand extension evaluation is not dependent to the 'Emotion-Oriented Innovativeness', 'Action-Oriented Innovativeness', and 'Familiarity'. These findings are also showing parallelism with the literature. Although, there are some findings in literature showing that Consumer Innovativeness and Familiarity has effects on brand extension evaluations, their effects have not been supported in repeating studies. For instance although, as mentioned before, Broniarch and Alba (1994), and Swaminathan, Fox and Reddy (2001) found that parent brand knowledge and experience with the parent brand, have effects on brand extension evaluations, thesis of Özüpak (2008) conducted in Turkey could not find supporting results for the effect of parent brand familiarity on the evaluation of brand extension. From the point of Consumer Innovativeness the findings are contradictory in the literature too, although Lahiri and Gupta (2005) argued that, as the consumer innovativeness increases, the positive evaluation of brand extension will

increase, Xie (2008) argued that; consumer innovativeness is more related with the new brands instead of brand extensions.

According to the factors constituting the regression model of the study, for three of them; 'trust&perceived quality of the parent brand', 'perceived image of the parent brand' and 'parent brand-specific associations', it can be said that, their common point is that, they are transferred to the brand extension from the parent brand. So, they are directly related and mostly considered in the brand extension evaluations. On the other hand, since in cases of consumer innovativeness and familiarity, no transfer is in question, they can have effects on the risk perceptions of consumers. As explained in the literature, innovative consumers are more open to risks, so they can be more open to new brands instead of brand extensions, which can be understood by the study findings which show weak relationship between consumer innovativeness and brand extension evaluations. Also, familiarity to the parent brand reduce the risk perceived by the consumers and can support the brand extensions' most important advantage by facilitating the new product introduction.

From the point of difference tests, it is found out that, there is a statistical significance difference between the familiarity, trust&perceived quality, perceived image of men and women to the Pantene, Elidor and Blendax shampoo brands. Women are more familiar to the Pantene, Elidor and Blendax shampoo brands than men which can be explained by the fact that women can be more interested to the shampoo brands than men since they are cosmetic products. Women trust and perceive the quality of Pantene, Elidor, and Blendax more positively than men. Also, women perceive the image of these brands more positively than men, which can be because of their high interest and familiarity to these brands. Moreover, women find the Pantene's "Softness", Elidor's "Shine", and Blendax's "Volume" associations more relevant for the Pantene Hand Cream, Elidor Hair Dye, and Blendax Hair Gel extensions. This can be again because of their more interest and as a result higher involvement to the information about shampoo brands, which lead to more familiarity. So, there can be affect of familiarity on the 'perceived image', 'trust&perceived quality' and 'associations' factors. Because as much as a person is open to get information about a

product/brand, his level of knowledge and familiarity will increase and it can have effects on the parent brand's 'perceived image', 'trust&perceived quality' and 'associations'. An interesting finding is, although women are more familiar to parent brands, they evaluate the trust&perceived quality and perceived image of parent brands more positively and find the parent brand specific associations more relevant to the brand extensions than men, there is no difference between men and women in evaluations of Pantene Hand Cream, Elidor Hair Dye and Blendax Hair Gel extensions. According to this finding it can be thought that, there can be some other factors affecting the brand extension evaluation of men, the importance of the factors can be different for men and women or men can be doing their evaluations based on more limited criterion than women.

Also, in accordance with literature, it is found out that consumers, who find the parent-brand specific associations relevant to the brand extension, evaluate the brand extensions more positively.

5.2. Conclusion and Implications

Introducing new products under an established brand name is called the brand extension strategy. But for deciding to use or not to use a brand extension strategy, it is important to predict its performance. Although, it is not always easy to foresee the market share, profits, etc. of a product in the market, it can be possible to understand the consumers' point of view when evaluating a brand extension. Thus, in this study, the success of brand extension strategy from the point of consumers, based on their evaluations toward brand extension is tried to be examined.

The study is conducted in FMCG industry with shampoo brands, non-random sampling is used and questionnaires are applied to 504 respondents. According to results, the most important factor affecting the consumers' brand extension evaluations is found to be the *perceived fit* between the parent brand and the extension. As long as consumers perceive fit between the parent brand/product and extension from the points of brand image, product group, complement, substitute, or transfer, they can evaluate a brand extension more positively. If the consumers perceive the extended product far from the parent brand/product, they will not evaluate the brand extension positively.

Also, the parent brand from the point of *perceived image* and *trust&perceived quality* is found to be important. Although perceived fit is found as the most important factor in brand extension evaluations, *perceived image* and *trust&perceived quality* of the parent brand are also important. If a parent brand has a high image and high quality in consumers' minds, then these favorable evaluations of the parent brand will be transferred to the brand extension and in turn create positive extension evaluations. At that point, it can be good to mention that, if the perceived image and trust&perceived quality of the parent brand is negative, the perceived fit between the parent product/brand and extension can be ineffective. Although there is not such a finding supporting this view in the study, it can be good to analyze the moderating role of fit in another study.

Moreover, the associations created for the parent brand in the minds of consumers by the marketing efforts, have an effect in the brand extension evaluations. Just like the perceived quality and perceived image of the parent brand, parent brand specific associations are transferred to the extended product. So, if the associations of the parent brand are found relevant for the extension, then the extension is evaluated positively. Thus, the firms who want to extend their brand should consider the associations of their parent brand. But, it should be also kept in mind that, the effect of associations are lower than perceived fit, perceived image and perceived quality of the parent brand. So, before deciding the extension of a brand, firms should objectively understand the consumers' thoughts about the image and quality of their parent brand, and then they should understand the associations of their parent brand in the minds of consumers.

Although it can be thought that, if there is no "fit" between the existing product and the extended product, the transfer of existing perceived image, and trust&perceived quality and associations will be inhibited which will decrease the benefits of brand extension strategy, only providing the "fit" can not provide the favorable evaluation or acceptance of the brand extension by the consumers. In other words; perceived image and trust&perceived quality of the parent brand can work as precondition for predicting the success of brand extension. If the image, trust&quality of the parent brand is negative, then using brand extension strategy can be nonsense since it will be more difficult and more costly to change the image, trust&perceived quality of an existing brand. Instead introducing the new products under new brand names can be a better alternative. As far as the precondition is satisfied, and when the firms think to introduce which type of products by brand extension strategy, then it is better to remember that, the new products should fit to the parent brand and parent brand's associations should be favorably accepted, asked for, and desired for the new product.

As an implication it can be suggested to the firms that, first of all they should try to create differentiating and desirable associations for their brands in their categories which lead to strong brands which are among the firms' most important assets. In this association creation process the importance of packages, logos, advertisements and

jingles should be taken into consideration. Then, when firms want to extend their strong brands, they should choose the points which are related with the brand's created associations. In this way, both the brand extension's acceptance by the consumers can be facilitated and the possible benefits of the brand extension strategy can be gained. Trying to extend a brand to the points where there is no relevancy from the point of associations can be a pointless effort; which can blur the consumer's mind and damage the created associations. Also, the importance of *trust&perceived quality*, *perceived image* and the most important factor *perceived fit* should be taken into consideration. For all these, it can be good for firms if they can conduct marketing research for understanding their brand's associations, trust&perceived quality, and perceived image of their brand, and the perceived fit of their proposed brand extension from the eyes' of their target consumers'. By using marketing research, by taking the mentioned factors in consideration, firms can prevent taking faulty decisions before deciding to use brand extension strategy. The firms whose brands are found to be trusted and perceived as quality and have positive image can use brand extension strategy by considering the perceived fit of the extension with the existing product/brand and can be successful. So, in FMCG industry where the brand creation costs are very high, brand extension strategy can be used by the brands who have positive image, high perceived quality and trust by taking attention of the fit of the extended products to the brand's existing image and products, and the relevancy of the extended products' associations' to the brand's existing associations.

Moreover, in the study, the relationship and dependence of brand extension evaluations with the emotion-oriented consumer innovativeness, action-oriented consumer innovativeness, and parent brand familiarity is also examined. It is found that, although there is a relation between emotion-oriented, action-oriented consumer innovativeness, parent brand familiarity and brand extension evaluation; brand extension evaluation is not dependent to the innovativeness and familiarity. In other words, for evaluating a brand extension, fit with the parent brand, trust&perceived quality toward parent brand, perceived image of the parent brand, and parent brand's associations are taken into consideration by the consumers. But, having familiarity with the parent brand, or being an innovative consumer will only have some relation with the

brand extension evaluations. For instance, familiarity to the parent brand will reduce the perceived risk toward parent brand and indirectly have a relation in the evaluation of brand extension by supporting its success. Or familiarity toward parent brand can influence the trust&perceived quality, perceived image of the parent brand and possible to have indirect relation with the brand extension evaluation. On the other hand, the relation between emotion-oriented consumer innovativeness, action-oriented consumer innovativeness and brand extension evaluations is weak and very weak relatively. It can be explained by the nature of consumer innovativeness. Since innovative consumers have high level of desire for innovation and newness, and more willingly take higher risks than non-innovative consumers, their intention to evaluate new brands- which have higher risks- more positively instead of brand extensions can be possible. This finding also supports the Xie (2008) findings, who argues that, innovative consumers have a higher tendency to seek new brands than extended brands and continues as, although consumer innovativeness is positively related with both the brand extension and new product acceptance, it is more positively related with the new brands.

As another implication to practice, it can be good to mention that, consumer innovativeness can be a good base for segmentation for a company. If the firm can divide its market based on the innovativeness level of consumers, it can use different marketing strategies for different consumer groups. For the groups who are less innovative, brand extension strategy can be used since it reduces the risk perception of consumers. Also, as it is found in the study that, the level of relation is more between emotion-oriented consumer innovativeness and brand extension evaluation comparing with the action-oriented consumer innovativeness which is attributed to the income level and financial risk perceptions of the sample. So, it can be concluded that, the consumers who are emotion-oriented innovative can be motivated to buy the brand extensions by the sales promotions which will let the consumers to try the product and reduce their financial risks.

Although, all these factors should be taken into consideration in deciding to use or not to use brand extension strategy, and their presence or absence should be considered for foreseeing the general evaluation of consumers' toward the proposed

extension, they can not guarantee the success of a brand extension without the marketing mix decisions such as product, price, promotion, and place. In other words, it can be significant to mention that, considering these factors in using brand extension strategy, can not always guarantee the success of brand extensions both because of the possible disadvantages of the brand extension strategy, and because of other factors such as misusing the marketing mix strategy of the firm or the situational factors, but considering these factors can be barriers preventing a brand extension from being unsuccessful.

5.3. Limitations and Suggestions for Further Research

As in all studies, this study also has some limitations. First of all, because of the cost and time constraints, the study is conducted by only 504 respondents and only in Istanbul city and convenience sampling is used. Thus, the sample size is limited and natural distribution of the demographics of the respondents could not be satisfied. As a result, generalizing the results of the study is not possible. Also, because of cost constraints no incentive can be given to the respondents which lead to missing answers and cause the elimination of some of the questionnaires.

Also, in the questionnaire, again because of time and cost constraints, respondents are forced to choose a shampoo brand that they use most frequently only among three brands. Although the brands used in the study are found as the most frequently used brands by pretest, it can be a limitation for the study.

On the other hand, hypothetical brand extensions are used and for understanding the consumers' evaluations toward brand extensions, questions regarding the possible attitude toward the hypothetical extensions and their possible purchase intentions are asked. But these evaluations can not guarantee the real behaviors of consumers.

Especially for measuring the association factor, in most of the studies conducted abroad, experimental designs are used. Since, it is not possible to use experimental design such a short period of time and in master thesis level, the questions are generated by the researcher by the help of the pre-tests.

For the future researches, the limitations of this study should be overcome. The sample group should be larger and representative for a city/region, if possible all the shampoo brands should be used, or the open-ended questions should be asked for defining the shampoo brands used. For understanding the importance of the relevancy of parent brand specific associations, both relevant and irrelevant hypothetical extensions should be generated and the evaluations of consumers toward relevant and irrelevant extensions should be compared. As a result, for more detailed results, more financial potential should be satisfied.

Moreover, the study is conducted in non-durables good industry with shampoos, further studies can be conducted with some other products to see if the results are matching. 'Perceived Fit' is found as the most important factor for the evaluation of brand extension, so in further studies 'perceive fit' factor should be analyzed more closely. The dimensions of fit, such as the 'image fit', 'physical product fit', 'concept fit', 'perceived quality fit', etc. should be examined. A study comparing the results in case of high and low fit perceptions and brand extension evaluations can be useful too. In the study, consumer based factors' direct relationships with the brand extension evaluation is examined, in further studies the relations between the consumer based factors and their indirect or moderating influence for the brand extension evaluations can be examined. For instance, as mentioned in the literature, the moderating roles of 'associations' on 'the perceived fit' can be good to examine (Broniarczyk and Alba, 1994).

For the ‘action-oriented consumer innovativeness’ factor, it can be good to use a sample who have higher income levels. Because as mentioned before, when the income level of the respondents is low, it is probable that, even if they are innovative consumers emotionally, they can not reflect their innovativeness and openness to new products/brands to their purchase behaviors because of high financial risk. Also, the relation between perceived fit in brand extension evaluations and consumer innovativeness can be interesting for the researchers to examine.

Relations of familiarity with trust&perceived quality, perceived image of the parent brand, and their effect on brand extension evaluation can be examined in future researches.

**APPENDIX I
TABLE OF VARIABLES**

Variable Number	Variable Type	Variable	Dimension	Sub-dimension	Questions	Question Number	Source	Variable Scale
V1	Independent	DEMOGRAPHICS						
			Age		Please indicate your age.	1	Developed by the Researcher	Ratio Scale
			Gender		Please, mark your gender.	2	Developed by the Researcher	Nominal Scale
			Education Level		Please mark your education level.	3	Developed by the Researcher	Ordinal Scale
			Work Status		Working or not.	4	Developed by the Researcher	Nominal Scale
			Profession		Please indicate your profession.	5	Developed by the Researcher	Ordinal Scale
			Marital Status		Please indicate your marital status.	6	Developed by the Researcher	Nominal Scale
			Monthly Income		Please mark your monthly income.	7	Developed by the Researcher	Interval Scale
V2	Independent	CONSUMER INNOVATIVENESS			I am continually seeking new ideas and new experiences.	8	Lahiri and Gupta, 2005	Likert Scale
					I like surprises.	9	Lahiri and Gupta, 2005	Likert Scale
					I like to experience change and novelty in my daily routine.	10	Lahiri and Gupta, 2005	Likert Scale
					I like trying new and different brands.	11	Stenkamp and Baumgartner, 1992	Likert Scale

					I like buying the latest products.	12	Lahiri and Gupta, 2005; Klink and Smith, 2001	Likert Scale
					I like to purchase new products before others do.	13	Klink and Smith, 2001	Likert Scale
					I would not wait to see if others liked the product before I would buy.	14	Klink and Smith, 2001	Likert Scale
V3	Independent	FAMILIARITY TO THE PARENT BRAND						
			Experience	Trial	I have tried this brand before.	16	Smith and Swinyard, 1982	Likert Scale
				Frequency of Purchase	I frequently purchase this brand.	17	<i>Dawar, 1996</i>	Likert Scale
			Awareness	Brand Recognition	I can easily remember some attributes of this brand.	18	<i>Dawar, 1996</i>	Likert Scale
					I can easily recognize this brand from the other brands.	19	Marangoz, 2007	Likert Scale
					Some attributes of this brand, such as its name, color, logo etc. easily attracts my attention.	20	Marangoz, 2007	Likert Scale
				Brand Recall	I remember this brand, when I think about shampoos.	21	Keller, 2003	Likert Scale

V4	Independent	CONSUMER ATTITUDES TOWARD PARENT BRAND						
			Perceived Quality		Overall, this brand is in high quality.	22	Aaker and Keller, 1990	Likert Scale
					This brand's products are produced in high standards.	23	Aaker and Keller, 1990	Likert Scale
					This brand provides the expected benefits.	24	Developed by the Researcher	Likert Scale
			Trust		I trust this brand.	25	Chaudhuri and Holbrook, 2001.	Likert Scale
					This is an honest brand.	26	Chaudhuri and Holbrook, 2001.	Likert Scale
					This brand is safe.	27	Chaudhuri and Holbrook, 2001.	Likert Scale
				Credibility	This is a truthful and sincere brand.	28	Schlenker et al., 1973; Crosby et al., 1990.; Reast, 2005.	Likert Scale
					This brand concerns for customer problems.	29	Arrow, 1974; Reast 2005.	Likert Scale
					This brand has similar values with me.	30	Bidault and Jarillo, 1997; Reast 2005.	Likert Scale
					This brand is an expert brand.	31	Madhok, 1995; Reast, 2005.	Likert Scale

					I was satisfied by this brand previously. (Personal experience)	32	Scanzoni, 1979; Reast, 2005.	Likert Scale	
					I am satisfied of buying this brand. (Personal experience)	33	Scanzoni, 1979; Reast, 2005.	Likert Scale	
				Performance Satisfaction	I am using this brand for a long time. (Brand purchase duration)	34	Ganesan, 1994; Reast, 2005.	Likert Scale	
					This brand fulfills my expectations. (Fulfills expectations)	35	Dwyer et al., 1987; Reast, 2005.	Likert Scale	
					This brand has consistency in quality. (Quality consistency)	36	Altman and Taylor, 1973; Reast, 2005.	Likert Scale	
					My peers are using this brand. (Experience of peers)	37	Zucker, 1986; Reast, 2005.	Likert Scale	
					I advice this brand to my peers. (Experience of peers)	38	Zucker, 1986; Reast, 2005.	Likert Scale	
						I feel good when I use this brand.	39	Wu and Yen, 2007; Chaudri and Hobbrook, 2001.	Likert Scale
					Brand Affect	Overall, I like this brand.	40	Aaker and Keller, 1990	Likert Scale
				Perceived Innovation		This brand is innovative.	41	Aaker and Keller, 1990	Likert Scale
						This brand is pioneer in developing new varieties.	42	Martinez and Chernatony, 2004	Likert Scale

			Perceived Image		This brand has prestigious image.	43	Martinez and Chernatony, 2004.	Likert Scale
					This brand has a personality.	44	Martinez and Chernatony, 2004.	Likert Scale
					The personality of this brand is relevant to my own personality	45	Developed by the Researcher	Likert Scale
					This brand has a different image from competing brands.	46	Martinez and Chernatony, 2004.	Likert Scale
					Products of this brand are cheap.	47	Developed by the Researcher	Likert Scale
					This brand provides good value for money.	48	Martinez and Chernatony, 2004.	Likert Scale
V5	Independent	RELEVANCY OF PARENT BRAND-SPECIFIC ASSOCIATIONS	Attributes		Brand X recalls me “SOFTNESS”/ “SHINE”/ “VOLUME”	49,74,99	Developed by the Researcher	Likert Scale
					“SOFTNESS” is an expected attribute from a hand cream. “SHINE” is an expected attribute from a Hair Dye. “VOLUME” is an expected attribute from a Hair Gel.	50, 75, 100	Developed by the Researcher	Likert Scale

V6	Dependent	CONSUMER EVALUATION OF BRAND EXTENSION						
		Consumer Attitude toward Extension	Perceived Quality		It will be a high quality product.	51, 76, 101	Aaker and Keller, 1990	Likert Scale
					It will be in high standards.	52, 77, 102	Aaker and Keller, 1990	Likert Scale
					I will think favorably about the product.	53, 78, 103	Aaker and Keller, 1990; Klink and Smith, 2001	Likert Scale
			Trust		I will trust this product.	54, 79, 104	Aaker and Keller, 1990	Likert Scale
				Performance Satisfaction	It will be a product that I will advise to others.	55, 80, 105	Adapted by the author	Likert Scale
					It will satisfy my expectations.	56, 81, 106	Dwyer et al., 1987; Reast, 2005.	Likert Scale
			Brand Affect		It will be a product that will make me happy when I use it.	57, 82, 107	Wu and Yen, 2007	Likert Scale
			Perceived Innovation		It will be a different and innovative product.	58, 83, 108	Martinez and Chernatony, 2004	Likert Scale
					It will be a pioneer product.	59, 84, 109	Martinez and Chernatony, 2004	Likert Scale
					It will satisfy my innovation desire.	60, 85, 110	Developed by the Researcher	Likert Scale
			Perceived Image		It will be an expensive product.	61, 86, 111	Developed by the Researcher	Likert Scale
					It will have a different image from the substitute products.	62, 87, 112	Martinez and Chernatony, 2004	Likert Scale

					It will be a prestigious product.	63, 88, 113	Martinez and Chernatony, 2004	Likert Scale
					It will be suitable with my personality	64, 89, 114	Developed by the Researcher	Likert Scale
					It will reflect my personality	65, 90, 115	Developed by the Researcher	Likert Scale
		Purchase Intention			I will prefer this product among competitive products.	66, 91, 116	Developed by the Researcher	Likert Scale
					I will think of trying this product.	67, 92, 117	Klink and Smith, 2001	Likert Scale
					I will think of purchasing this product.	68, 93, 118	Klink and Smith, 2001	Likert Scale
V7	Independent	FIT BETWEEN THE PARENT BRAND AND EXTENSION						
			Suitability		Extension X1 is suitable to parent brand X brand name and image.	69, 94, 119	Zimmer and Bhat 2004; Özüpak 2008	Likert Scale
					Extension X1 can join the parent brand X product group.	70, 95, 120	Özüpak ,2008	Likert Scale
			Complement		Extension X1 and parent brand X products are complement products.	71, 96, 121	Aaker, 1990	Likert Scale
			Substitute		Extension X1 and brand X products satisfy similar needs.	72, 97, 122	Aaker, 1990	Likert Scale
			Transfer		Brand X has the competence of producing extension X1.	73, 98, 123	Aaker, 1990	Likert Scale

APPENDIX II

1st PRETEST

1. Şampuan denince aklınıza gelen markalar nelerdir? Olabildiği kadar çok marka yazınız. (En az 4 marka adı belirtiniz).

APPENDIX III

2nd PRETEST

1. Aşağıda bazı şampuan markaları verilmektedir. Lütfen her markanın yanına aklınıza gelen çağrışımları yazınız.

PANTENE _____

ELİDOR _____

BLENDAX _____

2. Bu markalar şu anda sahip oldukları ürün grubu dışında yeni ürünler üretecek olsalardı sizce bu yeni ürünler neler olabilirdi? Aklınıza gelen ilk 4 ürünü nedenleri ile yazınız.

PANTENE _____

ELİDOR _____

BLENDAX _____

APPENDIX IV

QUESTIONNAIRE

Merhaba,

Marmara Üniversitesi, Sosyal Bilimler Enstitüsü, İngilizce Üretim Yönetimi ve Pazarlama Yüksek Lisans Programı'nda Yrd. Doç. Dr. A. Müge Yalçın danışmanlığında hazırlamakta olduğum tezimde kullanılmak üzere yürüttüğüm anket çalışmaya katıldığınız için teşekkür ederim. Vereceğiniz bilgiler, kesinlikle gizli tutulacak ve yalnızca araştırma amaçlı kullanılacaktır. Bu nedenle aşağıdaki soruların tamamını objektif olarak cevaplandırmanızı ve soruları yanılarken size en yakın olan seçeneğin yanına çarpı 'X' işareti koymanızı rica ederim.

Özge Sığircı

1. Yaşınızı yazınız.
(.....)

2. Cinsiyetinizi işaretleyiniz

Kadın	1
Erkek	2

3. Eğitim durumunuzu aşağıya işaretleyiniz.

Herhangi bir diplomam yok	1
İlkokul mezunu	2
Ortaokul mezunu	3
Lise mezunu	4
Üniversite mezunu	5
Yükseklisans ve üstü	6

4. Çalışıp çalışmadığınızı işaretleyiniz.

ÇALIŞANLAR	1
ÇALIŞMAYANLAR	2

5. Meslek Grubunuzu İşaretleyiniz

Kobi Grubu	Profesyonel meslek sahipleri (Doktor, avukat, mali müşavir, mimar, vb.)	1
	Kobi	2
	Esnaf	3
	Kamu Çalışanı (memur – işçi)	4
	Özel Sektör Masabaşı Çalışan (beyaz yakalı)	5
	İşçi (özel Sektör)	6
	Emekli	7
	Ev Kadını	8
	Öğrenci	9
	Çalışmayan, Diğer	10
	Bağımsız / Sigortasız / Geçici / Parça başına çalışanlar	11

6. Medeni durumunuzu işaretleyiniz.

BEKAR	1
EVLİ	2
DUL / BOŞANMIŞ	3

7. Evinizin toplam aylık gelirini elinizdeki kartta yer alan gelir aralıklarından hangisi en iyi tanımlar? Lütfen kira, faiz vb. Tüm gelirleri düşünerek yanıtlayınız.

1.000 YTL'den az	1
1.000-2.500 YTL arası	2
2.501-5.000 YTL arası	3
5.001-10.000 YTL arası	4
10.001 YTL'den çok	5

Aşağıdaki unsurlara katılımızı **1-Kesinlikle Katılmıyorum, 5-Kesinlikle Katılıyorum** skalasında belirtiniz.

	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
8. Sürekli yeni fikir ve deneyimler ararım.	1	2	3	4	5
9. Sürprizleri severim.	1	2	3	4	5
10. Günlük düzenimde değişiklik ve yenilikler yapmaktan hoşlanırım.	1	2	3	4	5
11. Yeni ve Değişik markalar denemekten hoşlanırım.	1	2	3	4	5
12. En son çıkan ürünleri satın almaktan hoşlanırım.	1	2	3	4	5
13. En son çıkan ürünleri ilk ben satın alırım.	1	2	3	4	5
14. Yeni bir ürün piyasaya çıktığında diğer tüketicilerin deneyip beğenmelerini beklemeden hemen satın alırım.	1	2	3	4	5

15. En sık kullandığınız şampuan markası aşağıdakilerden hangisidir?

Sadece **tek bir marka** işaretleyiniz.

PANTENE	1
ELİDOR	2
BLENDAX	3

Aşağıdaki soruları yukarıda işaretlemiş olduğunuz şampuan markasını düşünerek cevaplayınız.

İşaretlemiş olduğunuz markayı düşünerek aşağıdaki unsurlara katılımızı **1-Kesinlikle Katılmıyorum,**
5-Kesinlikle Katılıyorum skalasında belirtiniz.

	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
16. Bu markayı daha önce denedim.	1	2	3	4	5
17. Bu markanın ürünlerini sık sık satın alırım.	1	2	3	4	5
18. Bu markanın bazı özelliklerini kolayca hatırlayabilirim.	1	2	3	4	5
19. Bu markayı gördüğümde diğer markalardan kolayca ayırt edebilirim.	1	2	3	4	5
20. Bu markanın isim, renk, logo gibi özellikleri kolayca dikkatimi çeker.	1	2	3	4	5
21. Şampuan denince aklıma bu marka gelir.	1	2	3	4	5

İşaretlemiş olduğunuz markayı düşünerek aşağıdaki unsurlara katılımızı **1-Kesinlikle
Katılmıyorum,** **5-Kesinlikle Katılıyorum** skalasında belirtiniz.

	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
22. Bu marka yüksek kalitelidir.	1	2	3	4	5
23. Bu markanın ürünleri yüksek standartlarda üretilmiştir.	1	2	3	4	5
24. Bu marka beklediğim faydaları sağlar.	1	2	3	4	5
25. Bu markaya güvenirim.	1	2	3	4	5
26. Bu marka dürüst bir markadır.	1	2	3	4	5
27. Bu marka güvenilir/zararsız bir markadır.	1	2	3	4	5
28. Bu marka samimi bir markadır.	1	2	3	4	5
29. Bu marka müşteri şikâyetleri konusunda duyarlıdır.	1	2	3	4	5
30. Bu markanın değerleri benim değerlerimle benzeşir/örtüşür.	1	2	3	4	5
31. Bu marka uzman bir markadır.	1	2	3	4	5
32. Bu markadan daha önce memnun kaldım.	1	2	3	4	5
33. Bu markayı satın aldığım için memnunum.	1	2	3	4	5
34. Bu markayı uzun zamandır kullanıyorum.	1	2	3	4	5
35. Bu marka beklentilerime cevap vermektedir.	1	2	3	4	5
36. Bu markanın kalitesi istikrarlıdır.	1	2	3	4	5
37. Bu markayı aile/arkadaş çevrem kullanır.	1	2	3	4	5
38. Bu markayı aile/arkadaş çevreme tavsiye ederim.	1	2	3	4	5
39. Bu markayı kullanınca kendimi iyi hissediyorum.	1	2	3	4	5
40. Genel olarak bu markayı seviyorum.	1	2	3	4	5
41. Bu marka yenilikçidir.	1	2	3	4	5
42. Bu marka yeni çeşitler geliştirmede öncüdür.	1	2	3	4	5
43. Bu markanın saygın bir imajı vardır.	1	2	3	4	5
44. Bu markanın bir kişiliği vardır.	1	2	3	4	5

45. Bu markanın kişiliđi benim kişiliđime uygundur.	1	2	3	4	5
46. Bu marka diđer markalardan farklı bir imaja sahiptir.	1	2	3	4	5
47. Bu markanın ürünleri ucuzdur.	1	2	3	4	5
48. Bu marka ödediđim paraya deđecek ürünler sunmaktadır.	1	2	3	4	5

Anketin bundan sonraki kısmı için;

***Seçtiđiniz şampuan markası PANTENE ise, sadece 49–73 arasındaki soruları cevaplayınız.**

***Seçtiđiniz şampuan markası ELİDOR ise, sadece 74–98 arasındaki soruları cevaplayınız.**

***Seçtiđiniz şampuan markası BLENDAX ise, sadece 99–123 arasındaki soruları cevaplayınız.**

Aşağıdaki unsurlara katılımızı **1-Kesinlikle Katılmıyorum, 5-Kesinlikle Katılıyorum** skalasında belirtiniz.
(**Sadece PANTENE Markasını seçenler cevaplamalıdır.**)

	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
49. Pantene markası bana “yumuşaklığı” çağrıştırır	1	2	3	4	5
50. Yumuşaklık, bir el kreminden beklediğim bir özelliştir.	1	2	3	4	5

Aşağıda **PANTENE** markasının üretmeyi düşündüğü yeni ürünle ilgili ifadeler yer almaktadır. Bu ifadelere katılım düzeyinizi belirtiniz. (**Sadece PANTENE Markasını seçenler cevaplamalıdır.**)

<u>PANTENE El Kremi Üretseydi,</u>	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
51. Yüksek kaliteli bir ürün olurdu.	1	2	3	4	5
52. Yüksek standartlara sahip bir ürün olurdu.	1	2	3	4	5
53. Ürün hakkında olumlu düşünürümdüm.	1	2	3	4	5
54. Güvenilir bir ürün olurdu.	1	2	3	4	5
55. Başkalarına da tavsiye edeceğim bir ürün olurdu.	1	2	3	4	5
56. Beklentilerime cevap verebilecek bir ürün olurdu.	1	2	3	4	5
57. Kullandığımda beni mutlu edecek bir ürün olurdu.	1	2	3	4	5
58. Farklı ve yenilikçi bir ürün olurdu.	1	2	3	4	5
59. Öncü bir ürün olurdu.	1	2	3	4	5
60. Değişiklik yapma isteğimi tatmin edecek bir ürün olurdu.	1	2	3	4	5
61. Pahalı bir ürün olurdu.	1	2	3	4	5
62. Diğer markaların benzer ürünlerinden farklı bir imaja sahip olurdu.	1	2	3	4	5
63. Prestijli bir ürün olurdu.	1	2	3	4	5
64. Kişiliğime uygun bir ürün olurdu.	1	2	3	4	5
65. Kişiliğimi yansıtacak bir ürün olurdu	1	2	3	4	5
66. Rakip ürünler arasında tercih edeceğim bir ürün olurdu.	1	2	3	4	5
67. Denemeyi düşüneceğim bir ürün olurdu.	1	2	3	4	5
68. Satın almayı düşüneceğim bir ürün olurdu.	1	2	3	4	5
69. El Kremi, PANTENE marka ismi ve imajına uygun bir üründür.	1	2	3	4	5
70. El Kremi PANTENE ürün grubuna katılabilir.	1	2	3	4	5
71. El Kremi ve Şampuan birbirini tamamlayan ürünlerdir.	1	2	3	4	5
72. El Kremi ve Şampuan birbirine benzer ihtiyaçları karşılar.	1	2	3	4	5
73. PANTENE, el kremi yapabilecek üretim teknolojisine sahiptir.	1	2	3	4	5

Aşağıdaki unsurlara katılımızı **1-Kesinlikle Katılmıyorum, 5-Kesinlikle Katılıyorum** skalasında belirtiniz.
(Sadece ELİDOR Markasını seçenler cevaplamalıdır.)

	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
74. Elidor markası bana “parlaklığı” çağrıştırır.	1	2	3	4	5
75. Parlaklık, bir saç boyasından beklediğim bir özelliktir.	1	2	3	4	5

Aşağıda **ELİDOR** markasının üretmeyi düşündüğü yeni ürünle ilgili ifadeler yer almaktadır. Bu ifadelere katılım düzeyinizi belirtiniz. **(Sadece ELİDOR Markasını seçenler cevaplamalıdır.)**

ELİDOR SAÇ BOYASI Üretseydi,	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
76. Yüksek kaliteli bir ürün olurdu.	1	2	3	4	5
77. Yüksek standartlara sahip bir ürün olurdu.	1	2	3	4	5
78. Ürün hakkında olumlu düşünürdüm.	1	2	3	4	5
79. Güvenilir bir ürün olurdu.	1	2	3	4	5
80. Başkalarına da tavsiye edeceğim bir ürün olurdu.	1	2	3	4	5
81. Beklentilerime cevap verebilecek bir ürün olurdu.	1	2	3	4	5
82. Kullandığımda beni mutlu edecek bir ürün olurdu.	1	2	3	4	5
83. Farklı ve yenilikçi bir ürün olurdu.	1	2	3	4	5
84. Öncü bir ürün olurdu.	1	2	3	4	5
85. Değişiklik yapma isteğimi tatmin edecek bir ürün olurdu.	1	2	3	4	5
86. Pahalı bir ürün olurdu.	1	2	3	4	5
87. Diğer markaların benzer ürünlerinden farklı bir imaja sahip olurdu.	1	2	3	4	5
88. Prestijli bir ürün olurdu.	1	2	3	4	5
89. Kişiliğime uygun bir ürün olurdu.	1	2	3	4	5
90. Kişiliğimi yansıtacak bir ürün olurdu	1	2	3	4	5
91. Rakip ürünler arasında tercih edeceğim bir ürün olurdu.	1	2	3	4	5
92. Denemeyi düşüneneğim bir ürün olurdu.	1	2	3	4	5
93. Satın almayı düşüneneğim bir ürün olurdu.	1	2	3	4	5
94. Saç Boyası, ELİDOR marka ismi ve imajına uygun bir üründür.	1	2	3	4	5
95. Saç Boyası, ELİDOR ürün grubuna katılabilir.	1	2	3	4	5
96. Saç Boyası ve Şampuan birbirini tamamlayan ürünlerdir.	1	2	3	4	5
97. Saç Boyası ve Şampuan birbirine benzer ihtiyaçları karşılar.	1	2	3	4	5
98. ELİDOR, Saç Boyası yapabilecek üretim teknolojisine sahiptir.	1	2	3	4	5

Aşağıdaki unsurlara katılımızı **1-Kesinlikle Katılmıyorum, 5-Kesinlikle Katılıyorum** skalasında belirtiniz.
(**Sadece BLENDAX Markasını seçenler cevaplamalıdır.**)

	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
99. Blendax markası bana “dolgunluğu” çağrıştırır.	1	2	3	4	5
100. Dolgunluk, bir saç jölesinden beklediğim bir özelliktir.	1	2	3	4	5

Aşağıda **BLENDAX** markasının üretmeyi düşündüğü yeni ürünle ilgili ifadeler yer almaktadır. Bu ifadelere katılım düzeyinizi belirtiniz. (**Sadece BLENDAX Markasını seçenler cevaplamalıdır.**)

<u>BLENDAX SAC JÖLESİ Üretseydi,</u>	Kesinlikle Katılmıyorum	Katılmıyorum	Ne Katılıyorum Ne Katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
101. Yüksek kaliteli bir ürün olurdu.	1	2	3	4	5
102. Yüksek standartlara sahip bir ürün olurdu.	1	2	3	4	5
103. Ürün hakkında olumlu düşünürdüm..	1	2	3	4	5
104. Güvenilir bir ürün olurdu.	1	2	3	4	5
105. Başkalarına da tavsiye edeceğim bir ürün olurdu.	1	2	3	4	5
106. Beklentilerime cevap verebilecek bir ürün olurdu.	1	2	3	4	5
107. Kullandığımda beni mutlu edecek bir ürün olurdu.	1	2	3	4	5
108. Farklı ve yenilikçi bir ürün olurdu.	1	2	3	4	5
109. Öncü bir ürün olurdu.	1	2	3	4	5
110. Değişiklik yapma isteğimi tatmin edecek bir ürün olurdu.	1	2	3	4	5
111. Pahalı bir ürün olurdu.	1	2	3	4	5
112. Diğer markaların benzer ürünlerinden farklı bir imaja sahip olurdu.	1	2	3	4	5
113. Prestijli bir ürün olurdu.	1	2	3	4	5
114. Kişiliğime uygun bir ürün olurdu.	1	2	3	4	5
115. Kişiliğimi yansıtacak bir ürün olurdu.	1	2	3	4	5
116. Rakip ürünler arasında tercih edeceğim bir ürün olurdu.	1	2	3	4	5
117. Denemeyi düşüneneğim bir ürün olurdu.	1	2	3	4	5
118. Satın almayı düşüneneğim bir ürün olurdu.	1	2	3	4	5
119. Saç Jölesi, BLENDAX marka ismi ve imajına uygun bir üründür.	1	2	3	4	5
120. Saç Jölesi, BLENDAX ürün grubuna katılabilir.	1	2	3	4	5
121. Saç Jölesi ve Şampuan birbirini tamamlayan ürünlerdir.	1	2	3	4	5
122. Saç Jölesi ve Şampuan birbirine benzer ihtiyaçları karşılar.	1	2	3	4	5
123. BLENDAX, Saç Jölesi yapabilecek üretim teknolojisine sahiptir.	1	2	3	4	5

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