CHAPTER – V
RESULTS AND RECOMMENDATIONS

The following are the summary of the results of the study on the application of various statistical tools.

Results of descriptive analysis relating to customers

- Majority of the respondents are female, belong to age group of 25-40 years, having college level education, with occupational status as employees, whose family size is 4 members, and having two earning members in the family and have a family monthly income of Rs.10,000 – Rs.20,000.

- Among the various products considered the awareness for television in BPL is more than the other brands.

- Majority of the respondents are aware about the brands through advertisements.

- Among the advertisement media, the advertisements for LG and Whirlpool in television have given good awareness.

- More awareness is there among the respondents towards the LG than the other brands.

- The customers are having awareness about BPL and Whirlpool brands for a long period.

- The respondents have given top priority to quality followed by price as the influencing factors than other factors to purchase the particular brand.

- Majority of the respondents have taken combined decision for purchasing a particular brands

- Majority of the respondents are influenced by others in purchasing a particular brand.

- The respondents are influenced to purchase the LG & Samsung products respectively by friends & relatives

- Majority of the respondents feel that advertisement plays an important role in their purchase decision.
• The advertisements for LG are having very high influence and for Samsung it is having high influence on the respondents purchase decision.

• Majority of the respondents own BPL television, Videocon washing machine, Godrej refrigerator, Kenstar microwave oven, Sony audio system and LG air conditioner.

• Majority of the respondents have preferred LG and BPL than other brands for their superior technology.

• Regarding preference for future purchase, majority of the respondents have given high priority (rank 1) to purchase BPL and LG television, Videocon and Whirlpool washing machine, Samsung, Onida and Godrej refrigerators, Kenstar microwave oven, Sony audio system and Onida air conditioner.

• Most of the customers have waited for particular model of the same brand of products on non-availability of a particular model in a brand.

• Majority of the respondents who have purchased the particular model of another brand on the non availability of a product in a brand, have shifted to BPL and LG from the other brands.

• Majority of the respondents are influenced by the brand, and have not considered the unbranded products. Out of those respondents who have considered unbranded products, most of the them have considered it for its cheaper price.

• Most of the respondents feel that brands have a high influence in their purchase decision.

• Among the various factors which helped the respondents to identify the brands, trade mark of Godrej is ranked first by the respondents followed by the symbol of BPL.

• The respondents feel that the advertisements for LG and Sony are very good when compared to other brands.

• The respondents strongly agree that “Branding ensures good quality” and agree that “Brands help the customer to identify the source or maker”.

• The respondents are highly satisfied towards the LG and satisfied towards the Samsung products used by them.
• Among the various brands the respondents are highly satisfied towards the price of LG and satisfied towards Videocon.

• Majority of the respondents are highly satisfied towards the quality of LG products and satisfied towards the Samsung products used by them.

• The respondents are highly satisfied towards the warranty period given by LG and satisfied towards the Videocon.

• The respondents are highly satisfied towards the after sales services provided by LG and satisfied towards Sony brands.

• The respondents are highly satisfied with the service charges levied by LG and satisfied with Videocon.

• The respondents feel that the LG products are very easily available and Videocon are easily available in the market when compared to other brands.

• Most of the customers go for brand extension as “The brands are superior to other brands” than the other reasons.

• Majority of the respondents have taken their own decision in purchasing the extended products.

• Among the respondents who took combined decision, most of the them have gone for brand extension on the suggestions given by the elders.

• Majority of the respondents feel that the choice of products in brand extension is very good in Sony and good in Whirlpool

• The respondents are highly satisfied with the quality of products in brand extension of BPL and satisfied with the quality of Videocon brand.

• Majority of the respondents feel that the advertisements for the brand extensions are not reliable.

• Among the respondents who state that the advertisements for brand extension are reliable, the advertisements for Sony are very highly reliable and for Videocon are highly reliable.
• The respondents strongly agree that “Only brands having strong equity can go for brand extension” and the respondents agree that “A Brand extension should be totally new to the world”.

Results relating to Chi – Square Analysis

• The age is having significant influence on Sony, earning members have significant influence on the source of awareness of Videocon, Samsung & Onida, family size have significant influences on LG, Onida and Kenstar and family monthly income is having significant influence on Samsung.

• The education of the respondents have an influence on the Whirlpool, family size on Samsung and earning members have a significant influence on the media of awareness for Videocon and Sony.

• The age of the respondents have a significant influence on the duration of awareness of the Philips, family size is having influence on the duration of awareness on BPL and Sony and number of earning members in the family have significant influence on Kenstar.

• The education is having a significant influence on the Videocon, Samsung and Godrej, the occupation of the respondents is having significant influence on the person influencing to purchase the BPL, Sony, LG, Whirlpool and Kenstar.

• The education of the respondents have significant influence on Sony, the occupation of the respondents is having a significant influence on the reason for shifting to Sony and LG and number of earning members is having significant influence on Onida.

• The Gender is having a significant influence on considering the unbranded products.

• The gender of the respondents have a significant influence on Onida, age on Whirlpool, education on Onida, occupation on Videocon and Godrej, family size on LG, number of earning members in the family have a significant influence on the factors for identifying the brands such as Onida and Kenstar.

Results relating to Average Rank Analysis

• Majority of the respondents have preferred BPL, Samsung, Sony, LG and Whirlpool products for its quality.
• The price of Videocon, Onida, Godrej, Philips and Kenstar has influenced the respondents to purchase the brands.

• The respondents go for brand extension of BPL for its superiority.

• The superiority of Videocon is the main reason for going to brand extension.

• Majority of the respondents have gone for extension products of Samsung as it is superior to others.

• The superiority of the brand is the reason given by majority of the respondents for going to brand extension of Sony brand.

• The superiority of the brand is given top priority for selecting brand extension of LG.

• The reason for going to the brand extension products of Onida is the superiority of the brand.

• The respondents go for Godrej brand extension products for its superiority.

• Majority of the respondents feel that the superiority of the brand is the reason for going to brand extension products of Philips.

• The superiority of Whirlpool is given top priority for brand extension.

• The superiority of Kenstar branded consumer durables is the reason for the respondents to go for brand extension.

• Majority of the respondents in all categories have given top priority to purchase television in future followed by washing machine and other products in BPL.

• The majority of the respondents of all categories in case of their future purchase of Videocon products prefer to purchase washing machine followed by TV and others.

• The respondents, who prefer to purchase Samsung products in future, prefer to purchase TV followed by AC, audio system and other products.

• The respondents irrespective of the personal factors have given top priority (rank 1) to purchase Sony audio system in the future.

• The respondents of all categories prefer to buy LG TV in future followed by other products like refrigerator, microwave oven and others.

• The respondents who prefer to purchase Onida products in the future have given top priority (rank 1) to purchase Onida TV followed by AC and other products.
The respondents who prefer to purchase Godrej products in the future, have given top priority (rank 1) to purchase Godrej refrigerators followed by washing machine.

Among the respondents who prefer to purchase Philips products in future, majority of them prefer to purchase audio system followed by TV.

The respondents with all personal factors have given top priority to purchase Whirlpool washing machine followed by other products in case of future purchase.

Majority of the respondents with all personal factors have given top priority (rank 1) to purchase Kenstar microwave oven followed by refrigerator and other products.

Results relating to Average Score Analysis

Among the total respondents taken for study the respondents who are agriculturists are having a good awareness of brands (4.38) and also a good opinion on the advertisements for brands (4.29), the respondents with monthly family income of above Rs.30,000 are more influenced by advertisements (4.2) in their purchase decision and respondents with two members in the family are influenced more by the brands (4.5) in their purchase decision.

The respondents with two members in the family have more awareness about the brands (4), high influence of advertisements (4.67) and brands (4.33) and also a good opinion on the advertisements (4.11) for Videocon.

The respondents with two members in the family have more awareness of the brands (4), more influenced by brands (4.25) in their purchase decision, a good opinion on the advertisements (4.27) and the respondents with monthly family income of Rs.20,000- Rs.30,000 are more influenced by advertisements (4.18) in their purchase decision.

The respondents with two members in the family are more influenced by the advertisements (4.63) and brands (4.25) in their purchase decision and respondents with family size of three members have a good opinion on the advertisements (4.29) and respondents with three earning members in the family have more awareness of Sony brand (4.18).
• The respondents with no formal education have a high awareness of LG brand (4.5), respondents with two members in the family are more influenced by advertisements (4.78) and brands (4.38) in their purchase decision and with three members in the family have a good opinion on the advertisements (4.32) for the LG products.

• The respondents with four and above earning members in the family have more awareness about the Onida brand (4.25), with two members in the family are more influenced by the advertisements (4.43) and brands (4.33) and professionally educated respondents have a good opinion on the advertisements for Onida products (4.13)

• The respondents with monthly family income of less than Rs.10,000 have more awareness of Godrej brand (4), the respondents with more than four earning members in the family are more influenced by advertisements (4.17) in their purchase decision, the employed respondents are more influenced by brand (4.16) in their purchase decision and respondents with three earning members in the family have a good opinion on the advertisements for Godrej products (4.04)

• The respondents with two members in the family have more awareness for Philips brand (4.17), are more influenced by advertisements (4.5) and a good opinion of advertisements (4.17) and the respondents with school level education have more level of influence of brands (4.25) in their purchase decision.

• The respondents with two earning members in the family have more awareness of the Whirlpool brand (4) and are more influenced by advertisements (4.56) and respondents aged 55 years and above are more influenced by brands (4.55) in their purchase decision and the respondents with monthly family income of above Rs.30,000 have a good opinion on the advertisements.

• The respondents who are agriculturist have more awareness of Kenstar (3.63), respondents with no formal education are more influenced by advertisements (3.75), respondents aged 55 years and above are more influenced by brands in their purchase decision and the respondents aged 25 years – 40 years have a good opinion on the advertisements for Kenstar than the others.
• Majority of respondents irrespective of their personal factors, strongly agree with the aspects “Branding ensures good quality” (Xi) than other factors aspects to brands selected for the study.

• Majority of the respondents are more satisfied with the product (Y1), price (Y2), quality (Y3), availability of product in the market (Y7) and choice of products (Y8) in BPL brand than other factors.

• Majority respondents of all the personal factors are more satisfied with the products (Y1), quality (Y3), service charges (Y6), availability of products (Y7), choice of products (Y8), and of quality of products in brand extension (Y9) than other factors.

• Majority of respondents respective of their personal factors are more satisfied with the product (Y1), quality (Y3), availability (Y7) and choice (Y8) of products in Samsung than other factors.

• Majority of respondents are more satisfied with quality (Y3), product (Y1), availability (Y7) and choice (Y8) of Sony brand than other factors.

• Majority of the respondents are more satisfied with the product (Y1), quality (Y3), availability (Y7) and choice (Y8) of LG products than other factors.

• Majority of the respondents are more satisfied with the product (Y1), warranty (Y4), availability (Y7) and choice (Y8) of Onida products than other factors.

• Majority of the respondents are more satisfied with the Godrej products (Y1), warranty (Y4), availability (Y7) and choice (Y8) of products than other factors.

• Majority of the respondents are more satisfied with the product (Y1), price (Y2), quality (Y3), warranty (Y4), availability (Y7) and reliability of advertisement (Y10) for Philips products than other factors.

• The majority of the respondents are more satisfied with the product (Y1), quality (Y3), availability (Y7) and choice (Y8) of whirlpool branded products.

• Majority of the respondents are more satisfied with the product (Y1), quality (Y3), service charges (Y6), availability (Y7) and reliability of advertisements (Y10) for Kenstar products.
• Majority of the respondents irrespective of their personal factors strongly agree with
the aspect “Only brands having strong equity can go for brand extension” \( (Z) \) for the
brand extension of all the brands selected for the study.

**Results relating to Multiple Regression Analysis**

• As far as BPL brand is concerned after sales service contributes more towards
satisfaction than others.

• It is found that after sales service for Videocon products contributes a maximum
satisfaction than the other factors.

• As far as Samsung branded products are concerned, after sales service contributes
more towards satisfaction than other factors.

• As far as Sony branded products are concerned, price contributes a maximum towards
satisfaction than others.

• As far as LG branded products are considered, price contributes more towards
satisfaction than other factors.

• The price contributes more towards the satisfaction of Onida products.

• After sale service contribute a maximum towards the satisfaction of Godrej branded
consumer durables.

• The quality contributes a maximum towards the satisfaction of Philips branded
products than others.

• The product contributes more towards the satisfaction of Whirlpool branded
consumer durables.

• The price contributes a maximum towards the satisfaction of Kenstar branded
consumer durables than other factors considered.

• The product contribute the maximum towards the satisfaction of brands than others.

**Results relating to Factor Analysis**

• Among the various aspects relating to brand considered by the respondents, the aspect
“Branding ensures Durability” is considered very important than others because of its
high extraction value.
• Among the various aspects considered for BPL brand, the aspect “Branding ensures durability” is considered as very important by the respondents than the others because of its high extraction value.

• The “Branding ensures durability” is considered by the respondents as the important aspect than the others for the Videocon branded consumer durables because of its high extraction value.

• The various aspects considered for Samsung brand “Branded products is free from risk” is considered as very important by the respondents than other aspects because of its high extraction value.

• The “Branding ensures durability” is considered as important aspect by the respondents of the other aspects for Sony brand others because of its high extraction value.

• Among the various aspects considered for the LG brand, the aspect “Branding ensures good quality” is considered as very important by the respondents than the others because of its high extraction value.

• The “Branded products is free from risk” is considered as the important aspect for Onida brand than others because of its high extraction value.

• The “Branding ensures reliability” is considered as important aspect by the respondents for Godrej brand than others because of its high extraction value.

• The “Brands help the customers to identify the source or maker” is considered as important aspect by the respondents for Philips brand than others because of its high extraction value.

• Among the various aspects considered for Whirlpool brand, the aspect “Branding ensures reliability” is considered very important by the respondents than other aspects.

• Among the various aspects considered for the Kenstar brand, “Branding ensures reliability” is considered as very important by the respondents than the other aspects because of its high extraction value.
• The aspect “Only brands having strong equity can for brand extension” is given priority by the respondents among the other aspects because of its high extraction value.

• Among the various aspects considered for brand extension of BPL, the aspects “Only brands having strong equity can go for brand extensions” is considered as very important by the respondents than the other aspects because of its high extraction value of

• Among the various aspects considered for the brand extension of Videocon the aspect “Only brands having strong equity can go for brand extensions” is considered as very important aspect by the respondents than the others aspects.

• The aspect “Only brands having strong equity can go for brand extension” is considered as the important aspect by the respondents for brand extension of Samsung than other aspects.

• The “Consumers go to extended brands as they know better about the branded product” is considered as the important aspect by the respondents for brand extension of Sony than the other aspects.

• Among the various aspects considered for brand extension of LG “A brand extension should be totally new to the world” is considered as very important aspect by the respondents than the other aspects because of its high extraction value.

• The “A Brand extension should be totally new to the world” is considered as the important aspect by the respondents among the various aspect considered for brand extension of Onida because of its high extraction value.

• Among the various aspects considered for brand extension of Godrej, the aspect “Customers are brand sensitive” is considered as very important by the respondents than the other aspects because of its high extraction value.

• Among the various aspects considered for brand extension of Philips “Only brands having strong equity can go for brand extensions” is considered as very important by the respondents than the other aspects because of its high extraction value.
• Among the various aspects considered for brand extension of Whirlpool, “Only brand having strong equity can go for brand extensions” is considered as very important by the respondents aspect than others because of its high extraction value.

• Among the various aspects considered for brand extensions of Kenstar, “Only brands having strong equity can go for brand extensions” is considered as very important by the respondents than other aspects because of its high extraction value.

Results relating to SWOT Analysis

• The quality is the strength, price is the weakness, technology advantage is the opportunity and global and domestic competition is the threat factor for the BPL branded consumer durables.

• The quality is the strength, price is the weakness, advanced technology is the opportunity, global and domestic competition is the threat factors for the Videocon branded domestic consumer durables.

• The quality is the strength, price is the weakness, technology advantage is the opportunity and global and domestic competition in the threat factors for Samsung branded products.

• The quality, price, technology advantage and global competition are the strength, weakness, opportunities and threat factors respectively for the Sony products.

• The strength is quality, weakness is price, opportunity is technology advantage and the threat is both the global and domestic competition for the LG branded consumer durables.

• The quality, price, changing customer needs and global and domestic competition are the strength, weakness, opportunities and threat factors respectively for the Onida branded consumer durables.

• The strength, weakness, opportunity and threat factors for Godrej branded consumer durables are the quality, price, changing customer needs and competition respectively for Godrej.
The strength, weakness, opportunity and threat factors for Godrej branded consumer durables are the quality, price, changing customer needs and competition respectively for Philips branded consumer durables.

The quality is the strength, price is the weakness, technology advantage is the opportunities, and domestic competition in the threat factor for whirlpool branded consumer durables.

The strength, weakness, opportunities and threat factors are the quality, price, technology advantage and global competition respectively for the Kenstar branded durables.

Results relating to Kruskal Wallis Test

- There is a significant difference in the level of satisfaction for the products between the respondents using different brands.
- There is significant difference in the level of satisfaction for the price of products between the respondents using different brands.
- There is a significant difference in the level of satisfaction for the quality of product between the respondents using different brands.
- There is a significant difference in the level of satisfaction for the warranty period given to the products between the respondents using different brands.
- There is no significant difference between the respondents using different brands in respect of their level of satisfaction of the after sales services for the products.
- There is a significant difference between the respondents using different brands in respect of their level of satisfaction for the availability of products.
- There is a significant difference between the respondents using different brands in respect of their level of satisfaction for brand extension.
- There is a significant difference between the respondents using different brands in respect of their level of satisfaction of service charges.
- There is no significant difference between the respondents using different brands in respect of their level of satisfaction of the reliability on advertisement for the products.
Results relating to Dealers

• Majority of the dealers’ business are in nature of company and if it is a partnership firm there are two partners, doing the business for a period of 6-9 years, dealing with BPL products, for a period of 6-9 years.

• Most of the dealers sell their products for both cash and credit, provide after sales service, feel that the competition is very high and prefer to reach the customers through advertisement.

• Majority of dealers state that there is a very high awareness for BPL products among the customers.

• Majority of dealers are of the opinion that the advertisement influences the customers purchase decision.

• Majority of dealers state that the advertisements for Samsung, Sony, LG and Onida have a high influence on the customers.

• Majority of dealers are of the opinion that brand is having an influence on the customers purchase decision. They are also of the opinion that the choice of products in brand extension in most of the brands is very good.

• The dealers strongly agree with the aspect “Branding ensures good quality”.

• Majority of the dealers are of the opinion that the customers select the brand for its brand image.

• Majority of dealers’ state that the customers wait for the particular model of the same brand if the model of a product is not available in that brand.

• The dealers are of the opinion that there is a good response from the customers for the brand extension of BPL brand.

• The dealers strongly agree with all the aspects relating to brand extension of all the brands.

Results relating to Gap Analysis

• There exists no significant difference between the dealers and customers on the various aspects in respect of the level of agreeability relating to BPL.
• There exists no significant difference in the level of agreeability towards the various aspects relating to Videocon between the customers and dealers.
• There exists no significant difference between the dealers and customers on the various aspects in respect of the level of agreeability relating to Samsung.
• There exists no significant difference between the dealers and customers on the various aspects in respect of the level of agreeability relating to Sony.
• There exists no significant difference between the dealers and customers on the various aspects in respect of the level of agreeability relating to various aspects of LG.
• There exists no significant difference between the dealers and customers on the various aspects in respect of the level of agreeability relating to various aspects of Onida.
• There exists no significant difference between the dealer and customer on the various aspects in respect of the level of agreeability relating to various aspects of Godrej.
• There exists no significant difference between the dealers and customers on the various aspects in respect of the level of agreeability relating to various aspects of Philips.
• There exists no significant difference between the dealers and customers on the various aspects in respect of the level of agreeability relating to various aspects of Whirlpool.
• There exists no significant difference between the dealers and customers on the various aspects in respect of the level of agreeability relating to various aspects of Kenstar.
• There exists significant difference between customers and dealers in respect of level of agreeability of various aspects of BPL brand extension such as “Only brands having strong equity can go for brand extensions” and “A brand extension is needed according to the changes that are taking place in the market” and in other cases the differed is insignificant.
• There exists no significant difference in the level of agreeability between customers and dealers in respect of various aspects relating to brand extension of Videocon.

• There exists no significant difference in the level of agreeability between customers and dealers in respect of various aspects relating to brand extension of Samsung.

• There exist no significant difference in the level of agreeability between customers and dealers in respect of various aspects relating to Sony brand extension.

• There exists no significant difference in the level of agreeability between customers and dealers in respect of various aspects relating to brand extension of LG.

• There exists no significant difference in the level of agreeability between customers and dealers in respect of various aspects relating to brand extension of Onida.

• There exists no significant difference in the level of agreeability between customers and dealers in respect of various aspects relating to brand extension of Godrej.

• There exists no difference in the level of agreeability between customers and dealers in respect of various aspects relating to brand extension of Philips.

• There exits significant difference in the level of agreeability towards various aspects of brand extension of Whirlpool between customers and dealers.

• There is no significant difference in all level of agreeability between customers and dealers on respect of various aspects reality to brand extension of Kenstar.

• There exists a significant difference between the level of opinion of dealers and customers on the choice of products in brand extension for all brands.

Recommendations

On the basis of result of the study, the following recommendations are made

1. Brand Influence

Unbranded goods are least considered by the customers, and thus the study revealed that brand has influence on the purchase decision of customers. Branding facilitate the business to market their products by helping the customers to identify the products that might benefit them. Hence, the manufacturers should understand the value and power of brand so that confidence can be created in the minds of the customers.
2. Reliability of advertisement

The advertisement is not merely means of communications about the product but definite strategy which attracts the customers and also create confidence in the minds of customers about the product and its features. But the study revealed that customers feel that advertisements for brand extension are not reliable. Manufacturers of products under brand extension shall consider this aspect and take all possible measures to ensure that the advertisements are reliable.

3. Customer awareness

The awareness being the first element of purchase process, the manufacturers need to focus on the customer awareness in a better way for achieving the results. Among different brands considered in the study, customers have high awareness about the product of BPL brand than others. The study also revealed that among different media available TV played a significant role in increasing high awareness about the products than other media.

4. Quality

It is undisputable fact that the quality aspects play a predominant role in marketing of any product. The study clearly indicates that customers believe that branding ensures quality. Hence, the manufacturers need to take proper steps and ensure quality not only in the manufacturing process but also in the distribution process.

5. Technology influence

The technological advancement has increased the consumer expectations and the study revealed that customers have shifted to LG and BPL from other brands as these companies have used superior technology in the product. Hence, the manufacturers of other brands have to follow the latest technology in order to match with competitors or overtake them in this respect.
6. Availability in the market

Primary aspect of any manufacturer to be successful in the market, is to make the product available always to the customers. The study revealed that the only LG and Videocon products are easily available in the market. If manufacturers of other brands do not concentrate on this aspect, the marketing of products in brand extension will become more complex as non availability of the product itself does not satisfy the basic expectation of the customers.

7. Choice in Brand extension

The customers showing positive response to a brand might react to its extension more positively than those who do not respond. The study revealed that majority of the customers gave a positive note to Sony and Whirlpool brands on the choice of product in brand extension. Apart from quality, price, availability, etc., invention of different models in brand extension play an important role in the customer purchase as they have more choice in the selection.

8. Brand Equity

Ensuring brand equity becomes the foremost important factor in facilitating the success of brand extension. The study revealed that customers agree to the statement that “Only brands having strong equity can go for brand extension”. Every manufacturer should first try to establish brand equity by winning the confidence of customers and then go for brand extension.

9. Dealers’ Role

The dealers play a significant role in the establishment of brand equity and marketing of products in brand extension. The dealers are not only mediators between producers and customers but act as a facilitator for ensuring brand equity and enabling the brand extension. The manufacturers have to ascertain the opinion of dealers periodically towards making improvements or modification in the products. This will help them to have better relationship with the dealers and in turn it will results in building better relationship with their customers.
Conclusion

Branding has become so strong that today hardly anything goes unbranded particularly the consumer durables, for the reason that branding helps buyers in many ways. Brand names help the consumers to identify products that might benefit them, and for familiarizing brand names advertisements play a key role. Brands also tell the buyer something about product quality. Buyers who always buy the same brands know that they will get the same features, benefits, and quality each time they buy. In this way, it is found that a powerful brand has high brand equity. It was also observed in many cases that the brands have higher brand equity to the extent that they have higher brand loyalty, name awareness, perceived quality, strong brand associations, and other assets such as patents, trademarks, and channel relationship. However, it is important to note that the fundamental asset underlying brand equity is customer equity and hence proper focus of marketing planning is required to extend the life value to the loyal customers. All these aspects facilitate the business to go for brand extension where the successful brand name helps the launching of new products. The brand extension not only gives a new product instant recognition and faster acceptance but also saves the high advertising costs usually required to build a new brand name. The very important point to be considered is that if a brand extension fails, it may harm customer attitude towards the other products carrying the same brand name. It is worth to note that a brand name may lose its special positioning in the consumer's mind through overuse and hence the companies intend to use the old name must research how well the brand associations fit the new products.