REVIEW
OF
LITERATURE
CHAPTER 2
REVIEW OF LITERATURE

G. Sitamber (1979) in his research study titled “Consumer’s Shopping Behavior” (Semi-Urban study) is of the view that the customers have very few items to choose from. The distributors, wholesaler & the retailer ensure products reach to the end customer preferable at arm’s distance through their distribution channel and meet customer’s needs on daily basis.

- It is about consumer’s purchase behavior in semi-urban markets and the author opines that these consumers do not have a variety of choice in semi-urban markets.
- Study also discusses the need to keep expanding and augmenting the distribution reach through distribution enhancement by appointing new distributors, adding wholesale channel and enrolling new retailer/resellers to reach nearer to the consumer.
- Reach expansion is a continuous process in any business focused in mass distribution.
- At the same time it is equally imperative to enhance product portfolio in semi urban market to provide variety of products to the consumers.

M. Namasivayam (1988) in “Impact of advertisement on consumer preference for toilet soaps” suggests that

- Electronic Medium is imperative to be used for advertising that entices customers to select a particular brand.
- Electronic media has a mass reach- Mass Media.
- The impact of Mass communication through main line above the line (ATL) is always very high.
- Although it is costlier to advertise in such mediums but it is at the same time very effective to reach to bigger audiences.
- It shows the importance of various; ATL mediums like
  - Television &
  - Radio
  for advertising of products like toilet soaps.
- Along with below the line advertising for such products.

Aaker and Keller (1990) analyzed the state of mind towards six brands and
20 extensions of these six brands. In 1\textsuperscript{st} study,
- Respondents were given an arrangement of open-ended relationship with the
  - Brand name and
  - Each of the 20 extensions,
- Three measures of fit between the two item classes were included and
- The apparent trouble of making the extension.

In the 2nd study on extension positioning,
- More data was given about the extension,
- For example,
  - Signals to the positive properties of the brand and
  - Afterward purchaser response were again captured.
- Seven point scales were utilized for different assessments.

The following the author’s key observations:
1. Attributes convictions upgraded and damaged the assessment of brand expansions.
2. Abstract attributes usually have favorable believes associations whereas concrete attributes don’t.
3. Customer’s believes of about quality, relation with the original brand & the association between Original brand & its extended brand had an effect when extensions were examined.
4. Among the three measurements of fit between the original brand and its extended brand manufactured goods classes,
   a. The measurements of
      i. COMPLEMENT (believed product category corresponding) and
      ii. SUBSTITUTE (believed product category substitutability) collaborated with the apparent nature of the first brand to anticipate mark expansion assessments.
   b. Exchange (abilities of the maker for making the extensions) had an essentially coordinate effect on the assessments.
   c. General TRANSFER and COMPLEMENT were more
essential as indicators than SUBSTITUES.

5. Customer’s observations about the trouble of making the extension had a positive association with assessment of an extension,
   a. Supporting the hypothesis that it is easy to make extensions is less likely to be accepted.

6. 2nd study, didn’t affect evaluations of extensions, which had low evaluations in the 1st study.

**Farquhar et al (1990)** examined the effects of brand-category, category-brand and category-category association in the potential accomplishment of introducing an extended brand to another segment.

- This study explained the structure of the aforesaid associations and attempted to identify the process; which drives consumers’ judgments towards a category extension of the parent brand.
- It was also found that such distinctive brand in a manufactured goods class could be effortlessly introduced as an extension to a narrowly associated class than to remote one.
- Dominant brands could not be extended to distant target categories easily.


- He has very simply explained the concept of brand by mentioning, “products can made in factories and at market place a brand is acquired by the consumer”.
- Which means manufactured goods could be imitated or replicated by competition, however brands are always unique.
- He explains Brand equity is an intangible asset for many businesses. Also he mentioned in the book that it is imperative to nurture a sick or damaged brand rather than just avoiding it.
- He has covered
  - Brand loyalty,
  - Perceived quality, and
  - Brand associations
  in addition to perceived quality very elaborately.
• Although he has many objectives for the book, he covered “Brand extensions-the good, the bad and the ugly” and the methods to revitalize tired brands along with how to plan a brand’s graceful exit or death.
• This book is an insightful Brand book. Brand equity is an important subject for all marketers today.
• It is a must read for all marketers to understand how to create, nurture, develop, place brand strategy.

Park et al (1991) examined 2-factors which could possibly distinguish among booming and unsuccessful extended brands — namely, product-attributes familiarity and brand idea steadiness.

• Examined responses of 195 MBA students an Eastern University, to different extensions to 2 different brand names.
• One of these brands was a prestige-oriented brand and the other was a functional one.
• They concluded that, in distinguishing brand extensions customers consider not just data about item level element comparability among the fresh items and existing items connected with the brand-name,
  o Additionally the idea steadiness among the original and its extended brand.
• For the following;
  o Prestige and
  o Functional brands,
  The most ideal responses happened while extended brands are made with
  o High-level of steadiness and reliability
  o Higher level of manufactured-goods attributes likeness.

Keller, K.L. and Aaker, D.A. (1992) did a lab examination to look at factors influencing assessment of proposed extension from a parent brand, particularly to
• Explore the impacts of sequential introduction of brand extension on buyer assessment of the proposed extensions and the parent brand.

In the initial test, the factors of
• Single extension assessment on apparent quality of the original brand and
• On similarity with the original brand were considered.

At that point,
• The impacts of successful and unsuccessful interceding extension on assessments were considered.
• The impacts of each one of those elements on assessments on parent brands were viewed later.
• Subjects of the review were 340 University workers out of which
  o 90% of the samples were females.
• It was found that top-notch brands extend more than the normal quality brands.
• A great intensity of apparent mainstay brand quality and resemblance of fit among the parent and extended brand’s item class was essential for a favourable evaluation.
• It was likewise found that fruitful intervening extensions enhanced value in assessments of a proposed extension for a normal quality Original brand and successful extended diminished assessments of proposed extended brand for a superb parent brand.

Sullivan, M.(1992) in her review on timing of brand extension analyzed the execution of brand extension in connection to their entry order. The study examined one measurement for the brand extension entry strategy to be specific "When to Enter". It looked at the advantages and disadvantages of early or late entry on one side and utilization of new names or extension on the other. Survival for a 6 years was taken as a performance measure. 95 brands in 11 NDCG (non-durable consumer goods) categories with the entry and exit dates, framed some portion of the informational index for the review. Brands that bombed at the test market stage, small local brands and house brands and generics were kept out of this study. The outcomes showed that early entering brand extensions don’t perform well as compared with before time entry of fresh brand or other delayed entry of extended brands. It additionally demonstrated that brand extensions added higher market share than new products however extension acquired smaller share in the pie from
early entry than new products.

**Loken Barbara and Deborah Roedder John (1993)** attempted an experiment concerning the situations in which extended brands are most likely to weaken philosophy associated with the brand-name. Samples included 196 ladies between the age 18 and 49, with education level of secondary school and income >=$10000 who got news about an imaginary new brand extension. 1st factor in the study was to review was the kind of information they got, with extensions depicted at different levels of qualities that were firmly connected with the Parent Brand. The 2nd factor was the kind of products (classification to which product belongs to) and the 3rd factor was order of dependent measures (convictions and typicality). They concluded that organizations are at hazard in propelling brand extensions that contain characteristics that are contradictory with or invalidate Parent Brand values. Besides, it was observed that weakening gave off an impression of being more prominent when extensions were seen as tolerably normal.

**Dacin and Smith (1994)** studied the effects of numerous brands assortment features on customer’s self-belief to support of their assessment; of succeeding extended brands; with the help of two Lab experiments and a Survey. The first experiment they used was 2x2x2 between subjects factorial design. The 3 factors were no. of products associated with the brand, portfolio quality variance and the product category of the proposed extensions.186 subjects participated in the said experiment and the results showed which the no. of items connected with a trade name was optimistically linked to participant’s self-belief in their assessment of an extended brand of that parent brand and also with the increase in portfolio quality variance; confidence diminished. In the 2nd experiment 80 subjects were assigned to the four cells randomly it means, 2 levels of portfolio relatedness and 2 extension products. They found that when portfolio relatedness decreased, the effects of similarity on both the variables decreased. Next was a survey, which was done on 98 subjects. For which, they used a questionnaire that incorporated measures of the experimental variables and allowed respondents to consider a wide cross section of brands. The conclusions of the survey did not repeat that of the experiment. However, both experiment and study, underscore on one point that a negative relationship between portfolio qualities changes,
subject’s certainty and positivity of their judgments for extension quality.

Reddy et al (1994) studied the degree of affect, that company’s original brand and its extended brand’s attributes had on the accomplishment of extended lines. They did the study on cigarette industry as it has so many line extensions. They compiled Data on 75 line extensions for the period 1950-84, by 34 regular filter brands. Brands with extensions for less than two years or without extensions were not part of this study. Sources of Annual sales information & Annual advertising information were Maxwell Reports (1985) & LNA Media Reports respectively. They considered environmental factors & market impacts. It was found that the PhilipMorris and R.J.Reynolds had substantially different information on extensions from the other firms. They also concluded that the extended lines of stronger brand are additionally booming than of a weaker brand. Therefore we can say probability success of line extension is higher for successful brand than rest of them.

N.Ravishankar et al (1995) in “Rural Markets – Features & Marketing Strategies” proposed that marketing managers moving towards villages as an alternative to urban-markets is increasing day-by-day. He feels marketers should plan their scheme of things in terms of marketing, keep in view what rural market demand or needs.

Reddy, P Indrasena, (1996) in “Rural Marketing in India- Problems & Prospects” talks about products-Strategy for rural India. The conclusion of the study is, that, the product outlook, look & feel, packing size, quantity & quality and color must be in accordance to the likes & preferences of the rural customers. He believes that it is imperative for cos. to equip their field force, by training them, empowering them to service rural customers, like good infrastructure is needed to development of rural markets.

Jamal Ahmad and Mark M.H. Goode (2001) in the study of “Effect of self image on purchase decision of rural consumers”; evaluated the relationship of manufactured goods preference and customer’s self image. Study was done in different areas of rural Maharashtra. In this study they collected 100 random samples. It reveals, the self-image/product image congruity; which is also called self-worth resemblance; could influence consumer’s preference for the item for consumption and affect their buying judgment. Study concludes that, the purchase/buying behavior can be influenced & reversed even; basis
attributes like price, packaging (quantity, size & shape etc.) and promotion etc.

Nandagopal R. and V.Chinnaiyan (2003) in his study “Brand Preference of Soft Drinks in Rural Tamil Nadu,” studied the factors leading to the buying of soft drinks of top popular brands in Tamil Nadu’s rural areas. They selected Pollachi Taluka in Coimbatore district of Tamil Nadu for this study. They picked up 200 random rural consumers of soft drinks for data collection. These soft drink consumers were interviewed to collect data. They used percentage analysis to understand the general attributes of these consumers and medium for brand awareness. They found out that that the degree of brand awareness in rural consumers for soft drinks brands was high as it was also visible in their buying behavior. Brand awareness was majorly due to word of mouth, which was followed by advertising.

Raman N. (2003) in his evaluation “Strategies of Multi National Companies in Rural Marketing,” analyzes different strategic plans of Multi National’s for rolling-out new products in rural territories. Raman examined various industries like Automobile in manufacturing & Telecom and others in service industry where options like collaboration are considered to enter into rural area. As per his study the growth and success of a Multi National depends on effective adoption of various strategic options while marketing their products in rural areas. Such strategies to be made basis Socio-economic, cultural, psychological factors coupled with effective planning of 4P’s of marketing in rural areas. It is also suggested in the study that Cos. should be ready to adopt newer methods & keep changing their strategies from time to time to enhance possibilities of their success. A decade long experiment has finally given a formula to MNCs, which is, “Conceive little and keep it uncomplicated”. The strategic-plan being used by the majority of MNCs, (Multinationals) in villages of India.

Oza Avinash (2004) in the examination titled, “Where the FMCG market is sizzling- A Study of Rural Markets,” studied the psychology of non-urban customer’s, in respect to Fast moving consumer goods. Primary data collected at rural areas of Baroda had the sample size was 200. He used convenience-sampling method. The results of the examination suggests, regional players are giving a strong competition to bigger brands, with the help of quality raw material; local technology, better local geographical
understanding & local supply chain. The regional brands offer better margins to trade & also increasing their presence by participating in local haats, melas etc.

**Kaptan S. Sanjay (2004)** in his study, “the rural marketing for HDPE pipes in rural areas of Maharashtra” to evaluate the dealer’s knowledge and understanding for the individual HDPE-pipes and to recognize the significant players and their respective market-share of overall industry in farming segment. The territory of the review was gathered in 3 areas of 3 different districts in the state of Maharashtra. They worked on 45 dealers who used to sell Agro executes like pump-sets, piping, starter and so forth. The researcher inferred the rural-marketing is evolving continually. Consistent Market Research ought to be directed intermittently and a database ought to be created by organizations. Decreasing the costing of disseminating products starting manufactures to agriculturists, market-research crafts it workable for agriculturists to appreciate superior goods with lesser costs, or in simple words better value for their money.

**Aggarwal Pankaj (2004),** in his study, “The effects of Brand relationship norms on consumer attitudes and behavior”, has studied the relationship of consumer with the brand. When a relationship is formed between the brand and consumer they use norms of interpersonal relationship in brand assessment. He found out two such types of relationships:

1. Exchange relationship
2. Communal relationship

He concluded that obedience and any breach in association standards do influence the precise marketing feat & by and large brand evaluation as well and drives customer-brand association.

**Shirodkar, S., (2005)** talks about consumer behavior of Chinese people. It highlights the preferences of consumers for buying basis the Quality & Price. Shirodkar could find out that the consumers in China believes in aesthetic and social value instead of basic requirements. Apparently, Chinese are Brand Loyal community. As per the study Chinese are not early adopters & hesitate to experience a new product, however the feeling of being left behind forces them to consider, new products, especially when their neighbours/others have opted them. Study focuses on trying informal communication channels.
Conclusion of the study is to tweak products to likes, habits & tastes of Chinese people.

**Sakkthivel, A. M., & Mishra, Bishnupriya. (2005)** in his examination of “Effectiveness of Sachets in Modifying Rural Consumer’s buying behaviour and their Consumption Pattern,” which was conducted basis responses of 150 consumers of Tumkur district of Karnataka. He adopted judgment-sampling technique. Sachet is a Big, Bold innovative move by FMCG cos. As per the study sachet drive consumption & hence influences consumption & buying patterns. It is an opportunity for the companies to enhance their revenues. However the study suggests that the sachet of products such as hair-shampoo, fairness-cream & mosquito-repellent among others, only had enhanced sales in rural areas. The study also concludes that the Sachet is a Trial Pack & it not only influences buying behavior of the consumer but also changes his lifestyle. Therefore sachets should be used as a promotional element to influence buying pattern. Also it drives consumption of the consumer and meets his aspirations.

**Singh Awadhesh Kumar and Pandey Satyaprakash (2005)** in their book, “Rural Marketing- Indian perspective”, have discussed economy. They have covered socio economic profile, diversity, literacy, and lifestyle of rural consumer along with their brand loyalty etc. They have discussed, in detail the Agronomic potential and Agro- Economic potential in Marketing of Agricultural inputs. They elaborated on Marketing of agricultural produce and non-agriculture or non-farm products like handloom or handicrafts. The most important topic they explained is about communication in rural India. Effective messaging, media, media vehicles, media’s effectiveness, media preference, channel and programmes viewed by rural India etc. In rural areas distribution plays a major role. Therefore they discussed, consumer durable’s retailing in villages along with mobile and other consumer durable dealers, Haat and fairs etc.

**Esch Franz-Ruddle et al (2006)** in their study, “Are Brands forever? How brand knowledge and relationships effect current and future purchases”, have developed a comprehensive model to combine;

- Brand Knowledge
- Brand relationship perspective and
to show effects of Brand Knowledge and relationship on consumer behavior.
They concluded to build and ensure future sales, company needs to build familiar brand with +ve image and this brand must build a strong +ve relationship with the consumers. There are quite a lot of restrictions, that needs to be addressed, under upcoming researches.

**Kumar Arul, C.Madhavi (2006)** in the review "Rural-Marketing for Fast moving consumer goods" examined the degree of accomplishment and trade name inclination of Fast moving consumer goods buyers. They adopted the Multistage-random Sample technique in 10 towns of Cuddalore district on Sample size of 200. He uncovered that rural potential is not tapped by Cos. FMCG goods could add substantial market share into their kitty, if focused on Rural markets. Higher promotion & generic products are required.

**Timmer and Peter (2006)** reasoned that in the rice-based foodstuff arrangement in Asia, greater investment in rural human capital, well-organized rural economic marketplace, and opportunity for the global rice-market for free-business would make sure a more flourishing prospect for the agriculturists and superior food-security for the people. The economy of villages and non-urban markets have gained centrality, with growth in economy is being driven by significant increase in buying power of rural people. Because of green revolution, the consumption in rural areas is increasing day-by-day (Sadangi (2004)). The rural areas have become bigger opportunity for Cos. Need to study rural consumer’s accurate profile and their purchase behaviour and trends (Jain and Rathod (2005)). Organizations are required to plan an appropriate Rural Marketing Strategy to avert start and forging of their products. Cos need to rely upon Rural India and it’s development & size. Indeed, even in lifestyle segment, Rural Markets will show a significant growth in coming 5 years. India’s market in villages guarantees an extremely rewarding opportunity for Indian corporate. (Prateek(2006))

**Gupta Rajendra (2006)** in his review "Factors affecting the buyer behavior of customers- A case study of New Generation Bikes in rural market," evaluated
product knowledge & buying activities of customers in villages. Random-sample of 125 had been taken from the chosen rural markets of Kanpur, U.P. He inferred that element influencing customers who like to buy next generation bicycle with the help of more accentuation on petroleum average, loan availability and its cost has been in the range of the moderate, might be named as monetary advantage, such people are prepared for bargain along with extravagance to a small degree on the expense of financial advantage. Contrarily, consumers of 2nd sort were privileged class who were bothered about fuel efficiency and cost of the bicycle. They look for advantages of looks, novelty value etc. from old generation bikes at any cost. He concluded that the rural markets have huge potential, which is yet to be tapped. The objectives of the examination were kept thinking that, the result to comprehend to showcase example of FMCG goods for Rural Markets.

**Wheeler Alina (2009)** in her book, “Designing Brand Identity”, she covers important topics of What is Brand?, its identity, its stakeholders, why should an organization invest in brand. She also explains the importance of brand strategy. Its positioning is a strategic decision, which every organization should think through before hit the market place. She elaborates more on brand identity, its authenticity, differentiation, durability, flexibility etc. On brand forces front she talks of Brand dynamics, social media etc. For merger what should an organization do to redesign or repack the brand portfolio.

**Shanthakumari, S.S., Kannan, P.,(2010)** studied the dis-similarity of customer perception and expectations in urban & rural markets. They identified the gap between consumer perception and expectation of rural and urban customers, basis the following factors: personal, behavioral, social & cultural factors. It’s a study only secondary data. The results describe that due to literacy level, consumption level & investor understanding/knowledge of financial products etc. there do exist differences in the urban & rural customers. The key differentiation found out in this study is about, aspiration of urban customer, Brand consciousness, life style & perceived value to show-off whereas rural consumers thinks of price first & then aspiration followed with quality. This leads to price sensitive buying in rural areas of India. This dis-similarity was also found in this case as well.

**Zeynalzade Aylar(2012)**, “Investigating the effects of brand awareness and
brand image on purchase behavior of customers”, has attempted to create a comprehensive model to combine:
1. Brand awareness
2. Brand image perspective
3. Their effect on current and future purchases

He concluded that there was no difference between brand image and current purchase intention. Also it concluded the effect of brand image on future purchase is meaningless. There is a direct co-relation between current intention to purchase and future purchases.

Kalotra Anil (2013) in his study, “Rural Marketing potential in India- An analytical study”, has tried to understand the potential of rural market on India. It was a descriptive research; wherein, he interviewed 107 respondents and studied various secondary data. He found out that, in the age group of 21-50 buying is majorly influenced by males. To reach rural customer electronic medium is the best. Tongues contribute a significantly in conversation and vernacular medium; should be used by the companies to advertise their products. People are becoming brand aware and conscious so there lies the opportunity for companies. Therefore, it is concluded that rural India has huge potential. Companies need to explore, develop and exploit to get higher growth and higher market share in business.

Kumar Pawan and Dangi Neha (2013) in their study, “Rural Marketing in India: Challenges & Opportunities”, have studied the potential of rural India and attempted to evaluate the opportunities for companies in rural markets. Companies can grow faster if they tap rural India. They also talk about challenges of rural markets for companies. 833 Mn of Indian population lives in villages therefore such a huge untapped market is available to explore. Literacy rate in rural areas is increasing day-by-day. A substantial is expected growth in number of middle and higher income households in rural India. Rural has a big future prospect for companies and there are heaps of opportunities lying in villages.

Pant Hitesh and Pant Pratibha (2013) in their study, “A study of buying behavior of Rural consumer” have examined preferences of a rural consumer for Fast moving consumer goods, for example; Soap. They have tested the following hypothesis in their study:
1. Relation in literacy of consumer and their trade name inclination.
2. If there's any relation in consumer and their consumption of non-durables.
3. Sales of FMCG products are directly related with advertising.

They did a exploratory research to formulate a problem for more precise investigation. This study was done in ten villages of Kumaun division of Uttarakhand. This study can be extended in other parts of the rural Uttarakhand to gauge the potential of rural markets, which is almost all FMCG cos. trying to explore.

**Kahn Barbara E. (2013)**, in her book “Global Brand Power”, has talked about why brand should focus on customer. She mentioned moving from Product focused to Customer focused Brands. She has explained, market is an exchange between purchaser and seller. She also emphasizes on brand equity and mentioned customers own a brand i.e. Brand Loyalty. To leverage branding for long term gain marketers need to focus on customers and create brand equity which is an intangible asset of an organization.

**Joshi Amit (2014)** in his study, “Customer's satisfaction with reference to Idea Cellular company”, has studied customer satisfaction of Idea users & their expectations from the company. He has studied the factors responsible for customer satisfaction and level of satisfaction among Idea users. He used a sample of 100 local residents of Nainital town. He adopted a judgmental sampling technique. He concluded that the company should invest more on visual aids to enhance their visibility and promotion. Free promotional services should be offered for youngsters. Idea should to change their tariff plans for voice & SMS. Also company needed to develop their 3G services.

**Aaker David (2014)**, in his book “Aaker on Branding-twenty principles that drive success”, talks about Brand. Brand is much more than a name and a logo. A promise from an Organization to its customers to deliver what it stands for, both in terms of Emotional and Functional commitments. Book is primarily divided into 5 parts, which are as follows:

1. Brands are considered as assets which has a strategy value.
2. Brand should have a vision to inspire & guide.
3. Bring brand vision in life.
4. Stay relevant
5. Need to leverage the brand portfolio.
He very simply however with lots of conviction explains why an organization should look Brand, as an asset, along with marketing concepts of:

- Mass Marketing
- Segmentation

**Durrani Baseer Ali (2015)** is his study, “Impact of Brand Image on buying behavior among teenagers”, has studied the purchase behavior of youngsters. He concluded that,

- The buying behavior of teenagers (age group 13-19 years) is,
  - Influenced by advertising of co’s products,
  - Brand loyalty and
  - Brand image.

He suggested that the companies focusing on teenagers should invest more in advertisements to reach, communicate with & entice youngsters.

**Daru Mahesh U. (2015)** in his study, “Future prospects of Rural India”, has addressed the potential of Rural Market. He studied about various factors & attributes of Rural Market like:

1. Size of Rural Market
2. Diversity
3. Demand Patterns
4. Source of Income
5. Saving habits of rural people
7. State of Infrastructure
8. Reach of media
9. Electrification & communication

While evaluating potential of rural India, he also addressed

- Problems of rural marketing;
  - Which includes issues of communication,
  - Lack of distribution strength,
  - Transportation &
  - Investment on manpower etc.

He concluded by mentioning that the growth in buying power of rural India is driving growth in our economy. With improved economy of people of rural
areas, their consumption is also growing. Rural market has a great potential & therefore needs to be focused.

**Kumar Suneel (2016)** in his study on “The changing future of Rural Marketing in India” has attempted to understand

- Rural market and
- Its potential basis various factors.
  1. He concluded the study with a food for thought for all marketers to look at rural India differently.
  2. He tries to bring focus of all marketers on the unexploited potential of Rural India.
  3. Customer in rural India needs products with long life, economy, ease of use and which is over all good.
  4. He also emphasizes on putting focus on Rural Marketing as whosoever would be able to exploit potential of rural India they would gain over others & have a promising future.
  5. Rural India needs to be focused upon; to get benefited by its potential.

**Miniard et al (1990)**, the affect of brand cognition on the formation of mindset, after seeing, print ads under circumstance of high or low involvement. A test was conducted to learn about the above attributes.

- After the respondents settled down;
  - They have been briefed about the goals of the research
    - To collate their reactions to 2 new products, that had been underneath consideration for launch soon.
  - The respondents have been asked to go through six folders containing advertisements.
  - The 1\textsuperscript{st} folder had a print ad,
  - The second folder had a questionnaire to assess respondent’s reactions to the advertisement in the first folder.
  - The folder number 3 had a print ad for a fictitious soft drink;
  - The 4\textsuperscript{th} one contained a form asking the respondents to indicate which brand they would like to believe.
  - Whereas; the fifth folder contained, two print ads for fictitious
disposable razors. They received 689 responses for further study in this matter.

- Favourable thoughts accounted for 204 responses
- While 65 were neutral and
- 396 thoughts were unfavourable.

The result indicated that;

- Use of cognitive response did reduce the strength of relationship between brand cognition and attitude.
- Expected involvement moderation of the impact of brand cognition on brand attitudes was found to be present.

**Sullivan (1990)** researched the effect of spill-over in umbrella branding. The exercise of labelling >1 item under one brand, generally utilised by a company that has multiple items; is termed as umbrella branding, otherwise called brand extension. Spill-over occurred in case attributes of an item affected business of others under one brand tag. She felt the need for examination of the effect of brand extensions on return’s longevity from the products. Author outlined a methodology to analyze spill-over and studied the spill-over effects of two well established automobile brands. The study made the following conclusion:

- Negative spill-over effects have repercussions for all products with the same brand name and hence,
  - Management should avoid extending into markets characterized by uncertainty.
- Long run profitability of an extension will be influenced by incidents that are not favourable.
- Using extensions affect demand by leading customers to consider, that the latest item is another option for other products being offered underneath the brand.

**Muthukrishnan and Weitz (1991)** examined the importance of awareness of product’s attributes in consumer evaluations of extended brand. Subjects of the study were undergraduate students of a South-eastern University. 106 subjects took part in the study. The subjects were asked to fill up a questionnaire with four sections, each section distributed and collected
separately.

The information mentioned below was sought:
1. Approach towards the trade names of their parental item categories,
2. Approach towards theoretical extended brands,
3. Judgement of resemblance in existing and latest items, and
4. Degree of awareness and proficiency in the existing and latest category.

The 3 aspects of the study were;
1. Product awareness at 2-stages (specialist vs. beginner, and high-awareness vs. Low-awareness),
2. Foundation of resemblance at 2-stages (deep vs. surface), and
3. Approach towards trade names in the existing category at 2-stages (+ve vs. -ve).

Tennis racquets were taken as the product under the study. It was established that proficiency has a considerable result at top-level as well as deep level of similarity, confirming the hypothesis that experts gave deeper level reasons for similarity while novices gave surface level reasons for their judgments. Farquhar et al (1992) in their article discuss about strategies for leveraging master brands. Most brands evoke several types of associations and the first task in brand leveraging is to determine the

- **Core associations.**
  They noted that building brands involved 3 key activities which are as follows;
  1. Developing favorable brand associations with customers,
  2. Making these associations accessible in customer’s mind, and
  3. Establishing a unique point of difference.

Brand associations tend to be more concrete (i.e., attribute related) than abstract.
  - Concrete associations restrict the brands’ extendibility.
  - Extensions if used effectively can reposition the brand’s meaning.

- The 2nd task in brand leveraging was to understand the brands’ boundaries.
- The third step was to examine the case with which customers learn new
associations. Their extendibility depends at least on two factors,
  o The dominance from the core associates of the Original class or segment and
  o The relatedness of the original and target class or segment.
Master brands enjoyed widespread customer's recognition often has resistance to extend very far. The authors suggested 4 strategies to leverage on master brands;
  1. Sub branding,
  2. Super-branding (adding new elements to an existing brand hierarchy above the level of the master brand),
  3. Horizontal branding where someone else’s established brand is used in the product, and
  4. Brand bridging where the master brand is used to endorse a new brand from the company.

Smith (1992) discussed various aspects of advertising efficiency and extensions of Brand. As the first step of the research methodology;
- 188 personal interview; questionnaires made by product managers of the FMCD (Fast moving consumer durables) companies were taken for the research.
- Information and data drawn from this study was utilized by the researchers to create forms or questionnaires which were used for personal interviews of the customers.
There were 1383 personal interactions were conducted with participants as the 2nd step.
- The conclusions of the study share that when the brand strength increases, it doesn't improve brand extension's advertising efficiency.
- When more number of products is associated with a given brand, it doesn't support or damage advertising efficiency of the brand extension;
  o However, it increases with the higher extent of fit among;
    ▪ Original brand and
    ▪ Extended brand.
  o Advertising efficiency depletes when
The products are established at the marketplace and
- It enhances when
  - The pricing of product increases.
- Advertising efficiency improves as the product availability & distribution effectiveness increases and
  - Are unaffected by the volume and intensity of competition at the marketplace but decreases when the customer’s awareness about the product improves.

Smith and Park (1992) studied the brand strategy and its effects;
1. Brand extension vs. original brand on latest item’s market-share and
2. Promotional effectiveness,
   a. **Brand**: The extent at the effect is reduced by brand’s attributes
   b. **Products**: The products and services at that these are extended and
   c. **Market**: The market where the item fights for its share.

The authors collected data in two steps.
In the 1st step, information was gathered with the help of a form/questionnaire filled up by product managers of durable company.
- A total number of 188 forms were taken from participant; product managers.
- Data collected from these questionnaires of product managers was utilized to formulate the questionnaires to be used to collect data from customers.
- The customer survey was conducted by;
  - Door to door personal interviews
  - In the suburban areas of a large Midwestern city.
- There were total 1383 personal interactions were recorded.

The key results of the study were as follows:
- The brand extensions;
  - Improved advertising efficiencies and
  - Gained higher market share than stand alone brands.
- The power of the parent brand is interrelated optimistically with share or pie of the market of the brand extensions;
However, it doesn’t have any consequence;
• On promotional effectiveness.

The no. of items attached with the original brand does not affect the pie at marketplace and not even the promotional effectiveness of the extended brands.

The comparative outcome of the extended brand on pie at marketplace doesn’t get reduced due to the extended brand and other goods associated with the trade name.

Promotional effectiveness affects are enhanced if the resemblance is more however only in case that is basis the fundamental aspects. An effect of Pie at marketplace and effectiveness weakens with the extended brands stable establishment at marketplace.

Broniarczyk and Alba (1994) discussed with the help of experimented to check the relative importance of brand effect and similarity between the original and extension product categories.

• In the experiment number 1;
  o A mixed design of the following was used;
    ▪ 2x2x5x2
    ▪ (Brand or Trade name-effects)x(Significance of the relation of the brand within the extended brand’s category)
      x (Produce category)
      x (Set)

• In the experiment number 2;
  o A mixed design of the following was used
    ▪ 2(Trade name related relation)
      x 4(Produce category).

The results of the experiment number 1 & 2 did not advocate that;
• Affect and
• Similarity do not influence,
  o Rather they hinted at the influence of brand related relationship.
• In the experiment number 3;
A mixed design of the following was used:

- 2(Brand-effect)
  - x 2(Significance of the relation of the brand within the extended brand’s category)
  - x 2(brand awareness).

Their findings suggest that:

- Brand related relationship may control the effects of:
  - Effects of Brand and
  - Category association,
- Especially, when high customer awareness is there for the brand.
- It also emerged that participants; evaluated each extended brand after assessing
  - The capability of the brand extension.
    - To provide, design benefits, in the extension segments.

**Bottomley and Doyle (1996)** carried out a study to evaluate further the empirical proof and possibility of Aaker and Keller’s (1990) suggestions before strategy for extension of brands could be created confidently,

- Since, Aaker and Keller in their innovative study(1990) did not agree on all the points. The study in discussion was on; consumer evaluation of brand extension and
- The study imitated by Sunde and Brodie (1993).
  - They gave an incremental set of information and data;
  - Evaluated it with the set of information and data given by
    - Aaker and Keller,
    - Sunde and Brodie in their imitation of the original study of Aaker & Keller.
- Bottomley and Doyle had opted for an imitation of the inventive study.
- One unique questionnaire was given to
  - Students (studying in MBA) of
    - Glasgow
    - Bath, and
    - Cranfield;
  - Also, undergraduate students of last year studying in Business
Administration at:
- Bath University.

- They could find that the given imitation study gave extremely great help to the hypothesis of Aaker and Keller’s inventive original study;
  - Along with the complexity in,
    - Designing and
    - Developing the extension categories.

- They evaluated the information from various studies done on extension brand
  - 1 original and
  - 7 imitations or replications.

- Hypothesis of Brand extension’s assessment of Aaker-Keller model had the following basis;
  - The fit among;
    - The original brand and
    - Its extensions.
  - Quality of the original brand,
  - Interaction of parent brand & its extensions.

- They got full support for the aforesaid complete model;
  - Although the results published earlier that had shown assorted help;
    - Regarding the quality-interaction;
      - With all the 3 fit-variables.

- The basis of the said analysis was 131 data counts from different studies.
  - To evaluate and find out the impact of effects of the cross cultures, which were performed through a series of F Tests by the authors.

- They finally finished the results with the following;
  - Varied Cultural backgrounds don’t change the fact that
    - The key outcome of Fit and
    - Quality
Added; considerably in evaluation of brand extensions.

- Transferability and
- Complementarities seem to be comparatively more significant than that of substitutability.

Krishnan (1996) carried out a study which was, consumer based;

1. Brand equity and
2. Its fundamental attributes.

- The study was a memory model which is;
  - Supposed to be structured as a network of connections
  - With each part of the information signified as a node,
- It focused only on brands with high brand equity.

As the first step, The Landor Survey (1993) was used for the list of brand by the
After a preliminary study of 35 students,
To assess;

- The brand awareness levels and brand familiarity,
- Around 240 students were considered for the study.
- Subjects were informed to code their replies for source to avoid their exhaustion and fatigue.

They concluded;

- Valence of brand associations is an imperative factor of brand equity.

Siew Meng Leong (1997) studied the effect of extension of original brand - brand that controls a item segment that these are identical with.

- They influenced the following 3 factors;
  1. The familiarity among the original brand products and their extended brands.
  2. Dominance of the Category, and
  3. An extension’s success.
- The results indicated that the failure of an extension; dilutes a brands’ association with its original master brand’s product category.
- A moderated effect due to category dominance before the extension.
- Specifically;
Master brands had the lesser dilution effect than for the other brands which had lower prominence in the given goods categories.

- But, the resemblance among the existing and new extended brand’s item category hadn’t diminished the dilution-effect of original and lower prominent and controlling extended brands.

Han (1998) studied brand extension strategies in a competitive context to find out;

1. If a brand should be;
   a. Measured opposite the prototypical brand of the extended brand category or
   b. Whether a relative evaluation should be evaded, and

2. If the typical characteristics of the extended brand category should be described with a highlight.

The researcher utilized;
   - a 2(perceptual fit) multiplied by
   - 3(kinds of advertisement)
   among subject’s plan.

- Subjects were 120;
  o Graduate and
  o Undergraduate students
  o Of a big American University.

- Real brands which were selling at the market place were chosen as an opportunity to enhance the validity of the research.

- In the 1st study, it was determined that;
  o If customers considered that,
    - When a latest item gave a suitable-fit for the well-known name,
    - Their examination of the quality of the extension of a brand is superior,
    - If the extended brand isn’t weighed against competition;
      - When that is proto-typical or
      - Non-prototypical opponent.
• When they found inappropriate fit, consumers more positively checked and examined the extended brand.
  • When a given brand was evaluated against the prototypical name in the latest product-segment, and
  • When a given name is promoted in a non-comparative segment or
  • When that is evaluated against a non prototypical goal.

• 2nd study had,
  o A 2(perceived fit: high/low) x
  o 2(kind of advertisement: comparative/non comparative) x
  o 2(attitude of comparison: typical/atypical)
    between subject’s design was utilized.

• It was concluded that;
  o In the cases wherein the brand’s characteristics in the extended brand category are typical,
  o Brand positioning opposite the category prototypes were normally favoured to the non-comparative segments or formats.

**Kevin Pryor and Roderick Brodie (1998)** replicated the study of Boush’s exploratory study, which gave incremental evidences related to advertising slogans can be key assessment of brand extensions. 2 hypotheses were evaluated.

1. In a case when a brand extension will be placed in line with the products being offered under the same family of brand
   a. Say, a slogan used by an extension, is the main or prime attribute that is shared with the other products being sold under the same existing brand.
   b. On the other hand, in case the slogan is the main or prime attribute that is not being shared by parent and the extension.

2. In case of a brand with +ve evaluation;
   a. A brand extension is +ve when the slogan is the main or prime attribute that an extension shares with family brand.
   b. As compare with the case when the slogan is the main or prime
attribute that an extension doesn’t share with parent or family brand.

The conclusion shows, priming can be a key in creating a brand extension strategy by bring focus on the features;

- That a latest item’s shares with the different product being sold underneath the family or parent’s name or
- That are otherwise.

Subodh Bhat et al (1998) examined customer’s responses to the adoption and utilization of various brand names. They investigated customer’s reactions to newly launched products under 4 separate brands.

The conclusions suggested that when a customer finds a higher fit between the newly launched product and the parent brand (existing),

There’s a equal preference for

- Extended Brands,
- Sub-brands, and
- Nested brands.

However, when customers observe little fit among latest item and the original brand, a latest trade-name is preferred the most, then come, Nested brands, then sub-brands come, and lastly extended brands come.

Morrin (1999) evaluated the effects of extended brand on the customer’s mind & recall for the parent brand attributes. The author experimented on

- Graduate Business students:
  - Responses of 39 students were recorded in the experiment and
- These all participants were shown one of the following set;
  - Dominant parent brand or
  - Non dominant parent brand
- No. of Extensions and their fit were rotated with the respondent group to make all the subjects aware about each and every level of the variables and about parent existing brands which do not have any extension.

The study showed that;

- Awareness about brand extensions helps the momentum with which respondents or participants could segment parent brands effectively &
accurately and;
- Parent brand’s dominance moderates these results, also with this exposure; non dominant brands get more benefited.

**Arthur Cheng-Hsui Chen and Shaw Chen (2000)** evaluated the inverse affects of failures, un-success or lack of success; of extended brands on the original trade-name by standardizing the inconsistency of the brand-equity.

- Utilizing the data received and collated from Taiwanese college students;
  - They recognized 4 hypotheses;
    - To recognize and classify different affects in diluting the original parent brand’s equity, due to extended brand’s failure or lack of success.
- For both distant and close brand extensions, various affects among 4 kinds of equity-source brands were analysed.
- At the first instance equity level of the original parent brand and its Equity-source were recognized and classified.
- Then they used all the elements of brand equity-source; to examine extended brand’s achievement and performance.

They found out that;
- A failed brand extension impacts the parent brand;
  - For all 3 different brands with high equity-source.
- Affects of diluted brand varied basis kind of equity-source acquired with the parent name,
- However, there weren’t any distinction in affects of a brand-dilution due to failures or lack of success of a close and distant extension.

**George Low and Charles Lamb (2000)** examined empirically; a concept of brand associations that has the following 3 dimensions:
  1. Perceived quality- How quality of a brand is perceived?
  2. Brand attitude- What a brand talks about or stands for?
  3. Brand Image- How a brand is being seen and what is a brand identity?

A improved and enhanced understanding and knowledge of brand associations is required to help further;
- Practical measurement
• Theoretical development; of the brand association construct.

Following 3 different studies were done to evaluate;

• A protocol for creating Brand image measures which were specific to product category;
• Examine various dimensions of the construct of brand associations; and
• Explore if the brand association’s degree of dimensionality changes basis brand-awareness.

Conclusions firm up the effectiveness of the brand-image practice & specify that brand-relationships change across various product segments and brand-segments. The next result held up the wrap-up that the brand relationships for various items needs to be evaluated and calculated with the help of various articles & items. As hypothesis predicted earlier, it was found that brand familiarity influences dimensionality of the brand associations.

**Hem et al (2001)** in their examination they opted to choose 3 brands to study factors influencing successful brand extensions. All three of them were from different product categories. Which were as follows:

1. Telenod Telecom - Services
2. Maarud Snack-FMCG (Fast moving consumer goods) and
3. Ford car-Durable (Consumer Durables)

The affects of;

• Original-brand reputation
• Resemblance between parent and extended brand,
• Perceived risk and innovativeness

They used 701 samples of consumers for 360 degree evaluation of an extension.

It was concluded that;

• The biggest & critical factor regarding the evaluation of a extended brand is services industry is the apparent-similarity between parent brand and its extension.
• An important factor for the evaluation of extended brands for all segments and categories was the reputation and brand image of the original parent brand.
• It was also concluded that consumer’s perception for risk in adoption of a latest goods and items under a brand-extension is critical & highly important in driving and influencing decision making for purchases of services brand and consumer durable brands.

• Consumers with an Innovative bend of mind evaluate services being offered under a brand extensions more constructively and

• Therefore, for developing a brand extension strategy it could be more effective to focus and aim at more innovative customers.

Lye et al (2001) evaluated the affects of the kinds of the brand, i.e.

• Prestige brands- Brands which are perceived to carry an additional premium and a consumer acquire them for their prestige value.

• Financial brands- Brands which are known for their value of the product they are associated with.

For, attitude formation of the brand extension, after the Park et al (1991); study on concept of prestige and financial brands.

Unlike the earlier studies, this study used;

• The sample of Adults with age more than 18 years who were residents of New Zealand.

• To evaluate formation of extension attitude to various product categories by selecting and using 8 brand extensions each for both the types of brands; for this study.

They concluded that;

• Brand Type;
  • It was an significant aspect regarding the formation of extended-brand attitude and

• Prestige brand;
  • It was also perceived that a prestige brand would be offering a better and higher quality than of any functional brand.

• Product category;
  • It was also found that a Product category has an effect on formation of consumer attitude.

They also found the following;

• As compared with functional brands prestige brand experience a higher
dilution when an extension is created.

- To influence customer’s perception for the product being offered under a brand extension, category of the extended brand also interacts with the type of the brand.

It is also suggested that;

There’re limitations to what customer finds satisfactory for brand extension across various product & brand categories.

Rio et al (2001) examined the different dimensions for brand functions and brand image on the brand value as customer’s perception.

- Since it is very difficult to check, evaluate and assess Sports shoes before buying and using it and brand association and familiarity plays a critical role in purchase decision for them, so they were selected to test the hypotheses.
- Samples of 400 individuals was taken
  - Personal interviews were conducted to record their feedback for their respective preferred brands, which they would have used, experienced and had necessary information about it.
- 6 such sports shoes brands were eventually selected for the research.
- This data was collected in Spain by conducting personal interviews along with a questionnaire for the survey.
- For the same;
  - 1,054 personal interviews of these individuals were conducted and
  - Data and information of 1,726 brand assessments was collected and collated.

It was concluded that;

- Guarantees and warranties increased the readiness to shell out a price premium or higher price for a given brand and
- Guarantees and warranties enhance recommendation and acceptance for the brand extensions.
- Another factor which is Personal identification also enhanced consumer’s recommendation for the brand and improves willingness to purchase.
The factor of status substantial effect on the extended brand’s acceptability.

Taylor (2002) examined the price affect on evaluations of extended-brand’s quality.

- It was Taylor and Bearden’s (2002) study’s replica, that found that;
  - High-priced brand extensions with dissimilarities from the parent brand have higher probability to attract a boost with high quality perception in consumer’s mind for the product of brand extension in a new category.
  - Categories like Foods and Grocery.
- It also evaluated; how information related to price of a product can influence evaluation of a brand extension.
- The study was a;
  - Similarity- 2(dissimilar vs. similar extension) x
  - Price- 2(low vs. high brand extension price) x
  - Brand Quality- 2(Fair vs. High-core)
within subject’s structure.
- Resemblance was affected by changing the core-product category.
- Price was influenced by increasing and decreasing average price of the market (AMP) by 40%; category-wise.
- Sample size of 279 was taken for the experiment. They were;
  - Undergraduate business students
  - Studying at large public University.

It was concluded that;

- When the parent or core brand is dissimilar to the extended-brand, price has a major +ve affect on the assessment of extended-brand.
- It was also established in the conclusions that;
  - Additional price centric thinking and
  - Price and quality assumptions
  Were drawn in the dealing out of different brand extension of a core brand than any similar extension.

Balachander and Ghose (2003) examined the reality of reciprocal or mutual spill-over effect originating from the advertising and promotion of a brand
extension.

They utilized A. C. Nielson scanner panel data for the following 2 products:
  - Yogurt and
  - Detergent Powder
for the period of 12 months, from September’87 to August’88. For this period of 12 months; researchers recorded the data of household’s exposure to advertising.

They concluded with the following;
  - The parent brand received a strong and positive support from a +ve spill-over effect of advertising a brand extension.
  - They also concluded that forward spill-over effect wasn’t present.

**Eva Martinez and Jose Pina (2003)** examined the extended brand’s influence on Image of the brand.

Their experiment;
  - Examined one of the most significant variables to be contemplated in utilising a brand extension strategy.
  - Post evaluating the data they collated, information gathered and it’s analyses, they finally summarized their results as follows;
    - The brand image in the given experiment get influenced by Brand extension strategies post brand is extended
    - Variables which are as follows;
      - Extended-brand’s quality - Perception.
      - Brand Image- image prior to the extended-brand,
      - Fit within the original parent brand and the newly launched item under the brand extension.

affect the brand image as well.

**Joo Young Kim (2003)** examined the communication and messaging strategies for 2 separate kinds of extended brands:
  - Close and
  - Distant extended-brand.

He performed an experiment with 4cells; that were used in various communication-plans for distinct 5 kinds of extensions.

1. Communication-plans utilised were brand-spirit indication,
2. Extension-characteristic indication,
3. Extension’s conflict-reducer indication, and
4. Few mixtures of the name indications.

Conclusions exhibit:
- Separate
  - Communication-plan,
  - Communication Mix,
  - Communication Tools

are required for brand extension available and playing in categories which are distant or remote from the original parent brand’s categories.

Patro and Jaiswal (2003) have replicated the original study done by Aaker and Keller’s (1990), to test the general applicability and strength of Aaker and Keller model in the Indian scenario, in respect to developing countries. The researchers;
- Worked on 4 hypotheses.
- 5 different brands were selected from India; with the help of Aaker and Keller’s criteria which are as follows:
  - Brand Image- Strong Image at market place.
  - Relevant- Should be relevant to the respondents,
  - Quality of the product- Should be High and
  - Not available in Broad extension prior to the Test.
- They tried to choose similar product segments for both the original parent brand and their brand extensions.
- 5 brands were selected for the study. Out of which;
  - 4 were well-established MNC brands (in various countries) and
  - 1 brand was from India.
- A questionnaire was created with the rating scales on the lines of what was developed by Aaker and Keller and
- The same was directed to; 106 XLRI Jamshedpur students studying Masters in Business Administration.
- Age group of Respondents was 18-26 years of age. For diversity;
  - Male female ratio of respondents taken for the study was 50:50

The residual centring method of regression was utilised by researchers for the
analysis. The study gave help to test 4 hypotheses of Aaker and Keller’s model.

- Parent brand’s Quality and
- 3 fit variables, which are as follows:
  - Transfer,
  - Complement and
  - Substitute

had extremely +ve effects on the attitude of consumers for the extended brands. But,

- The relation between the quality and transfer are likely and therefore major; and
  - Hence, one of the hypotheses is partially proven.
- The interaction between;
  - Complexity in creating a brand extension
  - With attitude of the customers for the extended brands,

could not be established.

Taylor and Bearden (2003) examined the effects of evaluation of data on advertising spends on brand extensions regarding various stages of similarity.

- The study was conducted in a lab. Which implemented a;
  - 3(similar/dissimilar) x
  - 2(low/high ad spending) x
  - 2(moderate/high core brand quality)

between subjects’ design.

- The segments of extended brand’s product were kept constant between the similar and dissimilar extensions.
- The resemblance was influenced by changing the core segments of the product.
- Quality perception and Intention to purchase were evaluated as dependent variables.
- There were 190 respondents participated in the study.
- All of them were adults and almost half of them were female.

They concluded;

- The data regarding advertising spends had an extremely +ve affect
regarding the evaluation of quality of similar brand extensions however it doesn’t have a +ve affect of a dissimilar extension.

- The above relationship supported the intention to purchase as well, however, only where the brand’s quality whose extension was being studied, was moderate.

- Where the extended-brand of a core with high quality was being studied, the advertising spends didn’t affect the decision-making for purchase.

**Eva Martínez and Leslie de Chernatony (2004)** examined the effect of a brand extension strategy has on the brand image. The study evaluated the influence of different variables in respect to the original-brand and its extended brands on the brand-image post the brand extension.

- Sample-size was 389 customers
- The research showed;
  - The dilution of Brand image due to the brand extension strategy.
- With help of regression analysis, research concluded that;
  - The perceived-quality of the brand and
  - Consumer’s approach towards the extended brand had a +ve affect on the following 2;
    - The common brand-image and
    - The item for consumption’s brand-image after the extension.
- Although; association with the items being offered underneath a specific brand had affects on the brand-image of the original brand,
  - The perception about extent of fit among the original brand and its extended brands affects the brand-image of the product.

**Kuang-Jung Chen and Chu-Mei Liu (2004)** evaluated the affect of;

- An original brand with the brand extension’s test trials and
- The mutual effect after a trial success of latest extension which is placed and positioned with the original brand.
Conclusions of the study are as follows:

- +ve influence of the original brand on the test examinations of the brand extension.
- Successful test trial supported the original brand as well on a mutual basis, predominantly within the undedicated customers and non-customers of the original brand.
- Study also found that moderating effect of segmented positioning on the scale of the mutual effect of the brand extension on the original brand.
- There were signs of moderating mutual effect of the parent brand experience before the extension as well.

**Eva Martínez and Jose Pina (2010) examined:**

- The mutual effects of spill-over, of the extended brand;
  - By test trial of a complete model;
    - Which drives:
      - The assessment procedure of extended brand and
      - Then affecting the brand image.
  - They collected response by conducting 699 personal interviews
    - In Spain.
  - The proposed hypotheses were tested and examined with the help of Structural equation modelling.
  - Conclusions show that;
    - There is follow up effect of Brand extensions on brand-image that depends on the following;
      - Approach for the latest items being launched under the brand extension and
      - Perceived fit on the image.
  - Consumer attitude is dependent, on;
    - Consumer innovativeness
    - Initial brand associations,
    - Perceived image fit and
    - Perceived category fit
  - Brand association indicated on indirect effects on the brand
Hongwei He and Yan Li (2010) evaluated how customers check technological brand extension and technology driven interaction with a customer’s loyalty for the brand and fit in affecting evaluation of brand extension.

- An experiment with 200 nos. was performed.
- Respondents were divided in to half and 2 group were created, that had;
  - Varied technological direction of the extended brand.
  - Downward vis-a-vis. Upward extension.
- The findings of the aforesaid field study are as follows;
  - Downward extension is generally more favourable because;
    - It has a +ve effect on the perceived fit;
  - Effect of the fit on the extension moderated due to Technological direction:
    - Fit had extremely +ve affect on descending extended-brand than;
    - Ascending extended-brand;
  - Fit moderated the affect of brand-loyalty on extended-brand;
    - With high fit, effects of brand-loyalty were +ve,
    - With low fit, effects of brand loyalty were –ve.
  - The moderating-affect of fit on brand-loyalty was additionally moderated by technical way of extended-brand–
    - Ascending extended-brand - The moderating-affect of fit on the brand-loyalty was normal,
    - Descending extended-extension- Fit increased the affect of brand-loyalty.

Jean Boisvert and Suzan Burton (2011) conducted a study;

- For trying, testing and modelling the effects of the brand saliency of the original parent brand,
- Strategy of the Brand, it’s brand extension innovations and brand positioning to the extent of transferring associations of the original brand to its extension.
An experiment;
  - Basis a 2×2×2 between-random subjects;
    o With Factorial design concerning
    o 808 customers
was conducted.
  - Following 3 factors were touched:
    o The branding strategy
    o Parent brand salience, and
    o Product innovativeness
It concluded that,
In addition to the main effects of salience and the branding strategy,
  - All the above 3 factors collectively manipulated the degree of shifting
    the relationship from an original-brand to its extended-brand.
Muhammad Shakil Ahmed et al (2011) conducted a study to verify the affect
of extended-brands on brand-image.
  - Researchers picked-up Johnson, as the original-brand for the study.
  - They targeted the following brand extensions for their aforesaid study;
    o Johnson’s
      ▪ Isotonic drinks;
      ▪ Suntan Lotion;
      ▪ Shampoo, and
      ▪ Sportswear
  - Only Graduate students, chosen as the Sample
    o Both Males and
    o Females
    o Of Bradford, UK.
  - They picked-up a Sample size of 60 respondents and
  - They utilized;
    o A well laid-out;
    o Self-administered questionnaires
      to collect data.
  - They picked up only 15 participants for each brand.
  - The sampling technique they used was;
Convenient sampling

Results of the study are as follows:

- Johnson had a high
  - Perceived quality and
  - Brand awareness.

- Since, there’re -ve correlations, the consequences of brand-fit on brand-image for such product-extensions that weren’t under the matching brand-categories i.e.
  - Sports-wear under Johnson brand and
  - Isotonic-drinks under Johnson.

The study was resulted with the following:

- Conclusions say, rolling-out fresh items under the same original-brand segments has pretty greater chances of achievement
- Since dissimilar segment was under danger.

The Review of the literatures presented in this chapter provides:

- A review of prior researches pertaining to brand extensions and identifies gaps in our knowledge.
- Towards this end researcher reviewed prior researches in the area of brand extension.
- Based on the review,
  - Researcher identified those areas
    - That have received much attention,
    - At least in the Indian context.

Meyvis and Janiszewski (2004) evaluated the advantage accessibility and brand extension category similarity,

- They used a sample size of 115.
- These respondents were undergraduate students.
- They conducted an experiment; with a 2x2x2x8 design.
  - 2(similar or dissimilar products) x 2 (no. of products) x 2(order and brand name counter balancing factor) x 8(category replicates) design.
- They concluded that both the benefit accessibility and segment of
extended brand similarity make a successful brand extension.

- In the second experiment no. Of respondents were 106. They were also undergraduate students.
- In this experiment they came to know that there was a dependence of preference for similarity and dissimilarity of extended brands on the no. of products in the product portfolio.
- The final conclusion of the study is that there would be a drawback for a broad brand, incase customers use a process to infer that is similarity based.
- There are more chances that Customers can generalize the fruits, related to the similar narrow brand than those related to lesser similar brand.

Zimmer and Bhat (2004) evaluated the quality of extended brand’s reciprocal effects and fit on attitude of parent brand.

- Supremacy of the brand in its own segment was considered as a factor of moderation.
- An experiment with a 2 x 2 x 3(fit x quality x brand), was designed and conducted.
- Fit and quality were between subject factors and brand was within subjects’ factor.
- Original brand’s supremacy is a measured variable. In addition to 4 experimental groups, a central group not exposed to any information about extensions was also used.
- 3 brands recognized with changing range of products related to the name selected.
- With 92 participants, they conducted an experiment. These all respondents were undergraduates. This exploratory study was done to recognize the appropriate stimuli to influence fit and quality of brand extensions.
- For the core study they collected a sample size of 157 employees of the University. These all workers or the employees were in the age bracket of 19 years to 69 years.
- All the respondents filled up a questionnaire on their own. They used
the 7 point semantic differential scales to check all the given factors.

- The study concluded that for both high and medium quality extended brand, attitude focused on original brand was similar.
- Attitude towards the original brand was similar despite of whether the planned extension is a good fit or not.
- They observed that attitude towards parent brands compared to the central group improves when brand extensions had a well fit and those with bad fit.
- The conclusion also showed that supremacy of an original brand in its segment increases the attitude towards the original brand when they introduce, an extension with a good fit.
- Contrary to unreliable proof no dilution effects were experienced.

Helge Thorbjornsen (2005) studied the effects of resemblance and non-resemblance of the brand extensions on customer attitudes towards the original brand.

- The author opted to study the wrist watch category.
- As a result, they devised a 2x2x2 factorial design with original brand concept (symbolic vs. functional), and Low or High brand familiarity as between subject factors.
- 8 distinct questionnaires were made and given out to 800 random respondents. To choose respondents randomly they used a phone directory of a mid-sized Scandinavian city.
- 205 respondents finished the questionnaires and returned.
- There were 15 questionnaires that were rejected and finally sample size for the study was 190.
- In the study the author highlighted the significance of examining the original brand response effects when introducing an extension of the category.
- The significance of consistent brand concept, got a great support in the results of the study, when it talked about feedback effects.
- No considerable distinctions were established for attitude to the extended brand itself between congruent and incongruent extensions.
- Brand familiarity is concluded to be a vital moderator on feedback
effects of the original brand.

**John Story and Peggy Sue Loroz (2005)** evaluated; a series of principles which described the technology’s role and its resemblance in customers' views about brand extensions.

- A series of associations between technological resemblance and customer assessments of brand extensions were planned.
- Regression analysis and a series of planned contrasts were employed to test these relationships.
- In general, it is supposed to be of a better quality if an extension has a better technological content.
- Better technological brands gain from a super-ordinate technological brand effect.
- However, resemblance/non-resemblance of the levels of technology of the brands, its products, and their attributes can moderate the effect of technological content.

**Jun Sung et al (2005)** evaluated the progress and affect of perceived pricing about extended brand’s assessment.

- Random allocation of 191 students of business school to 8 different criteria including the 2x2x2 factor design for;
  - 2x2x2 (Original brand’s price band x Original and extended brand’s price relativity x price variance of Original and Extended brand.
- Range between 21-26.
- A fixed questionnaire was given to all respondents; to assess their awareness of original and extended brand's perception of relevance.
- These all respondents provided their feedback on the given questionnaire with respect to the expected price of brand extensions, their evaluations of it and their perceptions of its quality.
- Respondents provided answers to various questions related to check the influence.
- It was concluded;
  - Original brand’s pricing and of its segment would have a significant affect on customer’s hope and anticipation from the
extended brand’s pricing along with and customer’s assessment of extended brand,

- Original segment’s prices influence the impact of original brand pricing on customer’s desires,
- Pricing variance within the extended segment tinkers customers’ desire of pricing of extended brand,
- Aspiration about the pricing creates a substantial effect on the assessment of customers about extended brand, and
- Effect of the desired product pricing regarding the extended brand on customer’s extended brand assessment is higher if the real pricing of the extended brand is provided as compared with otherwise.

James Oakley et al (2005) examined on resemblance effects of segment fit and entry-order on customer perception of extended brand.

- They tried to keep it’s first-mover advantage.
- The researchers verified the fit of segment as per customer’s assessment of extended brand.
- Respondents in the research were involved in a 3-stage market mock-up. The factor design of the experiment was 2x3. 2(Entry-order) x 3(Segment fit).
- There were 369 respondents of the research, who were undergraduate-students.
- The conclusions had shown; a strong level of fit brands, were chosen over weak and fair fit brands, irrespective of their entry-order.
- Strong-fit brands had the best first-mover advantage.
- Weak-fit brands need to reach market before others; however, strong-fit brands have an opportunity to take a decision about timings of going into the market.
- But for customer’s assessment and selection point of view a strong-fit brand scored the best at the time it reached marketplace.

Panda (2005) in his book Branding Paradigms and Prognostications Studied the impact of segment concurrence, Images of the brands and customer’s innovative behaviour to succeed in extension strategies. He focussed on 2
major sectors; i.e. Fast moving consumer goods and services.

- He picked up 1 brand from both the sectors and then he extended these brands to 3 different imaginary products.
- He selected 20 people per brand for all these three imaginary products of the selected 2 brands. So size of the sample was 120 (20x3x2).
- A well-organized questionnaire was created for primary data.
- Perceived resemblance was a critical factor in the assessment of extended brands.
- The brand-image of the original brand is an important factor to manipulate if the extended brands would succeed.
- He also concluded that focusing on inventive customers can result into a logical and efficient strategy for extended brand.

**Cochen Wu and Yung-Chien Yen (2007)** evaluated the factors influencing customer’s behaviour towards, extended brands, that are; the power of brand relationships, reach of various brands, and the concurrence between a original brand’s product segments and their respective extension.

- To test various hypothesis, they created a research design which was based on experimental concept.
- There were 384 participants chosen for the core study.
- They used variance analysis to evaluate the findings of the experiment.
- They concluded that whenever there’s an extension of a brand is created in the similar segments of products and the relationship is extremely strong, customers choose the narrow-brand extension over the broad-brand.
- Whereas; if an original brand creates an extension to non-concurrent product segments, irrespective of the brand relationship, customers pick-up an extended brand of positive broad-brand over a narrow-brand.

**Yu Henry Xie (2008)** evaluated the relation between consumer’s innovation and extended brand’s acceptance.

- A numerable; research proposals were created in such a vast area of work.
- It was hypothesized that; when the distance and type of an extended
brand is evaluated, innovation of customers put a substantial amount of weight on acceptability of customers for an extended brand.

- Moreover; product attributes, its distribution and inter-personal communication/influence balances the relation between consumer innovation and acceptability of extended brand.

Isabel Buil et al (2009) examined the effects of fit perception, kind of brand and country-wise social and traditional values on the customer’s approach towards extended brands and on the equity of the original brand.

- Information of 3 European countries was taken.
- These countries were Norway, United Kingdom and Spain.
- The researchers conducted a serial variance-analysis to prove various hypotheses.
- They found out that, the strong-fit extended brands get more +ve customer’s assessment and reduce the -ve effects due to feedback of extended brands on the equity of the original brand.
- Conclusions showed the equity of the original brand gets diluted more if the brand that is been utilized to introduce the extended brands has stronger equity.
- Conclusively, the research shows, various customer’s feedback to extended brands and their affects on the equity of original brand irrespective of which country it is.

Isita Lahiri and Amitava Gupta (2009) checked the scenarios where, extended brands have higher chances to dilute philosophy linked with the original brand.

- They finalized and proved the Hypotheses through a customer survey that integrated experimental research group and control group.
- The conclusions explained the resemblance of the extended brands with the original brand is a critical factor, the nonexistence of that enhances the probability of weakening of the original brand.
- The most critical factor which provides strength or weakens the brand image of the original brand is the success/failure perception of the extended brand.
Pankaj Priya (2004) in their article “Challenges for marketing in Indian hinterland” evaluated the current scenario in the rural sector and categorized different issues that marketer face challenge from.

- A perceptive of the rural customer tells us that villagers worry about the price only. It is a myth, however the truth is, rural buyer purchase branded goods as well.
- The definition of value for money as per a customer living in urban area would be different from what a rural consumer perceives.
- Especially for non-urban markets, new brands can be created for a basic product like LG’s brand, Sampurna Television.
- Marketers need to innovate to connect with the customers as the conventional media used in urban markets don’t communicate effectively with the rural customers.
- Since rural consumer’s bulk purchase on weekly or monthly from the feeder town, therefore, Distribution is planned accordingly.
- The results of the study suggested that the marketers should use a mix of adaptability, education and accessibility for efficiently dealing with rural challenges.

Adithya Prakash Tripathi (2008) in his study discussed the untapped potential of Indian rural markets of India. It shows;

- A little enhancement in income of rural India effect in a multi-fold amplification in purchasing power.
- But, due to the social fabric of rural India, a distinguished marketing strategy than what is being used in urban areas should be devised for an efficient and effective results.
  - Suitable advertising and personalized selling to bridge the demand and integrated outlets have become the important factor of rural marketing strategy in India,
  - The dependence of the success of rural marketing in villages of India is on the effective and efficient application of the marketing skill-sets in a no. of multifaceted activities,
o To start with the feedback from the consumers and by evaluating their needs, aspirations and requirements to creating and planning a production line to deliver the following:
  - Demand of the product
  - Pricing and Packaging
  - Advertising and Promotion
  - Trade marketing to drive the product sales to earn profit.

Sunil Shukla and Neena Tandon (2011) in their evaluation aimed at the retail revolution that has shown way to the big business houses to enter into the rural of India.

- The study discusses the opportunity of opening up the new market with lower strata of rural non-consumers. These all new customers will be adding up a new segment.
- It talks about the rural projects initiated by big business houses that are as follows:
  - Shakti-Hindustan Levers,
  - e-Choupal- ITC,
  - IFFCO and Airtel’s JV apart from other that can be mentioned.
- Highlighting on key challenges of rural markets, the study mentioned the opportunities and threats as well.
  - It’s a dynamic and complex environment.
  - The marketing company has to be adaptive to change as per the changing dynamic environment.

Ramanathan (2007) has studied to carve out the strategies for retail distribution augmentation used by FMCG Cos. in Southern India.

- Fast moving consumer goods started to depend on high advertising budgets with a right media mix.

- Strategies like;
  - Co-branding retail tie-ups,
  - Branded stores/retail of FMCG,
  - Door to door selling,
  - Trade relations,
  - Providing credit to company’s dealers in rural areas,
Association with rural Non-governmental organisations. are few to adopt and devise to enhance the retail distribution in the rural India.

- Company’s direct distribution in rural areas starts with the mapping and attaching all rural markets with the feeder towns.
  - The company’s direct distributors or stockists in these areas are deployed to create distribution infra to place FMCG products to wholesalers and resellers, in these villages.

**Ashfaque Ahmed (2013)** studied the rural marketing and various strategies being adopted to sell & marketing goods & services in rural markets.

- The study showed that the rural demand in the rural areas is extremely price sensitive.
- It highlighted on the reality of urban and rural divide.
- To succeed rural India, organizations can opt for various strategies which are as follows;
  - Simple communication,
  - Brand loyalty and ,
  - Promotion of teams of Indian sports,
  - Creating segment centric products.

are some to be put emphasis on.

**Malini Reddy (2004)**, in her examination highlighted that, a marketer has experience distinctive environment and issues in both rural and urban areas, in the process of marketing their respective products and services.

- Marketers should be sensitive and open for newer and dynamic environment of rural India.
- Besides understanding the requirements of rural consumer, communication in vernacular to communicate with rural target audience is a continuous challenge what marketers face..
- For succeeding in the rural areas,
  - Marketer should go for an Innovative approach to offer suitable product attributes,
  - Marketers should be adaptive to rural customer’s needs,
o That should be communicated through product attributes and communication, are extremely imperative.

**Abhisek Kumar Tripathi (2012)** studied the threats and prospects of rural marketing strategies.

- Apparently urban buyer picks up any product basis his or her wants and desires along with his needs.
- On the other hand rural buyers purchase a product basis their needs for it only because of limited income.
- There is a shift from the concept of 4P to 4A that is;
  - Availability,
  - Affordability,
  - Awareness and
  - Acceptability.
- Normally, Urban customers have a research mechanism to evaluate various products before they finally buy something (especially durables), that are as follows;
  - Checking with various shops for price of the product and discounts,
  - Visiting different online portals and website.
- On the contrary, the rural people take feedback and advice of learned people of the village before buying something new.
- Therefore, it is imperative for marketing managers to evaluate and know about consumer behaviour and their buying behaviour.

**Udayakumar (2010)** through his paper on, latest strategies and concerns in country markets evaluated different strategic plans taken on in India for rural marketing.
- They found, that factors such as
  - Age-group
  - Sex
  - Employment
  - Population
  - Income-Bands
- Geo-location,
- Cultural and social beliefs,
- Education levels
- Languages used
- Life styles and
- Advantage and gains wanted

were considered to be imperative in finding various categories of market.

- It was recognized the factors such as access, approach, knowledge, understanding and affluence can help in finding out the needs of rural marketplace.

- Few of the strategic plans examined were as follows:
  - Low-segment products and pricing,
  - Distribution subsidies- Use of company owned vans to facilitate distribution,
  - Starting of Direct-to-Home service for incremental Television penetration,
  - Implementation of direct marketing.

*Behura and Panda (2012)* include the pull of the Fast Moving Consumer Goods marketers reaching villages of India, the issues and concerns, the disparity between the villages and cities, urban and rural areas and the appropriate strategic plans for rural marketing.

- Since rural markets are under-developed, the augmentation rate of most of Fast moving consumer goods is greater in rural than urban areas.

- The affects of globalization could be experienced in rural markets equivalent to non-rural. At the same time it has its impact on targeted segments such as agriculturists/ youth/ females.

- They also experienced that the requirement to create definite product for the rural marketplace, taking into account the requirements and the hidden beliefs of the villagers before rolling out a product commercially in rural markets.
Ashish Kumar (2013) examined the prospective of rural India and established analysis with different SWOTs of Indian rural market.

- The most appropriate point is; the rural category is tremendously uneven & widen across a vast geography.
- It emphasized on the strong point as:
  - Enhancement of purchasing power of customers of Indian villages,
  - Modifications in socio and economic profiling (Life-style, behaviours, likes, dislikes and economics) and
- The weak spot shown were;
  - Poor state of rural infrastructure,
  - Diversity of rural India.
- The prospects of rural India as mentioned in the study is are follows;
  - Continuous improvement in infrastructure of Rural India and
  - Augmentation of various services provided.
- Risks comprise of;
  - Difficult marketing atmosphere,
  - Distinctive customer attitudes, patterns and behaviours
  - Augmentation of size of grey-market.

Devi Prasad Kotni (2012) in her evaluation found out prospectively the rural Indian marketplace and a variety of issues being experienced in rural areas of India.

- She created a 2x2 SWOT analysis, for her evaluation.
- She emphasized on careful purchasing of rural customers and they take their own time for their respective purchase decision.
- They prefer to try and buy post satisfactorily getting convinced about the product.
- The research recommended devising an efficient Logistics and SCM processes to cut different costs down which are related to reaching rural India; such as, Sales & distribution, Marketing-Communication, Customer acquisition etc.
- It projected that providing education to rural customers with respect to;
  - Product’s utility,
Accumulating product attributes,
Customer’s privileges and policies related to them,
Finding the exact goods and services at exact place on exact costing in exact timing

are core elements of a winning marketing strategy for rural India.

**Rachna (2011)** evaluated in her paper “Changing trends in rural marketing”
tried to investigate the concerns & issues of rural marketing along with the tactical plan which can be included when a marketer plans to reach the customers living in villages or rural areas.

- She spoke about the finalization of a plan to distribute.
- She discussed, “the hub and spoke model “used by Coca Cola Ltd. and Pepsico Ltd. that created a humungous accomplishment in non urban markets.
- That is how, she established, that rather than a correct price or package, it is the capability to reach to the customer in rural areas. The correct distribution model and approach can support big brands to make it large in the lives of villagers of India.
- She talked about few of the strategic plans such as;
  - Utilization of price play,
  - Advertising and after sales care,
  - Adding enticers like refillable packs/containers,
  - Disruptive products can be some of them.

**Avinash Pareek and Satyam Pincha (2013)** examined to explore the various possibilities to recognize and identify rural India to devise a different marketing strategy for rural.

- They talked about few of organization that are reaching to villages of India.
- They emphasized on Escort’s strategy to participate in melas and haats instead of investing advertising budgets on above the line media.
- They mentioned that rural customers need and purchase sachets. They believe in savings and more value for lesser amount.
- Rural customers stick to their brands. They purchase these brands because of their behaviour or pattern and not because of preference.
They suggested that brands have to be placed, available and should have decent visibility, need not worry about the counter share.

With the help of strong reach and distribution high-end brands are performing well even without any heavy marketing and advertising spends. Ghhadi washing powder is a known brand in Northern India, without big advertising budgets.

Phanindra Kumar and Swamy (2013) examined the scenario in rural market and the marketing strategy that are being used by various corporate organizations.

They talked about the rural scenario, the way they define value is similar to the urban consumers.

Disposable income of people living in rural India, is adequate that allows them to;

- Value different brands,
- Their after sales service & care,
- Look & feel and
- Goods & services.

Describing the strategies of companies, they talked about LG’s establishing their corporate offices in a Tier-2 cities and Tier-3 cities to gauge the waters in these markets and to understand their customers;

- That enables them to act and react to the market’s needs at a quick speed.

Recognizing the significance of opinion-makers and drivers, following organizations;

- Maruti,
- Hyundai
- GM India

Promote unique gram-panchaayat plans and offers in such rural markets.

Procter and Gamble implemented brand persona strategy to drive;

- Detergent Powder-Tide and
- Shampoos of Head & shoulder
to make them succeed in rural markets.
The research recommended that marketers should carry out marketing studies including focussed group discussions and they should create samples/models before freezing their market strategies.

Lokhande (2004) examined lack of education is the key obstruction in effective implementation of marketing in rural-markets and marketers can utilize audios and visuals for effective and efficient communication to customers in rural markets.

They found that rural customers do not care and bother about the brand; their first and foremost requirement is meeting their wants and needs.

Few of the customers are faithful for their brands and they don’t shift their brand loyalty.

Therefore brand value creation should be organization’s key focus area.

Organizations should build an effective and efficient distribution network for regular and uninterrupted servicing to rural dealers and channel partners and ensure they do not dry out and should always have stocks as per the company’s servicing norms.

Apparently, in rural economy barter is still an integral part; also daily-wagers buy various daily needs products in cash.

Sathya Narayan and Raman Ganesh (2008) evaluated the features and attributes of the rural retailing structure and the current distribution network for various product segments.

They emphasized on few of the rural distribution strategies like:

- Making good use of wholesale channel
- Retailer’s focal point on village haat, melas and jatras,
- Efficient utilization of retailers to effectively communicate in rural markets,
- Non-Government Organizations etc.

They also pointed out few of the concerns and issues in rural areas like:

- Higher expansion and servicing cost in rural areas,
- Distribution channel,
Lack of funds with retailers- incremental investment required for credit facility to traders,
Advertising and Marcom- Rural communication.

Are some of those.

Sunil V Chaudhary (2010) in his paper, “Understanding the rural and urban consumers”, concluded that the growth of rural markets at a much faster rate than urban in various items like Tea and coffee, washing powder, soap etc.

- Rural markets show various unique attributes and features that are dissimilar to urban markets.
- In respect of
  - Education levels,
  - Family size,
  - Employment,
  - Social and cultural traditions and believes
  - Various attributes are actually distinctive and exclusive to rural areas.
- Traditions and customs are strictly followed in rural areas compared to urban counterparts;
  - Rural customers have dissimilar interpretations of;
    - Colour,
    - Sign & emblem and
    - Cultural and social doings

which are distinct from other urban markets.

Saleem Abid and Afridi, G.S. (2010) examined the saving activities in families of rural and non-rural areas of Muzaffarabad, Pakistan.

- In this regard, an econo-metric model was created to examine the outcome of earnings, size of the household, region they live-in and literacy rate on their saving patterns.
- There were 120 participants who contributed in the survey. Researcher used a random selection method to pick up participants for the survey.
- The conclusions showed that;
  - Earning levels and area & region people belong to, surely cause saving patterns of the families, positively,
On the other hand, Literacy levels and size of the household effect the saving patterns, negatively.

- It also established that the villagers believe savings and they actually save than their urban counterparts.

- It recommended that savings can further be enhanced if;
  - Government generate more work prospects for people living in villages
  - Also providing education and support financially bring down the regular prices of various commodities.

Kavitha (2012) analyzed the Fast moving consumer goods market’s growth in India’s rural areas and checked the concerns, issues and prospects for Fast moving consumer good’s with the help of increasing knowledge and understanding of people for the brand across various SECs (Socio-economic classification).

- In the recent past, the movement of the economy in rural India has seen a dip in dependency over the agricultural earnings.

- The share of non-agricultural earnings has grown in the rural economy.

- She saw an enhanced demand in urban markets for cooking oil and packaged biscuit more than the rural ones,
  - On the other hand, with respect to commodities such as,
    - Health drink,
    - Detergent bar and powder
    - Shampoo,
    - Bath soap,

Demand growth is higher in rural markets as compared with urban.

- There’s a rapid growth in rural consumption of these goods.

- The requirements of rural customers about the product they use, that the product should have a right blend of wisdom of ages with modern scientific approach,
  - Giving an expediency and uniqueness altogether.
  - That denotes that marketing strategies that work on them, earn success at marketplace.
Ajith Paninchukunnat (2010) in his research aimed at the urban short-sightedness and shared a structured frame-work for marketing in rural India.

- The researcher, recommended 3Ps structure of marketing in rural areas, that is as follows;
  - Push,
  - Pull and
  - Pull-up.

- This rural marketing structure is needed to implement in entirety to accomplish maintainable and retainable achievement non-urban markets.

- The same can make companies stronger in local marketplace and at the same time place these companies with better prospects in overseas markets.

- The research emphasizes on the requirements of using a 360 degree approach with lasting assurance that would provide;
  - A maintainable profits,
  - Sturdy existence and
  - Headship in rural India

that is hard to gauge and diverse in character.

Kaushik Mukherjee (2007) created a framework built on the foundation of brand building recognized by Kevin Keller.

- The structure of consumer brand includes elements that are as follows;
  - Identity (Segment classification),
  - Execution and Achievement,
  - Description and Image,
  - Judgement,
  - Opinion and
  - Character.

- In the case studies of Hindustan Unilever (HUL) and Coke they examined with respect to the research structure that disclosed that Hindustan Unilever (HUL) and Coke have acknowledged the requirement of their respective goods and enhanced their placement with the help of advertisements by creating them in local vernacular.
Utilisation of appropriate channels such as Amma’s Shakthi by Hindustan Unilever (HUL) and Rikshaw’s by Coke made sure a deeper penetration at marketplace.

Both these corporate giants got incremental significance with the help of hard work to enhance the life of such villagers with the support of service and correct facts.

Sheela Singh and Javed Alam Sheikh (2012) evaluated the concerns and issues related to rural areas and talked about the practice of Hindustan Unilever on joining it’s brands with the lives of consumers living in villages.

This paper talked about;
- For the wealthy segment- The quality brands,
- Regarding the mid-income group- Value-for-money products,
- With respect to low-income group-Inexpensive and economical items and goods.

They also mentioned few strategic inputs like;
- Customized-utility oriented goods by re-exploring and
- Building-up a unique new product with verified customer benefit which individuals desire,
- Win the consumer at marketplace by rolling out marketing communication, that is, economical, creative, innovative and effective,
- Small sachet-packages,
- Wining the customers by re-exploring and re-aligning the distribution channel.

Shamni Pande (2010), discussed the prospects existing for rural retailers as there’s a speedy increment in earnings for retailers of non-urban areas.

In present times the rural Indian performs and works similar to its corresponding person in urban areas and they are becoming hungry customers of packed-food products, hair-colour and fairness-lotions.

India’s largest modern retail organization, Future group, credits their success to their strategy of working distinctively in small towns and rural markets basis their definite requirements.

Furthermore, the top management of MART had dared that;
The dependence of the victory of retail stores is on absolute expediency and accessibility of authentic products and

Suggested retail shops to establish close to haatt or village’s bazaar where people visit from far of places to purchase their stuff.

**Anil Kumar Yadav and Preeti Singh (2012)** detailed the prospects of the strong Indian rural markets.

- They emphasized that key Indian retail companies which are follows;
  - Aditya Birla group,
  - Godrej consumer and retail group,
  - Reliance Industries and
  - Many others have established agriculture connections and have carried out the route to improve the business case of the branded retail stores of the organization in rural markets,
  - For making the organization's structure of product procurement stronger.
  - In a variety of surveys, it is shown that the males perform a vital responsibility in deciding about buying of majority of the goods in rural families.

- However, the innovative lead taken by Hindustan Unilever (HUL) changes the attitude and exhibits a growing involvement of females of the family’s decision-making.

- For creating a rural marketing-communication marketers should keep in mind the distinction in geographical consumer behaviour and their local language.

- The research also recommended, that the initiatives must be taken to cover the digital gap in Urban and non-urban markets. The same should be done immediately and at a rapid pace.

**John Mano Raj and Selvaraj (2007)** talked about the pull of going-rural, for marketers of Fast moving consumer goods companies, the usage of an appropriate rural-marketing strategy by these FMCG marketers for penetrating into rural India.
• This is how; the market-size of rural India is on a gradual increase year after year.

• Rural market size has grown larger than its urban counterpart in industry.

• Internationally, the Fast Moving Consumer Goods industry is extremely doing-well with their presence with their respective products into low-income group(LIG) and mid-income group(MIG) and that holds relevant in Indian scenario as well.

• The few facts about sales of FMCG industry in rural markets are as follows;
  o Since the industry wide figures show that >70% of the Fast moving consumer goods sales done in mid-income group (MIG) families, across nation and
  o Whereas, the corresponding figures of rural India shows, >50% of the sales from MIG segment.

• However, the rate at which market reach in rural areas are growing is extremely low and slow.

• The same shows, that there’s a incredible prospects for the producers of branded goods for switching their target segments towards purchasing branded goods.

• It is also suggested in the study, that since rural markets have economical, social and psycho-graphical attributes, that are distinctively unique, therefore, Marketers are required to create unique strategies to do business in rural markets.


• The study emphasized on the opinions of various specialist that comprises of product attributes, which are planned particularly for the rural customers.

• Furthermore, rural customer’s choice to purchase is hugely inclined on the products bought by people around them such as their fellow villagers and their respective experiences with respect to their purchase.
• The research concluded that jatras and haatts give an opportunity for a feasible media in enhancing brand-awareness.

• With respect to the manipulation of advertising, in the case of above the line mediums, electronic advertising especially on TV, rapid-paced, confusing advertisement content are usually unsuccessful to carry the organization’s communication to the end rural target-audience.

• The same directs to the repercussion that marketer should be extremely careful in conceptualizing and creating the advertising content aimed at the rural customers as it’s audience.

**Sumitha Achar and Rowena Wright (2014)** evaluated the competition strategies being adopted by various corporate houses operational in rural markets.

• It is pointed out that con-junction looks to be key-word in the rural markets.

• The patterns of the rural customer are in con-junction with urban customers because of the effect of urban-basis, alteration in environment due to socio-economic segmentation & cultural values, enhancement in average earnings, stable growth in the education rate etc.

• Hence, the key issues experienced by the business houses are to create result-oriented competitive strategy to exceed their competition.

• Whereas, rural India, create a prospect for the organization to enhance returns productively as rural is converging with the urban.

**Suresh, Sathya Narayana (2008)** examined marketing-communication strategic plans in rural offered a exhaustive explanation of each sort of marcomm strategy to reach the target group in rural areas, efficiently and effectively.

• It has categorised the original and modern media basis the Awareness Interest Desire and Action model. The same can be classified as below:
  - Awareness
    - Puppet-shows,
    - Street Shows,
- Communication on moving medium
  - Interest
    - Wall, shop-shutter, hoardings, shop-front and in-shop painting and
    - Direct, email, Short Message Service; mailers etc
  - Desire
    - Tableau,
    - Audio-visual vehicles,
    - Point of purchase or point of sale material(POSM),
    - Presentation, trial and demonstration,
    - Customer awareness contest and
  - Action
    - Haatts
    - Jatra
    - Shops
    - Village bazaar
    - Melas.
- It resulted that amalgamation of 3 elements, messaging, Demo and end sale is needed for efficient and effective marketing-communication to rural customers.