Abstract

Brand extension is an opportunity for an established brand to leverage on the success of the parent brand. However, marketers need to keep evaluating if their brands are getting similar acceptability, adoption and identify consumption as the parent brand. It is also required to understand the customer behaviour in respect to the parent brand and its extensions. We need to look into the factors influencing customer’s purchase behaviour for the brand extension and simultaneously we should evaluate degree to difference in purchasing patterns of brand extension as compared with the original or parent brand.

Brand extensions was studied in the industries like FMCG and durables in India and around the world, however telecom remained untouched especially with their brand extensions outside telecom categories. Which is the key initiative in this research, we have tried to cover all the brand extensions within the telecom categories and outside the categories like Money transfer, Payments Bank, Insurance, Direct to home television etc. Which; makes this study unique.

We conducted this study in a good mix of rural and extreme rural areas of Rajasthan’s two Districts, Jaipur & Bharatpur. The same also makes this study special as different aspects of rural marketing are touched in the process of the study which, bring out extremely new insights in those untouched areas of Telecom, Rural Marketing, Consumer behaviour and Brand extensions.

Reaching in these far flung areas of rural Rajasthan, gave the researcher an opportunity to interact with respondents of villages to understand, demographics, socio-economics, rural economy of rural India along with needs, desires, aspirations, buying behaviours and patterns and consumer psyche of villagers of Rajasthan, India. The same gives a greater insight for the future researchers in the areas of rural marketing, telecom brand extensions, Indian telecom Consumer behaviour, Brand Extensions and Brand strategies etc.

This research focuses on Consumer’s preferences towards telecom brand extensions in rural Rajasthan and emphasises on rural India, which is an
ocean of opportunities for marketer of big corporate, who are looking for opportunities of growth.