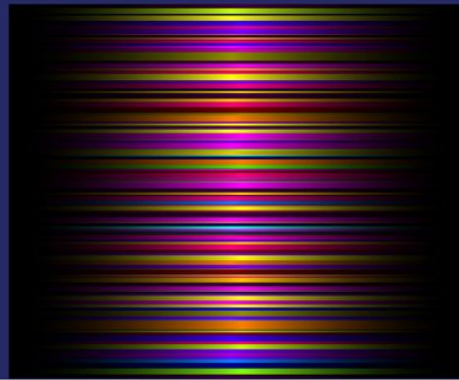


This book is based on my doctoral research, undertaken at Faculty of Management Studies, University of Delhi, India. This book builds upon a seminal work in brand extension model, that has been tested and compared across countries, by applying it to the Indian CPG segment. A more comprehensive and elaborate model is also proposed and tested for better understanding of the consumers' evaluation of brand extension. This model involved statistical extensions of the previous model, using hierarchical regression including residual centering interaction terms. A key outcome that emerged from the collected data and its analysis is that advertisements which highlight the features of the extension brand are more suitable for it as compared to advertisements trying to build some sort of relationship between parent brand and its extension. Several other interesting results coming out of the study are also discussed in the book that have strong managerial implications for the brand managers as well as research scholars.



Harleen Kaur

## Brand Extension Strategy



Dr. Harleen Kaur is Asst. Prof. at Department of Commerce, Mata Sundri College For Women, University of Delhi, India. She completed M.Com. from University of Delhi and Ph.D. from Faculty of Management Studies, University of Delhi. She has over 10 years of academic experience, teaching undergraduate commerce and business students.



978-3-659-97228-7

Kaur

LAP LAMBERT  
Academic Publishing