



**PARADOKS Ekonomi, Sosyoloji ve Politika Dergisi**  
*PARADOKS Economics, Sociology and Policy Journal*

***The Antecedents of Brand Extension Success and Research on  
an Apparel Brand***

*Marka Yayma Başarısının Öncülleri ve Bir Giyim Markası  
Üzerine Araştırma*

**Doç. Dr. Çağatan TAŞKIN**

Uludağ Üniversitesi,  
İşletme Bölümü

**Arş. Gör. Onur ÖZTÜRK**

Uludağ Üniversitesi,  
İşletme Bölümü

**Editör/Editor-in-Chief**

Doç.Dr.Sema AY

**Editör Yardımcıları/Co-Editors**

Doç.Dr.Elif KARAKURT TOSUN

Dr.Hilal YILDIRIR KESER

**Uygulama/Design**

Dr.Yusuf Budak

**Tarandığımız Indexler /  
Indexes**



Dergide yayınlanan yazılardaki görüşler ve bu konudaki sorumluluk yazarlarına aittir. Yayınlanan eserlerde yer alan tüm içerik kaynak gösterilmeden kullanılamaz.

All the opinions wriVen in artic- les are under responsibilities of the authors. None of the contents published cannot be used without being cited.

**Yayın ve Danışma Kurulu / Publishing and Advisory Committee**

Prof.Dr.Veyssel BOZKURT (İstanbul Üniversitesi)  
Prof.Dr.Marijan CINGULA (University of Zagreb)  
Prof.Dr.Recai ÇINAR (Gazi Üniversitesi)  
Prof.Dr.R.Cengiz DERDİMAN (Uludağ Üniversitesi)  
Prof.Dr.Aşkın KESER (Uludağ Üniversitesi)  
Doç.Dr.Sema AY (Uludağ Üniversitesi)  
Assoc.Prof.Dr.Mariah EHMKE (University of Wyoming)  
Assoc.Prof.Dr.Ausra REPECKIENE (Kaunas University)  
Assoc.Prof.Dr. Cecilia RABONTU (University "Constantin Brancusi" of TgJiu)  
Doç.Dr.Elif KARAKURT TOSUN (Uludağ Üniversitesi)  
Doç.Dr.Emine KOBAN (Gaziantep Üniversitesi)  
Doç.Dr.Ferhat ÖZBEK (Gümüşhane Üniversitesi)  
Doç.Dr.Senay YÜRÜR (Yalova Üniversitesi)  
Dr.Zerrin FIRAT (Uludağ Üniversitesi)  
Dr.Murat GENÇ (Otago University)  
Dr.Hilal YILDIRIR KESER (Uludağ Üniversitesi)

**Hakem Kurulu / Referee Committee**

Prof.Dr.Veyssel BOZKURT (İstanbul Üniversitesi)  
Prof.Dr.Veyssel BOZKURT (İstanbul Üniversitesi)  
Prof.Dr.Marijan CINGULA (University of Zagreb)  
Prof.Dr.Recai ÇINAR (Gazi Üniversitesi)  
Prof.Dr.Mehmet Sami DENKER (Dumlupınar Üniversitesi)  
Prof.Dr.R.Cengiz DERDİMAN (Uludağ Üniversitesi)  
Prof.Dr.Zeynel DİNLER (Uludağ Üniversitesi)  
Prof.Dr.Hasan ERTÜRK (Uludağ Üniversitesi)  
Prof.Dr.Bülent GÜNSOY (Anadolu Üniversitesi)  
Prof.Dr.Sait KAYGUSUZ (Uludağ Üniversitesi)  
Prof.Dr.Aşkın KESER (Uludağ Üniversitesi)  
Prof.Dr.Bekir PARLAK (Uludağ Üniversitesi)  
Prof.Dr.Ali Yaşar SARIBAY (Uludağ Üniversitesi)  
Prof.Dr.Şaban SİTEMBÖLÜKBAŞI (Süleyman Demirel Üniversitesi)  
Prof.Dr.Abdülkadir ŞENKAL (Kocaeli Üniversitesi)  
Prof.Dr.Veli URHAN (Gazi Üniversitesi)  
Prof.Dr.Uğur YOZGAT (Marmara Üniversitesi)  
Doç.Dr.Sema AY (Uludağ Üniversitesi)  
Doç.Dr.Elif KARAKURT TOSUN (Uludağ Üniversitesi)  
Doç.Dr.Hakan ALTINTAŞ (Sütçü İmam Üniversitesi)  
Doç.Dr.Hamza ATEŞ (Kocaeli Üniversitesi)  
Doç.Dr.Canan CEYLAN (Uludağ Üniversitesi)  
Doç.Dr.Kenan DAĞCI (Yalova Üniversitesi)  
Doç.Dr.Kemal DEĞER (Karadeniz Teknik Üniversitesi)  
Doç.Dr.Kadir Yasin ERYİĞİT (Uludağ Üniversitesi)  
Doç.Dr.Ömer İŞCAN (Atatürk Üniversitesi)  
Doç.Dr.Vedat KAYA (Atatürk Üniversitesi)  
Doç.Dr.Emine KOBAN (Gaziantep Üniversitesi)  
Doç.Dr.Burcu KÜMBÜL GÜLER (Kocaeli Üniversitesi)  
Doç.Dr.Veli Özer ÖZBEK (Dokuz Eylül Üniversitesi)  
Doç.Dr.Serap PALAZ (Balıkesir Üniversitesi)  
Assoc.Prof.Dr. Cecilia RABONTU (University "Constantin Brancusi" of TgJiu)  
Assoc.Prof.Dr.Ausra REPECKIENE (Kaunas University)  
Doç.Dr.Abdülkadir ŞENKAL (Kocaeli Üniversitesi)  
Doç.Dr.Sevtap ÜNAL (Atatürk Üniversitesi)  
Doç.Dr.Sevda YAPRAKLI (Atatürk Üniversitesi)  
Doç.Dr.Gözde YILMAZ (Marmara Üniversitesi)  
Doç.Dr.Senay YÜRÜR (Yalova Üniversitesi)  
Yrd.Doç..Dr.Aybeniz AKDENİZ AR (Balıkesir Üniversitesi)  
Yrd.Doç.Dr.Doğan BIÇKI (Muğla Üniversitesi)  
Yrd.Doç.Dr.Cantürk CANER (Dumlupınar Üniversitesi)  
Yrd.Doç.Dr.Ferhat ÖZBEK (Gümüşhane Üniversitesi)  
Yrd.Doç.Dr.Ceyda ÖZSOY (Anadolu Üniversitesi)  
Dr.Murat GENÇ (Otago University)





**PARADOKS**  
Ekonomi, Sosyoloji ve Politika Dergisi

**PARADOKS Ekonomi, Sosyoloji ve Politika Dergisi**  
*PARADOKS Economics, Sociology and Policy Journal*

***THE ANTECEDENTS OF BRAND EXTENSION SUCCESS AND  
RESEARCH ON AN APPAREL BRAND***

*MARKA YAYMA BAŞARISININ ÖNCÜLLERİ VE BİR GİYİM  
MARKASI ÜZERİNE ARAŞTIRMA*

**Doç. Dr. Çağatan TAŞKIN**

Uludağ Üniversitesi,  
İşletme Bölümü

**Arş. Gör. Onur ÖZTÜRK**

Uludağ Üniversitesi,  
İşletme Bölümü

Ocak /January 2016, Cilt/Vol: 12, Sayı/Num: 1, Page: 48-67  
ISSN: 1305-7979

## ***The Antecedents of Brand Extension Success and Research on an Apparel Brand***

*Marka Yayma Başarısının Öncülleri ve Bir Giyim Markası Üzerine  
Araştırma*

**Doç. Dr. Çağatan TAŞKIN**

Uludağ Üniversitesi,  
İşletme Bölümü

**Arş. Gör. Onur ÖZTÜRK**

Uludağ Üniversitesi,  
İşletme Bölümü

---

### **ABSTRACT**

---

Brand extension strategy using the current brand name when offering new products for the market, has become a frequently used branding strategy for firms since 1980s. Brand extension strategy is an appealing strategy for many firms as it helps reducing costs of a new brand creation and benefiting from the parent brand's brand equity. The aim of this study is to explore the antecedents of brand extension success from the perspective of generation Y cohort and propose marketing strategies.

The proposed model examines the relationships among success factors such as "parent brand's perceived quality", "perceived fit between parent brand and extension brand", "consumer innovativeness", "perceived risk" and "consumer knowledge". To test the proposed model in this study, we chose an apparel brand that is highly popular and favorable, especially among the generation Y cohort. The sample is composed of university students in Bursa. A hypothetical product was chosen and data is analyzed by means of structural equation modelling. Research findings show that all of the antecedents have direct or indirect effects on brand extension success. Especially, perceived fit between the parent brand and the extension brand has a strong direct effect on brand extension success.

**Keywords:** Brand Extension Success, Generation Y Cohort, Branding Strategies, Apparel Brand, Bursa

## ÖZET

---

Aynı marka adı altında pazara yeni ürünler sunma anlamına gelen marka yayma stratejisi, 1980'li yıllardan itibaren birçok işletme tarafından sıklıkla kullanılan pazarlama ve markalama stratejilerinden bir tanesidir. Yeni bir marka oluşturmanın oldukça yüksek olan maliyetlerini azaltmaya ve ana markanın marka değerinden yararlanmayı sağlama gibi çeşitli avantajları nedeniyle marka yayma stratejisi, işletmeler için son derece önemli bir strateji olarak karşımıza çıkmaktadır. Markaların ve marka yayma stratejisinin önemi göz önünde bulundurularak gerçekleştirilen bu çalışmanın amacı, marka yayma stratejisinin başarısını etkileyen öncüller arasındaki ilişkileri Y kuşağı perspektifinden incelemek ve pazarlama stratejileri önermektir.

Önerilen model; ana markanın algılanan kalitesi, ana marka ile yayma marka arasındaki algılanan uyum, tüketicilerin yenilikçiliği, algılanan risk ve tüketicilerin bilgi düzeyi gibi marka yayma stratejisinin başarısını etkileyen öncüller arasındaki ilişkileri incelemeyi amaçlamaktadır. Modeli test edebilmek için Türkiye'de giyim sektöründe, Y kuşağı tarafından bilinen ve sevilen bir marka ana marka olarak belirlenmiş ve bu marka için gerçekte var olmayan, yani hipotetik bir ürün seçilmiştir. Örneklem Bursa'da okuyan üniversite öğrencilerinden oluşmaktadır. Araştırma modelinin sınanmasında yapısal eşitlik modelleme tekniği kullanılmıştır. Araştırma bulguları, modelde ele alınan tüm öncüllerin direkt veya dolaylı olarak marka yayma stratejisi başarısı üzerinde olumlu bir etkiye sahip olduğunu göstermiştir. Özellikle, ana marka ile marka yayma stratejisi kullanılarak hedef pazara sunulması planlanan ürün arasındaki algılanan uyumun marka yayma başarısı üzerinde direkt ve diğer öncüllere göre daha fazla öneme sahip olduğu tespit edilmiştir.

**Anahtar Kelimeler:** Marka Yayma Başarısı, Y Kuşağı, Marka Stratejileri, Giyim Markası, Bursa

### 1. INTRODUCTION

In a world of globalization, businesses struggle to differentiate themselves from their competitors by utilizing high quality, appropriate price, various payment options and after sales support. Branding has become the main factor for firms to distinguish themselves from its competitors. Branding is one of the key factors for firms for competitive advantage and it is essential for firm success. Not only brands are distinctive assets for firms but they also perform a unique connection between the firm and the customers. In today's customer oriented markets, it is difficult to create new and competitive brands. In addition, failure rates of new brands are higher. So, companies prefer to use brand extension strategies to reduce the costs associated with creating a new brand and benefit from the parent brand's brand equity.

The main advantage of brand extension strategy is the synergy created between the experience of the firm's products and the communication ability with the customers. By so, the cost of communication will be reduced and the new products of the firm could be recognized easier. To the extent that consumers transfer their beliefs and attitudes to extension, the chance of success for the extension brand is greatly increased. Brand extension strategy is also useful for the parent brand as it helps the parent brand to enhance its brand equity, better brand awareness and increasing sales of the other products of the parent brand. So, it is crucial for firms to determine the antecedents of brand extension success and examine the relationships amongst them to establish more effective marketing strategies.

To date, brand extension literature has focused mostly on fast moving consumer goods (FMCG) and durable goods. There is a lack of research on the antecedents of brand extension success in apparel brands. Accordingly, this study is expected to contribute to the brand extension literature by examining an apparel brand.

Today, clothing has become an important way of expressing an individual's unique identity and self expression is more important for generation Y cohort compared to other age groups. Thus, the purpose of this study is to explore the antecedents of brand extension success from perspective of generation Y cohort and propose marketing strategies.

## **2. LITERATURE REVIEW**

Branding became so crucial that it is almost impossible to think products without brands. Automobile parts, tires, fruits and vegetables, even water is associated with certain brand names (Kotler and Armstrong, 2012: 232). In today's fast moving global markets, a business firm needs to manage and develop their brands successfully in order to compete with its rivals. Firms may enter a new product category or add new products to their existing product categories to increase their market share. To that end, firms can choose to use a new brand name or continue with their existing one (Akturan ve Yeniçeri, 2007: 2).

Brand extension strategy, using firms' existing brand name for new products, has been used by many national and international firms as a strategic growth tool to avoid high costs of creating a new brand name (Baek and King, 2015: 382). One of the main advantages of brand extension strategy is the reduction of the communication costs as a result of the synergy created between firms' product experience and communication skills (Uggla, 2015: 36). Moreover, brand extension may reduce the costs of brand name introduction and increase the probability of success as customers are likely to transfer their attitudes and perceptions from the original brand to extension product. Brand extension strategy can also strengthen brand meaning, increase brand equity, encourage customers, especially nonusers of the parent brand, to purchase other products of the firm. Using brand extension strategy should be decided after a diligent strategic planning and the brands that have a greater success potential should be chosen. This is especially important for firms operating in international markets ( Buil et al., 2009: 1301).

Several studies in the extant literature examine the brand extension issue given its importance for firms to survive in the global marketplace. The first known research on brand extension literature is the study of Boush in 1987. In their pioneering research, Aaker and Keller (1990) proposed and tested a model of consumer brand extension attitude formation incorporating the attitude to the original brand, the fit between the parent brand and extension product and the perceived difficulty of making the extension. Sunde and Brodie (1993), Roux (1995), Bottomley and Doyle (1996) and Barrett, Lye and Venkateswarlu (1999) have found similar results. The general conclusion that can be derived from these findings is that consumers' attitudes toward brand extensions are driven mostly by the perceived quality of the parent brand and the perceived fit between the parent brand and the extension product (Lye et al., 2001: 54).

Keller (2013) discussed the potential advantages and disadvantages of brand extension strategy. Völckner and Sattler (2006) identified possible determinants of extension success, including the perceived fit between the parent brand and the extension, marketing support, parent brand conviction, retailer acceptance, parent brand experience, quality of the parent brand, perceived risk and consumer innovativeness. Park and Milberg and Lawson (1991), Boush and Loken (1991), Keller and Aaker (1992), Smith and Park (1992), Loken and John (1993), Boush (1993), Broniarczyk and Alba (1994), Dacin and Smith (1994), Sheinin (2000), Hem, De Chernatony and Iversen (2003), Hem and

Iversen (2009) made some important research and developed brand extension literature continuously. Most of the studies in brand extension literature focus on fast moving consumer goods (FMCG) and durable goods. There are only a few studies about the apparel brands (e.g., Chun 2015, Forney et al., 2005, Turhan, 2014).

### **3. ANTECEDENTS OF BRAND EXTENSION SUCCESS**

#### **3.1. Perceived Quality of the Parent Brand**

Perceived quality of a parent brand can be defined as the consumer's judgement about a brand's overall excellence or superiority ( Sichtmann and Diamantopoulos, 2013: 567). Perceptions of brand quality are very important component of brand equity and linked to a firm's success (Milberg and Sinn, 2008: 688). High perceived quality of parent brands lead to positive evaluation of brand extensions (Czellar, 2003: 105). According to the previous research, perceived quality of the parent brand has a positive effect on brand extension evaluation. If consumers perceive that a parent brand has a high quality, the extension should benefit from the parent brand. Furthermore, under particular situations, extensions may strengthen the parent brand's positioning, as well as its perceived quality (Buil et al., 2009: 1304).

Higher perceived quality of the parent brand leads to superior transfer of benefits. Perceived quality has a broader meaning in the area of brand extensions, which transcends the mere dimension of the physical product and it also has the quality perceptions associated with the brand. When it comes to evaluate an extension, consumers mostly use the parent brand as a basis to infer the attributes of the new product, which are mostly unknown to them. As consumers have not actually tried the extension product and are not sure about its quality, they mostly rely on the parent brand to make inferences. Therefore, perceptions of the extensions are expected to be positive if the parent brand is seen as high quality in consumers' minds (Doust and Esfahlan, 2012: 4238-4239).

#### **3.2. Perceived Fit**

The perceived fit between the parent brand and the extension product refers to the consumers' judgement of whether the new product will be seen as an alternative to the existing products (Tang et al., 2008: 403). The perceived fit between the parent brand and the extension product is one of the key antecedents of the success of brand extension strategy. Many researchers found that there is a positive relationship between perceived fit between the parent brand and the extension and the evaluation of the extension (Gierl and Huettl, 2011: 120). It is useful for bridging the gap between brand beliefs and assessment of new products. Consumer attitudes are more favorable when the new product is perceived as being congruent with the parent brand (Salinas and Perez, 2009: 52). Despite the lack of agreement, the "perceived fit" term generally refers to the degree of proximity between parent brand and the extension product (Doust and Esfahlan, 2012: 4240).

When a firm launches a new product similar with the parent brand, consumers are expected to perceive a higher fit between the products associated with the brand and the extension. As a result, consumers consider the new products as credible, which makes them to have more positive attitudes and higher tendency to buy them. Thus, previous studies indicate that perceived fit has a positive effect on the evaluations of brand extensions (Walsh and Lee, 2012: 233). As the perceived fit between a parent brand and the extension increases, it is assumed that consumers are able to transfer brand beliefs and attributes to the extension product more confidently, so the risk they perceive in purchasing the extension will be reduced (DeVecchio, 2000: 458).

#### **3.3. Consumer Innovativeness**



In the marketing field, customer innovativeness may be defined as a personality trait related to an individual's receptivity to new ideas and willingness to try new practices and brands. Many researchers found that individuals high in innovativeness are more venturesome and more willing to try new brands. The response differences between highly innovative and less innovative consumers show the differences in risk taking propensity. Innovator consumers tend to be less risk averse than other consumers. One of the most significant traits of innovative consumers is the comfort they gain from taking risk (Hem et al., 2003: 789-790).

The desire of trying new experiences should decrease as the level of perceived risk increases. Diffusion theory suggests that different kinds of people respond differently to new products. Later adopters tend to be more risk averse than earlier adopters, which means that high levels of perceived risk are associated with a low desire to try new products (Völckner and Sattler, 2006: 23). Innovative people like to try new products and services, do not excessively trust in social norms and are self confident and daring. These personality characteristics lead to a better extension attitude for both product and service extensions. Innovators are also more risk prone and more open to new ideas associated with the brand (Salinas and Perez, 2009: 53).

More innovative consumers seem to accept the risks associated with brand extensions than less innovative consumers, who tend to be concerned with perceptions of fit (Brown et al., 2011: 206). Since innovative people enjoy risks, they show a better attitude toward brand extensions. Some authors found higher consumer innovativeness increases perceived quality and purchase intention of new products or services. Unlike later adopters, highly innovative customers find far brand extensions more appealing and do not mind trying products that get away from company's core business. As a matter of fact, they should be more prone to try new products regardless of the degree of brand knowledge or perceived fit (Martinez and Pina, 2010: 1187).

### **3.4. Consumer Knowledge**

Consumer knowledge is one of the variables which is thought to have an impact on brand extension success. Consumers' knowledge may increase consumers' fit perception and positively influence brand extension evaluation. The consumers' knowledge of the brand can affect the reaction toward brand extensions. Consumers' knowledge of the brands include brand name, attributes, benefits, concepts, images and everything that is associated with the brand (Paul and Datta, 2013: 38-39).

A consumer's knowledge of a company's other products works as a clue for the extension product, thus reducing the uncertainty of the purchase. This surrogate knowledge should also reduce the amount of additional information consumers need to evaluate the extension product, thus providing a company the opportunity to attain its sales objectives with less investment in advertising than would be necessary to develop consumer awareness of and trust in the new brand. When a consumer's knowledge of a product class is low, the level of perceived risk associated with a purchase is high. As perceived risk increases, consumers are expected to increase their reliance on a known brand name. Similarly, the use of relatively simple decision heuristics that place considerable weight on brand name tends to increase as consumers' knowledge of the product class decreases (Smith and Park, 1992: 301).

Information gathered from product usage is often granted a special status by consumers. Information gathered from personal experience is more specific and therefore more memorable by consumers. As information from product experience is self-generated, it is deemed more reliable than information gathered from advertising or sort of communications, which results in strongly held beliefs. Thus, consumers with parent brand experience have greater parent brand knowledge, better

recall of the parent brand and greater confidence in their beliefs about the parent brand than consumers with no parent brand experience. An existing brand name provides an assurance of quality, thereby reducing the risks involved in purchasing a new product (Swaminathan et al., 2001: 4).

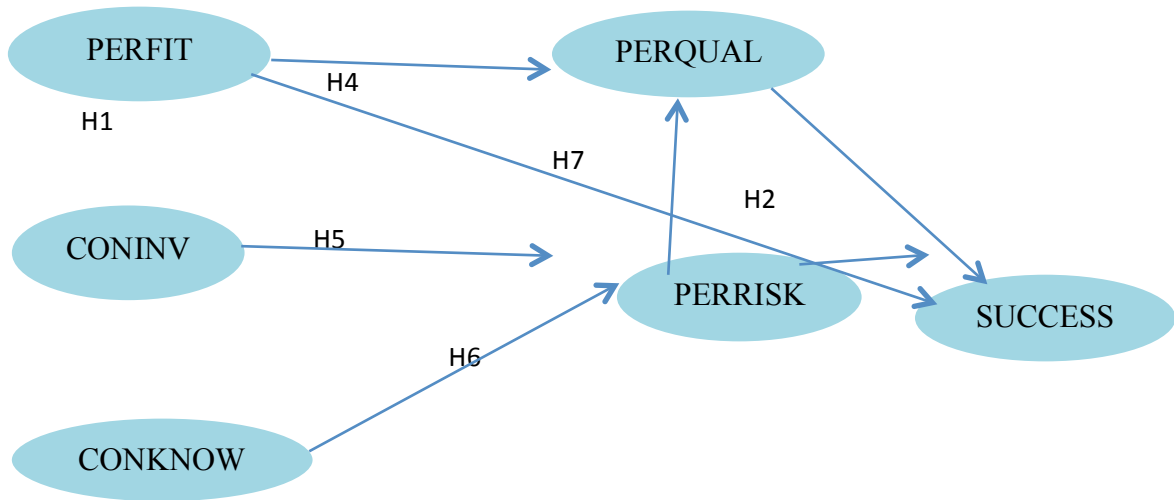
### **3.5. Perceived Risk**

When extending a well known brand into a product category perceived as risky, the brand can serve as a credible risk reliever, signal an acceptable quality level, and increase the likelihood of acceptance (Hem et al., 2003: 789). Consumers transfer parent brand trust to products when consumers trust a brand and perceive it as safe. They also perceive that purchasing that brand's products as being without risk (Wu and Yen, 2007: 335). Brands facilitate consumer decision making by providing a summary of information that, in addition to improving decision making efficiency, also serves as a vehicle for reducing perceived risk. Consumers' reliance on a brand as a risk reduction is a function of how confident they are in using their brand associations to predict the net outcomes as a purchase (Dacin and Smith, 1994: 231).

It is not surprising to find that consumers rely extensively on brands to handle risk. In the case of brand extension, consumers are able to draw on their knowledge of, and beliefs about, the parent brand to make inferences about the experience they are likely to have with the extension. In essence, brand extensions allow consumers to use their experiences with other products affiliated with the brand as a surrogate for experience with the new product. Even if consumers do not have extensive personal experience with a brand, the brand name can still serve as a vehicle reducing for risk. When a company extends an established brand name to a new product, the company is using the brand as an implicit bond for the quality of the product. Specifically, the considerable investment companies undertake in developing a brand serves as a form of collateral for the new product. Consumers are assumed to reason that a firm would not endanger the investment in its brand by attaching it to a substandard product (DelVecchio and Smith, 2005: 186).

### **3.6. Summary of the Conceptual Model and Research Hypotheses**

In this section, our conceptual model that examines the antecedents of brand extension success is presented. According to our literature review, perceived quality of the parent brand, perceived fit between the parent brand and the extension product, consumer innovativeness, consumer knowledge and perceived risk were selected as possible determinants of the brand extension success. The conceptual model of the study is shown in Figure 1. In this conceptual model, "perqual", "perfit", "perrisk", "coninv", "conknow" and "success" variables represent perceived quality of the parent brand, perceived fit between the parent brand and the extension product, perceived risk, consumer innovativeness, consumer knowledge and brand extension success respectively. In the terminology of structural equation modelling, these variables are called "latent variables" because they are explained by other variables.



**Figure 1. Conceptual Model**

As seen from Figure 1, research hypotheses are:

H1: The perceived quality of the parent brand has a positive effect on brand extension success.

H2: The perceived fit between the parent brand and the extension product has a positive effect on brand extension success.

H3: Perceived risk has a positive effect on brand extension success.

H4: Perceived fit between the parent brand and the extension product has a positive effect on the perceived quality of the parent brand.

H5: Consumer innovativeness has a positive effect on the perceived risk.

H6: Consumer knowledge has a positive effect on the perceived risk.

H7: Perceived risk has a positive effect on the perceived quality of the parent brand.

#### **4. RESEARCH METHODOLOGY**

##### **4.1. Sample and Procedures**

After we collected data using the survey, the reliability of the scale was measured by Cronbach's alpha. Next, an exploratory factor analysis has been executed. After providing the necessary conditions, a structural equation modeling analysis has been applied to test the conceptual model of antecedents of the brand extension success.

The apparel brand chosen is in a product category that is mostly preferred by generation Y cohort. The sample of this research was chosen as university students in Bursa because they are an important part of cohort Y.

##### **4.2. Measures**

The scales used in the research are shown with their references in Table 1 below.

**Table 1: Scales Used in the Research**

Variables	References
Perceived Quality of the Parent Brand	Paul-Datta, 2013; Völckner et. al., 2011; Albrecht et. al., 2013; Sattler et.al., 2010
Perceived Fit	Paul-Datta, 2013; Albrecht et. al., 2013; Dwivedi-Merrilees, 2013
Consumer Innovativeness	Salinas-Perez, 2009; Völckner-Sattler, 2006
Perceived Risk	Völckner-Sattler, 2006
Consumer Knowledge	Paul-Datta, 2013; Hem-Iversen-Olsen, 2013; Casey, 2003
Brand Extension Success	Völckner-Sattler, 2006; Paul-Datta, 2013; Völckner et. al., 2010

The consumer survey includes 37 questions. The first five questions were used to define demographic features of the sample. These questions were age, sex, education, marital status and household number. The following questions were used to measure the perceived quality of the parent brand, the perceived fit between the parent brand and the extension product, consumer innovativeness, perceived risk, consumer knowledge and brand extension success factors respectively. These questions were asked on a five point Likert scale with the end points “1= strongly disagree” and “5=strongly agree”.

The scale items used in the research and their references are shown in the Table 2 below.

**Table 2: Scale Items Used in the Research**

Scale Items	References
<b>Perceived Quality of the Parent Brand</b> Brand X offers products of consistent quality. Brand X offers products with excellent features. I feel good about what Brand X provides to its customers. Brand X has a high quality. Brand X is reliable. How would you rate the quality of Brand X' Core Product? Brand X is of higher quality than other brands.	Paul-Datta, 2013; Völckner et. al., 2011; Albrecht et. al., 2013; Sattler et.al., 2010
<b>Perceived Fit</b> Launching the extension is logical for the company. Extension category fits well with Brand X. Extension category is a logical extension for Brand X. Extension category should be offered by Brand X. Extension positively complements Brand X.	Paul-Datta, 2013; Albrecht et. al., 2013; Dwivedi-Merrilees, 2013
<b>Consumer Innovativeness</b> I am more interested in buying new than known products. I like to buy new and different products. New products excite me.	Salinas-Perez, 2009; Völckner-Sattler, 2006
<b>Perceived Risk</b> If I buy an unknown brand, I would feel very uncertain of the level of quality that I am getting. I prefer buying a well-known brand, because I need the reassurance of an established brand name. I prefer buying a well-known brand, because the risk that my needs will not be met is low compared with an unknown brand.	Völckner-Sattler, 2006
<b>Consumer Knowledge</b> I feel very knowledgeable about footwear products. I can give people advice about different brands of footwear products. I feel very confident about my ability to tell the difference in quality between different brands of footwear products. Overall, how much do you know about products in the footwear category? Before taking part in this survey, I was very knowledgeable about footwear products.	Paul-Datta, 2013; Hem-Iversen-Olsen, 2013; Casey, 2003

<b>Brand Extension Success</b> I like "Parent Brand" "Extension". "Parent Brand" "Extension" is attractive. "Parent Brand" "Extension" is appealing. My attitude towards Brand X footwear is very positive. If this brand extension existed, I would be likely to try it. I feel good about Brand X footwear products. I expect to feel good about what extension provides to its customers. I expect to always rate extensions' products highly. I expect extensions' overall product quality to be excellent.	Völckner-Sattler, 2006; Paul-Datta, 2013; Völckner et. al., 2010
--	--

### 4.3. Findings

#### 4.3.1. Reliability Analysis

A scale used in social sciences is generally tested by Cronbach's Alpha. The data gathered in pilot research has been transferred into the IBM SPSS 22 program. Cronbach's Alpha values are; 0,88, 0,96, 0,89, 0,77, 0,91, 0,96 and 0,86 for perceived quality, perceived fit, consumer innovativeness, perceived risk, consumer knowledge, brand extension success factors and the whole scale respectively.

After the reliability analysis, the exploratory factor analysis was conducted to check if the statements of the scale gathered together under the theoretical model and the factors. The KMO and Bartlett's test shows that the sample is adequate for factor analysis (0,860;  $p < .05$ ). Factor analysis results indicate that the statements in the scale are appropriate for the structural equation modeling analysis. After the pilot test, a total of 473 questionnaires are collected in the main research and 427 of these are chosen for the further analysis.

#### 4.3.2. Frequency Analysis Results

In this part of the research, the frequency analysis of the main research are given in Table 3.

**Table 3: Demographic Informations**

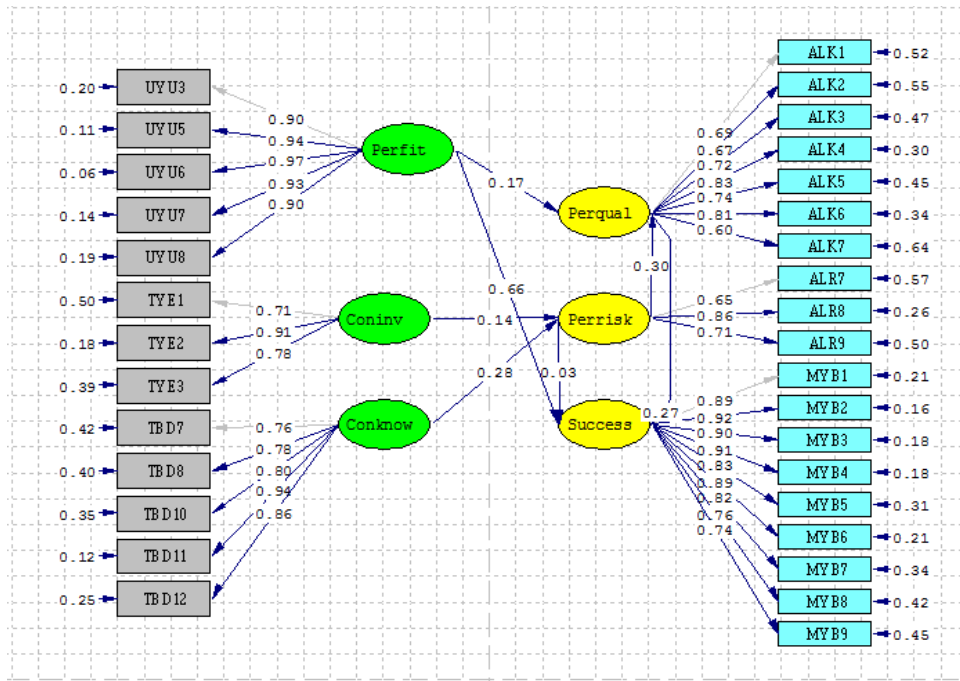
*The Antecedents of Brand Extension Success and Research on an Apparel Brand*  
Marka Yayma Başarısının Öncülleri ve Bir Giyim Markası Üzerine Araştırma

Age	Frequency	Percentage	Sex	Frequency	Percentage
18-22	305	71,4	Male	180	42,2
23-27	77	18,0	Female	247	57,8
28-34	45	10,5	Total	427	100,0
Total	427	100,0	<b>Marital Status</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Education</b>	<b>Frequency</b>	<b>Percentage</b>	Married	26	6,1
Bachelor	341	79,9	Single	401	93,9
Master	57	13,3	Total	427	100,0
PhD	29	6,8			
Total	427	100,0			
<b>Household Number</b>	<b>Frequency</b>	<b>Percentage</b>			
1	44	10,3			
2	42	9,8			
3	66	15,5			
4	138	32,3			
5	79	18,5			
6 and more	58	13,6			
Total	427	100,0			

**4.3.3. Testing the Basic Structural Model**

We used SEM to test the hypothesis. The structural model and the standardized path coefficients are presented in Figure 2.

Figure 2: Structural Model- Standardized Path Coefficients



All the paths except perceived risk and brand extension success path are found to be statistically significant. Results of the hypothesis are given in Table 4.

Table 4: Results of the Hypothesis

Hypotheses	Accepted/Rejected
H1	Accepted
H2	Accepted
H3	Rejected
H4	Accepted
H5	Accepted
H6	Accepted
H7	Accepted

The paths of the model and the path coefficients are given in the Table 5.

Table 5: Paths and Coefficients

Paths	Value
Coninv- Perrisk- Perqual- Success	0,66- 0,30- 0,26
Conknow- Perrisk- Perqual- Success	0,28- 0,30- 0,26
Perfit- Perqual- Success	0,17- 0,26
Perfit- Success	0,66
Perqual- Success	0,26

As seen in Figure 2, perceived quality and perceived fit have a direct and positive effect on the brand extension success while the effect of perceived risk was found to be not statistically significant. Structural model also indicates that consumer knowledge and consumer innovativeness has a

positive effect on the perceived risk. The path coefficient between consumer innovativeness and perceived risk is 0,66. The path coefficients between consumer innovativeness, perceived risk, perceived quality and the brand extension success are 0,66, 0,30 and 0,26 respectively. It shows that the consumer innovativeness has an affect on the brand extension success and this is mediated by perceived quality. Consumer knowledge has a significant positive effect on the brand extension success and this effect is mediated by perceived risk and perceived quality.

The fit statistics for the structural model are presented in Table 6.

**Table 6: Goodness of Fit Statistics**

<b>The Goodness of Fit Statistics</b>	<b>Value</b>
Chi Square/Degrees of Freedom	1,70
RMSEA	0,04
NFI	0,96
CFI	0,98
RMR	0,05
Standardized RMR	0,05
GFI	0,87
AGFI	0,85

The GFI, AGFI, CFI and IFI values are widely used statistics as indicators of model fit and for our model. They are 0,87, 085, 0,98 and 0,98 respectively. Goodness of fit statistics indicate that the structural model is valid. The RMSEA, RMR and SRMR values are also high and show that the model has a good fit.

## **5. DISCUSSION AND IMPLICATIONS**

Our research on brand extension contributes to our understanding of the relationship between the perceived quality of the parent brand and the extension product. According to the Aaker and Keller's pioneering work, there is no direct relationship between the perceived quality of the parent brand and the brand extension success. However, several studies show that there is a direct relationship between the perceived quality of the parent brand and brand extension success. For instance, Keller and Aaker (1992), Völckner and Sattler (2006), Martinez and Pina (2003), Collins-Dodd and Louviere (1999), Erdem and Swait (2004) have all found a direct relationship between the perceived quality of the parent brand and the brand extension success.

The perceived fit between the parent brand and the extension product is an important factor in consumers' evaluation of the brand extensions. Extension products, which are perceived as coherent with the parent brand seem to be reliable and therefore consumers evaluate the extensions more positively. If there is a low perceived fit between the parent brand and the extension, it may lead to confusion and consumers may evaluate the extensions more negatively.

The perceived fit between the parent brand and the extension has taken quite intense attention from the researchers. Based on the previous literature of brand extension, the brand extension success will be greater when there is high fit between the parent brand and the extension. According to Sheinin, a strong perceived fit between the parent brand and the extension helps consumers to evaluate extensions more favorably. Tauber (1988), Martinez and Pina (2003), Van Riel, Lemmink and Ouwersloot (2001), Gronhaug, Hem and Lines (2002), Nkwocha et. al. (2005), Kim and John (2008), Buil, De Chernatony and Hem (2009), Klink and Smith (2001) are some of the important studies showing the positive relationship between the perceived fit between the parent brand and extension product and the brand extension success.

In the brand extension literature, there are only a few studies that investigate the relationship between the consumer innovativeness and the brand extension success. According to Keller and Aaker (1997) and Klink and Smith (2001), innovative consumers tend to try new extensions and



products more than the later adopters. In this study, it is found that consumer innovativeness has a positive effect on the brand extension success through perceived risk. It can be said that innovative consumers enjoy the risk taken by trying new extensions and products, thus it can be said that it has a positive indirect effect on brand extension success.

According to the brand extension literature, it can be said that consumers see known brands as a way of avoiding risk. When a well-known brand releases an extension, it presents consumers a new alternative and also affects their risk perceptions. Using a well-known brand and its extension is seen a good way of avoiding risk by consumers. The perceived risk has found to have a positive effect on the brand extension success (Delvecchio and Smith, 2005; Hem, De Chernatony and Iversen, 2003). In spite of these studies, in this research related path is found to be not statistically significant.

The knowledge of consumers may effect the brand extension success. Muthukrishnan and Barton (1991), Broniarczyk and Alba (1994), Grime et. al. (2002) and Czellar (2003), are amongst the studies which investigate the effect of consumer knowledge on brand extension success. According to Broniarczyk and Alba, consumers who have a better knowledge evaluate the extensions better than the other consumers. Smith and Park (1992) found that consumer knowledge affects the brand extension success through the market share. In this study, it is found that consumer knowledge has a positive effect on brand extension success through the perceived risk.

The apparel industry is a very important industry as it is helping consumers not only for protection but also showing their social status and feeling better by dressing well. The apparel industry helps people to define themselves and describe their personality and lifestyles to others. It is very important for firms operating in the apparel industry to understand what consumers need and how they feel about the current and potential products. By doing so, the firms may realize what they need to do and how they will succeed in the industry.

When firms decide to use brand extension strategy in the apparel industry, they should consider that the extension product should be perceived coherent with their parent brand by the consumers. Perceived fit between the parent brand and the extension product was found to be the most important factor determining the brand extension success. The perceived quality of the parent brand is also an important factor when it is about the success of brand extension strategy. The consumers are more likely to try the extension product when they consider the parent brand as a quality brand. If they perceive the apparel products as quality products, they will be more likely to use the extension apparel products.

Consumer knowledge and consumer innovativeness are the other important factors when firms are considering whether to use brand extension strategy as a strategic growth option. When consumers think they know the parent brand well, they are more likely to try the extension products of the parent brand because they feel more confident about the parent brand and they think the extension products will have the same features as the parent brand. Innovative consumers tend to try new products more often than other consumers. In this case, the firms may expect that the better innovative extension products they may offer, the innovative consumers would try their extension products much more often. The firms that considering the brand extension strategy should improve their awareness between consumers and try to produce innovative extension products if they want to succeed in the apparel industry.

## **6. LIMITATIONS AND FURTHER RESEARCH**

As all researches do have, this study has limitations too. First of all, this study has a geographical limitation. The research was conducted only in Bursa. The data are based solely on responses from the people who live in one city of Turkey. Therefore, conducting a study in a larger

geographical area can contribute to the literature. Another limitation of the study is that only one brand was examined. This research could add depth to brand extension literature. There are only a few studies that have investigated brand extension success through the point of view of generation Y cohort. The literature may be improved by conducting a study in a larger geographical area. Brand extension strategy has taken a lot of interest among the academicians and the managers of the companies in the private sector. This study examines the apparel industry and it may be expanded into other industries as well.

### **REFERENCES**

AAKER, Keller ve KELLER L. Kevin (1990), "Consumer Evaluations of Brand Extensions", **Journal of Marketing**, Vol.54, No.1

AKTURAN, Ulun ve YENİÇERİ Tülay (2007), "The Determinants of Brand Extension's Success in an Emerging Market: Identifying the Effects of Parent Brand Image, Category Fit and Consumer Characteristics", **7th Global Conference on Business&Economics**, Rome, Italy, October 13-14

BAEK, Tae Hyun ve KING Karen Whitehill (2015), "When Comparative Valence Frame Affects Brand Extension Evaluations: The Moderating Role of Parent- Extension Fit", **International Journal of Advertising**, Vol.34, No.2

BARRETT, Joanna, LYE, Ashley ve VENKATESWARLU, P. (1999), "Consumer Perceptions of Brand Extensions: Generalising Aaker & Keller's Model", **Journal of Empirical Generalisations in Marketing Science**, Vol.4

BOTTOMLEY, A. Doyle ve DOYLE, R. John (1996), "The Formation of Attitudes Towards Brand Extensions: Testing and Generalising Aaker and Keller's Model", **International Journal of Research in Marketing**, Vol.13

BOUSH, M. David ve LOKEN, Barbara (1991), "A Process- Tracing Study of Brand Extension Evaluation", **Journal of Marketing Research**, Vol.28, No.1

BOUSH, M. David (1993), "How Advertising Slogans Can Prime Evaluations of Brand Extensions", **Psychology & Marketing**, Vol.10, No.1

BRONIARCZYK, M. Susan ve ALBA, W. Joseph (1994), "The Importance of the Brand in Brand Extension", **Journal of Marketing Research**, Vol.31, No.2

BROWN, Brian, SICHTMANN, Christina ve MUSANTE, Michael (2011), "A Model of Product-to-Service Brand Extension Success Factors in B2B Buying Contexts", **Journal of Business&Industrial Marketing**, Vol.26, No.3

BUIL, Isabel, DE CHERNATONY, Leslie ve HEM, E. Leif (2009), "Brand Extension Strategies: Perceived Fit, Brand Type and Culture Influences", **European Journal of Marketing**, Vol.43, No.11

CHUN, H. Haeun, PARK, C. Whan, EISINGERICH, B. Andreas ve MACINNIS, J. Deborah (2015), "Strategic Benefits of Low Fit Brand Extensions: When and Why?", **Journal of Consumer Psychology**, Vol.25, No.4

CZELLAR, Sandor (2003), "Consumer Attitude Toward Brand Extensions: An Integrative Model and Research Propositions", **International Journal of Research in Marketing**, Vol.20

DACIN, A. Peter ve SMITH, C. Daniel (1994), DACIN A. Peter- Daniel C. SMITH, "The Effect of Brand Portfolio Characteristics On Consumer Evaluations of Brand Extensions", **Journal of Marketing Research**, Vol.31, No.2

DELVECCHIO, Devon (2000), "Moving Beyond Fit: The Role of Brand Portfolio Characteristics in Consumer Evaluations of Brand Reliability", **Journal of Product&Brand Management**, Vol.9, No.7

DELVECCHIO, Devon ve SMITH, C. Daniel (2005), "Brand-Extension Price Premiums: The Effects of Perceived Fit and Extension Product Category Risk", **Journal of the Academy of Marketing Science**, Vol.33, No.2

DOUST, V. Hosein ve ESFAHLAN, N. Hakimeh (2012), "The Effect of Brand Extension Strategies on Brand Image: An Integrative Model and Research Propositions", **African Journal of Business Management**, Vol.6, No.11

FORNEY, C. Judith, PARK, J. Eun ve BRANDON, Lynn (2005), "Effects of Evaluative Criteria on Fashion Brand Extension", **Journal of Fashion Marketing and Management**, Vol.9, No.2

GIERL, Heribert ve HUETTL, Verene (2011), "A Closer Look at Similarity: The Effects of Perceived Similarity and Conjunctive Cues on Brand Extension Evaluation", **International Journal of Research in Marketing**, Vol.28

HEM, E. Leif, DE CHERNATONY, Leslie ve IVERSEN, M. Nina (2003), "Factors Influencing Successful Brand Extensions", **Journal of Marketing Management**, Vol.19

HEM, E. Leif ve IVERSEN, M. Nina (2009), "Effects of Different Types of Perceived Similarity and Subjective Knowledge in Evaluations of Brand Extensions", **International Journal of Market Research**, Vol.51, No.6

KELLER, L. Kevin ve AAKER, A. David (1992), "The Effects of Sequential Introduction of Brand Extensions", **Journal of Marketing Research**, Vol.29, No.1

KELLER, L. Kevin (2013), **Strategic Brand Management: Building, Measuring and Managing Brand Equity**, 4th Edition, Pearson Education Limited, Harlow.

KOTLER, Philip ve ARMSTRONG, Gary (2012), **Principles of Marketing**, 14th Edition, Pearson Prentice Hall, New Jersey.

LOKEN, Barbara ve JOHN, Roedder Deborah (1993), "Diluting Brand Beliefs: When Do Brand Extensions Have a Negative Impact?", **Journal of Marketing**, Vol.57, No.3

LYE, Ashley, VENKATESWARLU, P. ve BARRETT Jo (2001), "Brand Extensions: Prestige Brand Effects", **Australasian Marketing Journal**, Vol.9, No.2

MARTINEZ, Eva ve PINA, M. Jose (2010), "Consumer Responses to Brand Extension: A Comprehensive Model", **European Journal of Marketing**, Vol.44, No.7

MILLBERG, J. Sandra ve SINN, Francisca (2008), "Vulnerability of Global Brands to Negative Feedback Effects", **Journal of Business Research**, Vol.61

PARK, C. Whan, MILBERG, Sandra ve LAWSON, Robert (1991), "Evaluation of Brand Extensions: The Role of Product Feature Similarity and Brand Concept Consistency", **Journal of Consumer Research**, Vol.18, No.2

PAUL, Suomi ve DATTA K. Saroj (2013), "An Empirical Study of the Effects of Consumer Knowledge on Fit Perception in Brand Extension Success", **The IUP Journal of Business Management**, Vol.10, No.1

ROUX, E. (1995), "Consumer Evaluation of Luxury Brand Extensions", **EMAC Conference Proceedings, May, Essec, Paris**

SALINAS, M. Eva ve PEREZ, M. P. Jose (2009), "Modeling the Brand Extensions' Influence on Brand Image", **Journal of Business Research**, Vol.62

SHEININ, A. Daniel (2000), "The Effects of Experience With Brand Extensions on Parent Brand Knowledge", **Journal of Business Research**, Vol.49

SICHTMANN, Christina ve DIAMANTOPOULOS, Adamantios (2013), "The Impact of Brand Globalness, Brand Origin Image and Brand Origin-Extension Fit on Brand Extension Success", **Journal of the Academy of Marketing Science**, Vol.41, 2013

SMITH, C. Daniel ve PARK, C. Whan (1992), "The Effects of Brand Extensions on Market Share and Advertising Efficiency", **Journal of Marketing Research**, Vol.29, No.3

SUNDE Lorraine ve BRODIE J. Roderick (1993), "Consumer Evaluations of Brand Extensions: Further Empirical Results", **International Journal of Research in Marketing**, Vol.10, No.1

SWAMINATHAN, Vanitha, FOX, J. Richard ve REDDY, K. Srinivas (2001), "The Impact of Brand Extension Introduction on Choice", **Journal of Marketing**, Vol.65, No.4

TANG, C. Ying, LIOU M. Fen ve PENG, Y. Sheng (2008), "B2B Brand Extension to the B2C Market- The Case of the ICT Industry in Taiwan", **Brand Management**, Vol.15, No.6

TURHAN, Gülden (2014), "Risk Perceptions and Brand Extension Success: Just Another Antecedent or one That Shapes the Effects of Others? – Study of Examples in Textiles and Clothing", **Fibres & Textiles in Eastern Europe**, Vol.22, No.3

UGGLA, Henrik (2015), "Positioning in the Mind Versus Brand Extension: The Revision of Ries and Trout", **The IUP Journal of Brand Management**, Vol.12, No.1

VÖLCKNER, Franziska ve SATTLER, Henrik (2006), "Drivers of Brand Extension Success", **Journal of Marketing**, Vol.70, No.2

WALSH, Patrick ve LEE, Seungbum (2012), "Development of a Brand Extension Decision-Making Model for Professional Sport Teams", **Sport Marketing Quarterly**, Vol.21, No.4

WU, Cocher ve YEN, C. Yung (2007), "How the Strength of Parent Brand Associations Influence the Interaction Effects of Brand Breadth and Product Similarity With Brand Extension Evaluations", **Journal of Product&Brand Management**, Vol.16, No.5