

A SYSTEMATIC APPROACH TO EVALUATION OF BRAND EXTENSION STRATEGY FROM CONSUMER PERSPECTIVE

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ABSTRACT

Brand Management is a process of planning, implementing and monitoring brand strategies that enhances the successful marketing of products or services. The evaluation of brand extension strategy can be done under two broad categories Evaluation of Existing Brand Extensions and Evaluation of Prospective Brand Extensions. The paper deals with the dependent and independent variables that could be used by the researcher in a brand extension research especially the consumer evaluation. The measures suggested in the paper gives a clear picture of concepts and content of brand extension evaluation.

KEYWORDS: Brand Extension Evaluation, Marketing, Management