

Impact of Brand Loyalty, Brand Trust, Brand Affect and Parent Brand Quality on the Brand Extension Attitude: Study Conducted on Footwear Industry of Pakistan

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Abstract

Many organizations in current scenario are using brand extension strategy to retain more market share as compare to their competitor. But applying this strategy in actual circumstances it is not easy thing to do. This study provides an insight into how the brand loyalty, brand trust, brand affect and parent brand quality affects the brand extension attitude of customers of footwear industry. To fulfill the purpose of our study, we have collected data through questionnaires. Our population frame was the customer who at least once have purchased footwear's product. We have collected from 100 customers of footwear industry form Gujranwala a city of Pakistan. With respect to our study type we had regression as methodology to check the relationship of dependent variable with the independent and SPSS tools to find out the results. After careful analysis we reached at a conclusion that parent brand quality and brand loyalty positively affect brand extension attitude for footwear industry of Pakistan. The results are consistent with previous studies. However, relationships between brands affect and brand trust is not significant. The result of the study also shows that trust is a key concept in the building process for the organizations. It's reality that if any organization fails to gain the trust element in the customer, then it would becomes very difficult that, brand will be accepted in minds of the customer. The result of this study will depict the clear picture to the management of footwear industry of Pakistan on adopting extension strategy.

Keywords

Brand Extension, Brand Loyalty, Brand Affect, Parent Brand Quality, Brand Trust

1. Introduction

In this era new brands are launched in the market with an aim to capture more customers & also to enhance market share. It is not simple for the organization to successfully achieve the objective of brand extension strategy. Every successful organization or company around all over the world recognize the significance of launching a new product or brand in market (Brand extension) a tool of growth which differ them from others. Many cases exist in which organizations fails to achieve the desired results from the extended brand. In this regards there is need of special assistance, while making strategy about brand extension. In this research we are checking the brand extension attitude of

customer of footwear industry in Pakistan. The result of this study will depict the clear picture to the management of footwear industry in adopting extension strategy.

Loyalty is the phenomenon which customer shows sense of belongingness with the brand, (Bolemer & Kasper, 1995). The loyalty that consumers show to a given brand is, in part, constructed from consistent satisfaction with the performance of the brand. Brand loyalty also refers to the nature of the relationship between customer and brand. Customers with a high level of brand loyalty will interact actively with the brand and be willing to share their experiences with others. In other word of market created for that specific brand. It is the sense of belongingness that customers have for specific brand; it further determines that consumers will never switch from the brand in any circumstances.

(Chestnut, Jacoby &, 1978) In fact, the terms, brand loyalty have been used to refer to the same concept. According to Jacoby and Chestnut (1978) most of brand loyalty can be listed as either behavioral or attitudinal. The action part of brand loyalty could be estimated from customers' repeated purchases. This phenomenon is only due to customer feels that there is unique feature in that particular product or service.

(Andaleeb, 1992) Brand trust is based upon consumers' belief, which determines that this particular brand will meet the expectation. That is why it is considered to be very important phenomenon for every type & size of business because only trust can attract customers. Trust is a key concept in the building process for the organizations. Trust is therefore considered to very important variable for the any brand. Organization tries to improve the performance of product and services for the strong trust factor.

(Holbrook, Chaudhry &, 2002) Brands' strong characteristic is key to for the brand affect, is the base for building brand loyalty in the minds of consumers. Many studies suggest that brand loyalty is build due brand affect. Brand affect is the main and the most essential variable in deriving the loyalty for the brand to maintain its position in the market. Customer usually shows that they are happy, or satisfied with their brand and are in position to share their experience with other people that, this specific fulfills the expectations that they have from that brand. It also becomes the important phenomenon for brand extensions strategy.

Brand affect has potential that if, consumers are positively affected towards the brand then results will be positive for the owner of the organization that his brand will win the trust as well as other key factors for the extended brand. The outcome of positive brand effectiveness will results in repeated purchases of existing as well as acceptance of the extended brand as well. Many organizations use the brand extension strategy to capture more market share, and many established firms also use this strategy to become market leader. It seems very easy when only talk about this kind of strategy but practical implication of such kind of strategy is far more difficult. It requires deep knowledge of market as well as customer buying behavior. Determining customer behavior is one of the most difficult things to do, but marketers determine consumers' buying behavior through different variables.

2. Literature Review

Brand extension or brand stretching is a market term or strategy in which a firm or organization launches its new product with a well developed image with the use of same brand name in different categories. The new product which is launched in the market by the organization or firm is known as Spin-off. The organization uses this type of strategy to increase its relative market share and the brand equity which helps in the growth of the company or firm.

While extending brand, parent brand identification plays key role. Many researchers had agreed upon the fact that the

strong parent brand identification leads to the positive relation towards brand extension attitude of customer. (Sanjay, Keller &, 2003) Strong brand makes it easy to be accepted in for consumers, Keller & Sanjay (2003). In this regards brand loyalty is key factor for the brand extension attitude of customer. Brand Loyalty this means how much the brand is popular in the minds of its customers and the people who wish to buy the products of a particular brand more frequently. If you want to be successful in brand extension strategy, then you must considers various variable because for successful brand extension there are various concept to be keep in mind, such as quality of the product , price, market that's is to be targeted.

(Kasper, 1995) Loyalty is the phenomenon which customer shows sense of belongingness with the brand. The loyalty that consumers show to a given brand is, in part, constructed from consistent satisfaction with the performance of the brand. Brand loyalty also refers to the nature of the relationshi between customer and brand. Customers with a high level of brand loyalty will interact actively with the brand and be willing to share their experiences with others. In other word of market created for that specific brand. It is the sense of belongingness that customers have for specific brand; it further determines that consumers will never switch from the brand in any circumstances.

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(Andaleeb, 1992) Brand trust is based upon consumers' belief, which determines that this particular brand will meet the expectation. Trust is considered as a very important factor for every type & size of business and it can lead them to win customers' expectations .Trust is a key concept in the building process for the organizations. Trust is therefore considered to very important variable for the any brand. Organization tries to improve the performance of product and services for the strong trust factor.

Trust represents that a particular brand will not make them fools by promising something different and delivering opposite to the customers. Trust therefore determines that, customer will believe their brand will deliver them, what is being said to the customer.

It is very important that quality of the parent brand should be acceptable for the customers, that will results in or fosters consumers' towards brand extension acceptance. So the markets must give special intension while extending their brand. It is common fact that if quality of the product or services are good , then consumers' feels very easy to accept the extended brand just because of the fact that existing brand fulfills the their expectation. If the quality of existing brand is poor then it will becomes very difficult that the extended brand will win desired expectations form not only existing as well as extended brand.

(Holbrook, Chaudhry &, 2002) Brands' strong

characteristic is key to for the brand affect, is the base for building brand loyalty in the minds of consumers. Many studies suggest that brand loyalty is build due brand affect. Brand affect is the main and the most essential variable in deriving the loyalty for the brand to maintain its position in the market. Customer usually shows that they are happy, or satisfied with their brand and are in position to share their experience with other people that, this specific fulfills the expectations that they have from that brand. It also becomes the important phenomenon for brand extensions strategy.

Brand affect has potential that if, consumers are positively affected towards the brand then results will be positive for the owner of the organization that his brand will win the trust as well as other key factors for the extended brand. The outcome of positive brand effectiveness will results in repeated purchases of existing as well as acceptance of the extended brand as well. Many organizations use the brand extension strategy to capture more market share, and many established firms also use this strategy to become market leader. It seems very easy when only talk about this kind of strategy but practical implication of such kind of strategy is far more difficult. It requires deep knowledge of market as well as customer buying behavior. Determining customer behavior is one of the most difficult things to do, but marketers determine consumers' buying behavior through different variables.

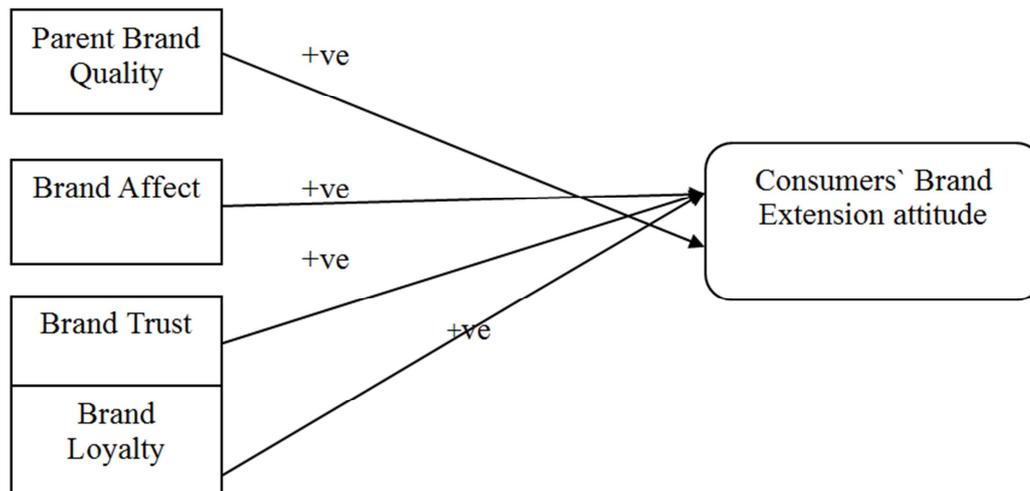


Figure 1. Conceptual framework (Relationship between dependent and independent variables).

3.4. Caption of Conceptual Framework

Often well known and established brand exercise the strategy of brand extension, which is that, introducing new brand under same roof the current brand, (Aaker D. A & Keller, 1990). Over the last decade many of popular brands has practices this strategy by extending their brand in different product and services in order to capture potential customers in market. A good brand extension strategy is important for the brand name which helps in the extension of a brand, while a very good brand extension also enhances the goodwill and also the brand name. This strategy is mainly applied for the greater market share in the market, further to

3. Conceptual Framework

3.1. Dependent Variable

- Brand Extension Attitude
- Brand extension attitude is our dependent variable.

3.2. Independent Variable

- Parent Brand Quality
- Brand Affect
- Brand Trust
- Brand Loyalty

These are independent variables that can affect dependent variable (brand extension attitude).

3.3. Hypothesis

H 1: Parent Brand Quality has significant relationship with Customer Brand Extension Attitude

H 2: Brand affect has significant relationship with Customer Brand Extension Attitude

H 3: Brand Trust has significant relationship with Customer Brand Extension Attitude

H 4: Brand Loyalty has significant relationship with Customer Brand Extension Attitude

attract more and more customers in order to be successful & survive the in competitive market.

Parent brand plays vital role for brand extension attitude. Therefore organizations are very conscious about their quality of the brand of the existing brand .According to this framework parent brand's quality has positive relation with brand loyalty that fosters consumers brand extension attitude.

Brand affect is the positive outcomes of a customer the consumers usually show after the consumption of the product and services, (Holbrook, Chaudhry &, 2002). In this presented theoretical framework brand affect is the independent variable that is dependent on consumers' brand extension attitude.

Trust is the key variable in development long term sustainable advantage for business. Brand trust is a factor that makes an average user believes that brand will perform its stated purpose whatsoever, (Holbrook, Chaudhry &, 2002). Trust is reported to be involved as a part of brand credibility in brand extension. Therefore the element of trust is considered to be most dominant factor as it represents credibility of product or services. Brand trust is key variable that will fosters customer brand extension attitude. In following theoretical it is highlighted that trust is independent variable and similarly is dependent variable.

Brand loyalty is defined as the attachment that a customer has to a brand. It is the state in which reflects that how customer will switch to another brand in result of change in price or feature of product or services. Brand loyalty is considered to be one of the way through which customer shows its sense of belongingness and satisfaction with the performance of product or services.

4. Research Methodology

Following are presented the process through which data are collected from the customers of the footwear industry of Pakistan.

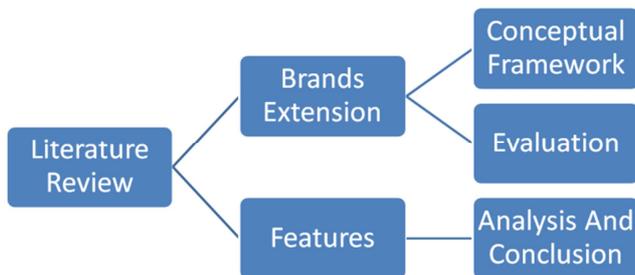


Figure 2. Flow of research methodology.

According to figure 2 first of all affect of the independent variables on dependent variable will be judged by literature review followed by explanation of brand extension and features. Relationship between dependent and independent variables will also be explained. After evaluation by data analysis technique conclusion will be drawn.

4.1. Sample Selection

We had selected five variables in which four variables are independent like, Parent Brand Quality, Brand Affect, Brand Trust and Brand Loyalty and dependent variable is Consumer's Brand Extension Attitude. We assigned four (4 or 5) question statements for each single variable and we had

five (5) variables so our total questions will be (4x5=20 or 5x5=25). We follow 1:10 method which means we will take ten respondents against one question, so (10x20=200 or 10x25=250) consequently sample size for our research is 200 or 250 which we will use for data collection Non probability convenient sampling technique is more appropriate for our research.

4.2. Population Frame

The respondents in this research were people who have purchased footwear products from renowned brands stores at least once so that they have experienced the factors selected in this research. Since this research was conducted in the city of Gujranwala, we chose the most bustling shopping area in the city which is the Satellite Town Market and Pace Gujranwala. Both locations are very busy with respect to Footwear Customer so for that reason convenient sampling from this area will be helpful.

4.3. Data Collection Procedure

We used questionnaire to collect data from our respondents. This questionnaire had been adapted from published study. The questionnaire with Lickert-type had been used to check sensitivity of each variable.

4.4. Data Analysis Techniques

In this portion different statistical tools were used to further assess the data that has been collected from the respondents. With respect to our study type we had regression on this model to check the relationship of dependent variable with the independent. The regression can be used for prediction (including forecasting of the time-series data) inference, hypothesis testing and modeling of casual relationship. After collecting data from the respondents the next step would be done through analysis software SPSS. The whole process of this software had been applied after entering data into SPSS using Windows 7. It is necessary to check the instrument for stability and consistency. In other words instrument should be reliable. Although we have select and modify the questionnaire or instrument according to our topic of the research, but still there is need to check the inter-item consistency. There are various ways to check the reliability of the instrument. However, we have calculated the reliability on the basis of inter-item consistency. From the SPSS we obtained following results:

Table 1. Reliability.

Serial no.	Variables	Cronbach's alpha	No. of items
1	Parent Brand Quality	.796	5
2	Brand Affect	.844	4
3	Brand Trust	.783	4
4	Brand Loyalty	.854	5
5	Consumer Brand Extension Attitude	.790	4

According to Nulleiy (1967) value of cronbach's alpha should be greater than 0.6 for an instrument to be valid. In our case the value of cronbach's alpha for all the variables (calculated individually) is greater

Than 0.6. It means that there is high stability and consistency of items measuring any variable.

4.5. Factor Analysis

Factor analysis is conducted to see if all the items

Table 2. Exploratory Factor Analysis.

S. No	Parent Brand Quality	Brand Affect	Brand Trust	Brand Loyalty	C.B.E.A
1	.763	.884	.752	.805	.779
2	.780	.827	.854	.779	.762
3	.744	.772	.786	.822	.807
4	.723	.817	.719	.784	.789
5	.701	-	-	.787	-
Variance Explain	55.168%	68.250%	60.736%	63.274%	61.522%
KMO	.756	.802	.761	.814	.786
BARTLETT'S	.000	.000	.000	.000	.000

Value of KMO should be greater than 0.6, variance explained should be greater than 40%, component loading score for each item should be greater than 0.4 and Bartlett's test should be significant. In our case, total variance explained for Parent Brand Quality is 55.168%. It means that 55% variation is explained by the items measuring Parent Brand Quality. Similarly, variance explained for Brand Affect, Brand Trust, Brand Loyalty and Consumer Brand Extension Attitude is approximately 68%, 61%, 63% and 62% respectively.

Loading scores tell that how much a particular item explains the main variable/concept out of 1. For example, the first item is explaining .763 of parent brand quality out of 1. Similarly, we can interpret other loading scores. Its value should be greater than 0.4. Our all items have loading scores greater than 0.4.

Table 3. Descriptive Statistics.

	N	Mean	S.D
Parent Brand Quality	100	3.97	.626
Brand Affect	100	3.98	.711
Brand Trust	100	4.01	.677
Brand Loyalty	100	3.94	.751
C.Brand.Extension	100	4.055	.670

Value of KMO should also be greater than 0.6 in order to include a variable in the research. If the value falls below this level, the variable is excluded from the research. In our case, all the values are greater than 0.6. Lastly, results of Bartlett's test should also be significant. Otherwise, variables having insignificant value of Bartlett's test are also excluded. Results of Bartlett's test showed that results are significant and all variables are included for the purpose of the research.

4.6. Descriptive Statistics

After data cleaning and screening, we are in a position to

measuring any variable relate to the same concept/variable. There are two ways to compute factor analysis of the data. One is through correlation and second is through the covariance among all the items of single variable. It also shows that the items are explaining the same concept. We shall only use exploratory factor analysis (EFA). Confirmatory factor analysis (CFA) is out of scope at this level. Following results are obtained from the SPSS 19.0:

get our variables from the items. For this purpose, we had transformed the items into representing variable. SPSS 19.0 provides a function to transform and compute variable. After computing the variables, we had applied descriptive statistics tools on the computed variables and obtained following results:

Our sample size was 100. Mean represents the average level. It is calculated by summing up all values and dividing it by total respondents. Standard deviation tells about the spread of the data. It is the square root of average of squared deviations from mean. Average level of parent brand quality of individuals who at least once purchased footwear product is 3.97 with a standard deviation of 0.626. Similarly, Brand Affect, Brand Trust, Brand loyalty and consumers' Brand Extension attitude towards footwear industry is level at 3.98, 4.01, 3.94 and 4.055 with the standard deviation of .626, .711, .677, .751 and .670 respectively.

Table 4. Correlation.

	1	2	3	4	5
1. Parent Brand		0.698**	0.611**	0.534**	0.529**
2. Brand Affect			0.686**	0.594**	0.514**
3. Brand Trust				0.737**	0.536**
4. Brand Loyalty					0.653*
5. Consumers' Attitude					

Note: ** correlation is significant at p-value < 0.01

Table 4 represents the correlation between the variables. The correlation between Parent Brand Quality satisfaction and Brand Affect is mild positive, $r(99) = 0.698$, $p < 0.01$, which is considered as large effect size according to Cohen (1988). It means that if Parent Brand Quality is good then consumers' of footwear industry will be positively affected by its quality.

Secondly, there is mild positive correlation between Parent Brand Quality and Brand Trust, $r(99) = 0.611$, $p < 0.01$. It is

also considered a large effect size according to Cohen (1988). Value shows that high scores in terms of Parent Brand Quality would result in increased level of Brand Trust. Customer will show more trust if brand Quality of product is good and that will result in repeated purchases.

Thirdly, correlation represents that there is positive relationship between the Parent Brand Quality and Consumers' Brand Extension Attitude, $r(99) = 0.529$, $p > 0.01$. Similarly all the other computed variables shows positive relationship among them as computed above and all are significant at 0.01.

4.7. Regression

Regression analysis is conducted to predict the dependent

Table 5. Multiple Regression Analysis Summaries for Parent Brand Quality, Brand Affect Brand Trust and Brand Loyalty Predicting Consumers' Brand Extension Attitude.

Variables	B	SEB	t-value	Sig.	hypothesis
Parent Brand Q	.234	.219	2.033	.045	H1 accepted
Brand Affect	.072	.076	.646	.520	H1 Rejected
Brand Trust	-.025	-.025	-.200	.824	H1 Rejected
Brand Loyalty	.454	.510	4.542	.000	H1 accepted
Constant	1.145		3.289	0.01	No hypothesis

Note: $R^2 = .474$; Adjusted $R^2 = .452$; $F(4, 95) = 21.444$, $p < .001$

Table 5 represents the results from a multiple linear regression. Overall model is significant, $F(4, 95) = 21.444$, $p < 0.001$. So, we can apply these results to the population. We can predict the level of consumers' brand extension attitude using parent brand quality, brand affect, brand trust and brand loyalty. The equation developed for predicting employee poaching is as follows:

$$CBEA = 1.145 + 0.234 * PBQ + 0.72 * BA - 0.025 * BT + 0.454 * BL$$

From the above equation, it can be inference that if the level of Parent brand quality will increase by 1 unit, consumers' brand extension attitude will increase by 0.234 units. In other words by increasing parent brand quality of product, will consumers' brand extension attitude be increased. Secondly, by increasing the brand affect by 1 unit, the level of consumers' brand extension attitude will be increased by 0.72. However, the result of brand affect is insignificant. But we had included it because the overall model is significant, $F(4, 95) = 21.444$, $p < 0.001$. Further, by excluding this variable, results will be changed. So, it is not reasonable to exclude this variable.

Similarly by increasing one unit of brand trust, the consumers' brand extension attitude will decreased by .025, here result of this brand trust is also insignificant. But we included this variable as well because of fact that model is overall significant. Moreover by excluding this variable the result will vary. Finally by enhancing one level of brand loyalty, the consumers' brand extension attitude will increases by 0.454.

variable through independent variable(s). It also tells how much the dependent variable will change by changing one unit of independent variable(s).

Parent Brand Quality, Brand Affect, Brand Trust and Brand Loyalty predicting Consumers' Brand Extension Attitude

We have tried to predict the Consumers' Brand Extension Attitude by using Parent brand quality, brand affect, brand trust and brand loyalty as predictors. Before applying any analysis main assumption of multi-co linearity has been checked and it showed mild relation between the predictors. In order to develop regression equation, we had run multiple regression analysis on SPSS 19.0 and obtained following results:

The value of adjusted R^2 is 0.474. It indicates that the variables included (parent brand quality, brand affect, brand trust and brand loyalty) accounted for 47% variation in the dependent variable (consumers' brand extension attitude). There are some other variables which accounts for the remaining variation. These variables have been excluded due to time limitations.

5. Discussion

As mentioned earlier that brand extension strategy is very important and its practical implication involves complex structure to be followed. This study suggests that parent brand quality of goods and services is positively impact the brand extension attitude. It means if the quality of product and services is acceptable among the customers then the brand extension of that particular becomes easy for the general public.

Brand trust on the other hand has positive impact on brand extension attitude, which make us conclude that trust factor is very important for the brand extension attitude. Organization should therefore maintain their trust with customers in such a way that they can trust their brand whole heartedly Brand loyalty has positive impact on brand extension attitude..

While talking about brand affect, customers of footwear industry are also negatively affected and there are fewer chances that they will accept the extended brand for footwear producers. It is o, because buying behavior changes person to person.

Parent brand plays vital role for brand extension attitude. Therefore organizations are very conscious about their

quality of the brand of the existing brand .According to this framework parent brand's quality has positive relation with brand loyalty that fosters consumers brand extension attitude.

Brand affect is the positive outcomes of a customer the consumers usually show after the consumption of the product and services, (Holbrook, Chaudhry &, 2002). In this presented theoretical framework brand affect is the independent variable that is dependent on consumers' brand extension attitude.

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6. Implication

Our study has much implication for the marketers. First of all this study will help footwear industry that whether to go for brand extension strategy or not. This study suggests that footwear producer should build trust level among their customers and also brand affect level should also be increase in order to successfully achieve the fruits of brand extension attitude.

Whereas they can simply go for brand extension strategy as well, because there are many other factors that also fosters customers brand extension attitude, which may be neglected in this study.

They should launched variety of open style footwear launch wedge style, footwear brand because public also want to use these kind of stylish shoes in the leather material and from the footwear. Footwear industry of Pakistan should decrease the price range footwear everyone due to the seasonal brands they get the more and more concentration due to the colors effect and upcoming brands and due to the brand extension ideas they will get the more goodwill and monopoly in the market.

7. Conclusion

This study provides an insight into how the brand loyalty, brand trust, brand affect and parent brand quality affects the brand extension attitude of customers for footwear industry of Pakistan. Data had been gathered from different

individuals who have at least once purchased footwear products, through questionnaires. After careful analysis we reached at a conclusion that parent brand quality and brand loyalty positively affect brand extension attitude for footwear industry. The results are consistent with previous studies. However, relationships between brands affect and brand trust is not significant.

Trust represents that a particular brand will not make them fools by promising something different and delivering opposite to the customers. Trust therefore determines that, customer will believe their brand will deliver them, what is being said to the customer. It's reality that if any organization fails to gain the trust element of the customer it would be very difficult for brand to be accepted by the customer.

In this era new brands are launched in the market with an aim to capture more customers & also to enhance market share. It is not simple for the organization to successfully achieve the objective of brand extension strategy. Every successful organization or company around all over the world recognize the significance of launching a new product or brand in market (Brand extension) a tool of growth which differ them from others. There are many cases exists in which organizations are fails achieve the desired results from the extended brand. In this regards we are there is need of special assistance, while making strategy about brand extension. In this research we are also checking the brand extension attitude of customer of footwear industry.

List of Abbreviations

SPSS	Statistical Package for the Social Sciences
EFA	Exploratory Factor Analysis
EDA	Exploratory Data Analysis
CFA	Confirmatory Factor Analysis
KMO	Kaiser-Meyer-Olkin
SD	Standard Deviation
N	Sample size
DF	Degree of Freedom
SEB	Standard Error of B

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