

T.C.
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SOSYAL BİLİMLER ENSTİTÜSÜ
İNGİLİZCE İŞLETME ANABİLİM DALI
ÜRETİM YÖNETİMİ VE PAZARLAMA (İNGİLİZCE) BİLİM DALI

**IMPACT OF BRAND EXTENSION STRATEGIES ON BRAND LOVE AND
BRAND LOYALTY: A STUDY IN READY WEAR INDUSTRY**

Yüksek Lisans Tezi

DAMLA İNAM

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Danışman: PROF. DR. A. MÜGE YALÇIN

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MARMARA ÜNİVERSİTESİ
SOSYAL BİLİMLER ENSTİTÜSÜ MÜDÜRLÜĞÜ

TEZ ONAY BELGESİ

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Öğretim Üyesi Adı Soyadı

İmzası

Öğretim Üyesi Adı Soyadı	İmzası
1. Tez Danışmanı Prof. Dr. A.MÜGE YALÇIN	
2. Jüri Üyesi Doç. Dr. TAŞKIN DİRSEHAN	
3. Jüri Üyesi Dr. Öğr. Üyesi GÜLBERK GÜLTEKİN SALMAN	

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Damla İnam

İstanbul,2019



ÖZET

Marka genişleme stratejileri, bir markanın hem tüketicilerin hem de firmaların lehine rolünün ortaya çıkışıyla birlikte öne çıkmış stratejilerdir. Temel olarak, yatay ve dikey olmak üzere iki çeşit marka genişleme stratejisi bulunmaktadır. Aşk, güçlü bir tüketici-marka ilişkisi açısından her zaman önemli bir duygudur. Marka aşkının marka sadakati, olumlu ağızdan ağıza pazarlama, daha fazla maddi bedel ödemeye istekli olma gibi arzu edilen tüketim sonrası davranışlar üzerinde olumlu etkisinden ötürü, marka aşkı yaratarak sadık bir müşteri kitlesi oluşturmak rekabet gücü açısından önem kazanmıştır. Buna ek olarak, görece yeni sayılan bu kavramla ilgili son yıllarda pek çok çalışma yayınlanmıştır. Diğer yandan, yeni müşteri kazanmak mevcut müşterileri tutmaktan daha maliyetli olduğu için marka sadakati de önemli bir kavramdır ve tüketicilerin satın alma kararları diğer insanların yorumlarından sıklıkla etkilenir ki bu da ağızdan ağıza pazarlamanın önemini gösterir. Bu sebeple bu iki tüketim sonrası davranış araştırmaya dahil edilmiştir. Hedonik (haz veren) ürünler marka aşkına yol açmaya daha yatkın olduklarından ve moda giyim alışverişi genellikle haz almaya dayalı olduğu için, bu çalışma hazır giyim sektörüne odaklanmıştır. Özetle belirtmek gerekirse bu çalışma, marka genişleme stratejileri, marka aşkı ve arzu edilen tüketim sonrası davranışlar olarak tabir edilen marka sadakati ve olumlu ağızdan ağıza pazarlama arasındaki ilişkileri hazır giyim sektörü kapsamında iki Türk markası olan LCW ve Mavi'yi seçerek inceler. İkincil veriler çevrimiçi bir anket ile 377 katılımcıya ulaşarak toplanmıştır. Yapılan analizler marka genişleme stratejileri, marka aşkı, marka sadakati ve olumlu ağızdan ağıza pazarlama arasında ilişkiler bulunduğunu göstermiştir. Yukarı yönlü dikey marka genişleme stratejisinin, aşağı yönlü dikey marka genişlemeye kıyasla marka aşkı, marka sadakati ve olumlu ağızdan ağıza pazarlama üzerinde daha büyük açıklayıcı etkiye sahip olduğu bulunmuştur. Yatay marka genişleme stratejilerine gelindiğinde, kategori yayılımının ürün hattı yayılımına kıyasla marka aşkı, marka sadakati ve olumlu ağızdan ağıza pazarlama üzerinde daha büyük açıklayıcı etkiye sahip olduğu görülmüştür. Ayrıca, bu çalışma daha önceki çalışmalarda ortaya koyulmuş olan marka aşkının arzu edilen tüketim sonrası davranışlar üzerindeki olumlu etkisini bir kez daha doğrular niteliktedir.

Anahtar Kelimeler: Marka aşkı, marka genişlemesi, marka sadakati, olumlu ağızdan ağıza pazarlama, hazır giyim, Mavi, LCW

ABSTRACT

Brand extension strategies have come into prominence due to the identification of the roles of a brand in favor of both consumers and firms. There are mainly two types of brand extensions as horizontal and vertical. Love is always an important emotion in strong consumer-brand relationships. Since brand love has a positive effect on some desirable post consumption outcomes such as brand loyalty, positive word-of-mouth, willingness to pay more etc., enlarging the loyal customer base by creating brand love has gained importance for competitive power. Furthermore, many studies have been published about this relatively new concept in the recent years. On the other hand, brand loyalty is an important concept since getting new customers is much costlier than retaining the existing ones and consumers' purchase decisions are affected pretty often by the comments of others, in other words "word of mouth". So these two behaviors were included in the research. Since the hedonic products are more likely to cause brand love and fashion consumption is mostly motivated by hedonic reasons, ready-to-wear sector was chosen for the research. In sum, this study was prepared to investigate the relationship among brand extension strategies, brand love, and desirable post consumption behaviors in terms of brand loyalty and positive word of mouth in the context of Turkish ready-to-wear sector with two focal brands: LCW and Mavi. An online survey with 377 participants was conducted to collect secondary data. Analyses showed that brand extension strategies, brand love, brand loyalty and positive word of mouth are interrelated. Vertical upward extension has been found to have greatest effect on brand love and on desirable post consumption behaviors in terms of brand loyalty and positive word of mouth compared to downward extensions. In terms of horizontal extensions, category extension has been found to have more effect on brand love and desirable post consumption behaviors in terms of brand loyalty and positive word of mouth compared to line extensions. The positive effect of brand love on desirable post consumption has been validated one more time in this study.

Keywords: Brand love, brand extension, brand loyalty, positive W.O.M., ready-to-wear, Mavi, LCW

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1. INTRODUCTION

Today, consumption of products for emotional reasons and possession of beloved objects mean a lot to most people because of their deeper needs other than their rational needs. As a result, the emotional relationship between consumers and products or brands has become a frequent topic in marketing literature. Accordingly, consumer-brand relationships have always had a great attention both in academical and practical terms. Brand love is relatively new concept, which has been remaining in the forefront of those relationships in recent years. The extensity of love in the consumption context can be summarized by the following declaration by Fournier (1998, p. 363): “At the core of all strong brand relationships was a rich affective grounding reminiscent of concepts of love in the interpersonal domain.” This implies that love is always an important emotion in strong consumer-brand relationships. Since brand love has positive effects on some desirable post consumption outcomes such as loyalty, positive word-of-mouth (W.O.M.), enlarging the loyal customer base by creating brand love has gained importance for competitive power. Therefore, companies need to use some strategies; in this sense, “brand extension” is one of the branding strategies commonly executed in most sectors.

Brand extensions provide risk reducing benefits: If consumers know a brand and have the necessary information about it, they do not intend to collect additional information while making a purchase decision (Keller, 2013). Based on this information, consumers can make reasonable assumptions instead of going on further search on the product that they'd like to purchase. This means that an extended product category with a familiar brand name is more likely to be considered by the consumers more than a new product under a new brand name. Brand extension strategies have come into prominence due to the identification of the roles of a brand in favor of both consumers and firms. The favorable roles of a brand for consumers can be summarized as following: Identification of the source of the product, assignment of responsibility to product maker, risk reduce, search cost reduce, promise, bond, or pact with maker of product, being a symbolic device, being a symbol of quality (Keller, 2013). On the other hand, brands have valuable roles for the firms: First of all, their main role is to help in handling and tracing by serving identification to the product. Following these fundamental steps, brand help in organizing inventory and accounting records for a proper operation; they become an intellectual property as they serve a legal protection for unique characteristics of the product (E.g.,

Registered trademarks, patents, copyrights and designs of the brands). Leveraging an established brand name, therefore, is more attractive and preferable for both consumers and firms than introducing a new brand and that's why brand extensions are very important.

Hedonic products have been proven to be more loved (Carroll and Ahuvia, 2006; Bergkvist and Bech-Larsen, 2010), and fashion products are frequently bought for hedonic reasons. Fashion has a symbolic value and it shows how people define themselves; fashion is the reflection of one's personality and self-expression (Choi, Liu, Liu, Mak, and To, 2010). Ismail and Spinelli (2012, p. 388) explain the prominence of brand love for fashion as "Consumers love their fashion brand because of the passion it inspires in them. They want to be well dressed and well-groomed also they want to be informed with the latest styles. Basically, fashion brands are looking to capture and appeal young consumer markets, who desire to express themselves using fashion. Stylish fashion brands such as H&M, Zara and Mango have become more popular all over the world. Their clothes, jewelry and accessories are stylish and reasonably priced. They are successfully winning the hearts of millions of young women, who have a stronger bond with their brands. In other world, consumers *fall in love* with their fashion brands at a young age". Additionally, the exploratory research conducted by Turgut and Gultekin (2015) depicts that the great majority of the brand (which're indicated by the participants when they're asked to tell the first three brands that came to mind) are from the clothing industry. Plus, brand extension is a powerful strategy for fashion brands to enlarge their market coverage. Most of the fashion brands utilize this strategy by extending into different categories like women's wear, men's wear, kids', or accessories. Nowadays, extension to home interiors is a noticeable trend among fashion brands. (E.g. Zara Home, Mudo Concept, H&M Home). Vertical extensions are also frequently used strategy for fashion brands. For example, Gap offers premium products with Banana Republic brand and outlet products with Old Navy brand. In the light of this information, this study examines brand love and brand extension in ready-to-wear sector context.

In the past studies, brand love was investigated regarding its relation with product types (hedonic products), brand characteristics (e.g. self-expressive brands, hedonic brands etc...) (Carroll and Ahuvia, 2006), and brand identification (Albert and Merunka, 2013; Bergkvist and Bech-Larsen, 2010), and also with attitudinal constructs like brand intimacy, brand passion, brand commitment (Heinrich, Bauer, and Mühl, 2008), brand

trust (Albert and Merunka, 2013). On the other hand, the academic researches on brand extension usually address the following issues: Evaluation of the brand equities, evaluation of the transferability of the brand assets in the chosen extended product, evaluation of the feedback effects on the parent brand and on the sales of the core product. (Kapferer, 2008). However, the relationship between brand love and brand extensions, is yet to be examined.

Brands can influence consumer behavior. Accordingly, brand extension may be expected to influence brand love. The main objective of this study is to measure the effects of brand extension strategies on brand love and desirable post consumption behaviors related to brand love, which are brand loyalty and positive W.O.M. Additionally, the moderating effect of brand love in brand extension strategies and desirable post consumption behaviors will be investigated. The approach herein makes sense given the fact that brand extensions are an emotional topic because they may cause radical changes in brand identity and in all the assumptions about the brand that may have been held for a long time (Kapferer, 2008). This study contributes to the marketing literature by associating brand extension strategies to brand love and to desirable post consumption behaviors in terms of brand loyalty and positive W.O.M. in the context of Turkish ready-to-wear brands.

In this study, brand love, brand extensions, post consumption behaviors will be discussed in detail, following the literature, the conceptual model and hypotheses will be introduced. After data collection and analyses part, academic and sectoral implications of the study will be provided.

2. BRAND LOVE

As Ariely (2008, p. 239) says: “We are far less rational in our decision-making than standard economy theory assumes. Our irrational behaviors are neither random, nor senseless: They’re systematic and predictable”. The trap of product-quality obsession, which means an excessive focus on product features and functional benefits, is actually very common (Aaker, 2014). However, it’s well established that an emotional connection with customers have much more value than promoting the facts and rational aspects of a brand. In fact, the assumption that the customers are unquestioningly rational pursuers of functional benefits is usually wrong (Aaker, 2014). There are also emotional benefits that make the customer feel something during purchasing or usage. For example, “To feel

excited while driving Porsche”. The brand definition of Aaker (2014, p. 9) goes along with all those opinions: “Far more than a name and logo, it’s an organization’s promise to a customer to deliver what the brand stands for not only in terms of functional benefits but also emotional, self-expressive, and social benefits.”

A laboratory test elicits that adding emotional benefits (You’ll feel great, you’ll look great) to functional benefits (You’ll have voluminous hair) lifts effectiveness of the communication (Agres, Edell, and Dubitsky, 1990). In line with these ideas, the sufficiency of brand love construct for the development of a strategic perspective for brand management was justified in the past studies (Carrol and Ahuvia, 2006; Heinrich, Bauer, and Mühl, 2008; Albert, Merunka, and Florence, 2008; Bergkvist and Larsen, 2010; Batra, Ahuvia and Bagozzi, 2012; Albert and Merunka, 2013).

2.1. Definition of Brand and Brand Love

According to American Marketing Association a brand is “a name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers”. This definition implies that creating a brand simply a combination of brand elements. However, in reality, a brand is something living in the minds of consumers (Keller, 2013). The following definition by Aaker (2014, p. 9) confirms this idea: “Far more than a name and logo, it’s an organization’s promise to a customer to deliver what the brand stands for not only in terms of functional benefits but also emotional, self-expressive, and social benefits”

Below statement of Robert T. Blanchard from P&G company gives a clear explanation to why brands evolve into loved brands:

“A brand is the personification of a product, service or even entire company. Also, like a person, a brand has a name, a personality, character and a reputation. Like a person, you can respect, like and even love a brand. You can think of it as a deep personal friend, or merely an acquaintance. You can view it as dependable or undependable; principled or opportunistic, caring or capricious. Just as you like to be around certain people and not others, so also do you like to be with certain brands and not others...” (Kang, 2015, p. 90)

Brand love is defined as “*the degree of passionate emotional attachment a satisfied consumer has for a particular trade name.*” (Carroll and Ahuvia, 2006, p. 81). This is the most explicit definition in the whole brand love literature.

Brand love contributes to branding literature by means of being a more nuanced concept of satisfied consumers' feelings; being a measure of satisfied consumers' love to a brand; being an estimator of desirable consumer behaviors of some, but not at all, satisfied consumers, being a strategic aim for marketers (Carroll and Ahuvia (2006).

2.2. Antecedents and Consequences of Brand Love

The antecedent of a love feeling is the judgement that the loved one provides something the person wants, needs, or likes (Shaver, Schwartz , Kirson, and O'Connor, 1987). Similarly, identifying the antecedents of brand love is related to find what a consumer really wants, needs, or likes. Consumers basically want their brands to fulfil the quality promise; they want to get a sensual pleasure from the products of their brands; they want to have a self-identification with the brand and need to have trust in the brand.

Firstly, it's important to highlight that although brand love is a matter of emotions, rational benefits provided by the brand still matter. As it's implied in the definition of the concept, brand love is impossible unless the consumer gets satisfaction from the brand. Plus, as is known to all, the quality of the product offered by the brand is the prerequisite for satisfaction. As a result, consumers would not feel love towards a brand in the absence of necessary quality (Batra, Ahuvia, and Bagozzi, 2012). Product quality, good price-performance ratios, reliability may affect brand love (Lagner, Schmidt, and Fischer, 2015). So, the extent of the quality perception can be pronounced as the first antecedent of brand love.

As it's previously explained, brands do not only meet functional needs. Emotional needs usually mean much more than functional ones. The emotional benefits provided by the brands have been at the forefront when the antecedents of brand love are discussed in the literature (E.g., hedonic benefits or self-expressiveness, the feeling of being a member of a brand community). Products can be classified as hedonic products and utilitarian products in terms of the benefit they can provide. Hedonic products are defined as "the products whose consumption is primarily characterized by an affective and sensory experience of aesthetic or sensual pleasure, fantasy, and fun" (Dhar and Wertenbroch, 2000, p. 61). Utilitarian products, on the other hand, embrace functional and practical tasks based on consumers' rational decisions. The inference of the definition is that hedonic products affect brand love more than utilitarian products can do, as they appeal to sensations.

Hedonic benefits of a product can serve a sensory pleasure (e.g., loved taste, loved scent) and these benefits are expressed by consumers with emotion-based wordings (Grisaffe and Nguyen, 2011). In the same vein Ahuvia's study (1993) shows that hedonic experiences are commonly related to loved objects. Accordingly, Carroll and Ahuvia (2006) prove that hedonic products have a positive effect on brand love. In the same study, it's found that hedonic products have a negative direct effect on brand loyalty because of the variety-seeking behaviors of consumers and brand love plays the mediator role in reducing the negative direct effect of hedonic product on brand loyalty. So, it's of importance for a hedonic product to be loved by the consumers because brand love to a hedonic product increases loyalty of variety-seeking consumers.

One of the benefits of marketing features is the construction and reinforcement of identity and self-concept (Grisaffe and Nguyen, 2011). Brands also do have self-expressive benefits, which allow consumers to show their self-image by means of the symbolic values of the brand (Keller, 2013). In that vein, a brand can symbolize a person's self-concept and help to express their selves. For example, a person can be cool by buying clothes at Zara, or creative by using Apple or reflect their sportive personality and uniqueness by wearing Adidas (Grisaffe and Nguyen, 2011). When a brand provides a self-expressive benefit, the connection between the brand and the customer is likely to enlarge. The benefits introduced by self-expressive brands have been proven to be an antecedents of brand love by Carroll and Ahuvia (2006). Carroll and Ahuvia (2006, p. 82) define self-expressive brand as "the consumer's perception of the degree to which the specific brand enhances one's social self and/ or reflects one's inner self" and find that self-expressive brands tend to be more loved and to encourage brand loyalty and positive W.O.M. Batra, Ahuvia, and Bagozzi (2012) argue that brands should facilitate self-brand integration, including not only the brand's ability to express consumer's identity, but also the ability of brands to connect to life's deeper meanings and important values. So, the practitioners are suggested to find the ways of promoting self-expressive aspects of the brands.

Trust refers to a person's expectation about an event, whose occurrence is not prejudicial to the individual (Deutsch, 1958). Trust includes three sides: Expectation, behavior, and occurrence. If someone expects something to occur, this means the person has trust in that thing; so, the person will behave according to this expectation. In line with word meaning of trust, we can infer that brand trust symbolize the consumer's

personal expectation about the brand's fulfilment of its promises, which motivates them to keep the relationship with the subject brand. Consumers in love with a brand are likely to declare they've never been disappointed by the brand (Albert, Merunka, and Florence, 2008). Additionally, brand trust is deemed to be a key factor of brand loyalty, which is a consequence of brand love. As Reichheld and Schefter, (2000, p. 107) says: "To gain the loyalty of customers, you must first gain their trust". So, brand trust, brand love, and brand loyalty are interrelated. Trust-based bonds with brands have been found to be driver of emotional attachment to brands (Grisaffe and Nguyen, 2011). Reliability and honesty dimensions of brand trust have a positive effect on brand love (Albert and Merunka, 2013). Consequently, brand trust is acknowledged as an antecedent of brand love.

The most frequently studied consequences of brand love are *brand loyalty* (Carrol and Ahuvia, 2006; Batra, Ahuvia, and Bagozzi, 2012; Albert, Merunka, and Florence, 2009) *positive word-of-mouth* (Carrol and Ahuvia, 2006; Albert, Merunka, and Florence, 2009; Batra, Ahuvia, and Bagozzi, 2012) and *willingness to pay a price premium* (Albert and Merunka, 2013; Heinrich, Albrecht, and Bauer, 2012; Loureiro, 2011).

When people love their brands, they do not prefer to switch or to leave the brand, instead, they would like to repurchase in the future, which actually implies consumers' love toward brand ends up with loyalty. So, brand loyalty is one of the main consequences of brand love (Bergkvist and Bech-Larsen, 2010; Albert, Merunka, and Florence, 2009; Batra, Ahuvia, and Bagozzi, 2012; Carroll and Ahuvia, 2006). When the target audience become loyal consumers, their willingness to pay more for the brand increases, they always talk positively about the brand, forgive the failures and ignore any negative information about the brand.

Loved brands become a part of consumer's identity, as a result, people tend to resist negative information about the brand (Batra, Ahuvia, and Bagozzi, 2012). Considering that peers and online platforms may sometimes be the source of negative information, creating love feeling towards brand contributes a lot to avoid negative consequences of this negative information by means of one of the consequents of brand love, which is resistance to negative information (Batra, Ahuvia, and Bagozzi, 2012). In the same vein, consumers' forgiveness of failures/mistakes is one of the predictable outcomes of brand love. Consumers, who love the brand become loyal to brand and they are ultimately expected to have more willingness to forgive mistakes of the brand. The

study of Heinrich, Albrecht, and Bauer (2012) justifies the positive effect of brand love on consumer's willingness to forgive mistakes. Over and above, consumers spread positive words about the brand if they love it (Batra, Ahuvia, and Bagozzi, 2012; Carroll and Ahuvia, 2006; Albert, Merunka, and Florence, 2009; Wallace, Buil, and Chernatony, 2014; Ismail and Spinelli, 2012). So, positive W.O.M. has been confirmed to be a consequent of brand love.

2.3.Past Studies on Brand Love

The studies on brand love have two main frameworks: First one is the holistic approach, where the types of either consumer object relations, or consumer-brand relations, or emotional attachment to brands are tried to be identified and the love towards brands eventually is decided to be a possible feeling, or a dimension of the emotional attachment; second one is the studies explicitly on brand love concept, which are actually rooted in those studies with holistic approach. This part of the study summarizes brand love-related literature and to provide the significant points of this literature.

In practical terms, it's quite common to encounter with the marketing practices that are communicating love or emotions such as "happiness". E.g. the jingle "Ne yaparsan yap aşk ile yap" by Arçelik (A globally respected home appliances brand in Turkey) and their TV commercial series broadcasting the love story of Çelik & Çeliknaz; "i'm lovin' it." by McDonald's; "Mutluluk her yerde" by Ülker (A global confectionary brand from Turkey); the jingle "Mutluluk denince akla hemen O'nun adı gelir..." by Eti (A Turkish confectionary brand); "Open Happiness" by Coca Cola; the love-themed TV commercials and jingles of Algida's Cornetto brand. These successful examples overlap the finding of Schultz, Kleine, and Kernan (1989) that love, and happiness were the most mentioned emotions when their research participants were asked to indicate the feelings they experienced when they thought about their favorite objects. The following statement by a participant of Grisaffe and Nyugen's (2011, p. 1055) study illustrates the ability of marketing communications in producing emotional attachment: "One brand I feel emotionally attached to is Olay beauty products, especially Night of Olay. I have used this product over the past thirty years on most occasions. I have tried other products but always go back to Olay. I first tried it because of the advertisements, then I found it worked well for me. I liked the ads because they used lovely older women as models and they all looked healthy instead of just covered in make-up. They still use that same method and they've only made subtle changes over the years"

Kevin Roberts's book "Lovemarks" published as a guideline to practitioners with a proposal that just being a great brand isn't enough anymore; a deeper connection with customer is needed, therefore, brands should be turned into "brandmarks". According to Kevin (2004), lovemarks are characterized by mystery, sensuality and intimacy and the core component of the lovemark is "respect". He states that "A lovemark truly escapes the trap of just being a commodity". He advises a love/respect axis to classify the products and services as commodity, fad, brand, or lovemark. In his point of view, the products with low love, low respect are commodities; those with low respect and high love are fads; those with high respect and low love are brands. Brandmarks, on the other hand, are products and services that have high respect and high love.

A recent survey enounces that emotionally attached customers are highly desired by brand managers (Ipsos Loyalty, 2017). For the purpose of creating an emotional framework, 8000 interviews are conducted across three sectors: Banking, automotive and smartphones. The results imply that functional satisfaction is a must for the emotional attachment. Based on this claim, a framework, which merges emotional dimensions (Trust, pride, forgiveness) and functional dimensions (meets needs, reliable, satisfied) is presented to show different attitudinal outcomes depending on the amount of emotions and functional satisfaction. The framework consists of three types of consumer groups: Those who are dissatisfied in terms of functional and emotional needs, those who are only functionally satisfied and those who are satisfied and emotionally attached. The further result of this survey is highly significant. Emotionally attached customers are more likely to be loyal buyers than other groups (Functionally satisfied and dissatisfied). They are twice as likely to promote the brand to others than functionally satisfied customers would do. And they are more likely consider other offerings of the brand.

In academical terms, brand love is grounded on the conceptual study of Shimp and Madden (1988), which focuses on the types of consumer-object (products, brands, stores etc.) relations based on the Sternberg's Triangular Theory of Love (1986). They argue that each of the consumer-object relation types is an outcome of various combinations of three common psychological components. There are three components in person-person relationships as decision/commitment, intimacy and passion (Sternberg, 1986). Shimp and Madden (1988) adjust these components to consumer-objects relations as decision/commitment, liking, and yearning. The cognitive component, decision/commitment symbolizes the short term and long-term aspects of consumer

object relations. E.g. in short term, consumers decide that they like a brand/product because its attributes/benefits meet what they are looking for. In the long term, on the other hand, consumers prefer to be loyal to the brand /product because the attributes/benefits of the brand/product are the best among all alternatives. The “liking”, as the emotional component corresponding to “intimacy” Sternberg’s components (1986), refers to the feelings such as attachment, fondness, closeness, connectedness and bondedness to the consumption objects. Yearning, which is the substitute for “passion” of Sternberg’s Theory (1986), is the motivational component to describe the strong desire for something. According to Sternberg (1986), there are eight kinds of love in person-person relations and the existence of each does not necessarily require three psychological components altogether. The love type called “Liking”, for example, only requires intimacy component, whereas “consummate love” consists of intimacy, passion and decision/commitment at the same time. The eight kinds of love were adopted to consumer-object relations by Shimp and Madden (1988), starting with “Nonliking” with none of the psychological components until “loyalty”, which includes all of the adjusted components (liking, yearning, decision/commitment) Although there are debates on the appropriateness of such a direct adaptation of person-to-person relation theories to consumer-object relations (Albert, Merunka, and Florence, 2009; Batra, Ahuvia, and Bagozzi, 2012) , the study of Shimp and Madden (1988) is still regarded as the pioneer within the brand love literature.

Table 1: Components of person-person relationships and consumer-object relationships

<i>Psychological process</i>	<i>Person-Person (Sternberg's Components)</i>	<i>Consumer-object process analog</i>
Cognition	Decision/commitment	Decision/commitment
Emotion	Intimacy	Liking
Motivation	Passion	Yearning

Source: Shimp, T., & Madden, T. (1988).

Table 2: Eight Kinds of Interpersonal Love

<i>Kind of Love</i>	<i>Component</i>		
	<i>Intimacy</i>	<i>Passion</i>	<i>Decision/Commitment</i>
Nonlove	-	-	-
Liking	+	-	-
Infatuated love	-	+	-
Empty love	-	-	+
Romantic love	+	+	-
Companionate love	+	-	+
Fatuous love	-	+	+
Consummate love	+	+	+

Source: Sternberg, R. (1986). A triangular theory of love. *Psychological Review*, 93(2), 119-135.

Table 3: Eight Kinds of Consumer-Object Relations

<i>Kind of Love</i>	<i>Component</i>		
	<i>Liking</i>	<i>Yearning</i>	<i>Decision/Commitment</i>
Nonliking	-	-	-
Liking	+	-	-
Infatuation	-	+	-
Functionalism	-	-	+
Inhibited desire	+	+	-
Utilitarianism	+	-	+
Succumbed desire	-	+	+
Loyalty	+	+	+

Shimp, T., & Madden, T. (1988). Consumer-object relations: A conceptual framework based analogously on Sternberg's triangular theory of love. *Advances in Consumer Research*, 15, 163-168.

Fournier (1998), develops a relationship theory between consumers and brands. Even if the idea of “relationship with a consumption object” essentially remains, this study makes a specific contribution to the literature through its focus on “consumer-brand” relationship instead of presenting a general conceptualization for all consumption objects as Shimp and Madden (1988). The author declares that “brand loyalty” is a limited concept to cover overall consumer-brand bonds and the other potential relationship forms shouldn't be ignored. Based on this declaration, she argues that brands can be relationship partners by illustrating people's tendency to assign human characteristics to brands. For example, consumers tend to appreciate advertising campaigns animating brands as vital members of the relationship. Besides, the whole marketing mix decisions can be

considered as the behaviors enacted on behalf of the brand and these behaviors contribute to the brand's personality. These marketing decisions are very important because, from a realistic viewpoint, a brand is not an actual living being, but just a perception in the consumer's mind created by the marketers in charge of brand management. So, creating the right brand personality will make consumers eager to involve in a relationship with brands. Fournier (1998) conducts three in-depth interviews and provides an interpretation of the findings integrated with the review of the literature on person-to-person relationships. The aim is to collect data about the brand relationships that occupy the interviewee's life. At the first stage, a typology of consumer-brand relationship form is created. There are fifteen relationship forms including arranged marriages, casual friends/buddies, marriages of convenience, committed partnership, best friendship, compartmentalized friendship, kinship, rebounds/avoidance-driven relationships, childhood friendships, courtships, dependencies, flings, enmities, secret affairs, and enslavements. Afterwards, six facets of brand relationship quality are identified as following: Love/passion, self-connection, commitment, interdependence, intimacy, brand-partner quality. The in-depth interviews lead to the identification of "Love/passion" facet due to the participants' statements implying that they would feel as if something had gone missing in case of the absence of the brand. According to Fournier (1998), this finding reveals the existence of strongly connected brands that are irreplaceable, unique and likely to cause anxiety in case of a withdrawal. The facets of love/passion, commitment and intimacy found by Fournier (1998) reflect an exact match with the dimensions of Sternberg's triangular theory of interpersonal love (1986), which provides a confirmation about the theory by Shimp and Madden's (1988) method for conceptualizing consumer-object relations. However, because the fact that additional facets like self-connection, interdependency and brand partner quality also exist, a direct adaptation of interpersonal love theory to brand-consumer relations may not be comprehensive enough to clarify these relations or the concept of brand love. Fournier's study contributes the literature by presenting the existence of "love" in consumer-brand relationships.

Whang, Allen, Sahoury, and Zhang (2004) investigate the meaning of being in love with a product and try to clarify whether consumers' love for a product is similar to interpersonal love or not. They refer to an interpersonal love theory to analyze the love towards an object (product), which is a similar approach to that of Shimp and Madden (1988). Even if both studies are based on interpersonal theories, Whang et al. (2004)

perform a more specific approach by studying on romantic consumer-product relationship types with a specific brand example while Shimp and Madden (1988) identify consumer-object relationship types in general. The structural typology of love attitude styles (Lee, 1977) is taken as a basis in assessing consumers' love toward a product. Lee (1977) exhibits six kind of love attitude styles: Eros (Romantic, passionate), ludus (Game-playing love), storage (Friendship love), mania (Possessive, dependent love), agape (All-giving, selfless love), pragma (Logical, "shopping list" love). Whang et al. (2004) offer a structural framework for romantic consumer-product relationship. They find that bikers' love toward their motorcycles is similar to interpersonal love in terms of passion, possession and being selfless. They argue that relationship between bikers and their bikes is a kind of romantic relationship. Besides, the authors try to identify different love styles toward products. They narrow down the study by choosing a specific brand, Harley Davidson, which is also mentioned by Kevin (2005) as a successful lovemark. It's remarkable that bikers love includes both agape and mania, which can't be present at the same time in interpersonal love. To clarify, while possessive love (Mania) involves jealousy in case of a non-fulfilment of an expectation from the loved one, selfless love (Agape) does not even expect a reciprocity. However, their coexistence is possible in consumers' love for a product because the fact that the relationship between product and user is unidimensional. As for the game-playing love (Ludus), the authors measure the willingness to own more than one bike and the acceptance of selling the bike. As a result, they find that bikers are fine with having more than one bike but are not willing the accept a breakup (Selling the bike). That finding does not match with the "Ludus" style of interpersonal love because a person who has more than one partner is likely to accept a breakup. In parallel with this finding, Whang et al. (2004) conclude that bikers' love towards their bikes is not supposed to end up with loyalty because they may buy another bike no matter what brand name it bears. Even though they also found passionate love (Eros) is a strong love attitude style of the bikers, loyalty is not an expected consequence.

Thomson, MacInnis, and Park (2005) create a scale, which measures the strength of consumers' emotional attachments to the brands. They create an emotional attachment scale, which consists of three factors as affection (warm feelings towards a brand), passion (intense positive feelings) and connection (feelings of being joined with the brand) and ten items (Affectionate, loved, peaceful, friendly, attached, bonded, connected, passionate, delighted, captivated). In addition, this empirical study demonstrates that emotional attachment is different from such marketing constructs as

brand attitudes, satisfaction and involvement and that emotional attachment predicts some desirable behavioral outcomes like brand loyalty and willingness to pay a price premium.

Carroll and Ahuvia (2006) presents a research showing the mediating role of brand love between some perceived characteristics of the brand (hedonic product and self-expressive brand) and the behavioral variables (brand loyalty and positive W.O.M.). Their study contributes to literature by identifying some antecedents and consequences of brand love and by developing a scale for measuring brand love, independently from the interpersonal love scales. Their findings suggest that although the hedonic product has a negative direct effect on brand loyalty because of the variety-seeking behavior, the indirect effect of hedonic product on brand loyalty is reduced by the brand love. In addition to this finding, brand love strengthens the positive effect of self-expressive brand on positive W.O.M. Thus, they argue that brand love is a meaningful mode of satisfaction as a provider of desirable post-consumption behaviors. As such, the hedonic and self-expressive aspects of the offerings should be increased in a way so as to create brand love in order to enhance the brand loyalty and positive W.O.M. The authors indicate that brand love is made up of passion for the brand, attachment to the brand, positive evaluation of the brand, positive emotions in response to brand, and declarations of love for the brand. This article is an important contributor to the literature because it's the first empirical research specifically on *brand love*.

Heinrich, Bauer and Mühl's (2008) study is one of those wherein the starting point is an interpersonal love theory. They develop a measurement model for brand love based analogously on Sternberg's Triangular Theory of Love (1986). The authors confirm that brand love is reflected by brand commitment, brand intimacy and brand passion, which are three components of Sternberg's theory as previously explained. They imply that brand love can produce favorable outcomes like willingness to pay a price premium, positive W.O.M. Heinrich, Albrecht, and Bauer (2012) extend this study by mentioning eight kinds of brand love based analogously on Sternberg's (1986) theory. They declare that various combinations of brand intimacy, brand passion and brand commitment components create eight brand love styles varying between nonlove and consummate love. The authors also argue that forgiveness of brand failures and willingness to pay price premium are strongly affected by brand love.

Table 4: Eight Kinds of Brand Love

<i>Brand Love Styles</i>	<i>Component</i>		
	<i>Brand Intimacy</i>	<i>Brand Passion</i>	<i>Brand Commitment</i>
Nonlove	-	-	-
Liking	+	-	-
Infatuated love	-	+	-
Empty love	-	-	+
Romantic love	+	+	-
Companionate love	+	-	+
Fatuous love	-	+	+
Consummate love	+	+	+

Heinrich, D., Bauer, H., & Mühl, J. (2008). *Measuring brand love: Applying Sternberg's triangular theory of love in consumer-brand relations. Proceeding of the 2008 Australian & New Zealand Marketing Academy Conference.*

Albert Merunka and Florence (2008) conduct an exploratory research based on their insight that brand love is not so easy concept as to be captured by adjusting a single interpersonal theory. By means of projective methods, they try to avoid inadequate results caused by preconceived opinion that can be collected through the direct methods. The application of the projective method is conducted by means of submitting images symbolizing different feelings such as anger, sadness, friendship and of course, love. After that, the respondents are simply asked to choose a brand and to pick the pictures describing their relationships with that brand. Using this method enables participants to express the “love” feeling without using the word “love”. A brand love measurement scale is not provided in this study, but the dimensions of brand love are identified as: Passion, duration of the relationship, self-congruity, dreams, memories, pleasure, attraction, uniqueness, beauty, trust, declaration of affect. The study also includes the comparison of these dimensions with those of the interpersonal love. The same authors conduct another study (Albert Merunka and Florence, 2009) in order to create a brand love measurement scale. They propose that there are two main dimensions of brand love as affection and passion. Affection comprises five items as duration, dream, memories, intimacy and unicity; passion, on the other hand has two items as idealization and pleasure. They also analyze the effects of brand love on loyalty, positive W.O.M. and trust and find that brand love predicts these three behavioral constructs.

Bergkvist and Larsen (2010) proposes two antecedents of brand love, called brand identification and sense of community. They argue that previous antecedents (hedonic product and self-expressive brand) found by Carroll and Ahuvia (2006) are too limited because the “Hedonic product” antecedent is impossible to be influenced by

marketing efforts. “Self-expressive” dimension is possible to be formed by marketing efforts, but still, relying on only one dimension is not enough to produce desirable behavioral outcomes. Their survey-based studies show that the proposed antecedents have a positive effect on brand love, which also leads to positive effect on brand loyalty and active engagement with the brand (e.g. positive W.O.M.). It’s necessary to note that, some additional antecedents like “Perception about great quality” (Batra et. al, 2012) and “Brand trust” (Albert and Merunka, 2013) have come up after this study.

Batra, Ahuvia and Bagozzi (2012) also suggest that brand love may be different than interpersonal love and emphasize the necessity of an open-ended approach to explore brand love. Thus, they conduct a combination of exploratory and confirmatory study that consists of three steps as following: Study 1 is made up of ten in-depth-interviews where the respondents talk about things that they love (excluding other people, including brands). This study reveals that 96% of participants love something other than another person and 72% of them love at least one object or activity in the most literal sense of the word “love”. Study 2 includes the interviews that focus on loved brands in various categories such as consumer electronics and clothing. Study 3, which is a quantitative survey examining the loved brands in consumer electronics. The first two studies conceive ten major components (Great quality/qualities, strongly held values and existential meaning, intrinsic rewards, self-identity, positive affect, passionate desire and a sense of natural fit, emotional bonding and anticipated heartbreak, willingness to invest, frequent thought and use, and length of use) that are sorted out as antecedents, cores, and consequences of brand love. The only antecedent they propose is the perception about great quality. The cores of brand love are self-brand integration, passion driven behaviors, positive emotional connections, long term relationship, anticipated separation distress, attitude valence, and attitude strength. Finally, the consequences are brand loyalty, positive W.O.M. resistance to negative information, willingness to pay a price premium.

Even though the initial argument of both studies (Albert et. al 2008, Batra et. al 2012) is the necessity of a basis for brand love independent from interpersonal theories, there is a considerable difference between them. While the brand quality, commitment (loyalty), well-being (the ability of the brand to make the consumer feel good) and attachment are not seen as major brand love dimensions and so omitted by Albert et. al (2008), they are included in the components created by Batra, Ahuvia, Bagozzi (2012).

Albert and Merunka (2013) conduct a study about the effects of brand identification, which has already been proposed and confirmed by Bergkvist and Larsen (2010), and the effect of brand trust on brand love with an aim to link brand love with those relational constructs; and find that trust and identification is important for developing brand love. Honesty and reliability, two of the three brand trust dimensions, have a significant influence on brand love while the last dimension “altruism” does not so. The significant influence of brand love on brand commitment is also demonstrated in this study. The authors propose that brand love is very important for management because it has a positive influence on long term relationship. Just as the previous studies, brand love is once again proven to be have a significant effect a positive effect on word of mouth (Albert, Merunka and Florence, 2009; Carroll and Ahuvia, 2006; Batra, Ahuvia, and Bagozzi) and willingness to pay premium price (Batra, Ahuvia, and Bagozzi,2012).

Table 5: Summary of Brand Love Literature

Source: Created by the author

Study	Relevance	Objective	Measured factors	Findings
Shimp and Madden, 1988	Consumer-object relations	To identify the kinds of consumer-object relations by adapting Sternberg's application of person-person love relations.	-	There are eight kinds of consumer-object relations starting with "nonliking" until "loyalty". Each of these relations is the outcome of various combinations of three common psychological components, called decision/commitment, liking, and yearning.
Fournier, 1998	Consumer-brand relations	To legitimize the existence of consumer-brand relationships.	-	Provides a typology of consumer-brand relationship types. With reference to this typology, the author argues that there are six kinds of brand relationship qualities as love/passion, self-connection, commitment, interdependence, intimacy and brand partner quality. Underscores the importance of understanding consumer-brand relationships for the advancement of marketing theory.

Whang et. al, 2004	Romantic relationship between people and products	To develop a theoretical framework for understanding the structure of love toward a product based on the literature on interpersonal love.	Each of Lee's Love Attitude Styles (Mania, agape, eros, pragma, storage, ludus)	Justifies the existence of romantic relationship between people and products. The following interpersonal love styles are valid for consumers' love toward a product: Passionate (Eros), possessive (Mania), and selfless (Agape).
Thomson, MacInnis and Park, 2005	Emotional attachment to brands	To develop a measure reflecting the strength of consumers' emotional attachments to brands.	Affection, passion, connection	Identifies set of emotion items thought to potentially indicate attachment. Their 10-item scale reflects three interrelated first order factors labeled as affection, passion and connection.
Ahuvia, 2005	Consumer-object love	To investigate the possessions and activities that consumers love and their role in the construction of a coherent identity narrative.	-	Shows how consumers use the things they love to construct a sense of self in the face of identity conflicts.

Carroll and Ahuvia, 2006	Brand love	To see if brand love could explain managerially relevant differences in consumers' loyalty and positive word-of-mouth and to see if brand love could be predicted by perceived characteristics of the brand and its product category.	Hedonic product, self-expressive brand, brand loyalty, positive W.O.M.	Although the hedonic product has a negative direct effect on brand loyalty, the indirect effect of hedonic product on brand loyalty is reduced by the brand love mediator. The study shows positive direct effects of brand love on both brand loyalty and positive word-of-mouth in a population of satisfied consumers. Indicates that brand love is composed of five components as passion, attachment, positive evaluation of the brand, positive emotions in response to the brand and declaration of love for the brand. Develops a scale for measuring brand love independently from the interpersonal love scales.
Heinrich, Bauer, Mühl, 2008	Brand love	To introduce and to validate a measurement model for brand love based analogously on Sternberg's Triangular Theory of Love.	Brand commitment, brand intimacy, brand passion.	Brand love is highly depending on consumer's brand commitment and highly effected by the intimacy towards the brand. Brand passion appears to be the third significant facet of brand love.

Albert, Merunka, Florence, 2008	Brand love	To investigate the feeling of love toward a brand by exploring the nature of the construct and uncovering the main dimensions of a feeling of love for brands.	-	Identifies 11 major dimensions of brand love on an exploratory basis without using an interpersonal love theory.
Albert, Merunka, Florence, 2009	Brand love	To provide a valid brand love scale based on the identified dimensions in their previous study and some scales from love literature	Affection, passion, loyalty, positive W.O.M., trust	Confirms that brand love is highly similar to interpersonal love. Find that brand love scale predicts three behaviors: Trust, +W.OM. and loyalty
Bergkvist and Larsen, 2010	Brand love	To introduce two more antecedents (Brand identification, sense of community) of brand love into the literature.	Sense of community, brand identification, brand loyalty, active engagement	Proposes and tests two actionable antecedents of brand love: Brand identification and sense of community.

Grisaffe and Nguyen, 2011	Emotional attachment to brands	To identify antecedents of emotional attachment to brands	Emotional memory, socialization, superior marketing characteristics, traditional customer outcomes, user-derived benefits.	Separates the antecedents of emotional attachment to brands according to their marketer-controllability. The authors elicit that the consumer may feel emotional attachment to the brands providing the marketing characteristics (Product, price, promotion, place, service) are set to create value, satisfaction, and differentiation (Marketer-controllable antecedents). User derived benefits (Sensory pleasure, self-oriented goals and social-oriented goals) are a mixture of controllable and less controllable antecedents. Finally, emotional memory (people, places, situations) and socialization (Family, social group) are two less marketer-controllable antecedents.
Heinrich, Albrecht, and Bauer, 2012	Brand love	To conceptualize the construct of consumers' brand love by drawing on the concept of love from interpersonal psychology	Brand commitment, brand intimacy, brand passion, willingness to pay	Creates eight kinds of brand love based analogously on Sternberg's (1986) eight kind of love, declares that forgiveness of brand failures and willingness to pay price premium are strongly affected by brand love.

		and the studies conducted for consumer-object relations.	price premium, forgiveness	
Batra, Ahuvia and Bagozzi, 2012	Brand love	To create a brand love measurement scale based on an exploratory study (Interviews were conducted to collect data).	Passion-driven behaviors, self-brand integration, positive emotional connection, long-term relationship, anticipated separation distress, overall attitude valence	Similar to Albert et. Al 2008, conduct an exploratory research on brand love without using any of the past interpersonal love theories and reveal the elements of brand love as antecedents/cores/consequences.
Albert, Merunka, 2013	Brand love	To propose and test a model of brand love that includes both its antecedents and consequences	Brand identification, brand trust, brand commitment, word of mouth, willingness to pay a premium.	Present that brand trust and brand identification influences brand love, and confirm that brand love affects brand commitment, word-of-mouth and willingness to pay a premium.

2.4. Dimensions of Brand Love

The literature on brand love revolves around following dimensions: Passion, affection, positive emotional connection, self-brand integration, and anticipated separation distress.

Passion has been one of the main dimensions of brand love since the study of Shimp and Madden (1988), who are the authors introduced it as a component of consumer-object relationships based on Sternberg's theory of love (1986). Hatfield and Walster (1978, p. 9) define passion as "a state of intense longing for union with another". In the consumption context, brand passion is defined as "a primarily affective, extremely positive attitude toward a specific brand that leads to emotional attachment and influences relevant behavioral factors" (Bauer, Heinrich, and Martin, 2007, p. 2190). Bauer, Heinrich and Martin (2007) find that some of the brand characteristics, which are brand uniqueness, self-expressive brands, prestige of the brand, and hedonic brand, have a positive effect on brand passion. Their study also confirms that brand passion positively effects consumers' willingness to pay a price premium, their purchase intention, and positive word-of-mouth. Albert, Merunka, and Florence (2013) inform that consumer enthusiasm and belonging to a brand community are some of the brand passion indicators. They find that brand identification and brand trust are important antecedents of brand passion. Furthermore, Albert, Merunka, Florence (2013) reveal that passion has a positive effect on brand commitment. The significant point of their study is the finding that the magnitude of the effect of brand trust and identification on commitment is close to that of brand passion. Along with its positive effect on an attitudinal outcome (brand commitment), brand passion also has a positive relationship with positive W.O.M. This means the more passion a person has toward a brand, the more willing to talk about the brand he/she will be. Because brand passion cause idealization and excitement about the brand and consequently, people want to share their excitement. On the other hand, Albert, Merunka, Florence (2013) argue that brand passion has no significant effect on willingness to price premium, on the contrary to the findings of Bauer, Heinrich, and Martin (2007). According to their findings, brand passion can affect willingness to price premium only by the mediation of brand commitment. This contradiction may be related to the subject brands as prestige brands (Apple and Porsche) are used in the former one, whereas in the latter one the participants are asked questions about a brand on their own choices regardless of its price/quality level, and they consequently may have refused to pay a price premium for it unless they felt committed to that brand.

There are several sub-dimensions of passion introduced by Albert, Merunka, and Florence (2009) and Batra, Ahuvia, and Bagozzi, (2012). According to Albert et al. (2009) passion for the brand is related to two sub-dimensions as idealization and pleasure provided to the consumer by usage and possession of the brand. Idealization is a mental situation to define consumers' tendency to overrate the brand. If a consumer thinks of a brand as better than what the brand really is, this means that brand is idealized. Albert et al. (2009) argue that idealization occurs when the consumers feel something magical about their relationship with the brand and when they claim there is nothing more important than their relationship with the brand. The pleasure dimension symbolizes the pleasure given by the brand to the consumer. It's a criterion of pleasure by buying the brand and buying new products from the brand. According to Batra et al. (2012), passion is related to two sub-dimensions as willingness to invest resources, passionate desire to use. First sub-dimension, willingness to invest resources, is the general name of some consumer behaviors such as spending a lot time and money on the product in order to make it fit personal needs or willingness to spend a lot time, money, and energy on the product itself. Enjoyable accessorizations and personalization encourage consumers' intention of investing aforementioned resources on the brand. Second sub-dimension, passionate desire to use, is the symbol of brand-specific feelings such as craving or longing to use it. Favorable designs and special packaging techniques appealing to consumers' taste are advised in order to create those feelings.

The other essential dimension of brand love is affection. This dimension is used interchangeably with "intimacy" or "attachment". Just like passion, it's existence in brand love literature rests upon Sternberg's triangular theory of interpersonal love, where the intimacy is introduced as a component of love. It refers to the feelings of closeness, connectedness and bondedness in a love relationship (Sternberg, 1986). This component is at the core of many loving relationships such as love toward family member, a close friend, or lover. The author indicates that affection includes the feelings of desire to promote to the welfare of the loved one; experienced happiness with the loved one; high regard for the loved one; being able to count on the loved one in times of need; mutual understanding with the loved one, sharing of one's self and one's possessions with the loved one; receipt/giving of emotional support from/to the loved one; intimate communication with the loved one; valuing the loved one in the one's life (Sternberg, 1968).

It's been proven that affection is a dimension of brand love to measure consumers' connection and closeness to a brand (Heinrich, Bauer, and Mühl, 2008; Albert, Merunka, and Florence, 2008; Heinrich, Albrecht, and Bauer, 2012). It refers to the proximity between the consumer and the brand (Albert, Merunka, and Florence, 2009). The sub-dimensions of affection are duration (of the relationship), memories, intimacy, and uniqueness (Albert, Merunka, and Florence, 2009). Duration explains the time spent together with the brand. It constitutes the long relationship between consumer and the brand. Long-lasting duration implies the existence of satisfaction (Albert, Merunka, and Florence). So, it's an important sub-dimension considering brand love is a feeling of satisfied consumers (Carroll & Ahuvia, 2006). This sub-dimension measures whether the consumers have been using the brand for a long time and whether they have changed the brand for a long time. The second sub-dimension of affection is "memories". This sub-dimension represents important people and events symbolized by the brand (Albert, Merunka, and Florence, 2009). Consumers can recall important nostalgic memories by the help of the brand. This is an exceptional characteristics of brand love, which is not addressed in interpersonal love theories. Another sub-dimension of affection, called "intimacy" meaning the proximity between consumer and the brand. It exists if there is a warm, close and comfortable relationship between consumer and brand (Albert, Merunka, and Florence, 2009). The last sub-dimension of affection is uniqueness as the consumers considers their loved brand as unique or special (Albert, Merunka, and Florence, 2009) and lovers think that their partner is unique or different (Albert, Merunka, and Florence, 2008).

Positive emotional connection with the brand is another dimension of brand love. This dimension includes two sub-dimensions as consumers' intuitive feeling of rightness about the brand (intuitive fit), emotional attachment for the brand. The importance of emotional attachment stems from its role as a significant determinant of loyalty, and so, avoidance of separation and switching (Grisaffe and Nguyen, 2011) and also willingness to pay a price premium (Thomson, MacInnis, and Park, 2005). Emotional attachment means an emotional-laden bond between a person and a brand determined by the feeling of affection, connection, and passion (Thomson, MacInnis, and Park 2005). This bond may bring financial rewards to the firms as it positively affects repurchase intention (Grisaffe and Nguyen, 2011). As the emotional attachment toward a brand grows stronger, the love feeling toward the brand increases (Thomson, MacInnis, and Park, 2005). In addition, intuitive fit between consumer and brand is another sub-dimension

contributing to positive emotional connection. Intuitive fit is the expression of the feeling of “rightness” of the brand. When the consumers state that there is a natural fit between them and the brand and that the brand is fit their tastes, it’s concluded that there is a feeling of intuitive fit in consumers’ mind.

The next dimension, self-brand integration, is synonymous with self-identification. A brand should serve some additional benefits together with its rational benefits; and one of these is self-identification benefit (Aaker, 2014). The ability of brands to connect life’s deeper meanings and important values facilitate self-brand integration in consumers’ mind (Batra, Ahuvia, and Bagozzi, 2012). More loved brands are successful in linking to consumers’ sense of self identity (Batra, Ahuvia, and Bagozzi, 2012). This dimension consists of for sub-dimensions, and two major sub-dimensions are current self identity and desired self identity. When consumer believe that the brand reflects their current and desired self identity, they get closer to feel love for the brand. Current self identification with the brand can exist providing that consumers think using the brand means something true and deep about who they’re as a person and that the brand is an important part how they see themselves. On the other hand, desired self identity, is about the contribution of the brand on how the consumers want to look, feel, and present themselves to other people. Providing that a contribution of the brand on these issues, desired self identification with the brand can exist. Considering that love is seen as “Unconscious but powerful striving to complete our ego ideal” (Ahuvia, 1993, p. 7), desired self identity is a logical dimension for brand love. Frequent thought is the last sub-dimension of self-brand integration. It measures if consumers find their selves think about the brand (Bagozzi, Rajeev, and Ahuvia , 2014).

The last dimension of brand love is the anticipated separation distress. This dimension represents the anxiety caused by the possible unavailability of the brand. If the loved brand is to go away, the consumer is likely to feel bad. The study of Fournier (1998) remarks this dimension by presenting that participants’ statements implying that they would feel as if something had gone missing in case of the absence of the brand they love. This means strongly connected brands that are irreplaceable, unique and likely to cause anxiety in case of a withdrawal.

2.5. Desirable Post-Consumption Behaviors

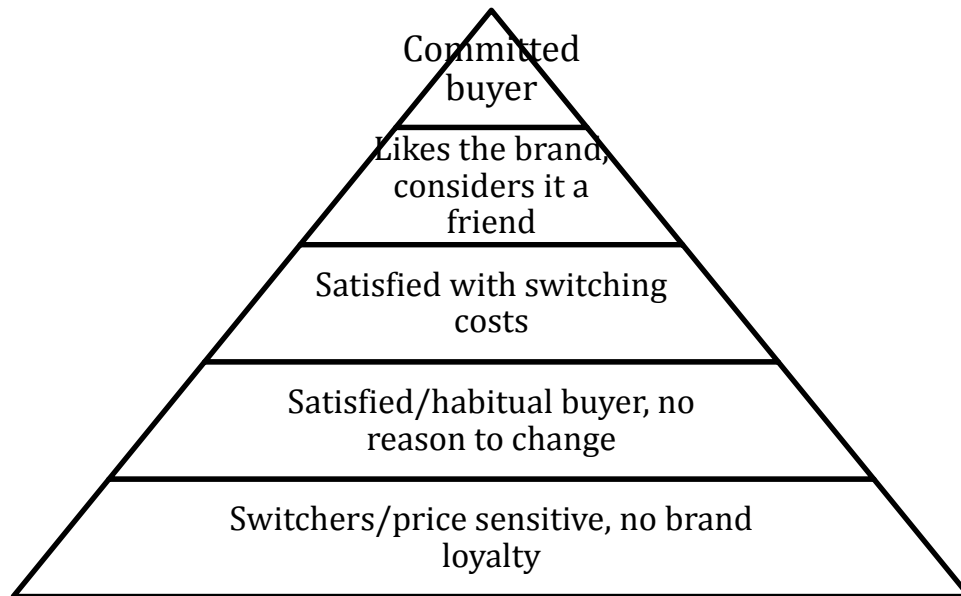
Consumer behaviors have always been one of the important factors, which should also be considered before making a decision about a brand. Brand love is regarded as a meaningful mode of consumer satisfaction, which is linked to some desirable post-consumption behaviors (Carrol and Ahuvia, 2006). These behaviors can be shaped by manipulating actionable antecedents through a proper design of marketing communication elements.

2.5.1. Brand Loyalty

Aaker (1991, p. 36) defines brand loyalty as “a measure of the attachment that a customer has to a brand”. It reflects how likely a customer switches to another brand, especially when that brand makes a change, either in price or in product features. Kerin and Hartley (2016, p. 98) define brand loyalty as “favorable attitude toward and consistent purchase of a single brand over time.” According to these authors, brand loyalty is a result of previous positive reinforcements from the brand. They state that brand loyalty is an important reducer of perceived risk. Because, if consumers get loyal to a brand, they do not need an information search prior to their purchase decision, instead, they simply refer to their previous positive experiences with the brand, consequently, they most likely to prefer the subject brand.

Brand loyalty is actually one of the facets of brand equity, which is basically the value of having a strong brand. This means every brand is created with the ultimate aim of winning a brand equity, so, in order to achieve this aim, a loyal customer base is required. Aaker (1991) mentions brand loyalty as the heart of brand equity so he advises to have a consistent relationship with the customers and make this relationship deeper and more meaningful as much as possible.

Figure 1: Brand Loyalty Pyramid



Source: Aaker D. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. New York: The Free Press USA.

The brand loyalty pyramid is created by Aaker (1991, p. 36) to show five levels of brand loyalty from no loyalty to high loyalty. He provides a description of customer behaviors for each level and highlights the obstacles of moving up a customer to a higher level. First level, switchers, stands for the buyers which do care about nothing but price, with no intention to rebuy. They can easily switch to another brand providing a more affordable price offer. Next level, habitual buyers, are the consumers that do not think of switching as long as they do not have an unexpected experience with the brand. To retain this level of loyalty, marketing efforts should be consistently arranged so as to meet customers' expectations. Level 3 comprise the satisfied buyers that avoid switching to another brand to save on possible expenses/ switching costs (E.g. Time and money). If the marketers have an intention to gain the satisfied customers of another brand, they should try to find a way of compensating the switching costs. Level 4, brand likers are pursuers of emotional benefits rather than rational benefits such as price, time, or quality. There is no tangible reason of this kind of emotional brand, but certain associations or past experiences related to the brand. Finally, level 5, include the customers with no intention to buy from another brand. They are highly persuaded on the fact that the brand overlaps with their personal values. However, they should be encouraged to maintain their commitment by some kind of rewards such as loyalty cards.

Aaker (1991) declares that brand loyalty provides strategic value in different ways. According to the author, the first of these values is reduced marketing costs. Getting new customers is much costlier than retaining the existing ones, because the potential customers usually don't have the motivation to change their brands, companies are obliged to make extra expenses to get in touch with them. Potential customers need a reason to take the risk of buying another brand. So, an extra effort is required in order to convince them that they will not regret switching their brands. Existing customers, on the other hand, are not difficult to hold unless they're dissatisfied. Less expense is required to reduce the reasons to change the brand and to keep the existing customers pleased. The challenge is to address their problems and concerns without delay, otherwise they may stop using the brand. The second value of brand loyalty is trade leverage. Because brand loyalty has an influence on store choice decisions. Customers prefer to shop from the stores where their favorite brands are available. So, trade leverage is especially important while introducing new sizes, new varieties, or variations. Another value of brand loyalty is attracting new customers. A loyal customer base can provide assurance to prospective customers, especially if the purchase is risky. If the prospective customers see that there are loyal customers, who are satisfied brand and do like the brand, they will feel encouraged to try the brand as their risk perception would have been reduced. A successful image is provided to the prospective customers by the satisfied customer base. Additionally, brand awareness can be created by this satisfied customer base. For example, witnessing a brand being used by a friend may enhance the memorability more than an advertisement can do. The last value of brand loyalty is the time to respond to competitive threats. When a competitive move occurs, a loyal customer base will allow the company to improve its product to response competitive threats. In some cases, loyal customers will have no incentive to change in despite of the competitive moves so that the company can conduct less risky strategies against the competition.

Emotional attachment has been found to affect brand loyalty (Thomson, MacInnis, and Park, 2005; Grisaffe and Nguyen, 2011). Grisaffe and Nguyen (2011) emphasize that consumers, who have an emotional attachment to a brand also tend to avoid separation and to switch; they thus prefer to repurchase from the brand they emotionally attached (Grisaffe and Nguyen, 2011). Carroll and Ahuvia (2006, p. 82) define brand loyalty as "the degree to which the consumer is committed to rebuy". They have revealed that brand love has positive direct effects on brand loyalty, which is replicated in other studies (Bergkvist and Bech-Larsen, 2010; Albert, Merunka, and

Florence, 2009; Batra, Ahuvia, and Bagozzi, 2012). According to their study brand love is found to reduce the negative direct effect of hedonic product on brand loyalty, which exhibits the importance of promoting brand love to avoid variety-seeking behaviors in hedonic product consumption in order to stimulate brand loyalty.

2.5.2. Positive Word of Mouth

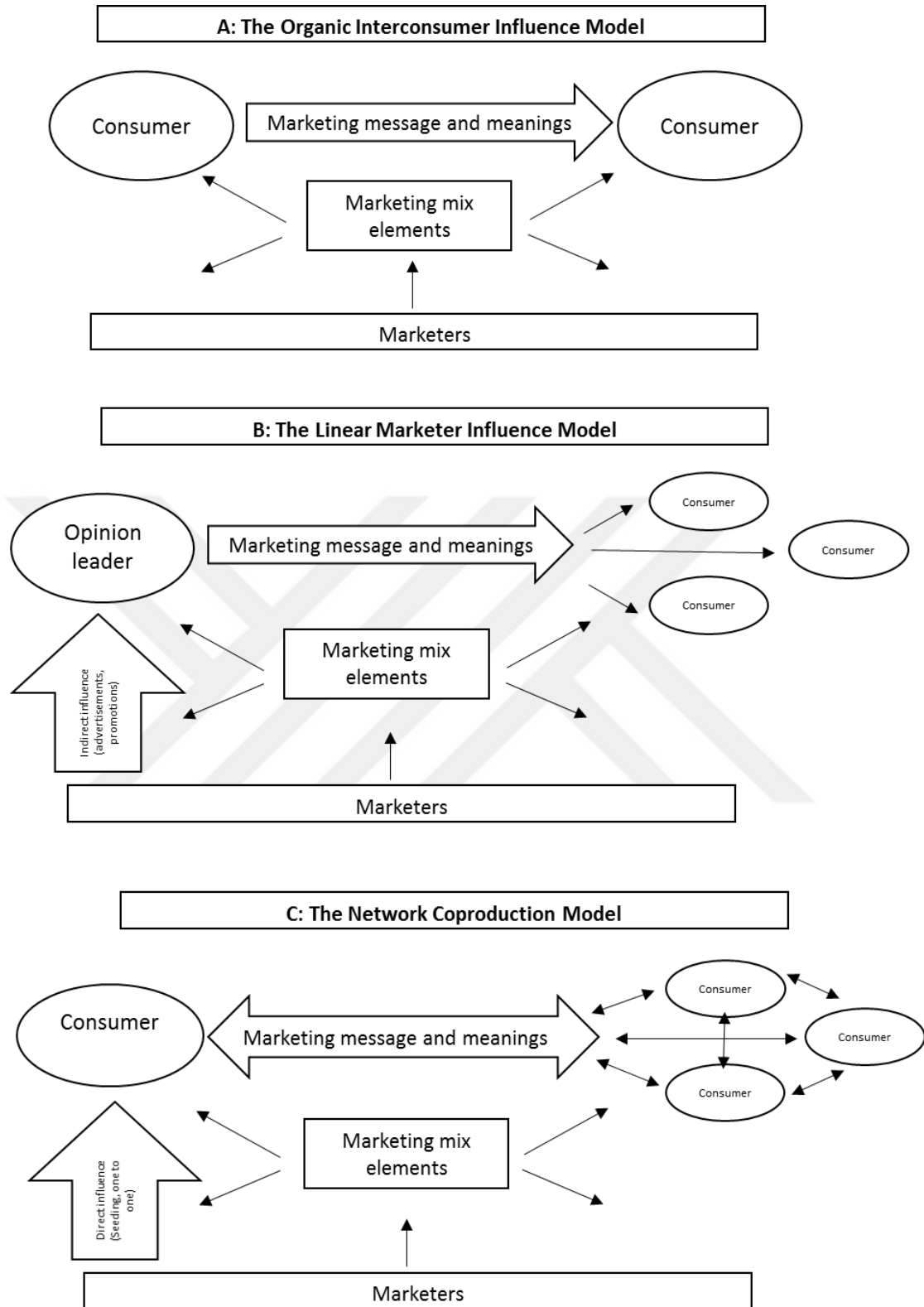
Westbrook (1987, p.261) defines word-of-mouth as an informal communication of the consumers with other consumers about the usage, performance, characteristics or ownership of the particular goods or services. Briefly, word of mouth means “the influencing of people during conversations” (Kerin and Hartley, 2016, p. 102). In fact, face-to-face conversations make up 75% of word-of-mouth communication, while phone conversations have a share of 15% and online platforms, which is called “electronic word-of-mouth” have 10% (Keller and Fay, 2012, p. 460). These online platforms include social media platforms, websites, internet forums, personal blogs, vlogs etc. The importance of word-of-mouth has been magnified by the emergence of these platforms. Nowadays, companies follow online messages closely in order to be informed about what consumers are saying about their products by using special monitoring softwares (Kerin and Hartley, 2016). The content of word of mouth can be either positive or negative. Positive word-of mouth (positive W.O.M.) is stimulated by satisfaction. If marketers provide consumers with desired benefits, people prefer to talk and write about the brand (Keller, 2013). Customer trust also stimulates positive W.O.M. communication about the product or service (Yasin and Shamim, 2013).

Consumers, who are always willing to share favorable comments about their brands, in other words “brand advocates” are the main producers of positive W.O.M. Brand advocacy includes trying new products from the brand, talking up the brand, and a willingness to accept a wrongdoing by the brand. (Wallace, Buil, and Chernatony, 2014). The brand advocates can be classified into four groups as indifferent, fulfilled, committed and active advocates (Wragg, 2004). Within these four groups, “active advocates” are the main focus of Wragg’s study, because they are the ones with whom a brand has real emotional bonds. They have a high level of involvement with their brands, because of their consideration that these brands represent their lifestyles and personal values. Since a consumer would like to influence other consumers’ brand choices and express themselves through their “right” choices (Wallace, Buil, and Chernatony, 2014), they pass positive words about the brands to other people. For example, Harley Davidson, Apple,

Starbucks are the brands that subjected to high brand advocacy. According to Wragg (2004), the customer, who receive “brand” benefits rather than “category” benefits, are most likely to become brand advocates. This suggestion reverifies the importance of serving emotional benefits more than rational benefits in order to persuade the consumers that the brand is far more than the product. Depending on their passion level to brand, some brand advocates become brand evangelists in time and try to persuade others to use the brand. Brand evangelism is described by Matzler, Pichler, and Hemetsberger (2007, p. 27) as “a more active and committed way of spreading positive opinions and trying fervently to convince or persuade other to get engaged with the same brand.”

The evolution of W.O.M. has three stages that are modelled by Kozinets, Valck, Wojnicki, and Wilner (2010) as demonstrated in Figure 2. The first one “The organic interconsumer influence model” is the simplest mode of consumer W.O.M. and demonstrates the transmission of W.O.M. message from a consumer to another consumer. This kind of W.O.M. naturally occurs among consumers because of an intention to warn or to inform potential consumers. As the influential consumers are found to be important, the second model, namely “The linear marketer influence ” comes up. The opinion leaders are targeted and influenced indirectly by advertisements or promotions in order to motivate them to tell the benefits of the product to the potential buyers to convince them to buy the product. The importance of the internet leads to foundation of the third model “The network coproduction”, which supports the conversation between consumers about a certain product. Online communities produce a bilateral knowledge shared among a huge consumer population. The flow of information is not unidirectional, but rather the information is exchanged among a customer network.

Figure 2: The Evaluation of WOM Theory



Source: Kozinets, R., Valck, K., Wojnicki, A., & Wilner, S. (2010). Networked narratives: Understanding word-of-mouth in online communities. *Journal of Marketing*, 74, 71-89

Studies show that brand love has a positive effect on positive word-of-mouth (Carroll and Ahuvia, 2006; Bergkvist and Bech-Larsen, 2010; Batra, Ahuvia, and Bagozzi, 2012) and even the effect of brand love on positive W.O.M. is greater than that of brand commitment (Albert and Merunka, 2013). Bergkvist and Bech-Larsen (2010) suggests that consumer's sense of community membership and brand identification give rise to more brand love and more active engagement, in which positive W.O.M is included. Referral influence has been found to have an influence on brand selection (Thakur and Kaur, 2016), which means positive W.O.M. is of high importance. Following statement of a participant of Grisaffe and Nyugen's (2011, p.1056) survey illustrates the strong effect of W.O.M. on consumers' decision: " A friend suggested Clinique and I tried it... Now 32 year later, I still am using Clinique. It is worth the price and lasts longer than any other product and I am always satisfied with the results".

3. BRAND EXTENSION

3.1. Definition

Brand extension is one of the commonly used way of brand development strategies for most firms. The main motivation of launching an extended brand is meeting a new customer segment. Two of the mostly used definitions are here below listed:

- The use of an established brand name to enter new product categories or classes (Aaker and Keller, 1990, p. 27).
- Extending an existing brand name to new product categories (Kotler and Armstrong, 1991, p. 250).

According to Aaker and Keller (1990) the success of a brand extension depends on three prerequisites. First, original brand should be perceived by consumers positively and favorably. Secondly, these positive and favorable perceptions should have the potential source of positive beliefs and favorable attitudes toward the brand extension. Thirdly, negative associations should not be transferred to / created by the extension.

According to Kapferer (2008) two radical contributions introduced by the brand extension. One of them is the possibility to express the single and long-lasting promise of the brand in different products and the possibility to redefine the brand benefit by its nature of enlarging the market coverage and intangible values. For example: Gillette is not just the best shaving product, it's "The best a man can get" as announced in its

advertisings. The brand has enriched its product portfolio through brand extensions: Gillette Sensor, Mach 3 etc. Keller (2013) expands this list by mentioning such contributions of brand extensions as establishing a new market, strengthening the existing markets, and opening the possibility of new markets etc...

Companies decide on whether they shall introduce a new brand or extend an already existing brand when they want to launch a new product. Brand extension are important because brands can remain up-to-date thanks to the extensions. One of the ways of evolution and modifying brand meaning is launching a brand extension (Kapferer, 2008). Additionally, it contributes to the visibility of the brand. For example, Caterpillar shoes has extended the visibility of the brand, which was launched for tractors. A brand extension can benefit from the brand awareness of the existing brand (Musante, 2007).

Table 6: Stages of Brand Extension

1. Define actual and desired consumer knowledge about the brand (e.g., Create mental map and identify key sources of equity).
2. Identify possible extension candidates on basis of parent brand associations and overall similarity or fit extension to the parent brand.
3. Evaluate the potential of the extension candidate to create equity according to the three-factor model:
 - Salience of parent brand associations.
 - Favorability of inferred extension associations.
 - Uniqueness of inferred extension associations.
4. Evaluate extension candidate feedback effects according to the four-factor model:
 - How compelling the extension evidence is.
 - How relevant the extension evidence is.
 - How consistent the extension evidence is.
 - How strong the extension evidence is.
5. Consider possible competitive advantages as perceived by consumers and possible reactions initiated by competitors.
6. Design marketing campaign to maximize the likelihood of success and potential positive feedback effects.
7. Evaluate extension success and effects on parent brand equity.

Source: Keller, K. (2013). Strategic brand management, 4th ed. Upper Saddle River, NJ: Pearson Prentice-Hall.

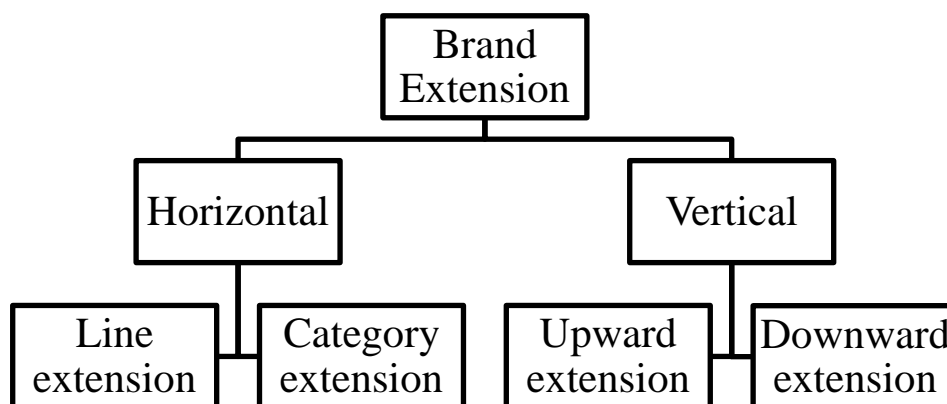
Table 6 summarizes the steps in successfully introducing brand extensions (Keller, 2013). At first, marketers must figure out the main benefits provided by the brand and what is the basis of positioning of the brand so that possible brand extensions can be identified. Then, marketers should identify possible extension candidates by taking accounts of parent brand associations and consider product categories that might seem to

fit these associations. Brainstorming or getting consumers' opinion can be helpful at this point. The competition and firm's capability should also be considered at this stage. After identifying extension proposals, the possible advantages and disadvantages of upcoming extension should be put on the table. Marketers should plan how to realize the expected advantages and to avoid the disadvantages. In order to do that, analysis of consumer, corporate, competitive factors and category factors must be the focus. Marketers should think through how the salience, favorability, and uniqueness of parent brand associations are reflected in the proposed extension. When evaluating the corporate and competitive factors, a route plan on how to leverage the corporate assets in extension category is needed. More specifically, the relevancy of existing marketing programs, perceived benefit and target audience to the extension category should be evaluated. Analysis of category factors deals with the decision on optimal product line. Because too long product lines may cause negative results. After those steps, the proper extension product becomes clearer. Next step is about deciding on marketing programs. For example, selection of brand elements is needed. Brand elements other than brand name can be used in the extended product. Pricing, distribution, and marketing communication are the main issues of this step. The final step is to assess the success of brand extension and its effects on parent brand. The extent of the contribution of a brand extension to the parent brand is one of the indicators of success.

3.2.Types of Brand Extensions

There are mainly two types of brand extension as horizontal and vertical. Each of them has two categories as shown in the table.

Figure 3: Types of Brand Extensions



3.2.1. Horizontal Extension

The introduction of a product with a different form, size, flavor, or a way of different application under the same parent brand name is called “line extension” (Keller, 2013). For example, Pringles holds a huge line with different flavors like sour cream & onion, paprika, hot & spicy, cheese & onion, nacho cheese, Texas BBQ etc... Line extensions can be introduced to provide diversity for a product (New taste, new flavor etc.), to make a better segmentation (Hair type based shampoo launches) or to provide a complementary products (Hair cream) (Kapferer, 2008). It means that line extensions help to increase relevance of the brand.

Category extension is the introduction of a new, different product category (Keller, 2013). This type of extension requires an assessment of several strategic parameters. The company should consider whether the new category has the intrinsic attractiveness, whether their brand is able to become the leader in the new category and whether the company is able to create a profitable segmentation (Kapferer, 2008).

3.2.2. Vertical Extension

Vertical brand extension means introducing a new brand in the same product category but at a different price level; either higher or lower (Keller, 2013). The concept is invented to describe the situation of moving into premium or value segment. There are two types of vertical brand extensions: Upward extension and downward extension. In fact, vertical extensions are about reaching an upper or lower segment by changing the price level. By means of upward vertical extension, more expensive and more quality version of current product is introduced in order to appeal to upper segment customers. In contrast, if the target is lower segment, companies launch a downward extension. The basic intention of introducing any kinds of the vertical extension is to capture upper or lower segment customers, who otherwise will not consider current offerings of the brand (Choi, Liu, Liu, Mak, and To, 2010; Keller, 2013). In fashion, for example, the Armani brand has extensions from high end Giorgio Armani and Giorgio Armani Prive, to mid-range Emporio Armani, to relatively affordable brands, called Armani Jeans and Armani Exchange.

In sum, price level and positioning remain same in the course of a horizontal extension; on the contrary, price and positioning are changed by a vertical extension. The possible challenge of the vertical brand extension is to protect the original brand while taking advantage of a new business scope (Aaker, 1997).

3.3. Advantages and Disadvantages of Brand Extensions

Brand extensions are like double edged sword because they are a new source of revenue and reinforcers of the image of the brand providing a well management; but on the other hand, they may be harmful for the parent brand image if the brand is diluted by the extensions (Royo-Vela and Voss, 2015). Successful extensions lead to several advantages that are generally categorized as those that *facilitate new-product acceptance* and those that *provide feedback benefits* (Keller, 2013). The details of these categories are explained in Table 7.

Table 7: Advantages of Brand Extensions

<p style="text-align: center;"><u>Facilitate new product acceptance</u></p> <ul style="list-style-type: none">• Improve brand image.• Reduce risk perceived by customers.• Increase the probability of gaining distribution and trial.• Increase efficiency of promotional expenditures.• Reduce costs of introductory and follow-up marketing programs.• Avoid cost of developing a new brand.• Allow for packaging and labeling efficiencies.• Permit consumer variety-seeking. <p style="text-align: center;"><u>Provide feedback benefits to the parent brand and company</u></p> <ul style="list-style-type: none">• Clarify brand meaning.• Enhance the parent brand image.• Bring new customers into brand franchise and increase market coverage.• Revitalize the brand.• Permit subsequent extensions.
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Source: Keller, K. (2013). *Strategic brand management, 4th ed.* Upper Saddle River, NJ: Pearson Prentice-Hall.

Among all the topics listed above, *cost-reducers* are one of the prominent advantages. There are considerable cost advantages of extending a brand instead of launching a new one. For example, extensions help companies to avoid the cost of brand

development process. All the potential expenses for designing brand-name, logo, symbol, package, slogan etc. can be vanished. Additionally, there are some more cost advantages related to marketing mix. On the product side, for example, sticking with similar or identical packages and labels can save on production costs and can enhance the visibility at retailer store due to the well-recognized brand-name, logo, label or package color. On the promotion side of marketing mix, having multiple products under one brand can help saving on advertising cost. In addition, the promotional expenditures on creating awareness will probably be unnecessary, so the promotion activities can be directly focused on the new product itself. The distribution may be easier because a new product by a widely-known and widely-liked brand is likely to be demanded by consumers so that the retailers are convinced to store and promote the new product. Another group of advantages can be *consumer-favored* because, firstly, a brand extension can meet the variety seekers' expectations and prevent them to be bored of the brand. Plus, extensions can help to encourage people to buy the new product because of the established credibility of the brand. Customers' expectations and inferences about the performance of a brand extension can be formed based on what they're already experienced with the brand the extent to which they believe they'll have similar experiences with the new product. Consumers probably perceive less risk in purchasing from the extension product because of their positive past experiences with the brand. *Competitive and/or brand-favored* advantages build up the third group. Brand extensions can help to clarify "what brand means". For example, the Turkish brand "Sütaş" has been positioned as "dairy products" by their extensions in various categories such as cheese, yogurt, butter, milk desserts etc. Additionally, successful extensions have the potential of enhancing parent brand image. For example, the diversity in Nike's product portfolio like athletic shoes, athletic clothing and athletic equipment have strengthened the associations to "Peak performance" and "Sport". Another important point is that brand extensions can serve to revitalize the brand when the brand gets less attention than before. There is also no doubt that brand extensions help to increase market coverage and the number of audience and moreover it may get the interest of the consumers who have never been in touch with the brand. Lastly, especially a successful category extension permits more subsequent extensions.

A prospective product launch to extend the brand requires time, energy, allocation of resources, so it always carries some considerable risks. The interesting point about the disadvantages of brand extensions is the possibility of facing problems even if the extension is successful. Because, successful extensions may carry the risk of

cannibalizing the sales of parent brand, diminishing identification with anyone category, and damaging the image of parent brand. Line extensions established with points-of-parity with the current offering may cannibalize the sales of parent brand. A line extension should be arranged so as to take sales away from competitors rather than cannibalizing the company's other products (Kotler and Armstrong, 1991). However, such a problem is sometimes unavoidable in case the firm aims to restrain its customers from switching to the competitors' offerings (Keller, 2013). Extensions sometimes fail because they are inferior to the competitor and are more expensive at the same time (Kapferer, 2008). Linking the brand to multiple products increases the risk of tarnishing the image of some or the remaining products due to the appearance of an unexpected problem with the extension product (Keller, 2013) If the customers notice an inconsistency between parent brand and the extension, their perceptions about the parent brand image may completely become reversed because consumers ask for similarity between original product and the extension (Aaker and Keller, 1990). Moreover, a brand extension's lack of identification with any category and a weak image can dilute overall brand meaning (Keller, 2013). Vichy is an example of brand dilution. The brand was initially promoted as the dermatologists' brand but later this positioning was discarded, and Vichy became an ordinal cosmetic brand based on women's wishes in order to boost sales. By this way, the sales increased by eroding the brand image (Kapferer).

Brand extension can sometimes be confusing for the customers (Keller, 2013) especially, when it comes to line extensions (Kotler and Armstrong, 1991). Consumers like having more choices but this may cause problems from time to time. For instance, most toothpaste brands have too many varieties in terms of flavors, benefits (breath freshening, whitening...), which may make customers feel overwhelmed. Having been provided with too many alternatives, to choose the suitable toothpaste can take so much time and frustrate customers. Downward extensions have the potential to frustrate customers as well. Because it hurts exclusive image of the brand so that the privilege of having that brand fades away. Similarly, downward brand extensions have another important risk that must be considered prior to an extension decision. A lower price may be associated with a lower quality by the consumers, which eventually causes brand image dilution (Riley, Pina and Bravo, 2013). So, this type of extension brings along the challenge of maintaining the brand associations of more expensive former product. One solution to such a problem occurred during a downward extension is to give the product a different brand name (Kirmani, Sood, and Bridges, 1999).

Contrary to the previously mentioned advantage of facilitating distribution at retailer stores, brand extensions can sometimes cause retailer resistance because, the display of a complete product line at retailer store can become impossible due to the unlimited extent of the line.

Even though the associations of original brand are a helpful motivation source for the extension, these motivations can sometimes be harmful. For example, pulp is considered as high quality in orange juice but low quality in apple juice (Aaker and Keller, 1990).

Table 8: Disadvantages of Brand Extensions

Can confuse or frustrate consumers.
Can encounter retailer resistance.
Can fail and hurt parent brand image.
Can succeed but cannibalize sales of parent brand.
Can succeed but diminish identification with any one category.
Can succeed but hurt the image of parent brand.
Can dilute brand meaning.
Can cause the company to forgo the chance to develop a new brand.

Source: Keller, K. (2013). Strategic brand management, 4th ed. Upper Saddle River, NJ: Pearson Prentice-Hall.

Aaker (1991) gives a summary for beforementioned advantages and disadvantages of brand extensions. According to the author brand extensions can produce positive or negative results (Table 9)

Table 9: Results of Extending a Brand to A New Product

Positive Results	Negative Results
<p>1) The Good- The brand name aids the extension.</p> <p>2) More Good- The extension enhances the brand name</p>	<p>1) The Bad- The brand name fails to help the extension.</p> <p>2) The Ugly- The brand name is damaged.</p> <p>3) More Ugly- New brand name is foregone.</p>

Source: Aaker D. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. New York: The Free Press USA. (P: 209)

The Good: An established brand name can help a new product by shortening the time of launching and source requirements. The credibility of a brand can be transferred to the new product and help to reach a new segment. The biggest aid that a brand can provide for the new product is creating “awareness” and “positive brand associations”.

More Good: Brand extensions can make contribution to visibility and brand associations. The brand can be energized by extension especially if the extension product is innovative.

The Bad: The brand name is useless for the new product. If the brand is lack of fit and credibility in the extended product category it may harm the extension instead of supporting.

The Ugly: The brand extension may harm the brand. The effects of existed brand associations may get weaker because of the extension. Undesirable associations may appear. For example, the launch of Lipton Soup in the U.S. harmed Lipton’s image of “a good tea producer”. Additionally, if the basic brand promises aren’t maintained by the extension, overall brand image may be harmed. For example, an extension to small house appliances by a producer of white goods should provide the same quality, otherwise the consumer can be skeptical about the quality of white goods as well as the house appliances.

3.4. Dimensions of Consumers' Evaluation of Brand Extensions

The literature on consumers' evaluation of brand extensions revolves around following dimensions: Perceived quality, history of previous brand extensions, prior experience with parent brand, perceived fit, perceived risk, perceived difficulty of making the extension.

The first dimension of consumers' evaluation of brand extensions is perceived quality of the parent brand which also gives shape to the perceived quality of the extension. American Marketing Association describes quality in three aspects as following: 1. *Product attributes*: Quality means the measure of any attribute a product has (what flavor, how much, how lasting). 2. *Consumers' reactions*: Quality means the measure of the intended customer's reactions to that attribute and how it is liked. 3. *Price*: Product quality may also be related to price, in which any lower price item might be said to have good quality for the money; this use equates product quality with product value (American Marketing Association, 2018).

Quality is a primary element of a product and it's a major determinant of the success of a product. It is a very important aspect of a product because bad quality brings on many extra costs to fix the problem such as the labor, materials, etc. (Kerin and Hartley, 2016). Product failures are often the result of poor product quality. Zehithaml (1988) defines perceived quality as a global assessment of a consumer's judgement about the superiority or excellence of a product and itemizes the main characteristics of perceived quality as: 1) Perceived quality is different from objective quality, 2) It means a higher level of abstraction rather than a specific attribute of a product, 3) It is a global assessment which resembles attitude, 4) It's a judgement made in consumer's evoked set (Zehitmal, 1988). Perceived quality of the original brand affects the evaluation of the extended product (Choi, Liu, Liu, Mak, and To, 2010). The following inference of Aaker and Keller (1990, p. 29) summarizes the importance of the quality in brand extension evaluations: "If the brand is associated with high quality, the extension should benefit; if it is associated with inferior quality, the extension should be harmed". For the evaluations of brand extensions, quality is an important criterion because high quality products give rise to greater leverage for an extension product than a low-quality competitor (Smith and Park, 1992). Brand equity, which means the value of a brand beyond the functional benefits, is related to perceived quality as one of the steps of creating brand equity is to elicit proper responses to a brand's identity and brand's meaning (Kerin and Hartley,

2016). These responses include judgments and feelings about a product and the perceived quality of a brand is the focus of these judgements.

Perceived fit has long been recognized as the key dimension of brand extension success (Keller and Aaker, 1990; Völckner and Sattler, 2006). This dimension is basically the expression of the fit between the original product and the extension. It's about the consistency between the original product and the new product. It's also expressed as the "similarity" between the former and extended product. In order to ensure fit between the parent brand and the extension, the first step must be the appropriate selection of extension category (Völckner and Sattler, 2006). If two products are considered as similar by consumers, then the "quality" is more likely to be transferred from the original product to the extended product. Aaker and Keller (1990) advise three sub-dimensions for measuring the fit (similarity) between the original and extended product, which are "complement", "substitute", and "transfer". Complement dimension measures if the consumer views the original and the new product as "jointly consumed" products. Substitute is the extent to which consumer considers the new product as the replacement of the original product. For example, Coca Cola Zero is a substitute of original Coca Cola for the ones who concern about sugar intake. And lastly, transfer measures the perceptions of consumers about the ability of the firm in employing its established skills on the extension product. Park, Milberg, and Lawson (1991) give two sub-dimensions for perceived fit: Product feature similarity and brand concept consistency. They state that product features correspond to both concrete features (size, weight, dimensions etc...) and the abstract features (e.g. waterproofing) and argue that product feature similarity perceptions depend on the identification of to what extent these features are common in brand's existing products and the extension product. According to the authors, brand concept is the brand-specific meanings such as high-price, expensive-looking design etc. (User-friendliness of Apple, coziness of Starbucks, or safety of Volvo cars); and the extension product should readily comply with these meanings in order to ensure brand concept consistency. This readiness depends on consumer's perceptions on whether these meanings are relevant and desirable in connection with a particular product (Park, Milberg, and Lawson, 1991). Brand-specific meanings are likely to affect evaluations of an extension especially when the consumers are unable to judge product-related concerns (Keller, 2013). When people don't have or don't want to collect a knowledge about a newly launched product, their decision will most likely to be based on what they think, feel, or know about the parent brand.

Perceived risk represents the feeling of anxiety caused by consumer's anticipation about negative consequences of a purchase decision. These negative outcomes can be financial, physical, performance-related, or even psychosocial. As a result, perceived risk affects information search; the greater the perceived risk, the more comprehensive information search is likely to occur (Kerin and Hartley, 2016). Companies can employ various strategies to reduce perceived risk such as obtaining seals of approval, endorsements from influencers, providing free trials, giving detailed usage instructions and providing guarantees and warranties. According to Keller (2013) brands can reduce the risks in product decisions as consumers perceive different kinds of risks in consuming a product. There are various types of risk associated with purchasing decisions as following: Functional risk, physical risk, financial risk, social risk, psychological risk, and time risk (Roselius, 1971; Keller, 2013). Based on the aforementioned importance of consumers' anticipations on a purchase decision, perceived risk appears as another dimension of consumers' evaluations of brand extension (DeVecchio and Smith, 2005). This dimension is used to measure the certainty and magnitude of negative outcomes when purchasing an extension product and it includes the most common types of risks: Financial risk, performance risk, and social risk. Financial risk (Money loss) corresponds to economic lost in case of the inadequate performance of extension product. Money loss may occur if the product fails because the failure causes an extra expenditure on having the product worked properly or replace it with a better alternative. Performance risk means the possibility of losses arising from failure of the extension product to meet consumers' performance expectation. Social surrounding, including the other people may affect a purchase decision (Kerin and Hartley, 2016). Accordingly, many of purchase decisions are made by considering the reactions of other people. This issue gives rise to "social risk", which refers to the negative social consequences after purchasing an extension such as embarrassment from others (Keller, 2013). Roselius (1971) identifies 11 risk relievers: Endorsements, brand loyalty, major brand image, private testing, store image, free sample, money-back guarantee, government testing, shopping, expensive model, and word-of-mouth.

When consumers perceive the extended product as "easy-to-make", companies may face fit negative outcomes. So, perceived difficulty of making the extension is another dimension. Aaker and Keller (1990) find that consumers may judge the act of moving a quality brand into an easy-to-make extension as an unnecessary effort to use

the brand image to charge consumers with higher prices and they may think it makes no sense to use a quality brand name in such an irrelevant product class.

Another dimension of consumers' evaluations of brand extensions is history of previous brand extension, which represents the possible favorable features of previous extensions. A brand extension may be perceived as more successful if the history of previous brand extension is successful. These success factors include: Many previous brand extensions, a high number of varieties among the product lines of the brand; and the consistency of quality among the previous extensions of the brand (Völckner and Sattler, 2006).

Past experiences with a brand are strong predictors of consumer intentions in future. So, prior experience with parent brand is a dimension of consumers' evaluation of brand extensions. According to Völckner and Sattler (2006), it's one of essential determiner of brand extension success. They argue that it's not always possible to influence this factor because it's about specific characteristics of the parent brand, however, managers are encouraged to create customer-based brand equity and to acquire strong brands to enrich the positive experiences with the brand.

3.5.Past Studies on Brand Extension

The cornerstone of brand extension literature can be regarded as the article by Aaker and Keller (1990) as it is commonly cited in the ensuing articles. This article demonstrates two studies: First one is aimed to understand how an attitude towards a brand extension is formed. It includes the related constructs such as brand attribute associations, attitude toward the original brand, which is conceptualized in terms of consumer's perception of the overall quality, the fit between the original product and extended product, and the difficulty of making the extension. Perceptions about a set of six actual brands and 20 hypothetical brand extensions (3 or 4 extension class proposals for each brand, including similar and dissimilar classes such as light beer, wine and popcorn for Heineken Beer or skin cream, suntan lotion, perfume, and sportswear for Vidal Sassoon Shampoo) are obtained from the participants. Respondents are asked to state the associations about the original product and extension classes (26 associations are collected from each respondents). The results show that "price" is the commonly mentioned topic in original brand associations. Other mentioned associations are about product attributes, packaging, facts about the manufacturer, user characteristics, or usage situations. When it comes to examine the mentioned brand extension associations, the reasons of less successful brand extensions emerge as: 1) Low fit between the original

product and extension class. 2) The easiness of making the extension. 3) The damaging attributes of the original brand. Their findings show no direct link between perceived quality of the brand and the attitude toward the extension. However, their model suggests that perceived quality has a positive influence on attitude toward the extension only when there is a fit between original product and the new product. Furthermore, within the three fit dimensions, transfer is found to be have the primary effect on the extension evaluations. Following the transfer dimension, complement appears to be the second most important one. The second study is conducted to understand the effects of information provided through advertising and other marketing mix activities by the company during the launch of an extension. The aim is to extend the findings of first study which only includes extension ideas without any possible marketing support. The low rated extension ideas of the first study are used in second study: Mc Donald's photo processing, Heineken popcorn, Crest chewing gum, and Vidal Sassoon perfume; and two filler extensions: Vuarnet skis and Häagen-Dazs candy bar. The participants of first study are divided into four groups and then the groups are provided with no quality cues about original brand or attribute elaborations about the extension (group 1), quality cues about original brand (group 2), attribute elaborations about the extension (group 3). The fourth group are subjected to a test of interactive effects between cues and elaborations (i.e., will the two types of information have an additive impact in combination?) The authors find that cueing about original brand quality didn't affect evaluations for low evaluated extensions in the first study. Elaborations about the extension, however, is found to lead to more favorable extension evaluations.

Assuming that fit affects new product evaluations (Aaker and Keller, 1990) Smith and Andrews (1995) attempt to explore *how* fit affects new product evaluations and find that the effect of fit on evaluations is mediated by customer certainty in a company's ability to deliver a product that meets their expectation, which means fit positively affects certainty; certainty positively affects evaluation; and when the certainty comes up, the direct effect of fit on brand extension evaluations disappears.

Bottomley and Holden (2001) investigate the empirical generalizability of Aaker and Keller's (1990) model of consumers' evaluation of brand extensions and find that brand extension evaluation is determined primarily by the quality of the parent brand and the fit between the original and extension products. As opposed to Aaker and Keller's (1990) suggestion, the interaction of quality and fit between original product and

extension product is not necessary. Nonetheless, Bottomley and Holden (2001) confirm the relative importance of transferability and complementarity in extension evaluation. The perceived difficulty of making the extension is of low importance, which is Aaker and Keller's (1990) another finding, is confirmed in this study.

Park, Milberg, and Lawson, (1991) deal with the effect of the perceived fit dimension on brand extension evaluations. They use two bases of fit that are “product level similarity perception” and “concept consistency perception” instead of complementarity, substitutability, and transferability (Aaker and Keller, 1990). The first base “product level similarity” compare the existing and new product in terms of concrete facets (Feature correlations, attribute matching) and the abstract facets (shared-used situations). When it comes to second base, “Concept consistency perception”, they perseveringly argue that the categorization of the products according to the concept they evoke in consumers' mind may be an important influencer of brand extension evaluations. These categorizations do not have to include “similar” products; instead, consumer's cognition of the products should be the same for the products included in the category. For example: A photo album and a wallet are totally different products but both of them have the same category label as: “Items to remove from house during a fire” (Park, Milberg, and Lawson, 1991, p. 186). So, the authors assert that the brand concept, the abstract meaning (e.g., high price) behind a brand, which is also a basis for a consistent brand identity (Spacey, 2018, simplicable.com), should be investigated in terms of its relationship with consumers' brand extension evaluation. In their study, they use a real watch brand with a function-oriented (related to performance aspects) brand concept and a real watch brand with a prestige-oriented (related to consumers' expression of self-image) brand concept. The results of this study show that the effect of concept consistency has a relatively greater effect on the brand extension evaluations of the prestige-oriented brand than that of the function-oriented brand so the lack of concept consistency hurts the prestige-based brand more than it hurts function-based brand. This result proves the importance of abstract meanings of a brand for an extension decision especially for the brands that used as a “self-identifier”. An extension with a different concept is likely to damage the brand. On the other hand, the product feature similarity appears to influence brand extension evaluations of the function-oriented brand than that of prestige-oriented brand.

Choi, Liu, Liu, Mak, and To (2010) also state that fit is a major factor for a successful brand extension; they use brand concept consistency and product feature similarity sub-dimensions suggested by Park et al. (1991) as well as brand loyalty, involvement, perceived quality and self-image in order to explore the favorability of hypothetical horizontal and vertical brand extensions for a fast fashion brand (Zara). They measure product feature similarity in terms of transferability, substitutability, and complementarity suggested by Aaker and Keller (1990) and find that there is no relationship with substitutability and the favorability of the brand extension. According to the authors, transferability and quality fit are important factors for one of the suggested horizontal extension (Zara Sport). For the upward vertical extension and the other horizontal extension (Zara Music), brand concept consistency has been found to very important. In sum, their study demonstrates that brand concept consistency is more important for vertical extensions of fashion brands, whereas product feature similarities are more important for horizontal extensions.

Chung and Kim (2014) study on the evaluation of brand extension in fashion sector too. They choose a luxury fashion brand and examine the effect of brand trust, perceived fit and consumer innovativeness on both vertical and horizontal extensions by using real extensions of the brand that they select. They find that brand trust has a positive impact on both vertical and horizontal brand extensions. In their study, perceived fit is found to negatively influence vertical brand extension evaluations while it positively influences horizontal extension evaluations. This finding is logical considering the fact that consumers perceive vertical extensions as a change in brand image and quality level. The moderating role of perceived fit suggests that when there is not enough differentiation between the parent brand and the extension, consumers with higher brand trust in the parent brand respond more negatively to vertical extension as an expression of their confusion or disapproval (Chung and Kim, 2014). Additionally, consumer innovativeness is found have a negative impact on the evaluations of both vertical and horizontal extensions.

DelVecchio and Smith (2005) are two of the researchers, who discuss about perceived fit dimension suggested by Aaker and Keller (1990). Their approach to brand extension in terms of extension price-premiums is quite remarkable. As it is understood, their objective is to identify the factors affecting brand extension price premiums. In order to do that, they conduct a research on the effects of perceived fit and product category

risks on brand extension price premiums (Financial risk, performance risk, social risk). The product categories that are involved in their studies are wireless smart displays and combination vacuum cleaners. Their results show that if fit is low, consumers will be willing to pay less than average category price; if the fit is high, consumer will be willing to pay higher than average category price. In addition, the authors elicit that consumers' willingness to pay a price premium in the high financial and social risk condition is higher than the situations when the financial and social risk are low but there is not such a difference in case of performance risk condition. Furthermore, it's been found that if the financial risk is low, fit has no effect on price premium.

Most of the brand extension studies apparently focus upon horizontal extensions, yet there are also a considerable amount of research on vertical extensions. For example, Kim, Lavack, and Smith (2001) aim to examine what happens to consumer evaluations of core brands in the course of a vertical brand extension in the context of car and watch brands and find that vertical brand extensions always reduce the favorability of the core brand evaluation no matter the direction of extension (upward or downward) or the concept of the core brand (prestige-oriented or function-oriented). In their study they introduce "Distancing techniques", which are used to adjust perceived distance between a core brand and a brand extension. In fact, distancing techniques are used to adjust the positioning of the new product as closer to or distant from the core brand particularly in terms of the quality image. By this way, companies can avoid any possible kind of negative pre-purchase perceptions or post-purchase evaluations. This adjustment requires the decision on whether the core brand name and extension name will be tied together linguistically and on which way the core brand and extension brand will be graphically represented. For example Arçelik launched "Altus" brand to meet lower end of the market. They employed a different brand name for their downward extension in order to protect quality image of the parent brand. The same situation applies to Renault's "Dacia" brand or "Old Navy" by GAP. If the perceived distance is required to be increased or decreased, managers can benefit from distancing techniques. When the effects of distancing techniques are measured, the results show that greater distancing causes less favorable evaluation during a downward extensions of a function-oriented brand and a prestige-oriented brand. As a matter of fact, this finding comes with a nuance that greater distancing for a downward extension is beneficial for the parent brand but harmful for the extended brand. So, vertical extension decisions require a high level of caution. The authors argue that there is no need for distancing techniques in case of a horizontal

extension because all of the horizontal extensions are actually positioned close to the core brand on purpose. Rather, these techniques should be taken into account when introducing vertical extensions as the price point and the quality level will be different.

Musante (2007) introduces “intermediate level” (In the case of the price level is close to the price of current offering) and “up level” (In the case of the price level is far from the current offering) upward vertical extensions and analyze what kind of consumer reactions may occur in case of aforementioned vertical extension styles specific to a pen brand, which is called BIC, known with its horizontal extensions in lighter and razor blades categories. The main finding is that the evaluation of upward vertical extension is greater when the price of extension product is closer to the price of the brand’s current offerings. More interestingly, the author finds that an upper level of extension will be rated more highly if there has been a previously introduced intermediate level extension. Similarly, they find that an intermediate level of extension will be viewed more favorably if an up level extension has previously been introduced.

Another study addressing to brand concept is conducted by Riley, Pina, and Bravo (2013). Their study employs 2 brand concepts: Luxury and prestige and two product categories: Cars and shoes. They claim that comparing the functional and luxury (Park, Milberg, and Lawson, 1991) may be inadequate because a luxury brand varies depending on their price, prestige, status and conspicuousness. They conduct a pretest to find the brands at the upper end of the market but differing in prestige and price levels. Porsche and Prada are chosen as luxury brands and Audi and Diesel are chosen as prestige brands. Their aim is to investigate the effects of downscale vertical extensions of different magnitude. Respondents are asked to evaluate a new line priced 25% and %50 below the current offering separately for each of four brands. As a general implication, prestige brands are found to be more vulnerable to dilution effect of a downscale vertical extension compared to luxury brands. Their findings imply no connection between the magnitude of price reductions and the evaluation of the extension. The authors explain this finding with the assumption that the respondents may consider the extensions as offering the same level of quality no matter what the price is. However, the existence of a downscale extension, regardless of the new price, can be the reason of consumers’ unfavorable attitudes. Even so, the magnitude of discount affects the core brand image. For example, Audi’s brand image is better after a 50% discount than after 25%. The authors, thus, suggest that consumers may suppose the new offering as a different range instead of a

cheaper version of the same offering. This result seems to carry the same meaning with Kim, Lavack, and Smith (2001), who argue that greater distancing for a downward extension is beneficial for the parent brand. Their study emphasizes the differences between downscale extensions of luxury and prestige brands. Riley, Pina, and Bravo's (2013) and Musante's (2007) studies have a common ground as the participants of each study are asked to evaluate two different degrees of vertical extension prices (close to / far from current offering).

The research presented in the article of Völckner and Sattler (2006) shows the significance and relative importance of ten determiners of successful brand extensions called quality (strength) of the parent brand, history of previous brand extensions, parent brand conviction, parent brand experience, marketing support, retailer acceptance, fit, linkage of the utility of the parent brand to product attributes of the original product category, perceived risk, consumer innovativeness. They choose 22 real German FMCG brands and 3 real brand extensions for each brand according to their pretests. So, 66 brand extensions are examined. They find that parent brand experience has a positive impact on brand extension by the mediating effect of parent-brand conviction, which is a behavioral result of high parent-brand knowledge, stronger brand associations, and high autobiographical memories. Likewise, the history of the previous brand extensions has a positive effect on brand extension success by the mediating effects of parent-brand conviction, quality of the parent brand, and retailer acceptance. Marketing support is found to have both direct effect on extension success and indirect effect through the fit and retailer acceptance similar to previous studies where the fit between the parent brand and the extension category emerged. This finding is especially important because fit is still at the forefront in case of real extension in discordance with the previous studies using hypothetical extensions. According to their findings perceived risk and consumer innovativeness, which means "the degree to which an individual or other unit of adoption is relatively earlier in adopting new ideas than other members of a system" (Rogers, 1995, p. 22) are significant determiners of extension success but their relevance is not too much. Additionally, the quality of the parent brand and the marketing support have more positive impact on extension success if the extension is unfamiliar to the customers. This finding reveals that it's very important for companies to put forward the external attributes like brand name or marketing cues while launching an extension unfamiliar to the target audience in order to persuade them to evaluate the extension positively. On the other hand, authors claim that fit between parent brand the extended product has more effect

on the success of the extension when customers are relatively familiar with the extension (Völckner and Sattler , 2006).

4. BACKGROUND OF THE STUDY

4.1. Ready-to-Wear Sector

Ready-to-wear (or ready-wear) is the term to describe the factory-made clothing produced of knit and textile fabrics. Textile and ready-to-wear sector started to grow up by development policy launched in 1980, since then, the investments in the sector have increased (Ekonomi Bakanlığı Sektör Raporu, 2018). The textile sector in Turkey focuses substantially on export since the current capacity exceeds domestic demands.

The ready-wear products manufactured in Turkey largely include cotton clothings. The demand for raw materials like cotton, wool, thread, and fabrics is usually supplied by internal sources, however, a significant amount of importation is still needed. The major advantages of the sector are fast delivery, closeness to target markets, technical, social, and managerial knowledge, experience, wide product range and the design capacity (Ekonomi Bakanlığı Sektör Raporu, 2018). The number of department stores of ready-wear brands has been tremendously increased over the past years depending on the augmentation of shopping malls. By means of its flexible manufacturing facilities, Turkish ready-to-wear sector is able to manufacture fashion products congruent with the changing fashion trends.

In January 2018, the export share of ready-wear clothing in Turkey's overall exports was stated as 11,8 % (1.433 billion dollars) within total monthly import amounted at 12.198 billion dollars. This share was 12,9 % (1.383 billion dollar) in January 2015 (total monthly import was 10.756 billion dollar); 14,4% (1.317 billion dollar) in January 2016 (total import was 9.157 billion dollar); and 11,9% (1.245 billion dollar) in January 2017 (total import was 10.486 billion dollar), (İTKİB, 2018, p. 2). Top 10 countries, for which Turkey manufacture ready-to-wears are Germany, Spain, England, Netherlands, France, Italy, Iraq, U.S.A., Denmark, and Poland (İTKİB, 2018).

The drivers of spending on clothing can be specified as the rise of middle-class, the huge volume of young population, the improving socio-economic status of women, the positive effect of e-commerce on the sector, the prominence of clothing as the symbol

of social status, fashion trends, and the branding strategies to increase the ready-wear consumption (Sezgin, 2017).

As of 2005, a strong competition in both supply and demand started in world's ready-wear market. Due to the worsening economy, price level gained importance in purchase decision in some large countries like U.S.A Germany, and Japan. Customers' demand of buying a certain quality with lower prices have caused a critical price pressure. In addition to these, the growing diversification of the firms and their enlarging business have sharpened the price competition (Ekonomi Bakanlığı Sektör Raporu, 2018).



Table 10: List of Turkish Ready-Wear Brands

Brand name	Number of Domestic Stores	Categories							
		Women's Wear	Women's Shoes	Women's Accessories	Home	Women's Beach and Lounge Wear			
Yargıcı	52	Women's Wear	Women's Shoes	Women's Accessories	Home	Women's Beach and Lounge Wear			
Vakko	180	Women's Wear	Men's Wear	Home	Fragrance	Gourmet			
Network	126	Women's Wear	Men's Wear	Accessories	Shoes				
Mudo	130	Women's Wear	Men's Wear	Accessories	Shoes	Home			
Colin's	333	Women's Wear	Men's Wear	Accessories					
Defacto	350	Women's Wear	Men's Wear	Kids' and Teens' Wear	Baby Wear	Shoes	Accessories	Cosmetics	
Ipekyol	154	Women's Wear	Women's Shoes	Women's Accessories					
Twist	96	Women's Wear	Women's Shoes	Women's Accessories					
Koton	275	Women's Wear	Men's Wear	Kids' Wear	Baby Wear	Accessories	Shoes	Cosmetics	Underwear& Beachwear
LC Waikiki (LCW)	473	Women's Wear	Men's Wear	Kids' and Teens' Wear	Baby Wear	Shoes	Accessories	Home	Underwear& Beachwear
Littlebig (LTB)	146	Women's Wear	Men's Wear	Kids' Wear	Baby Wear				
Mavi	370	Women's Wear	Men's Wear	Kids' and Baby Wear	Accessories	Shoes			
Sarar	148	Women's Wear	Men's Wear	Accessories	Home				
Penti	372	Womens' Beachwear	Womens' Intimate	Womens' Homewear	Womens' Accessories	Womens' Sportswear	Women's and Men' Socks		
Damat&Tween	50	Mens' Wear	Mens' Shoes	Mens' Beachwear	Mens' Accessories				
Derimod	111	Women's Outerwear	Men's Outerwear	Accessories	Shoes				
Desa	70	Women's Wear	Mens' Shoes	Accessories	Shoes				
D's Damat	128	Mens' Wear	Mens' Shoes	Mens' Beachwear	Mens' Accessories				
Kıgılı	185	Mens' Wear	Mens' Shoes	Mens' Accessories					
Kip	60	Mens' Wear	Mens' Shoes	Mens' Accessories					
Ramsey	63	Mens' Wear	Mens' Shoes	Mens' Accessories					
Silk&Cashmere	16	Mens' Wear	Mens' Shoes	Home					
W Collection	31	Mens' Wear	Mens' Shoes	Mens' Accessories	Mens' Fragrance				
Beymen	23	Women's Outerwear	Mens' Wear	Kids' Wear	Cosmetics	Home&Gift			

Source: Generated by the author.

Global trends imply that the interest in innovative products, sportswear and performance fabrics is expected to increase; and that the demand for designer collections, limited editions and tailor-made clothing will grow up. By this means, the companies will be able to reach a wide range of consumer groups and reinforce the brand loyalty (Sezgin, 2017).

4.2. Information About Chosen Brands

Table 10 demonstrates Turkish ready-to-wear brands with the knowledge of main available categories and number of domestic stores for each brand. This table has been generated in June 2018 based on the official websites of the companies and the information gathered from employees of the listed companies. For the research purpose of measuring evaluations for both vertical and horizontal extensions, a premium brand and a good-value brand should be included in the study. Therefore, LC Waikiki (good-value brand) and Mavi (premium brand) are chosen because they're the first two brands having the highest penetration according to their numbers of stores within all the listed brands that market each of women's, men's, kids', and baby wear categories.

4.2.1. LC Waikiki

As the current owner of LC Waikiki (LCW) -a French-based ready-to-wear brand- Taha Group provides outsource manufacturing for world's leading ready-wear brands. LCW was sold to Taha Group in 1997. Since its handover, the brand has written a success story by its value for money shopping experience for all members of a family. In the early years, they had only two categories as baby and kids. The brand currently offers nine categories as women, men, teens, kids, baby, shoes, accessories, sportswear and home. It's one of the successful practitioners of brand extension strategy as they've stretched their categories year by year. Their strategy can be called horizontal category extensions. These extensions have enabled the brand to reach customers of all ages. Their marketing strategy is summed up by them as "combining price, quality and fashion at the most comfortable shopping environments, while offering the best product service." (<http://corporate.lcwaikiki.com>, 2018) The brand has a wide target audience ranging from newborns to elders from middle income families. The corporate describes its audience as price sensitive decision makers, who also prefer to shop garments for all their family members. The obvious prevalence of LCW stores is likely to be the result of their willingness to reach as many people as possible. According to the 2017 data, they have 833 stores across the world, as 469 of them located in Turkey and the remaining 364 in 37 different countries (<https://aa.com.tr>, 2018). In short, LCW positions itself as a fashion provider for everyone at reasonable price levels and they mention this in their policy "Everyone deserves to dress well." Finally, LCW was elected as the lovemark (the best-loved brand) of Turkey in clothing sector from 2010 until 2014 continuously in each year (<http://www.mediacaonline.com>, 2018). In the light of these explanations, LCW is considered as a successful Turkish ready-to-wear brand.

4.2.2. Mavi

Erak Denim, which is a denim manufacturer of world-wide known brands for almost 40 years, is the owner of Mavi brand since its launch in 1991. Mavi is known as a Turkish-based lifestyle brand that has a voice across the world. They describe themselves as an international ready-to-wear and accessory brand, and the owner of “Perfect fit” philosophy. This philosophy symbolizes the core of their positioning strategy: Understanding and tracking customer needs and offering high quality for great value (www.mavicompany.com, 2018). According to company’s official website, Mavi is positioned in the upper segment of the denim market and provides premium products to the customers. Mavi Gold and Mavi Black are some sub brands under Mavi. These sub brands have been launched in order to strengthen company’s position of “premium denims provider”.

Mavi’s ability of developing innovation-based *premium* products is one of the success factors which helped them to become upper segment member of international denim market. According to a brand perception report prepared by GfK in 2017 (www.mavicompany.com, 2018), Mavi is the number one brand for top-of-mind brand awareness. Their target audience is fashion-savvy, young adults (both men and women) at mid-20’s. They have been maintaining a loyalty program (Kartuş Card) for the past few years and they state that they have approximately 4.7 M of active users within 6.5 M Kartuş Card holders.

In Turkey, Mavi has 360 mono brand stores, of which 287 are company operated stores according to 2017 data. Mavi’s international store chain consists of 65 Mono-Brand stores and approximately 5000 wholesale multibrand doors across 34 countries excluding Turkey. Their strong wholesale and online partners include Bloomingdale’s, Nordstrom, Zappos.com, Amazon, Simons, David Jones, P&C and Zalando.com. Their international operations focus on the following regions: The U.S., Canada, Europe (Centered on Germany); and Russia.

In 2013, Mavi ranked number two as the lovemark of Turkey in clothing category following the number one brand LC Waikiki (halklailiskiler.com, 2018). In addition, they launched a microsite called “ilovemavi.com” in 2015 to communicate love, so that to create loyal followers. Members can upload their daily styles with Mavi products onto this site to inspire others. Mavi is known with its advertising campaigns in which they

collaborate with top celebrities. These campaigns make contribution to create awareness and popularity among their target audience.

5. METHODOLOGY

This section explains research objective, conceptual model and hypotheses of the study, research type, the questionnaire and the variables used in the study, the sampling method and size, the data collection and the analysis method.

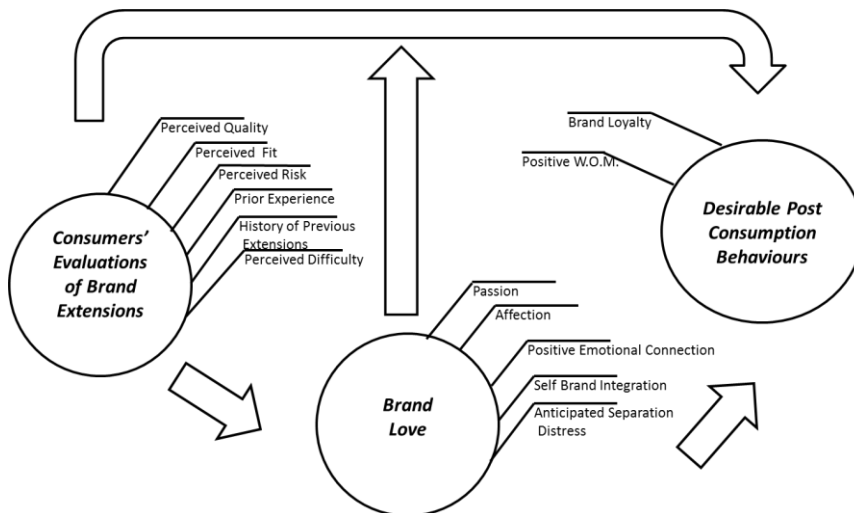
5.1. Research Objective

This study aims to analyze the effect of consumers' evaluation of brand extension strategies on brand love and the moderating role of brand love between consumers' evaluation of brand extensions and some desirable post consumption behaviors in terms of brand loyalty and positive W.O.M.

5.2. Proposed Model

The proposed conceptual model includes three main dimensions of this study, which are consumers' evaluations of brand extensions (Independent variable), brand love (Dependent variable), and desirable post consumption behaviors in terms of brand loyalty and positive W.O.M. (Dependent variable).

Figure 4: Proposed Conceptual Model of the Study



5.3. Research Type

This study is structured as “descriptive”. A descriptive study is conducted to organize, to summarize and to show the data in an informative way. It enables data set to be more understandable (Durmuş, Yurtkoru, and Çinko, 2013). It's a type of conclusive

research, which describes something, usually market characteristics or functions (Malhotra and Birks, 2006).

5.4. The Questionnaire and the Variables of the Study

The questionnaire for collecting secondary data includes 6 sections and 102 questions together with the demographic ones. First section is designed to collect demographic characteristics of the sample, and to allow them to choose one of the subjected ready-to-wear brands. This section also includes basic questions to understand if they feel brand love towards the brand they've chosen, if they follow the fashion trends, if they have dogs or cats (In order to interpret their replies on the hypothetical category extension: Ready-to-wears for cats and dogs) and for whom (for their selves, or their beloved ones) they purchase from the brand they've chosen. From the end of the section 1 until the end of the questionnaire, five-point Likert scale from "strongly disagree" to "strongly agree" is applied to the questions. Second section includes questions about brand love and desirable post-consumption behaviors. From the third section until the end of the questionnaire, the questions are aimed to collect data about how the participants evaluate the hypothetical brand extensions on the brand they've chosen. These hypothetical extension ideas are a brand-new ready-wear category for cats and dogs (category extension, section 3), genuine leather bag (line extension for already existed "accessories" line, section 6) and vertical extensions involving both upward and downward (Section 4 and section 5).

The main dimensions, sub-dimensions and the items (questions) are shown in Table 11. The questions in the questionnaire are either directly taken or adapted versions of these items. A pre-test was conducted with a small sample (n=10) in order to avoid misunderstandings of the questions. Based on the feedbacks of the pretest participants, minor changes in the wordings were done and a couple of near-synonymous questions were removed.

In order to reach respondents, an online tool, called SurveyMonkey is used. The questionnaire can be seen in the appendices part.

Table 11: Dimensions of The Study

Dimensions of Brand Love	Sub-dimensions	Q#	Item
Passion (Bagozzi, Batra, Ahuvia, 2014; Albert, Merunka, Florence, 2009)	Willingness to invest resources	13	I'm willing to invest a lot of time on the products of this brand.
		14	I'm willing to invest a lot of physical energy on the products of this brand.
		15	I'm willing to invest a lot of mental energy on the products of this brand.
		16	I'm willing to invest a lot of money on the products of this brand.
	Passionate desire to use	17	I desire to wear this brand.
		18	I desire to shop for this brand.
	Idealization	19	There is almost something magical about my relationship with this brand.
	Pleasure	20	I take pleasure by buying this brand.
		21	I take pleasure by discovering new products from this brand.

		22	I take a real pleasure in using this brand.
Affection (Albert, Merunka, Florence, 2009)	Duration	23	(I feel that) this brand has accompanied me for many years.
	Memories	24	I associate this brand with some important events of my life.
	Intimacy	25	I value this brand greatly in my life.
	Uniqueness	26	This brand is unique.
Positive emotional connection (Bagozzi, Batra, Ahuvia, 2014)	Intuitive fit	27	This brand seems to fit my own tastes perfectly.
	Emotional attachment	28	I feel emotionally connected to this brand.
Self-brand Integration (Bagozzi, Batra, Ahuvia, 2014)	Current self-identity	29	Wearing this brand says something true and deep about who I am as a person.
		30	This brand is important part of how I see myself.
	Desired self-identity	31	This brand makes me look like how I want to look.
		32	This brand makes me feel like how I want to feel.

		33	This brand helps me present myself to others as the kind of person I want to be.
	Frequent thoughts	34	I find myself thinking about this brand.
Anticipated Separation Distress (Batra, Ahuvia, and Bagozzi, 2012)		35	If this brand goes out of existence, I do not feel good.
		36	If this brand goes out of existence, I feel bad.
Dimensions of Desirable Post Consumption Behaviors	Sub-dimensions	Q#	Item
Brand Loyalty (Carroll and Ahuvia, 2006)	-	37	This is the only brand of this product that I'll buy.
		38	When I go shopping, I don't even notice competing brands.
		39	I'll "do without" rather than buy another brand.
		40	I intend to keep shopping from this brand in the future.
Positive W.O.M.	-	41	I have recommended this brand to lots of people.

(Carroll and Ahuvia, 2006; Bergkvist and Bech-Larsen, 2010; Batra, Ahuvia, and Bagozzi, 2012)		42	I talk up this brand to my friends.
Dimensions of Consumers' Evaluations of Brand Extensions	Sub-dimensions	Q#	Item
Perceived quality (Aaker and Keller, 1990; Smith and Park, 1992)	-	43	This brand offers high-quality products.
	-	47 61 75 89	Perception of overall quality of the extension.
History of previous brand extensions (Völckner and Sattler, 2006)	-	44	Past extensions are of good quality.

Prior experience with parent brand (Völckner and Satler 2006)	-	45	Frequency of using the brand.
		46	Please indicate your frequency of purchasing the brand
Perceived fit (Aaker and Keller, 1990; Park, Milberg, and Lawson, 1991; Choi, Liu, Liu, Mak, & To, 2010)	Transfer	48	I think that the people, facilities and skills used in developing, refining and making the existing products of the brand can be helpful if the company is to make the new product.
		62	
		76	
		90	
	Complement	49	The new product and the original products are complements that they can be used together in certain usage to satisfy my particular need.
		63	
77			
91			
Substitute	50	The new product and the original products are substitutes that I would select between in certain usage situations to satisfy my particular need.	
	64		
	78		

		92	
	Product feature similarity	51 65 79 93	Please indicate the extend you consider the features of extension product is correlated with the features of existing products.
		52 66 80 94	Please indicate the extend you consider the extension product and the existing product have shared-usage situation.
	Brand concept consistency	53 67 81 95	I think the product characteristics like quality, style of the new product is similar to the parent brand.
		54 68 82 96	I think the product image of new product is similar to the parent brand.
		55 69 83 97	The new product line is a logical extension for the parent brand to launch.

	Overall Fit	56 70 84 98	I think this extension is well-fitted with the parent brand.
Perceived risk (DelVecchio and Smith, 2005; Aaker, 2013)	Financial risk	57 71 85 99	I lose a significant amount of money if the new product won't work properly.
	Social risk	58 72 86 100	If I buy this product, I will probably have to explain to some people how I chose it.
	Performance risk	59 73 87 101	I'm likely to have problems with the performance of the new product.
Perceived difficulty of making the extension (Aaker and Keller, 1990)		60 74 88 102	Please indicate your perception difficulty in making the extension product.

5.5.Sampling Method

In order to collect secondary data, *convenience sampling* from non-probability sampling methods is conducted. Convenience sampling are not recommended for descriptive research but it's suitable for exploratory research for generating ideas and insights (Malhotra and Birks, 2006). By this sampling method the participants are selected since they are convenient for the researcher. This method is used in this study because of the exploratory characteristic of the research. Furthermore, it's the least time-consuming and the least expensive and the fastest method

In an effort to reach enough number of respondents, snowball sampling method was also used. This means that subsequent respondents were reached by favor of initial respondents. Most of the initial respondents were asked to share the questionnaire with their social surroundings. Because the questionnaire was conducted online, snowball technique is adequate for snowball sampling method.

In this study, the target population is the active ready-to-wear consumers in Turkey. So, the questionnaire is distributed to people aged between 18-62 from various cities of Turkey. The respondents also differ in their education levels and professions.

5.6.Data Collection and Analysis Method

As it's previously mentioned, the questionnaire was prepared in an online tool, called SurveyMonkey. So, it's shared and boosted in social media platforms like Facebook, Twitter, LinkedIn, and WhatsApp. It's shared via e-mails as well. As a result, the questionnaire gained access to 787 people in total and 377 of them completed the whole questionnaire. Data was collected in September 2018, within one month.

The data collected by the questionnaire was analyzed in SPSS 20 (Statistical Package for the Social Sciences) computer program.

6. FINDINGS OF RESEARCH

6.1. Demographics

Frequency statistics shows that 201 of total 377 participants are female and 176 of them are male. This indicates that 53% of participants are female and the remaining 47% are male.

6.1.1. Age

As previously mentioned, the data was collected from people aged between 18-62 (M=29). Table 12 shows the frequency of participants' age. According to the table, there are four age groups. A great majority of the respondents belongs to the age group of 18-30. There are 253 people in this group with a percentage of 67%. Apart from that, 23% of the respondents are aged between 31-40; 7% of them are aged between 41-50 and a minority of total respondents with a percentage of 3% are older than 50.

Table 12: Frequency of Age Groups

Age Group	Frequency	Percent
18-30	253	67%
31-40	86	23%
41-50	27	7%
50+	11	3%
Total	377	100%

6.1.2. Occupation and Income Level

The participants of the data collection process have various occupation as shown in Table 13. According to this table the great majority of the respondents are employed in private sector with the percentage of 45%. Apart from that, 21% of the respondents are student; 14% are public sector employee; 9% self-employed; 4% are housewife; unemployed and retired respondents have a percentage of 1% each, and the remaining 4% have other occupations.

Table 14 shows the income level of the participants. There are five income groups and the great majority of participants (32%) earns between 3.001 TL-5.000 TL per month. The remaining of the sample are distributed as 25% in 1.001 TL-3.000 TL; 18% in 1.000 TL and below; 17% in 5.000 TL-10.000 TL; and lastly 7% in 10.000 TL and above.

Table 13: Frequency of Occupations

Occupation	Frequency	Percent
Private sector	170	45%
Public sector	52	14%
Student	80	21%
Housewife	15	4%
Self-employed	34	9%
Unemployed	5	1%
Other	16	4%
Retired	5	1%
Total	377	100%

Table 14: Income Level

Income Level	Frequency	Percent
1.000 TL and below	68	18%
Between 1.001 TL – 3.000 TL	95	25%
Between 3.001 TL – 5.000 TL	122	32%
Between 5.001 TL – 10.000 TL	64	17%
10.000 TL and above	28	7%
Total	377	100

6.1.3. Education Level

As shown in Table 15, the sample includes five education levels and the great majority of the respondents has a bachelor's degree with the percentage of 61%. Following this, high school and master's degree level have the percentage of 18% each. Minority of the sample belongs to secondary school level (1%) and Phd level (2%). There is no primary school graduate in the sample.

Table 15: Education Level

Education	Frequency	Percent
Secondary School	4	1%
High School	69	18%
Bachelor	229	61%
Master	69	18%
Phd	6	2%
Total	377	100

6.1.4. Location

Since the data for the research was collected via an online questionnaire, its distribution area is not limited. It's extended to various geographical regions of Turkey. The great majority of the participants (66%) are the residents of Marmara Region. Following Marmara Region, the participants respectively live in Ege and İç Anadolu (10%), Karadeniz (6%), Akdeniz (4%), and Doğu Anadolu or Güneydoğu Anadolu (3%).

Table 16: Location-based Distribution of the Sample

Locations	Frequency	Percent
Marmara	250	66%
Ege	39	10%
İç Anadolu	38	10%
Karadeniz	21	6%
Akdeniz	16	4%
Doğu Anadolu & Güneydoğu Anadolu	13	3%
Total	377	100%

6.2.Brand Preference

As mentioned before, two Turkish ready-to-wear brands are involved in this study. 40% of respondents indicated that they prefer with priority LC Waikiki instead of Mavi in the course of shopping for ready-to-wears and 60% of the participants indicated they prefer Mavi instead of LC Waikiki in case of such a situation. 7% of 151 participants, who choose LC Waikiki indicated that they feel brand love towards this brand. On the other hand, 14% of 226 participants, who choose Mavi confirmed that they feel brand love towards this brand.

The participants were asked for whom they shop from the brand they chose. 72% of the participants that preferred LC Waikiki indicated that they shop for their selves from this brand, while the remaining 28% shop from LC Waikiki for their beloved ones. When it comes to shopping from Mavi, 82% of the participants that choose Mavi shop from this brand for their selves while the remaining 18% shop for their beloved ones. These statistics can be seen in Table 16.

Table 17: Brand Preference, Reason for Shopping, and Brand Love Statistics of Participants

Brand Preference	Frequency	Percent	Brand Love Percent	Shopping for Myself	Shopping for Beloved Ones
LC Waikiki	151	40%	7%	72%	28%
Mavi	226	60%	14%	82%	18%

Table 18: Fashion Following Statistics of Participants

Fashion Following	Frequency			Percent		
	Whole Sample	Choosers of LCW	Choosers of Mavi	Whole Sample	Choosers of LCW	Choosers of Mavi
Yes	158	55	103	42%	36%	46%
No	219	96	123	58%	64%	54%
Total	377	151	226	100%	100%	100%

The participants were asked whether they follow fashion or not. Table 18 shows the fashion following statistics of the participants. 158 (42%) participants of the whole sample indicated that they follow fashion, whereas 219 (58%) of them indicated they don't follow fashion.

The data reveals that 55 (36%) participants in 151 persons, who chose LCW, follow fashion; 96 (64%) of them do not follow fashion. 103 (46%) participants in total choosers of Mavi follow fashion and 123 (54%) do not.

6.3. Factor Analyses

Factor analysis is the method used for “data reduction” (Pallant, 2015). It is conducted to decrease many variables to a meaningful, interpretable set of factors (Sekaran, 2003). This part of the study explains the factor analysis steps conducted for each dimension of this study (Brand love, consumers' evaluations of brand extensions, and desirable post consumption behaviors in terms of brand loyalty and positive W.O.M.).

In order to conduct factor analysis, Kaiser-Meyin-Olkin (KMO) (Kaiser H., 1970, 1974) and Barlett's test of Sphericity (Bartlett, 1954) results should be interpreted. Bartlett's test of Sphericity shows if there is an adequate correlation between factors. If the p value (Sig.) is less than 0,05, there is an adequate correlation between factors (Durmuş, Yurtkoru, and Çinko, 2013). KMO value differs between 0 and 1. The lower limit for this value is 0,50; the more this value gets close to 1, the more acceptable it is (Malhotra and Birks, 2006).

Factor analysis is conducted to eliminate some questions involved in the questionnaire. The reason behind that is to exclude the misconceived questions from the analysis (Durmuş, Yurtkoru, and Çinko, 2013). In order to do this, first, measure of sampling (MSA) values on anti-image correlation matrix are examined and the questions

that have MSA values less than 0,50 are eliminated from the data. After that the factor analysis is repeated until no question with MSA value less than 0,50 remains.

After this step, rotated component matrix is examined. It shows the correlations between the variables and the factors, namely “factor loadings” (Malhotra and Birks, 2006). The acceptable minimum level of factor loading is 0,50 (Durmuş, Yurtkoru, and Çinko, 2013).

After deciding that there are no more questions to eliminate based on factor loadings, reliability analysis for each factor is implemented. Reliability statistics are interpreted in reference to Cronbach’s Alpha value. A factor can be concluded as reliable providing that its Cronbach’s Alpha value is 0,70 and above. If there is a small number of questions, 0,60 and above is also acceptable. At this step, the questions are eliminated so as to create a factor as reliable as possible. In order to do that “Cronbach’s Alpha if Item Deleted” column in reliability statistics table should be examined and the questions that may result in a higher reliability level in case of removal from the data should be deleted and the factor analysis is repeated.

6.3.1. Factor Analysis for Brand Love

This analysis includes 24 questions. KMO and Barlett’s test were initially examined. Results reveal that factor analysis is appropriate for this dimension since the p value is less than 0,05 (0,00). The KMO value of brand love is 0,956; so the factors are excellently acceptable for factor analysis. Table 19 summarizes those findings.

Table 19: KMO and Bartlett's Test for Brand Love

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,956
Bartlett's Test of Sphericity	Approx. Chi-Square	11887,448
	Df	820
	Sig.	,000

Regarding the factor analysis for brand love, anti-image correlation matrix showed that there is no MSA values less than 0,50. Consequently, none of the questions about brand love was eliminated from this matrix at this stage.

After this step, rotated component matrix was examined. The questions that have factors loadings less than 0,50 and that have similar loadings in different factors were removed from the data, as a result, 12 questions were removed thereby repeating factor analysis three times.

Having decided that there were no more questions to eliminate based on factor loadings, reliability analysis for each of four factors was implemented. At this stage removal of more questions was not needed because each factor has an adequate Cronbach's Alpha level. In the end, the new four factor groups were generated as passion, willingness to sacrifice, self-brand integration and anticipated separation distress as shown in Table 20.

Table 20: Factor Groups of Brand Love

Factor Group	Items	Factor Loadings	Variance Explained	Reliability
Passion	I take pleasure in using this brand.	0,823	25,394	0,892
	I desire to shop for this brand.	0,813		
	I take pleasure by buying this brand.	0,810		
	I desire to wear this brand.	0,789		
Willingness to Sacrifice	I'm willing to invest a lot of physical energy on the products of this brand.	0,887	21,565	0,920
	I'm willing to invest a lot of mental energy on the products of this brand.	0,869		
	I'm willing to invest a lot of time on the products of this brand.	0,836		
Self Brand Integration	This brand makes me feel like how I want to feel.	0,824	19,616	0,865
	This brand helps me present myself to others as the kind of person I want to be.	0,817		
	This brand makes me look like how I want to look.	0,806		
Anticipated Separation Distress	If this brand goes out of existence, I do not feel good.	0,909	15,010	0,868
	If this brand goes out of existence, I feel bad.	0,885		
		Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0,859
		Bartlett's Test of Sphericity	Approx. Chi-Square	3136,624
			df	66
			Sig.	0

6.3.2. Factor Analysis for Evaluations' of Brand Extensions

Since the questionnaire includes separate sections for each of four hypothetical brand extensions, factor analysis for consumers' evaluations of brand extensions was separately applied to each one. Each of four factor analysis includes the 18 same questions

asked for each extension idea. The results of the analysis will be presented under the following four sub-headings.

Table 21 summarizes the findings of these four factor analyses by showing the factors of each hypothetical extension.

Table 21: Factor Groups of Consumers' Evaluations of Brand Extensions

Extension Type	Factors	Variance Explained	Reliability
Category Extension	Perceived Fit	17,628	0,829
	Perceived Quality	15,42	0,823
	Brand Concept Consistency	13,798	0,88
	Perceived Risk	13,439	0,639
	Usage Experience	12,12	0,888
Upward Extension	Perceived Fit	30,179	0,89
	Usage Experience	17,55	0,809
	Perceived Risk	13,508	0,744
Downward Extension	Perceived Fit	42,684	0,922
	Usage Experience	20,433	0,809
Line Extension	Perceived Fit	36,781	0,973
	Usage Experience	17,446	0,809
	Perceived Risk	13,514	0,716

6.3.2.1. Category Extension: Ready-to-Wears Category for Cats and Dogs

The very first hypothetical brand extension about which the respondents were asked is a brand-new ready-to-wear category for cats and dogs. Firstly, KMO and Bartlett's test were examined. Results reveal that factor analysis is appropriate for this dimension since the p value is less than 0,05 (0,00). KMO value is 0,836, so the factors are excellently acceptable for factor analysis. Table 22 summarizes those findings.

Table 22: KMO and Bartlett's Test for Category Extension

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,836
Bartlett's Test of Sphericity	Approx. Chi-Square	3451,312
	df	153
	Sig.	,000

For the category extension, anti-image correlation matrix showed that there is no question with an MSA value less than 0,50, so the factor loadings were examined. The questions with factor loadings less than 0,50 were removed. 1 question was deleted based on factor loadings and factor analysis was rerun. After that reliability analysis were applied. 2 questions were removed at this stage to increase the reliability and factor analysis was repeated. Thus, 15 questions remained that were loaded onto five different factors. The new factors were named as perceived fit, perceived quality, brand concept consistency, perceived risk, and usage experience as shown in Table 23.

Table 23: Factor Groups of Category Extension

Factor Group	Items	Factor Loadings	Variance Explained	Reliability
Perceived Fit	The products of the new category and the existing products of the main brand are substitutes that I would select between in certain usage situations to satisfy my particular need.	,821	17,628	0,829
	The products of the new category and the existing products of the main brand are complements that they can be used together in certain usage to satisfy my particular need.	,757		
	I think the new category is a logical extension for the parent brand to launch.	,740		
	I think the new category is well-fitted with the parent brand.	,682		
Perceived Quality	This brand offers high-quality products.	,848	15,420	0,823
	I think the past extensions of this brand (such as woman,man,kids,babies or accessories) are of good quality.	,842		
	I think the products of the new category are of good quality.	,653		
Brand Concept Consistency	I think the image of the products of the new category is similar to the existing products of parent brand.	,878	13,798	0,880
	I think the product characteristics like quality, style of the products of the extension category are similar to the existing products of parent brand.	,858		
Perceived Risk	I think I'm likely to have problems with the performance of the products of new category.	,799	13,439	0,639
	I think it's difficult for main brand to produce the products of this new category.	,734		
	I think my social surroundings will judge me if i buy products from this new category.	,720		
	I think i lose a significant amount of money if the performance of the products of the new category don't meet my expectations.	,523		
Usage Experience	I frequently use this brand.	,896	12,120	0,888
	I frequently purchase from this brand.	,866		
		Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0,788
		Bartlett's Test of Sphericity	Approx. Chi-Square	2612,400
			df	105
			Sig.	0

6.3.2.2. Upward Extension

In order to collect data about upward brand extension, second hypothetical brand extension about which the respondents were asked is a more expensive and higher quality collection launched for sale by the brand they had chosen. Firstly, KMO and Bartlett's test were examined. Results reveal that factor analysis is appropriate for this dimension since the p value is less than 0,05 (0,00). KMO value is 0,866, so the factors are excellently acceptable for factor analysis. Table 24 summarizes those findings.

Table 24: KMO and Bartlett's Test for Upward Extension

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,866
Bartlett's Test of Sphericity	Approx. Chi-Square	3264,421
	Df	153
	Sig.	,000

For the upward extension, anti-image correlation matrix showed that there is no question with an MSA value less than 0,50, so the factor loadings were examined. 3 question were deleted based on factor loadings and factor analysis was rerun. After that reliability analysis was applied. No questions were removed at this stage. Thus, 15 questions were remained that were loaded onto 3 different factors as perceived fit, usage experience and perceived risk (Table 25).

Table 25: Factor Groups of Upward Extension

Factor Group	Items	Factor Loadings	Variance Explained	Reliability
Perceived Fit	I think the products of the new collection and the existing products of the main brand have shared-usage situation.	0,800	30,179	0,89
	I think the features of the products of the products in new collection is correlated with the features of existing products of the main brand.	0,790		
	I think the product characteristics like quality, style of the products of the new collection are similar to the existing products of parent brand.	0,740		
	I think the image of the products of the new collection is similar to the existing products of parent brand.	0,731		
	The products of the new collection and the existing products of the main brand are substitutes that I would select between in certain usage situations to satisfy my particular need.	0,730		
	The products of the new collection and the existing products of the main brand are complements that they can be used together in certain usage to satisfy my particular need.	0,721		
	I think the new collection is well-fitted with the parent brand.	0,716		
	I think the new collection is a logical extension for the parent brand to launch.	0,614		
Usage Experience	I frequently purchase from this brand.	0,837	17,550	0,809
	I frequently use this brand.	0,786		
	I think the past extensions of this brand (such as woman,man,kids,babies or accessories) are of good quality.	0,732		
	This brand offers high-quality products.	0,687		
Perceived Risk	I think I'm likely to have problems with the performance	,831	13,508	0,744
	I think it's difficult for main brand to produce the products of this new collection.	,827		
	I think my social surroundings will judge me if i buy products from this new collection.	,772		
		Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0,845
		Bartlett's Test of Sphericity	Approx. Chi-Square	2625,865
			df	105
			Sig.	0

6.3.2.3. Downward Extension

In order to collect data about downward brand extension, third hypothetical brand extension about which the respondents were asked was a more affordable and lower quality collection launched for sale by the brand they had chosen. Firstly, KMO and Bartlett's test were examined. Results reveal that factor analysis is appropriate for consumers' evaluations of downward extensions since the p value is less than 0,05 (0,00). KMO value is 0,851, so the factors are excellently acceptable for factor analysis. Table 26 summarizes those findings.

Table 26: KMO and Bartlett's Test for Downward Extension

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,851
Bartlett's Test of Sphericity	Approx. Chi-Square	3815,614
	Df	153
	Sig.	,000

Factor analysis of downward extension ended up removing 5 questions from the dataset. Two of the questions removed because of the inadequacy of factor loadings ($<0,5$), one was removed because of its poor MSA value ($<0,5$) and two questions removed during reliability analysis. Finally, 13 questions remained that're loaded on two factors as shown in Table 27.

Table 27: Factor Groups of Downward Extension

Factor Group	Items	Factor Loadings	Variance Explained	Reliability
Perceived Fit	I think the products of the new collection and the existing products of the main brand have shared-usage situation.	0,850	42,684	0,922
	I think the features of the products of the products in new collection is correlated with the features of existing products of the main brand.	0,839		
	The products of the new collection and the existing products of the main brand are substitutes that I would select between in certain usage situations to satisfy my particular need.	0,817		
	I think the image of the products of the new collection is similar to the existing products of parent brand.	0,807		
	The products of the new collection and the existing products of the main brand are complements that they can be used together in certain usage to satisfy my particular need.	0,800		
	I think the new collection is well-fitted with the parent brand.	0,795		
	I think the product characteristics like quality, style of the products of the new collection are similar to the existing products of parent brand.	0,792		
	I think the new collection is a logical extension for the parent brand to launch.	0,666		
	I think that the main brand has enough human resources, facilities and skills to use in developing and producing the new collection.	0,604		
Usage Experience	I frequently purchase from this brand.	0,841	20,433	0,809
	I frequently use this brand.	0,807		
	I think the past extensions of this brand (such as woman,man,kids,babies or accessories) are of good quality.	0,745		
	This brand offers high-quality products.	0,738		
		Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0,869
		Bartlett's Test of Sphericity	Approx. Chi-Square	3131,396
			df	78
			Sig.	0

6.3.2.4. Line Extension: Genuine Leather Bag

In order to collect data about line extensions, fourth hypothetical brand extension about which the respondents were asked is genuine leather bag launched by the brand they had chosen. Firstly, KMO and Bartlett's test were examined. Results reveal that factor analysis is appropriate for this dimension since the p value is less than 0,05 (0,00). KMO value is 0,882, so the factors are excellently acceptable for factor analysis. Table 28 summarizes those findings.

Table 28: KMO and Bartlett's Test for Line Extension

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,882
Bartlett's Test of Sphericity	Approx. Chi-Square	4225,863
	Df	153
	Sig.	,000

After removing three questions because of poor factor loadings (<0,50), three factors generated loaded with remaining 15 questions. The factors of line extension are perceived fit, usage experience, and perceived risk (Table 29).

Table 29: Factor Groups of Line Extension

Factor Group	Items	Factor Loadings	Variance Explained	Reliability	
Perceived Fit	I think the features of the new product is correlated with the features of existing products of the main brand.	0,886	36,781	0,973	
	I think the new product and the existing products of the main brand have shared-usage situation.	0,861			
	I think the product characteristics like quality, style of the new product are similar to the existing products of parent brand.	0,856			
	I think the image of the new product is similar to the existing products of parent brand.	0,837			
	I think the new product is well-fitted with the parent brand.	0,817			
	The new product and the existing products of the main brand are complements that they can be used together in certain usage to satisfy my particular need.	0,811			
	The new product and the existing products of the main brand are substitutes that I would select between in certain usage situations to satisfy my particular need.	0,781			
Usage Experience	I think the new product is a logical extension for the parent brand to launch.	0,694	17,446	0,809	
	I frequently purchase from this brand.	0,816			
	I frequently use this brand.	0,778			
	I think the past extensions of this brand (such as woman,man,kids,babies or accessories) are of good quality.	0,774			
Perceived Risk	This brand offers high-quality products.	0,763	13,514	0,716	
	I think I'm likely to have problems with the performance of the new product.	0,851			
	I think it's difficult for main brand to produce this new product.	0,839			
	I think my social surroundings will judge me if i buy this new product.	0,665		0,866	
	Kaiser-Meyer-Olkin Measure of Sampling Adequacy				
	Bartlett's Test of Sphericity	Approx. Chi-Square			3578,241
		df			105
	Sig.	0			

6.3.3. Factor Analysis for Desirable Post Consumption Behaviors

Factor analysis for desirable post consumption behaviors include 7 questions that belong to following dimensions: Brand loyalty and positive W.O.M.

KMO and Barlett's test results show that factor analysis is appropriate for this dimension since the p value is less than 0,05 (0,00). The KMO value is 0,802; so the factors are excellently acceptable for factor analysis. Table 30 summarizes those findings.

Regarding the factor analysis, anti-image correlation matrix showed that there is no MSA values less than 0,50. After this step, rotated component matrix was examined. Two questions, which have similar loadings in different factors were removed from the data. Consequently, five questions loaded onto two factors remained as shown in Table 31.

Table 30: KMO and Bartlett's Test for Desirable Post Consumption Behaviors

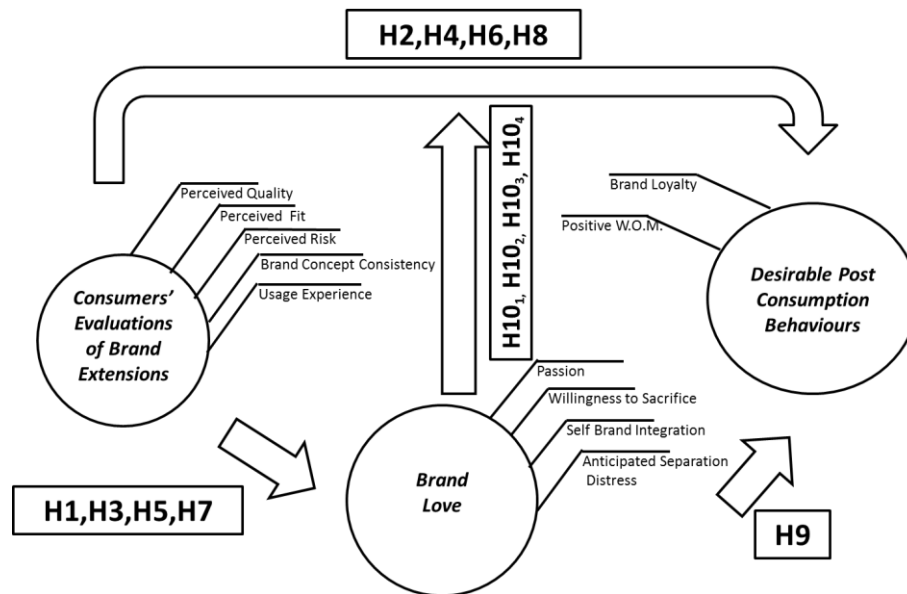
KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,802
Bartlett's Test of Sphericity	Approx. Chi-Square	1416,959
	Df	21
	Sig.	,000

Table 31: Factor Groups of Desirable Post Consumption Behaviors

Factor Group	Items	Factor Loadings	Variance Explained	Reliability
Brand Loyalty	When I go shopping, I don't even notice competing brands.	0,914	47,702	0,877
	I'll "do without" rather than buy another brand if this brand is unavailable.	0,877		
	This is the only brand of this product that i'll buy.	0,834		
Positive W.O.M.	I have recommended this brand to lots of people.	0,930	37,098	0,897
	I talk up this brand to my friends.	0,927		
		Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0,722
		Bartlett's Test of Sphericity	Approx. Chi-Square	1098,874
			df	10
			Sig.	0

Final conceptual model and hypotheses were generated after factor analyses were finished (Figure 5).

Figure 5: General Conceptual Model After Factor Analyses



Considering that four hypothetical extension will be separately involved in hypotheses in terms of their relationships with dependent variables (Brand love, desirable post consumption behaviors, following figures are dedicated to give more detailed explanation for the hypotheses that will be tested in regression analysis.

Figure 6: Conceptual Model After Factor Analyses (Category Extension-Based)

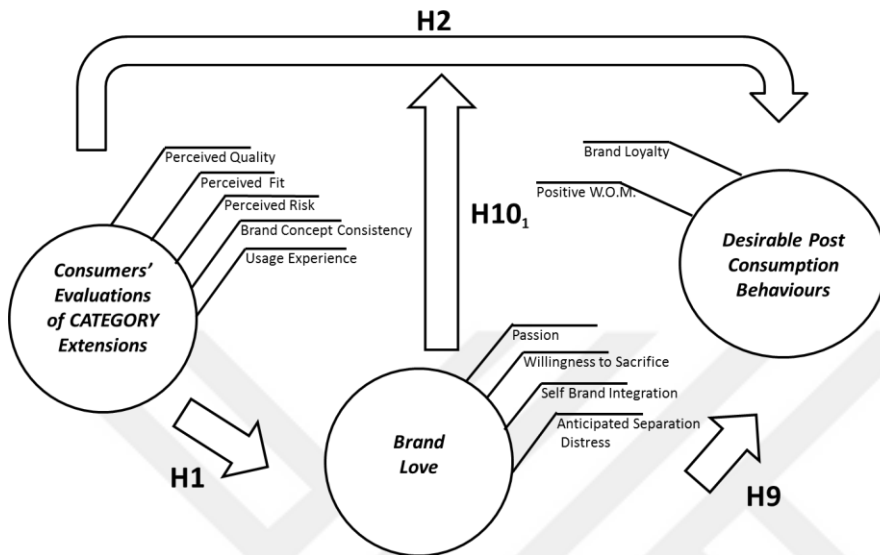


Figure 7: Conceptual Model After Factor Analyses (Upward Extension-Based)

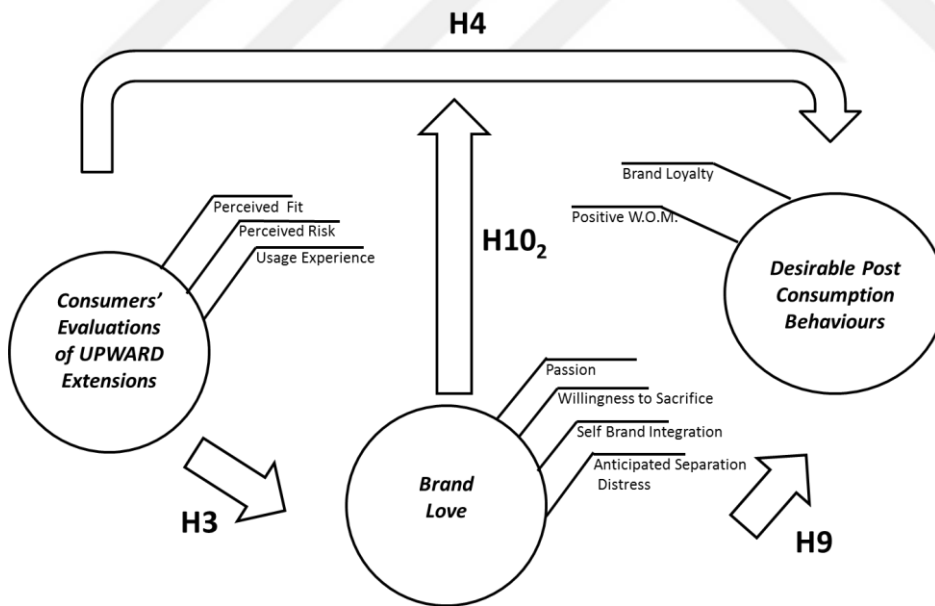


Figure 8: Conceptual Model After Factor Analyses (Downward Extension-Based)

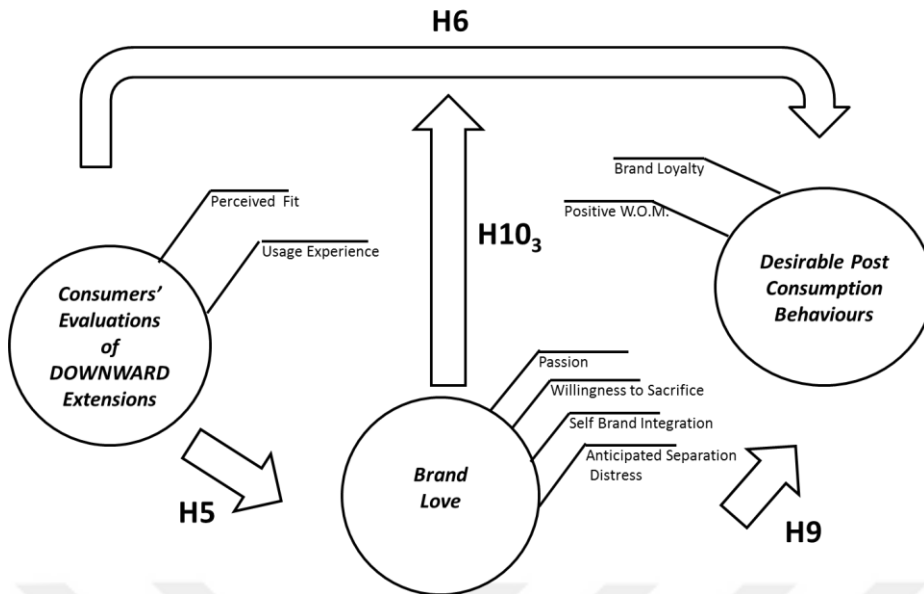
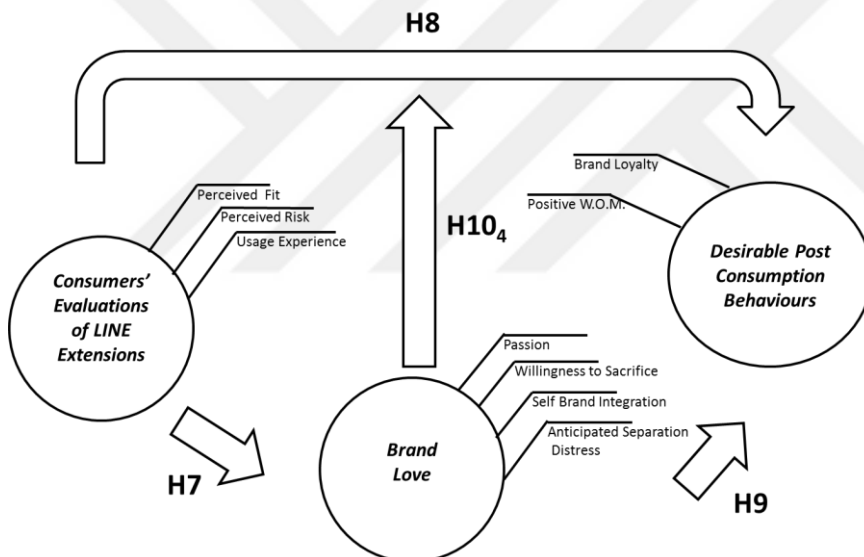


Figure 9: Conceptual Model After Factor Analyses (Line Extension-Based)



H1= Consumers' evaluation of category extensions explains brand love.

H2= Consumers' evaluation of category extensions explains desirable post consumption behaviors.

H3= Consumers' evaluation of upward extensions explains brand love.

H4= Consumers' evaluation of upward extensions explains desirable post consumption behaviors.

H5= Consumers' evaluation of downward extensions explains brand love.

H6= Consumers' evaluation of downward extensions explains desirable post consumption behaviors.

H7=Consumers' evaluation of line extensions explains brand love.

H8= Consumers' evaluation of line extensions explains desirable post consumption behaviors.

H9= Brand love explains desirable post consumption behaviors.

H10= Brand love moderates the relationship between consumers' evaluation of brand extensions and desirable post consumption behaviors.

H10₁= Brand love moderates the relationship between consumers' evaluation of category extensions and desirable post consumption behaviors.

H10₂= Brand love moderates the relationship between consumers' evaluation of upward extensions and desirable post consumption behaviors.

H10₃= Brand love moderates the relationship between consumers' evaluation of downward extensions and desirable post consumption behaviors.

H10₄= Brand love moderates the relationship between consumers' evaluation of line extensions and desirable post consumption behaviors.

H11=There is a significant difference between genders in terms of brand love.

H12=There is a significant difference between age groups in terms of brand love.

H13=There is a significant difference between income groups in terms of brand love.

H14=There is a significant difference between occupational groups in terms of brand love.

H15=There is a significant difference in terms of brand love depending on brand choice.

H16=There is a significant difference between participants, who follow fashion and who don't follow fashion in terms of brand love.

H17=There is a significant difference in terms of evaluations of brand extensions depending on brand choice.

H17₁= There is a significant difference in terms of evaluations of category extensions depending on brand choice.

H17₂= There is a significant difference in terms of evaluations of upward extensions depending on brand choice.

H17₃= There is a significant difference in terms of evaluations of downward extensions depending on brand choice.

H17₄= There is a significant difference in terms of evaluations of line extensions depending on brand choice.

H18=There is a significant difference in terms of evaluations of category extensions depending on having a cat or dog.

H19=There is a significant difference in terms of brand loyalty depending on brand choice.

H20=There is a significant difference between participants, who follow fashion and who don't follow fashion in terms of brand loyalty.

H21=There is a significant difference between participants, who follow fashion and who don't follow fashion in terms of positive W.O.M.

H22=There is a significant difference between genders in terms of desirable post consumption behaviors.

H23= There is a significant difference between education groups in terms of brand love.

H24= There is a significant difference between income groups in terms of evaluation of upward extensions.

H25= There is a significant difference between income groups in terms of evaluation of downward extensions.

6.4.Relational Analyses

6.4.1. Correlations

Correlation is the statistical method to view the strength, direction and significance of the relationship between variables regardless of their dependency or independency (Durmuş, Yurtkoru, and Çinko, 2013). In order to do that, Pearson Correlation index (r) is examined providing that the sample size is more than 30; r is an inadequate index in case of a small sample size. This index may differ between -1 and 1. If it's less than 0, the variables are inversely correlated; if it's more than 0, the variables are directly proportional. If it's 0, this means there is no relationship between variables. The more r index gets close to ± 1 , the more powerful the relationship between the variables is. Although many alternative opinions exist on the interpretation of Pearson correlation index, Cohen (1988) states that r value between 0,10-0,29 means low correlation, between 0,30-0,49 means medium correlation and between 0,50-1 means high correlation. Referring to this information, correlation hypotheses're created and correlation analysis's conducted. The outcomes imply that there is a relationship between the dimensions (All of the H0 hypotheses're rejected and all of the H1 hypotheses're accepted) with varying strength. Table 32 shows the correlation index. The table shows that there is a positive linear relationship between variables and this relationship is significant. The correlations between variables are almost completely high (r is more than 0,50). Correlation hypotheses of the study are stated below:

H0=There is no linear relationship between consumers' evaluation of category extensions and brand love.

H1=There is a linear relationship between consumers' evaluation of category extensions and brand love.

H0=There is no linear relationship between consumers' evaluation of upward extensions and brand love.

H1=There is a linear relationship between consumers' evaluation of upward extensions and brand love.

H0=There is no linear relationship between consumers' evaluation of downward extensions and brand love.

H1=There is a linear relationship between consumers' evaluation of downward extensions and brand love.

H0=There is no linear relationship between consumers' evaluation of line extensions and brand love.

H1=There is a linear relationship between consumers' evaluation of line extensions and brand love.

*

H0=There is no linear relationship between consumers' evaluation of category extensions and desirable post consumption behaviors.

H1=There is a linear relationship between consumers' evaluation of category extensions and desirable post consumption behaviors.

H0=There is no linear relationship between consumers' evaluation of upward extensions and desirable post consumption behaviors.

H1=There is a linear relationship between consumers' evaluation of upward extensions and desirable post consumption behaviors.

H0=There is no linear relationship between consumers' evaluation of downward extensions and desirable post consumption behaviors.

H1=There is a linear relationship between consumers' evaluation of downward extensions and desirable post consumption behaviors.

H0=There is no linear relationship between consumers' evaluation of line extensions and desirable post consumption behaviors.

H1=There is a linear relationship between consumers' evaluation of line extensions and desirable post consumption behaviors.

*

H0=There is no linear relationship between brand love and desirable post consumption behaviors.

H1=There is a linear relationship between brand love and desirable post consumption behaviors.

Table 32: Correlations Between Variables

		Brand Love	Desirable Post Consumption Behaviors
Consumers' Evaluations of Brand Extension (Category Extension:Ready-to-wears for pets)	Pearson Correlation	,619**	,578**
	Sig. (2-tailed)	,000	,000
Consumers' Evaluations of Brand Extension (Upward)	Pearson Correlation	,594**	,586**
	Sig. (2-tailed)	,000	,000
Consumers' Evaluations of Brand Extension (Downward)	Pearson Correlation	,559**	,517**
	Sig. (2-tailed)	,000	,000
Consumers' Evaluations of Brand Extension (Line Extension:Genuine leather bag)	Pearson Correlation	,509**	,477**
	Sig. (2-tailed)	,000	,000
Brand Love	Pearson Correlation		,728**
	Sig. (2-tailed)		,000

Table 32 shows that all variables except line extensions and desirable post consumption behaviors are high correlated ($r > 0,50$). Plus, all of the relationships are positive because the variables increase concurrently (The sign of the r is positive). The most prominent directly proportional relationship occurs between brand love and desirable post consumption behaviors ($r = 0,728$). The lowest correlation is between consumers' evaluation of line extensions and desirable post consumption behaviors.

6.4.2. Simple Linear and Multiple Linear Regression Analyses

Regression analysis basically describes relationships among variables. The purposes of using regression analysis are summarized by Malhotra and Birks (2006) as following:

- To analyze whether the independent variables explain a significant variation in the dependent variable (Whether a relationship exists).
- To determine how much of the variation in the dependent variable can be explained by the independent variables (Strength of the relationship)
- To determine the structure of the relationship (The mathematical equation relating the independent and dependent variables).

The important point is that regression analysis do not necessarily reveal a cause and effect relationship (causality). Regression analysis will be used in this part in order to test hypotheses from H1 to H10.

H1= Consumers’ evaluation of category extensions explains brand love.

Simple linear regression analysis was conducted to test the relationship between consumers’ evaluation of category extensions (ready-to-wears for cats and dogs) and brand love. The results (Table 33) showed that the regression model is significant and explains 38,3 % of the changes in brand love ($R^2=0,383$, sig=0,000). So, H1 was accepted. The mathematical equation of the relationship between consumers’ evaluation of category extensions and brand love is demonstrated as:

$$Y = -0,78 + (\text{Consumers' Evaluation of Category Extensions} * 0,839)$$

Table 33: Regression Between Brand Love and Consumers' Evaluation of Category Extensions

Dependent Variable: Brand Love							
	B	t	p	R	R²	F	Sig
Consumers' Evaluation of Category Extensions (Ready-to-wears for cats and dogs)	0,839	15,247	0,000	0,619	0,383	232,465	0,000

After ensuring that enough level of significant correlation exists among the variables, multiple linear regression test was conducted with an intent to understand the relationship between factors of consumers’ evaluation of category extensions and brand love. At first, all the factors were involved in the analysis however, realizing that “Brand concept consistency” is an insignificant factor for this multiple regression model ($p > 0,05$), it’s excluded. The index of regression model is shown in Table 34.

Table 34: Regression Between Brand Love and the Factors of Consumers' Evaluation of Category Extensions

Dependent Variable: Brand Love							
Independent Variables	β	t	p	R	R ²	F	Sig
Perceived Fit	0,089	2,044	0,042	0,675	0,455	77,743	0,000
Perceived Quality	0,379	8,112	0,000				
Perceived Risk	0,158	4,130	0,000				
Usage Experience	0,322	7,392	0,000				

The table implies that perceived quality is the strongest explicator of brand love considering it has the highest β value and the lowest one is perceived fit ($\beta=0,089$).

Additionally, the regression results showed that the model doesn't implicate a multiple correlation problem on account of the fact that the correlations between the variables are not higher than 0,7 (Durmuş, Yurtkoru, and Çinko, 2013, p. 167); the highest VIF index of the model is 1,494, which is lower than 10 (Durmuş, Yurtkoru, and Çinko, 2013, p. 171); and the variance proportions of independent variables are not higher than 0,90 (Durmuş, Yurtkoru, and Çinko, 2013, p. 171). Considering all of these, perceived fit, perceived quality, perceived risk and usage experience explain brand love altogether with the percentage of 45,5% (R²).

H2= Consumers' evaluation of category extensions explains desirable post consumption behaviors.

The next regression model is set to test the relationship between consumers' evaluation of category extensions (ready-to-wears for cats and dogs) and desirable post consumption behaviors. Results (Table 35) revealed that the regression model is significant and explains 33,4% of the variance in desirable post consumption behaviors (R²=0,334, sig=0,000). So, H2 is accepted. The mathematical equation of the relationship between consumers' evaluation of category extensions and desirable post consumption behaviors is demonstrated as:

$$Y = -0,352 + (\text{Consumers' Evaluation of Category Extensions} * 0,858)$$

Table 35: Regression Between Desirable Post Consumption Behaviors and Consumers' Evaluation of Category Extensions

Dependent Variable: Desirable Post Consumption Behaviors							
	β	t	p	R	R ²	F	Sig
Consumers' Evaluation of Category Extensions (Ready-to-wears for cats and dogs)	0,858	13,701	0,000	0,578	0,334	187,705	0,000

Multiple linear regression shows that usage experience factor has the greatest explanatory effect on desirable post consumption behaviors ($\beta=0,372$). Brand concept consistency is an insignificant member of this regression model (Table 36).

Table 36: Regression Between Factors of Consumers' Evaluation of Category Extensions and Desirable Post Consumption Behaviors

Dependent Variable: Desirable Post Consumption Behaviors							
Independent Variables	β	t	p	R	R ²	F	Sig
Perceived Fit	0,111	2,257	0,025	0,646	0,417	53,006	0,000
Perceived Quality	0,320	6,444	0,000				
Perceived Risk	0,116	2,918	0,004				
Usage Experience	0,372	8,242	0,000				
Brand Concept Consistency	-0,050	-1,026	0,305				

H3= Consumers' evaluation of upward extensions explains brand love.

The relationship between consumers' evaluation of upward extension and brand love was examined (Table 37). The regression model is significant and able to explain 35,3% of the variance in brand love ($R^2=0,353$, $\text{sig}=0,000$). So, H3 is accepted. The mathematical equation of the relationship between consumers' evaluation of upward extensions and brand love is shown below:

$$Y = -0,303 + (\text{Consumers' Evaluation of Upward Extensions} * 0,926)$$

Table 37: Regression Between Brand Love and Consumers' Evaluation of Upward Extensions

Dependent Variable: Brand Love							
	β	t	p	R	R ²	F	Sig
Consumers' Evaluation of Upward Extensions	0,926	14,292	0,000	0,594	0,353	294,247	0,000

After ensuring that enough level of significant correlation exists among the variables, multiple linear regression test was conducted with an intent to understand the

relationship between factors of consumers' evaluation of upward extensions and brand love.

Table 38: Regression Between Brand Love and the Factors of Consumers' Evaluation of Upward Extensions

Dependent Variable: Brand Love							
Independent Variables	β	t	p	R	R ²	F	Sig
Perceived Fit	0,165	3,681	0,000	0,661	0,438	96,732	0,000
Usage Experience	0,564	12,582	0,000				
Perceived Risk	0,137	3,501	0,001				

The results of the analysis (Table 38) showed that usage experience has the highest level of power in explaining brand love among all the factors ($\beta=0,546$). Usage experience is respectively followed by perceived fit and perceived risk. The regression model was checked, and it's decided that there's not a multiple correlation problem. This model indicates that perceived fit, usage experience, and perceived risk can explain brand love with a percentage of 43,8% (R²).

H4=Consumers' evaluation of upward extensions explains desirable post consumption behaviors.

Another regression model is set to test the relationship between consumers' evaluations upward extensions and desirable post consumption behaviors. The results (Table 39) showed that the model is significant and explains 34,3% of the difference in desired post consumption behaviors (R²=0,343, sig=0,000). So, H4 is accepted. The mathematical equation of the relationship between consumers' evaluation of upward extensions and desirable post consumption behaviors is shown below:

$$Y = -0,747 + (\text{Consumers' Evaluation of Upward Extensions} * 1,002)$$

Table 39: Regression Between Desirable Post Consumption Behaviors and Consumers' Evaluation of Upward Extensions

Dependent Variable: Desirable Post Consumption Behaviors							
	β	t	p	R	R ²	F	Sig
Consumers' Evaluation of Upward Extensions	1,002	13,996	0,000	0,586	0,343	195,898	0,000

Multiple linear regression shows that usage experience factor has the greatest effect on desirable post consumption behaviors ($\beta=0,590$) (Table 40).

Table 40: Regression Between Factors of Consumers' Evaluation of Upward Extensions and Desirable Post Consumption Behaviors

Dependent Variable: Desirable Post Consumption Behaviors							
Independent Variables	β	t	p	R	R ²	F	Sig
Perceived Fit	0,098	2,159	0,031	0,651	0,424	91,497	0,000
Usage Experience	0,590	13,000	0,000				
Perceived Risk	0,181	4,586	0,000				

H5= Consumers' evaluation of downward extensions explains brand love.

The regression model that predicts the relationship between consumers' evaluations of downward extensions and brand love is significant as well; and it explains 31,3% of the difference in brand love (R²=0,313, sig=0,000) (Table 41). Therefore, H5 is accepted. The mathematical equation of the relationship between consumers' evaluation of downward extensions and brand love is shown below:

$$Y=0,351+(Consumers' Evaluation of Downward Extensions*0,657)$$

Table 41: Regression Between Brand Love and Consumers' Evaluation of Downward Extensions

Dependent Variable: Brand Love							
	β	t	p	R	R ²	F	Sig
Consumers' Evaluation of Downward Extensions	0,657	13,058	0,000	0,559	0,313	170,517	0,000

Multiple linear regression test was conducted in order to see the relationship between factors of consumers' evaluation of downward extensions and brand love after confirming the existence of an adequate level of correlation between related variables.

Table 42: Regression Between Brand Love and the Factors of Consumers' Evaluation of Downward Extensions

Dependent Variable: Brand Love							
Independent Variables	β	t	p	R	R ²	F	Sig
Perceived Fit	0,067	1,584	0,114	0,636	0,405	127,076	0,000
Usage Experience	0,609	14,312	0,000				

The results (Table 42) showed that it is a significant model to explain brand love (p=0,000), however, perceived fit is not a significant independent variable for this model.

H6= Consumers' evaluation of downward extensions explains desirable post consumption behaviors.

The relationship between consumers' evaluation of downward extensions and desirable post consumption behaviors were examined. The regression model is significant

and able to explain 26,8% of variance in desirable post consumption behaviors ($R^2=0,268$, $\text{sig}=0,000$) (Table 43). So, H6 is accepted. The mathematical equation of regression model is given below:

$$Y=0,106+(Consumers' \text{ Evaluation of Downward Extensions}*0,667)$$

Table 43: Regression Between Desirable Post Consumption Behaviors and Consumers' Evaluation of Downward Extensions

Dependent Variable: Desirable Post Consumption Behaviors							
	β	t	p	R	R^2	F	Sig
Consumers' Evaluation of Downward Extensions	0,667	11,709	0,000	0,517	0,268	137,110	0,000

Multiple linear regression shows that usage experience factor has the greatest effect on desirable post consumption behaviors ($\beta=0,619$). Perceived fit is an insignificant member of this regression model (Table 44).

Table 44: Regression Between Factors of Consumers' Evaluation of Downward Extensions and Desirable Post Consumption Behaviors

Dependent Variable: Desirable Post Consumption Behaviors							
Independent Variables	β	t	p	R	R^2	F	Sig
Perceived Fit	0,007	0,160	0,873	0,621	0,386	117,461	0,000
Usage Experience	0,619	14,306	0,000				

H7=Consumers' evaluation of line extensions explains brand love.

The regression model that predicts the relationship between consumers' evaluations of line extensions and brand love is significant and able to explain 25,9% of variance in brand love ($R^2=0,259$, $\text{sig}=0,000$) (Table 45). So, H7 is accepted. The mathematical equation of the relationship between consumers' evaluation of line extensions and brand love is shown below:

$$Y=0,045+(Consumers' \text{ Evaluation of Line Extensions}*0,803)$$

Table 45: Regression Between Brand Love and Consumers' Evaluation of Line Extensions

Dependent Variable: Brand Love							
	β	t	p	R	R²	F	Sig
Consumers' Evaluation of Line Extensions (Genuine Leather Bag)	0,803	11,463	0,000	0,509	0,259	131,400	0,000

Multiple linear regression was also applied to the relationship between the factors of consumer's evaluation of line extensions and brand love. Perceived risk is excluded from this test since it doesn't have a significant correlation with brand love.

Table 46: Regression Between Brand Love and the Factors of Consumers' Evaluation of Line Extensions

Dependent Variable: Brand Love							
Independent Variables	β	t	p	R	R²	F	Sig
Perceived Fit	0,110	2,605	0,010	0,641	0,411	130,645	0,000
Usage Experience	0,596	14,156	0,000				

As it's seen in Table 46 usage experience is the strongest explainer of brand love in this regression model ($\beta = 0,596$). The relevant data (Correlations, VIF, and variance proportions) indicate that this model doesn't have a multiple correlation problem.

H8= Consumers' evaluation of line extensions explains desirable post consumption behaviors.

Consumers' evaluations of line extensions also explain desirable post consumption behaviors ($R^2=0,227$, $\text{sig}=0,000$) (Table 47). The exploratory power of this regression model is 22,7%. So, H8 is accepted. The mathematical equation of the relationship between consumers' evaluation of line extensions and desirable post consumption behaviors is shown below:

$$Y = -0,232 + (\text{Consumers' Evaluation of Line Extensions} * 0,824)$$

Table 47: Regression Between Desirable Post Consumption Behaviors and Consumers' Evaluation of Line Extensions

Dependent Variable: Desirable Post Consumption Behaviors							
	β	t	p	R	R²	F	Sig
Consumers' Evaluation of Line Extensions (Genuine Leather Bag)	0,824	10,497	0,000	0,477	0,227	110,194	0,000

Multiple linear regression shows that usage experience factor has the greatest effect on desirable post consumption behaviors ($\beta=0,621$). Perceived fit is an insignificant member of this regression model (Table 48).

Table 48: Regression Between Factors of Consumers' Evaluation of Line Extensions and Desirable Post Consumption Behaviors

Dependent Variable: Desirable Post Consumption Behaviors							
Independent Variables	β	t	p	R	R^2	F	Sig
Perceived Fit	0,019	0,435	0,664	0,625	0,391	79,835	0,000
Usage Experience	0,621	14,489	0,000				
Perceived Risk	0,075	1,796	0,073				

H9= Brand love explains desirable post consumption behaviors.

The regression model to test the relationship between brand love and desirable post consumption behaviors was set. The result showed that this relationship is significant and able to explain 52,9% difference in desirable post consumption behaviors ($R^2=0,529$, $\text{sig}=0,000$) (Table 49). H9 is accepted. The equation of the relationship is as below:

$$Y=0,301+(Brand\ Love*0,798)$$

Table 49: Regression Between Brand Love and Desirable Post Consumption Behaviors

Dependent Variable: Desirable Post Consumption Behaviors							
	β	t	p	R	R^2	F	Sig
Brand Love	0,798	20,535	0,000	0,728	0,529	421,690	0,000

6.4.2.1. Moderating Effect of Brand Love

Sekaran (2003, p. 91) defines moderating variable as “the one that has a strong contingent effect on the independent variable-dependent variable relationship.” That means the third variable (moderating variable) modifies the relationship between dependent and independent variables.

Since there are four kinds of hypothetical extension included in the study, moderating effect analysis will be conducted separately. In order to build a regression model, which tests the moderating effect, a new variable (the multiplication of the independent variable and the other variable hypothesized to be the moderating one) was computed in SPSS program.

H10= Brand love moderates the relationship between consumers' evaluation of brand extensions and desirable post consumption behaviors.

H10₁= Brand love moderates the relationship between consumers' evaluation of category extensions and desirable post consumption behaviors.

Table 50: Moderating Effect of Brand Love Between Category Extension and Desirable Post Consumption Behaviors

Dependent Variable:Desirable Post Consumption Behaviors			
Independent Variables	β	t	p
Consumers' Evaluation of Category Extensions (Ready-to-wears for cats and dogs)	0,207	4,708	0,000
Brand Love	0,600	13,671	0,000
Consumers' Evaluation of Category Extensions*Brand Love	0,296	1,268	0,205

The results show that moderating effect of brand love is not significant for this model (p=0,205). So, *H10₁* is rejected.

H10₂= Brand love moderates the relationship between consumers' evaluation of upward extensions and desirable post consumption behaviors.

Table 51: Moderating Effect of Brand Love Between Upward Extension and Desirable Post Consumption Behaviors

Dependent Variable:Desirable Post Consumption Behaviors			
Independent Variables	β	t	p
Consumers' Evaluation of Upward Extensions	0,238	5,609	0,000
Brand Love	0,586	13,850	0,000
Consumers' Evaluation of Upward Extensions*Brand Love	0,398	1,618	0,107

The results show that moderating effect of brand love is not significant for this model (p=0,107).So, *H10₂* is rejected.

H10₃= Brand love moderates the relationship between consumers' evaluation of downward extensions and desirable post consumption behaviors.

Table 52: Moderating Effect of Brand Love Between Downward Extension and Desirable Post Consumption Behaviors

Dependent Variable:Desirable Post Consumption Behaviors			
Independent Variables	β	t	p
Consumers' Evaluation of Downward Extensions	0,161	3,836	0,000
Brand Love	0,638	15,190	0,000
Consumers' Evaluation of Downward Extensions*Brand Love	0,168	0,722	0,471

The results show that moderating effect of brand love is not significant for this model (p=0,471).So, $H10_3$ is rejected.

H10₄= Brand love moderates the relationship between consumers' evaluation of line extensions and desirable post consumption behaviors.

Table 53: Moderating Effect of Brand Love Between Line Extension and Desirable Post Consumption Behaviors

Dependent Variable:Desirable Post Consumption Behaviors			
Independent Variables	β	t	p
Consumers' Evaluation of Line Extensions (Genuine Leather Bag)	0,143	3,528	0,000
Brand Love	0,655	16,142	0,000
Consumers' Evaluation of Line Extensions*Brand Love	0,129	0,512	0,609

The results show that moderating effect of brand love is not significant for this model (p=0,609).So, $H10_4$ is rejected.

6.5.Comparison Analyses

6.5.1. T-Tests

T test is the statistical method to examine whether the population means of two independent samples differ from one another. Since it requires two samples at most, gender, brand choice and fashion following will be examined in this part. Accordingly, H11 & hypotheses from H15 to H22 will be analyzed by using T-test statistics.

Prior to t-test, Levene test should be examined in order to decide the equality of variances of the samples involved in the test. Levene test is also called “homogeneity test” (Durmuş, Yurtkoru, and Çinko, 2013).

H11=There is a significant difference between genders in terms of brand love.

Table 54: Comparison of genders in terms of brand love

Brand Love	Levene's Test for Equality of Variances		T Test For Equality of Means		
	F	Sig	t	p	Mean Difference
	0,664	0,416	2,645	0,009	0,20002

Levene's test result shows that the variances of females and males are equal ($p=0,416>0,05$), however the means of females and males differ from each other ($p=0,009<0,05$). Female participants' brand love is significantly higher males' brand love ($\mu_{\text{female}}=2,63$ $\mu_{\text{male}}=2,43$). So, H11 is accepted.

H15=There is a significant difference in terms of brand love depending on brand choice.

Table 55: Comparison of brand choices in terms of brand love

Brand Love	Levene's Test for Equality of Variances		T Test For Equality of Means		
	F	Sig	t	p	Mean Difference
	0,44	0,835	-2,537	0,012	-0,19567

Levene's test reveals that the variances of participants, who chose LCW and who chose Mavi are equal ($p=0,835>0,05$), however the means of those groups differ from each other ($p=0,012<0,05$). Brand love of the participants that chose LCW is significantly lower than that of the participants that chose Mavi ($\mu_{\text{Mavi}}=2,61$ $\mu_{\text{LCW}}=2,42$). So, H15 is accepted.

H16=There is a significant difference between participants, who follow fashion and who don't follow fashion in terms of brand love.

Table 56: Comparison of fashion following preference in terms of brand love

Brand Love	Levene's Test for Equality of Variances		T Test For Equality of Means		
	F	Sig	t	p	Mean Difference
	0,048	0,827	4,008	0,000	0,30321

Levene's test shows that the variances of participants, who follows fashion and who don't follow fashion are equal ($p=0,827>0,05$), however the means of those two groups differ from each other ($p=0,000<0,05$). That means brand love of the participants, who follow fashion is significantly higher than that of the participants, who don't follow fashion ($\mu_{\text{follow}}=2,71$ $\mu_{\text{dontfollow}}=2,41$). H16 is accepted.

H17=There is a significant difference in terms of evaluations of brand extensions depending on brand choice.

Since there are four kinds of hypothetical extension included in the study, the t tests will be conducted separately.

H17₁= There is a significant difference in terms of evaluations of category extensions depending on brand choice.

Table 57: Comparison of brand choice in terms of category extensions

Consumers' Evaluation of Brand Extensions (Category Extension: Ready-to-wears for cats and dogs)	Levene's Test for Equality of Variances		T Test For Equality of Means		
	F	Sig	t	p	Mean Difference
	0,361	0,548	-1,121	0,263	-0,06419

Levene's test shows that the variances of participants, who chose LCW and who chose Mavi are equal ($p=0,548 > 0,05$), in addition the means of those two groups do not differ from each other ($p=0,263 > 0,05$). That means the participants do not significantly differ from each other depending on their brand choices in terms of their evaluations of the new extension category (Ready-to-wear for cats and dogs) ($\mu_{mavi}=3,14$, $\mu_{LCW}=3,08$). So, H17₁ is rejected.

H17₂= There is a significant difference in terms of evaluations of upward extensions depending on brand choice.

Table 58: Comparison of brand choice in terms of upward extensions

Consumers' Evaluation of Upward Extensions	Levene's Test for Equality of Variances		T Test For Equality of Means		
	F	Sig	t	p	Mean Difference
	0,004	0,948	-0,722	0,471	-0,03599

Levene's test shows that the variance of participants, who chose LCW and who chose Mavi are equal ($p=0,948 > 0,05$), in addition the means of those two groups do not differ from each other ($p=0,471 > 0,05$). That means the participants do not significantly differ from each other depending on their brand choices in terms of their evaluations of upward extensions ($\mu_{mavi}=3,08$, $\mu_{LCW}=3,04$). So, H17₂ is rejected.

H17₃= There is a significant difference in terms of evaluations of downward extensions depending on brand choice.

Table 59: Comparison of brand choice in terms of downward extensions

Consumers' Evaluation of Downward Extensions	Levene's Test for Equality of Variances		T Test For Equality of Means		
	F	Sig	t	p	Mean Difference
	2,635	0,105	-1,148	0,252	-0,07585

Levene's test results reveal that the variance of participants, who chose LCW and who chose Mavi are equal ($p=0,105 > 0,05$), in addition the means of those two groups

do not differ from each other ($p=0,252>0,05$). That means the participants do not significantly differ from each other depending on their brand choices in terms of their evaluations of downward extensions ($\mu_{\text{mavi}}=3,35$, $\mu_{\text{LCW}}=3,28$). So, H17₃ is rejected.

H17₄= There is a significant difference in terms of evaluations of line extensions depending on brand choice.

Table 60: Comparison of brand choice in terms of line extensions

Consumers' Evaluation of Brand Extensions (Line Extension: Genuine Leather Bag)	Levene's Test for Equality of Variances		T Test For Equality of Means		
	F	Sig	t	p	Mean Difference
	0,001	0,969	-1,181	0,239	-0,05814

Levene's test shows that the variance of participants, who chose LCW and who chose Mavi are equal ($p= 0,969>0,05$), in addition the means of those two groups do not differ from each other ($p=0,239>0,05$). That means the participants do not significantly differ from each other depending on their brand choices in terms of their evaluations of new line (Genuine leather bag) ($\mu_{\text{mavi}}=3,12$, $\mu_{\text{LCW}}=3,07$). So, H17₄ is rejected.

H18=There is a significant difference in terms of evaluations of category extensions depending on having a cat or dog.

Table 61: Comparison of cat or dog ownership in terms of category extensions

Consumers' Evaluation of Brand Extensions (Category Extension: Ready-to-wears for cats and dogs)	Levene's Test for Equality of Variances		T Test For Equality of Means		
	F	Sig	t	p	Mean Difference
	0,167	0,683	0,547	0,585	0,04000

Levene's test results show that the variance of participants who have a cat or dog and who do not have a cat or dog are equal ($p= 0,683>0,05$), in addition the means of those two groups do not differ from each other ($p=0,585>0,05$). That means the participants do not significantly differ from each other depending on having a cat or dog in terms of their evaluations of the the new ready-to-wears for cats and dogs category ($\mu_{\text{owner}}=3,15$, $\mu_{\text{notowner}}=3,11$). So, H18 is rejected.

H19=There is a significant difference in terms of desirable post consumption behaviors depending on brand choice.

Table 62: Comparison of brand choice in terms of desirable post consumption behaviors

Desirable Post Consumption Behaviors	Levene's Test for Equality of Variances		T Test For Equality of Means		
	F	Sig	t	p	Mean Difference
	0,279	0,597	-0,217	0,828	-0,01858

Levene's test implies that the the variance of participants, who chose LCW and who chose Mavi are equal ($p = 0,597 > 0,05$), in addition the means of those two groups do not differ from each other ($p = 0,828 > 0,05$). That means the participants do not significantly differ from each other depending on their brand choices in terms of brand loyalty and positive W.O.M. ($\mu_{mavi} = 2,33$, $\mu_{LCW} = 2,31$), So, H19 is rejected.

H20=There is a significant difference between participants, who follow fashion and who don't follow fashion in terms of brand loyalty.

Table 63: Comparison of fashion following preference in terms of brand loyalty

Brand Loyalty	Levene's Test for Equality of Variances		T Test For Equality of Means		
	F	Sig	t	p	Mean Difference
	5,003	0,026	2,657	0,008	0,22731

Levene's test shows that the variance of the participants, who follows fashion and who don't follow fashion are not equal ($p = 0,026 < 0,05$), additionally, the means of those two groups differ from each other ($p = 0,008 < 0,05$). That means brand loyalty of the participants, who follow fashion is significantly higher than that of the participants, who don't follow fashion ($\mu_{follow} = 1,82$, $\mu_{dontfollow} = 1,59$). Accordingly, H20 is accepted.

H21=There is a significant difference between participants, who follow fashion and who don't follow fashion in terms of positive W.O.M.

Table 64: Comparison of fashion following preference in terms of positive W.O.M.

Positive W.O.M.	Levene's Test for Equality of Variances		T Test For Equality of Means		
	F	Sig	t	p	Mean Difference
	8,040	0,005	4,441	0,000	0,48708

Levene's test shows that the variance of the participants, who follows fashion and who don't follow fashion are not equal ($p = 0,0005 < 0,05$), additionally, the means of those two groups differ from each other ($p = 0,000 < 0,05$). That means positive W.O.M. of the participants, who follow fashion is significantly higher than that of the participants, who don't follow fashion ($\mu_{follow} = 3,24$, $\mu_{dontfollow} = 2,75$). Accordingly, H21 is accepted.

H22=There is a significant difference between genders in terms of desirable post consumption behaviors.

Table 65: Comparison of genders in terms of desirable post consumption behaviors

Desirable Post Consumption Behaviors	Levene's Test for Equality of Variances		T Test For Equality of Means		
	F	Sig.	t	p	Mean Difference
	4,522	0,034	3,143	0,002	0,26204

Levene's test result shows that the variances of females and males are not equal ($p=0,034 < 0,05$), in addition, the means of females and males differ from each other ($p=0,002 < 0,05$). Female participants' tendency to perform desirable post consumption behaviors is significantly higher than male participants' tendency to do so ($\mu_{\text{female}}=2,44$ $\mu_{\text{male}}=2,18$). So, H22 is accepted.

6.5.2. Anova

Whereas T test shows if there is a significant mean difference in a dependent variable between two groups, ANOVA (analysis of variance) shows the significant mean differences among more than two groups (Sekaran, 2003). If the number of groups are higher than two, anova is used instead of t-test. In order to do ANOVA, the equality of variances is tested just as it's tested during t-test.

Since it requires at least three groups, income, age, occupation, and education groups will be tested by using ANOVA. Accordingly hypotheses from H12 to H14 and hypotheses from H23 to H25 will be tested in this part.

H12=There is a significant difference between age groups in terms of brand love.

Table 66: Comparison of age groups in terms of brand love

Brand Love	Test of Homogeneity of Variances	Anova	
	Sig.	F	Sig
	0,655	0,904	0,439

Levene Statistics (Test of Homogeneity of Variances) shows that the variances of the age groups are equal ($p=0,655 > 0,05$). The anova table shows that brand love does not differ depending on age ($p=0,439 > 0,05$). So, H12 is rejected.

H13=There is a significant difference between income groups in terms of brand love.

Table 67: Comparison of income groups in terms of brand love

Brand Love	Test of Homogeneity of Variances	Anova	
	Sig.	F	Sig
	0,524	1,724	0,144

Levene Statistics (Test of Homogeneity of Variances) shows that the variances of the income groups are equal ($p=0,524>0,05$). The anova table shows that brand love does not differ depending on income level ($p=0,144>0,05$). So, H13 is rejected.

H14=There is a significant difference between occupational groups in terms of brand love.

Table 68: Comparison of occupation groups in terms of brand love

Brand Love	Test of Homogeneity of Variances	Anova	
	Sig.	F	Sig
	0,339	1,697	0,108

Levene Statistics (Test of Homogeneity of Variances) shows that the variances of the occupation groups are equal ($p=0,339>0,05$). The anova table shows that brand love does not differ depending on occupational groups ($p=0,108>0,05$). So, H14 is rejected.

H23= There is a significant difference between education groups in terms of brand love.

Table 69: Comparison of education groups in terms of brand love

Brand Love	Test of Homogeneity of Variances	Anova	
	Sig.	F	Sig
	0,777	0,620	0,648

Levene Statistics (Test of Homogeneity of Variances) shows that the variances of the education groups are equal ($p=0,777>0,05$). The anova table shows that brand love does not differ depending on education groups ($p=0,648>0,05$). So, H23 is rejected.

H24= There is a significant difference between income groups in terms of evaluation of upward extensions.

Table 70: Comparison of income groups in terms of upward extensions

Consumers' Evaluation of Upward Extensions	Test of Homogeneity of Variances	Anova	
	Sig.	F	Sig
	0,411	0,421	0,794

Levene Statistics (Test of Homogeneity of Variances) shows that the variances of the income groups are equal ($p=0,411>0,05$). The anova table shows that evaluation of upward extensions does not differ depending on income groups ($p=0,794>0,05$). So, H24 is rejected.

H25= There is a significant difference between income groups in terms of evaluation of downward extensions.

Table 71: Comparison of income groups in terms of downward extensions

Consumers' Evaluation of Downward Extensions	Test of Homogeneity of Variances	Anova	
	Sig.	F	Sig
	0,508	0,135	0,969

Levene Statistics (Test of Homogeneity of Variances) shows that the variances of the income groups are equal ($p=0,508>0,05$). The anova table shows that evaluation of downward extensions does not differ depending on income groups ($p=0,969>0,05$). So, H25 is rejected.

Table 72: Summary of Hypotheses

Hypothesis	Analysis Method	Result
H1= Consumers' evaluation of category extensions explains brand love.	Simple Linear Regression	Accepted
H2= Consumers' evaluation of category extensions explains desirable post consumption behaviors.	Simple Linear Regression	Accepted
H3= Consumers' evaluation of upward extensions explains brand love.	Simple Linear Regression	Accepted
H4= Consumers' evaluation of upward extensions explains desirable post consumption behaviors.	Simple Linear Regression	Accepted
H5= Consumers' evaluation of downward extensions explains brand love.	Simple Linear Regression	Accepted
H6= Consumers' evaluation of downward extensions explains desirable post consumption behaviors.	Simple Linear Regression	Accepted
H7=Consumers' evaluation of line extensions explains brand love.	Simple Linear Regression	Accepted
H8= Consumers' evaluation of line extensions explains desirable post consumption behaviors.	Simple Linear Regression	Accepted
H9= Brand love explains desirable post consumption behaviors.	Simple Linear Regression	Accepted

H10= Brand love moderates the relationship between consumers' evaluation of brand extensions and desirable post consumption behaviors.		
H10 ₁ = Brand love moderates the relationship between consumers' evaluation of category extensions and desirable post consumption behaviors.	Multiple Linear Regression	Rejected
H10 ₂ = Brand love moderates the relationship between consumers' evaluation of upward extensions and desirable post consumption behaviors.	Multiple Linear Regression	Rejected
H10 ₃ = Brand love moderates the relationship between consumers' evaluation of downward extensions and desirable post consumption behaviors.	Multiple Linear Regression	Rejected
H10 ₄ = Brand love moderates the relationship between consumers' evaluation of line extensions and desirable post consumption behaviors.	Multiple Linear Regression	Rejected
H11=There is a significant difference between genders in terms of brand love.	T Test	Accepted
H12=There is a significant difference between age groups in terms of brand love.	Anova	Rejected
H13=There is a significant difference between income groups in terms of brand love.	Anova	Rejected
H14=There is a significant difference between occupational groups in terms of brand love.	Anova	Rejected
H15=There is a significant difference in terms of brand love depending on brand choice.	T Test	Accepted
H16=There is a significant difference between participants, who follow fashion and who don't follow fashion in terms of brand love.	T Test	Accepted
H17=There is a significant difference in terms of evaluations of brand extensions depending on brand choice.		
H17 ₁ = There is a significant difference in terms of evaluations of category extensions depending on brand choice.	T Test	Rejected
H17 ₂ = There is a significant difference in terms of evaluations of upward extensions depending on brand choice.	T Test	Rejected
H17 ₃ = There is a significant difference in terms of evaluations of downward extensions depending on brand choice.	T Test	Rejected

H17 ₄ = There is a significant difference in terms of evaluations of line extensions depending on brand choice.	T Test	Rejected
H18=There is a significant difference in terms of evaluations of category extensions depending on having a cat or dog.	T Test	Rejected
H19= There is a significant difference in terms of desirable post consumption behaviors depending on brand choice.	T Test	Rejected
H20=There is a significant difference between participants, who follow fashion and who don't follow fashion in terms of brand loyalty.	T Test	Accepted
H21=There is a significant difference between participants, who follow fashion and who don't follow fashion in terms of positive W.O.M.	T Test	Accepted
H22=There is a significant difference between genders in terms of desirable post consumption behaviors.	T Test	Accepted
H23= There is a significant difference between education groups in terms of brand love.	Anova	Rejected
H24= There is a significant difference between income groups in terms of evaluation of upward extensions.	Anova	Rejected
H25= There is a significant difference between income groups in terms of evaluation of downward extensions.	Anova	Rejected

7. DISCUSSION AND CONCLUSION

This study focuses on the relationships among brand extension strategies, brand love, and desirable post consumption behaviors in terms of brand loyalty and positive W.O.M. within the scope of Turkish ready-to-wear market. Two of the Turkish ready-to-wear brands, LCW (Good value brand) and Mavi (Premium brand) are investigated.

To the best of author's knowledge, the relationship between any branding strategies and brand love and brand loyalty has not been established previously in marketing literature. When considered from this point of view, this study has strategic implications for ready-to-wear sector. As demonstrated in the analyses part, there is a relationship among consumers' evaluations of brand extensions, brand love, brand loyalty and positive W.O.M. in terms of two leading players of Turkish ready-to-wear sector: Mavi and LCW. By highlighting the impact of evaluations of brand extensions on brand love, this study extends previous findings and reveals that brand love is not only related to consumer-brand relationships, such as brand trust, reliability, honesty, or brand identification (Albert, Merunka, and Florence, 2009) or brand characteristics such as hedonic (Carrol and Ahuvia, 2006) or great quality (Batra, Ahuvia, and Bagozzi, 2012) but also related to one of the branding strategies, namely "brand extension", more specifically, consumers' evaluations of these extensions.

In analogy to study of Batra, Ahuvia, and Bagozzi (2012) that states great quality is an important aspect of brand love, in this study, it's found that perceived quality or usage experience, which also includes questions about quality, have the biggest explanatory effect on brand love for all of the extension types. Even if the appearance of emotional needs have come forward against rational needs, this finding implies that satisfaction of rational needs is still required to create loved brands. Quality perception is the first antecedent of brand love (Batra, Ahuvia and Bagozzi, 2012), because brand love is the emotional mood of a "satisfied" consumer. Considering this fact, found in present study, the highest effect of quality factor on brand love is quite meaningful. Additionally usage and purchase frequency have an important effect on brand love. In the line of this findings, ready-to-wear brands should offer highest quality as possible as they can in order to create brand love. Moreover, consumers should be motivated to purchase and use the brand. This requires a powerful marketing and communication strategy. One way to achieve this may be extending the visibility of the brand. Nowadays, online tools, especially social media is a successful organ for maximum visibility. The styles and brand

preferences of social media influencers immediately draw attention of a great number of people; so there are many well-known ready-to-wear brands applying this strategy. Collaborations with social media influencers may be a good way of increasing frequency of usage and purchase. In addition, creating attractive social media contents will undoubtedly help ready-to-wear brands in this regard. Incentives provided by loyalty cards can also be a helpful way to make consumers purchase more frequently. Mavi, for example, has been using this strategy for many years. CRM tools can also be helpful to explore consumer-specific interests to create more inviting offers for consumers, which, in turn, is likely to result in more frequent purchase and usage.

Factor based analyses showed that usage experience is at the forefront in terms of the impact of category extension on brand loyalty and positive W.O.M. This result depicts that past usage, and past purchase are highly required in order to create brand loyalty and positive W.O.M. while launching a category extension. Nonetheless, perceived quality is also important for customers' loyalty and positive W.O.M. Thus, category extensions appealing to past users, which made without sacrificing quality can be expected to contribute to create loyalty and positive W.O.M. Usage experience and quality are the most important factors for line extensions as well. In addition, within the horizontal extensions, category extensions seem more welcomed for the generation of brand loyalty and positive W.O.M. compared to line extensions. As for vertical extension, launching of an upward extension has been found to be more powerful to create brand loyalty and positive W.O.M. A new collection with a higher quality and price level will be more effective for creating loyalty and positive W.O.M. rather than a lower quality and lower price.

As explained in the literature section, downward brand extensions have an important risk that must be considered prior to an extension decision. A lower price level may be associated with a lower quality by the consumers, which eventually causes brand image dilution (Riley, Pina and Bravo, 2013). In line with this fact, consumers' evaluation of downward extension was found to have the lowest effect ($\beta=0,657$) on brand love and desirable post consumption behaviors in terms of brand loyalty and positive W.O.M. ($\beta=0,667$) compared to the other hypothetical extensions. As mentioned before, one solution to such a problem occurred during a downward extension is to give the new product a different brand name (Kirmani, Sood, and Bridges, 1999). On the other hand, consumers' evaluation of upward extension has been found to have the greatest influence

($\beta=0,926$) on brand love within the whole extension types. This finding makes sense considering the fact that, as it's already been explained, quality perception is the number one antecedent of brand love and an upward extension simply means greater quality. As it's well-known to all, pricing strategy is of importance because it is the most prominent quality indicator of a product and creates the image of high standing. If a brand is positioned as a provider of high quality, customers will be eager to pay more in order to be associated with this image (Tuominen, 1999). Past literature has deduced that brand love has a positive effect on willingness to invest money (Bergkvist and Bech-Larsen, 2010). Emotional attachment (Thomson, MacInnis, Park, 2005; Grisaffe and Nyugen, 2011) and brand love (Albert and Merunka, 2013) are the predictors of willingness to pay a price premium. One of the triggers of this behavior is the separation distress, which motivate people to accept a higher price to maintain their relationship with the loved object (Thomson, MacInnis, Park, 2005), because they will miss the brand if it becomes unavailable (Fournier, 1998). Emotional brand attachment lead consumers to feel a deep desire to maintain the relationship with the brand and consequently to repurchase. The more consumer feel love and committed to a brand, the more they're willing to pay more (Loureiro, 2011). In the light of these inferences and the findings of this present study, the most appropriate extension type for ready-to-wear brands is upward extension. When this general recommendation is analyzed specific to chosen brands, we can say that the logic behind choosing Mavi (the premium brand) and LCW (the affordable brand) as focal brands of the study was to provide a better examination of consumers' evaluations of upward and downward brand extensions. The related analysis showed that the brand choice was found to make no significant difference in the evaluations of any of the hypothetical extensions ($H17_{1\&2\&3\&4}$). More interestingly, income groups do not make a significant difference in the evaluations of neither upward nor downward extension. So, both brands can launch an upward extension. Speaking of which, Mavi Gold is a concrete example of this kind of extension, which focuses on high quality fabrications to give their denims a point of difference with a premium look. They even announce that this range provides a "luxury" feel. Finally, brand love of participants that chose Mavi is higher than that of LCW. This finding once again confirms correlation between greater price and greater quality, which ends up with being "loved" one.

In terms of horizontal extensions, consumers' evaluation of category extensions has been found to have higher effect on brand love than line extension. Considering the category extension investigated in this study, ready-to-wear brands are encouraged to

launch more radical or unique categories in order to create higher level of brand love in case they do not prefer to invest in a vertical upward extension. As it's been already highlighted, among all factors, quality is the most important factor while introducing a new category. The most popular radical category extension of recent times, which introduced by many ready-to-wear brands is "home" category. The success of home category is prominent considering individual stores designated for this category by some of the ready to wear brands such as Zara Home, Mudo Concept etc... As long as it's released on the market after implementing necessary market research and feasibility study, a new unimagined category of ready-to-wear brands will contribute to consumers' brand love.

As discussed in literature part, shopping for fashion products is an example of hedonic-based consumption and hedonic products have been found to have a positive effect on brand love (Carrol and Ahuvia, 2006), in the same vein, this study revealed that people, who follow fashion are more likely to feel love towards the brand than people, who don't follow fashion . In addition to this, people, who stated that they follow fashion are more likely to spread positive W.O.M. than people, who stated that they don't follow fashion. The popularity of fashion follower social media influencers is an illustration of this finding. So, promotion of the ready-to-wear brands via partnerships with influencers will be a good way of spreading positive W.O.M.

Analyses also showed that females are more likely to engage in desirable post consumption behaviors in terms of brand loyalty and positive W.O.M. This finding overlaps with the past statistics manifesting that women engage in W.O.M. more than men do. (Keller, www.forbes.com, 2018; Morrison, www.adweek.com, 2018) and the empirical study of Stan (2015), which demonstrates that women are more loyal to store than man. Accordingly, females are also more likely to feel love toward a brand than males do. This result lays emphasis on taking gender difference into consideration while trying to boost consumers' brand love, brand loyalty and positive W.O.M. , ready-to-wear brands are recommended not to embark on monotype products, rather, they are recommended to offer diversified products that meet gender-related expectations. For example, extending to cosmetics category is likely to appeal to female consumers, while adding "tie" to accessories line works for draws males' interest.

The effect of brand love on consumers' brand loyalty has been in evidence one more time in this study. This finding agrees with Carrol and Ahuvia (2006), who claimed

brand love is linked to desirable post consumption behaviors; with Albert, Merunka, and Florence (2009), who said brand love predicts loyalty and positive W.O.M.; with Albert and Merunka (2013), who found brand love has an influence on brand commitment, and word-of-mouth; with Bergkvist and Larsen (2010), who show brand loyalty is an outcome of brand love; and with Unal and Aydin (2013), who found if consumers have a love feeling towards a brand, brand loyalty is created. The present research complements the literature by revealing that brand love has an effect on brand loyalty and positive W.O.M. in the context of Turkish ready-to-wear sector.

Analyses showed that brand love has no significant moderating role between consumers' evaluation of brand extension and desirable post consumption behaviors in terms of brand loyalty and positive W.O.M. This means brand love doesn't affect the relationship between consumers' evaluations of brand extension and desirable post consumption behaviors, so consumers' brand love won't change the strength and the direction of that relationship. Analogously, results indicate that brand love of participants that chose Mavi is higher than that of LCW (H15), however there is no significant difference in their brand loyalty and positive W.O.M. involvement (H19). This means the positive effect of brand extension strategies is not limited with the customers, who feel brand love; those strategies will also appeal to the customers, who don't feel brand love or even prospective customers.

8. LIMITATIONS AND RECOMMENDATIONS FOR FUTURE RESEARCH

One of the prominent limitation of this study is the focal sector. This study provides insight solely on ready-to-wear sector in the context of few Turkish brands. Future studies are encouraged to consider different sectors that commercialize other hedonic consumption products in order to provide a different viewpoint to brand love literature.

In terms of focal brands, this study is undoubtedly limited. Future studies can proceed with ready-to-wear sector by integrating different Turkish brands into the topic discussed in this study. A comparative analysis between Turkish and foreign brands may also be interesting. Although the subject brands of this study are well-respected and even loved brands of Turkey, the sample of future research may be asked to indicate their loved brand instead of being restricted to brands that are pre-determined by the author.

This study contains an analysis on the basis of hypothetical brand extensions. Future research may be carried out with concrete extensions (E.g. Mavi Gold) that are newly introduced into the market of any sector. Apart from this, more different or even irrelevant extension idea can be evaluated to explore its effect on brand love and desirable post consumption behaviors.

The main problem of the research part was the effort on examining four brand extension types at the same time. In future studies, the sample may be divided into four groups and each group may be asked about one type of extension in order to make a more comparative analysis. Time and number of accessible participants were too limited to design such a data collection process for this study.

The results of the study reveal that having a cat or dog makes no significant difference in the evaluation of proposed category extension (ready-to-wears for cats and dogs). This result may be the result of very low presence of cats or dogs owners in the sample (n=68). So, it would be more logical to analyze such a hypothesis by the help of a sample comprising more adequate number of cats and dogs owner.

Due to the time and cost limitation, actual sample size of the study is lower than the calculated sample size.

Results of the study indicated that percentage of the participants, who shop for themselves are higher in Mavi choosers and percentage of the participants, who shop for their beloved ones are higher in LCW choosers. The reasons of this finding may be the price levels of subject brands (LCW is more affordable than Mavi) or participants' personal perception about who the "beloved one" is. Further study can investigate thoroughly this finding with additional brands.

Analyses showed that brand love of the sample doesn't significantly differ depending on age, income, education and occupation groups. This finding most likely resulted from heterogeneity of the sample in terms of age, income level, education level, and occupations. The sample should be more homogeneous in order to get accurate findings in this regard.

None of the evaluations of hypothetical brand extensions significantly differ depending on brand choice. So, other ready wear brands, even unlovable ones, can be investigated in future research.

Brand love is a new concept in theory and in practice, so it's still being investigated and too many things remains undiscovered. Future studies are suggested to analyze different kinds of desirable post consumption behaviors such as resistance to negative information, forgiveness of brand failures, willingness to pay more; in addition, consumers' evaluation of brand extensions can be replaced with customer-driven strategies such as pricing, communication strategies, brand elements, which are the constructs expected to affect consumers' emotional feelings towards brand.



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APPENDICES

Appendix 1: Questionnaire in Turkish

BÖLÜM 1

Değerli katılımcı,

Bu anket formu, Marmara Üniversitesi Sosyal Bilimler Enstitüsü, İngilizce Üretim Yönetimi ve Pazarlama bilim dalı öğrencisi olarak, Prof. Dr. Müge Yalçın danışmanlığında yürüttüğüm tez çalışmamda kullanmak üzere veri toplamak için hazırlanmıştır. Araştırmanın geçerli olabilmesi için tüm soruları dikkatli bir şekilde okumanızı ve size en yakın seçeneği işaretlemenizi önemle rica ederim. Bu ankete verilecek yanıtlar gizli tutulacak ve sadece akademik amaçlı kullanılacaktır.

Desteğiniz için çok teşekkür ederim.

Anket 6 bölümden oluşmaktadır. Lütfen, tüm bölümlerdeki soruları cevapladığınıza emin olunuz.

Damla İnam

- 1) Yaşınız:
- 2) Mesleğiniz:

1	Özel sektör çalışanı
2	Kamu çalışanı
3	Öğrenci
4	Ev hanımı
5	Kendi işi
6	Diğer (Lütfen belirtin:)

- 3) En son tamamladığınız eğitim düzeyini işaretleyiniz.

1	İlkokul
2	Ortaokul
3	Lise
4	Lisans

5		Yüksek Lisans
6		Doktora

4) Lütfen aylık gelir seviyenizi belirtiniz:

1		1.000 TL ve altı
2		1.001 TL – 3.000 TL arası
3		3.001 TL – 5.000 TL arası
4		5.001 TL – 10.000 TL arası
5		10.000 TL ve üzeri

5) Cinsiyetiniz:

1		Kadın
2		Erkek

6) Medeni durumunuz:

1		Evli
2		Bekar

7) Modayı ve trendleri takip eder misiniz?

1		Evet takip ederim.
2		Hayır takip etmem.

8) Kedi veya köpeğiniz var mı?

1		Evet var.
2		Hayır yok.

9) Lütfen yaşadığınız şehri belirtiniz:

10) Hazır giyim alışverişlerinizde aşağıda belirtilen markalardan hangisini diğerine göre öncelikli tercih edersiniz?

1		LC Waikiki
2		Mavi

11) Bir önceki soruda seçtiğiniz markadan daha çok kendiniz için mi alışveriş yaparsınız yoksa sevdiğiniz için mi?

1		Kendim için
2		Sevdiklerim için

12) Marka aşkı, kişinin çok memnun kaldığı bir markayla kendisini özdeşleştirerek, o markayla tutkulu ve duygusal bir bağ kurmasıdır.

Bu tanıma göre, 10. Soruda seçtiğiniz markaya karşı bir marka aşkı beslediğinizi düşünüyor musunuz?

1		Evet
2		Hayır

		BÖLÜM 2 Lütfen, aşağıdaki cümlelere katılma derecenizi 10. soruda seçtiğiniz markayı düşünerek belirtiniz.	Kesinlikle katılmıyorum.	Katılmıyorum.	Kararsızım.	Katılıyorum.	Kesinlikle katılıyorum.
13	WIR1	Bu markanın ürünlerine çok fazla zaman ayırmaya istekliyim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14	WIR2	Bu markanın ürünlerine çok fazla fiziksel enerji ayırmaya istekliyim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15	WIR3	Bu markanın ürünlerine çok fazla zihinsel enerji ayırmaya istekliyim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16	WIR4	Bu markanın ürünlerine çok fazla para harcamaya istekliyim.	O	O	O	O	O
17	PDU1	Bu markadan giyinmeyi çok isterim.	O	O	O	O	O
18	PDU2	Bu markadan alışveriş yapmayı çok isterim.	O	O	O	O	O
19	IDE1	Bu markayla ilişkimde büyüleyici bir şey var.	O	O	O	O	O
20	PLE1	Bu markadan ürün satın almaktan keyif alırım.	O	O	O	O	O
21	PLE2	Bu markanın yeni ürünlerini keşfetmekten keyif alırım.	O	O	O	O	O
22	PLE3	Bu markayı kullanmaktan keyif alırım.	O	O	O	O	O
23	DUR1	Bu markanın bana uzun yıllardır eşlik ettiğini hissediyorum.	O	O	O	O	O
24	MEM3	Bu markayı hayatımın bazı önemli olaylarıyla bağdaştırırım.	O	O	O	O	O
25	INTI2	Bu markaya hayatımın bir parçası olarak büyük değer veriyorum.	O	O	O	O	O
26	UNI2	Bu marka benim için eşsizdir.	O	O	O	O	O

27	IF2	Bu marka benim zevklerimle tamamen uyumludur.	O	O	O	O	O
28	EA1	Bu markaya duygusal olarak bağılı hissediyorum.	O	O	O	O	O
29	CSI1	Bu markadan giyinmem, hakkımda gerçek ve derin bir anlam taşır.	O	O	O	O	O
30	CSI2	Bu marka kendimi nasıl gördüğümle alakalı önemli bir unsurdur.	O	O	O	O	O
31	DSI1	Bu marka görünmeyi istediğim şekilde görünmemi sağlar.	O	O	O	O	O
32	DSI2	Bu marka hissetmeyi istediğim şekilde hissetmemi sağlar.	O	O	O	O	O
33	DSI3	Bu marka kendimi diğer insanlara, olmayı istediğim kişi olarak sergilememde yardımcı olur.	O	O	O	O	O
34	FT1	Kendimi bu marka hakkında düşünürken bulurum.	O	O	O	O	O
35	ASD1	Eğer bu marka yok olursa, iyi hissetmem.	O	O	O	O	O
36	ASD2	Eğer bu marka yok olursa, kötü hissedirim.	O	O	O	O	O

37	ATB1	Bu marka bu ürün grubunda alışveriş yapacağım tek markadır.	O	O	O	O	O
38	ATB2	Alışverişe çıktığımda diğer markaları fark etmem bile.	O	O	O	O	O
39	ATB3	Alışveriş yaparken eğer bu markaya erişemezsem, başka bir markadan alışveriş yaptıktan sonra bir süre daha idare etmeyi tercih ederim.	O	O	O	O	O
40	ATB4	Gelecekte bu markadan alışveriş yapmaya niyetliyim.	O	O	O	O	O
41	WOM1	Bu markayı birçok insana tavsiye ettim.	O	O	O	O	O
42	WOM2	Bu markayı arkadaşlarıma överim.	O	O	O	O	O
43	PQ1	Bu marka kaliteli ürünler sunar.	O	O	O	O	O
44	HPBE1	Bence bu markanın yıllar içerisinde sunmuş olduğu tüm kategoriler (kadın, erkek, çocuk, bebek, aksesuar vb.) kalitelidir.	O	O	O	O	O
45	PEPB1	Bu markayı sık sık kullanırım.	O	O	O	O	O
46	PEPB2	Bu markadan sık sık satın alma yaparım.	O	O	O	O	O

		BÖLÜM 3 Lütfen, aşağıdaki cümlelere katılma derecenizi, 10.soruda seçmiş olduğunuz markanın kedi ve köpekler için hazır giyim ürünlerinden oluşan yeni bir kategoriye satışa sunması varsayımıyla belirtiniz. Anketin bu kısmında, seçtiğiniz marka için “ana marka”, kedi ve köpek hazır giyim kategorisi için “yeni kategori” ifadesi kullanılacaktır.	Kesinlikle katılmıyorum.	Katılmıyorum.	Kararsızım.	Katılıyorum.	Kesinlikle katılıyorum.
47	PQE1p	Yeni kategorinin ürünleri bence genel olarak kalitelidir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
48	TR1p	Yeni kategorinin geliştirilmesinde ve üretiminde, ana markanın yeterli insan kaynağına, yeterli olanağa, yeterli vasıf ve beceriye sahip olduğunu düşünüyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
49	CO1p	Yeni kategorinin ürünleri ve ana markanın var olan ürünleri birbirlerinin tamamlayıcısıdır bu yüzden bu ürünleri aynı anda/birlikte kullanarak ihtiyacımı karşılayabilirim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
50	SU1p	Yeni kategorinin ürünleri ve ana markanın var olan ürünleri birbirlerinin yerine kullanılabilirler bu yüzden içlerinden birini seçerek ihtiyacımı karşılayabilirim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
51	PFS1p	Bence yeni kategorinin ürünlerinin özellikleri ana markanın var olan ürünlerinin özellikleriyle ilintilidir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
52	PFS2p	Bence yeni kategorinin ürünleriyle ana markanın var olan ürünlerinin aynı	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

		anda kullanılabildiği durumlar mevcuttur.					
53	BCC1p	Bence yeni kategorinin ürünleri ile ana markanın var olan ürünlerinin kalite, stil gibi karakteristik özellikleri benzerdir.	O	O	O	O	O
54	BCC2p	Bence yeni kategorinin ürünleri ile ana markanın var olan ürünlerinin sahip oldukları imajlar benzerdir.	O	O	O	O	O
55	BCC3p	Bence yeni kategori, ana marka göz önüne alındığında, mantıklı bir kategoridir.	O	O	O	O	O
56	GF1p	Bence yeni kategori ana markayla uyumludur.	O	O	O	O	O
57	FR1p	Yeni kategorinin ürünleri beklediğim performansı göstermezlerse önemli miktarda para kaybetmiş olurum.	O	O	O	O	O
58	SR1p	Eğer yeni kategorinin ürünlerinden satın alırsam sosyal çevrem tarafından tuhaf karşılanırım.	O	O	O	O	O
59	PR1p	Yeni kategorinin ürünlerinin performansı ile ilgili problem yaşama ihtimalim yüksektir.	O	O	O	O	O
60	PD1p	Bence ana marka, yeni kategorinin ürünlerini üretmekte zorlanacaktır.	O	O	O	O	O

		BÖLÜM 4 Lütfen, aşağıdaki cümlelere katılma derecenizi 10.soruda seçmiş olduğunuz markanın, mevcut müşteri kitlesinden daha yüksek gelirli müşteri kitlesine hitap eden; daha kaliteli ve daha pahalı bir koleksiyonu piyasaya sürdüğünü varsayarak belirtiniz. Anketin bu kısmında, seçtiğiniz marka için “ana marka” ifadesi kullanılacaktır.	Kesinlikle katılmıyorum.	Katılmıyorum.	Kararsızım.	Katılıyorum.	Kesinlikle katılıyorum.
61	PE1u	Yeni koleksiyon bence genel olarak kalitelidir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
62	TR1u	Yeni koleksiyonun geliştirilmesinde ve üretiminde, ana markanın yeterli insan kaynağına, yeterli olanağa, yeterli vasıf ve beceriye sahip olduğunu düşünüyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
63	CO1u	Yeni koleksiyonun ürünleri ve ana markanın var olan ürünleri birbirlerinin tamamlayıcısıdır bu yüzden bu ürünleri aynı anda/birlikte kullanarak ihtiyacımı karşılayabilirim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
64	SU1u	Yeni koleksiyonun ürünleri ve ana markanın var olan ürünleri birbirlerinin yerine kullanılabilirler bu yüzden içlerinden birini seçerek ihtiyacımı karşılayabilirim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
65	PFS1u	Bence yeni koleksiyondaki ürünlerin özellikleri ana markanın var olan ürünlerinin özellikleriyle ilintilidir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
66	PFS2u	Bence yeni koleksiyonun ürünleriyle ana markanın var olan ürünlerinin aynı anda kullanılabilirdiği durumlar mevcuttur.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

67	BCC1u	Bence yeni koleksiyon ile ana markanın var olan ürünlerinin kalite, stil gibi karakteristik özellikleri benzerdir.	O	O	O	O	O
68	BCC2u	Bence yeni koleksiyon ile ana markanın var olan ürünlerinin sahip oldukları imajlar benzerdir.	O	O	O	O	O
69	BCC3u	Bence yeni koleksiyon, ana marka göz önüne alındığında, mantıklı bir yeniliktir.	O	O	O	O	O
70	GF1u	Bence yeni koleksiyon ana markayla uyumludur.	O	O	O	O	O
71	FR1u	Eğer yeni koleksiyonun ürünleri beklediğim performansı göstermezlerse önemli miktarda para kaybetmiş olurum.	O	O	O	O	O
72	SR1u	Eğer bu koleksiyonun ürünlerinden satın alırsam sosyal çevrem tarafından tuhaf karşılanırım.	O	O	O	O	O
73	PR1u	Yeni koleksiyonun ürünlerinin performansı ile ilgili problem yaşama ihtimalim yüksektir.	O	O	O	O	O
74	PD1u	Bence ana marka, yeni koleksiyonun ürünlerini üretmekte zorlanacaktır.	O	O	O	O	O

		BÖLÜM 5 Lütfen, aşağıdaki cümlelere katılma derecenizi 10.soruda seçmiş olduğunuz markanın, mevcut müşteri kitlesinden daha düşük gelirli müşteri kitlesine hitap eden; kalite ve fiyat seviyesinin daha alt seviyede olduğu bir koleksiyonu piyasaya sürdüğünü varsayarak belirtiniz. Anketin bu kısmında, seçtiğiniz marka için “ana marka” ifadesi kullanılacaktır.	Kesinlikle katılmıyorum.	Katılmıyorum.	Kararsızım.	Katılıyorum.	Kesinlikle katılıyorum.
75	PE1d	Yeni koleksiyonun ürünleri bence genel olarak kalitelidir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
76	TR1d	Yeni koleksiyonun geliştirilmesinde ve üretiminde, ana markanın yeterli insan kaynağına, yeterli olanağa, yeterli vasıf ve beceriye sahip olduğunu düşünüyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
77	CO1d	Yeni koleksiyonun ürünleri ve ana markanın var olan ürünleri birbirlerinin tamamlayıcısıdır bu yüzden bu ürünleri aynı anda/birlikte kullanarak ihtiyacımı karşılayabilirim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
78	SU1d	Yeni koleksiyonun ürünleri ve ana markanın var olan ürünleri birbirlerinin yerine kullanılabilirler bu yüzden içlerinden birini seçerek ihtiyacımı karşılayabilirim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
79	PFS1d	Bence yeni koleksiyondaki ürünlerin özellikleri ana markanın var olan ürünlerinin özellikleriyle ilintilidir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
80	PFS2d	Bence yeni koleksiyonun ürünleriyle ana markanın var olan ürünlerinin aynı anda kullanılabildiği durumlar mevcuttur.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

81	BCC1d	Bence yeni koleksiyon ile ana markanın var olan ürünlerinin kalite, stil gibi karakteristik özellikleri benzerdir.	O	O	O	O	O
82	BCC2d	Bence yeni koleksiyon ile ana markanın var olan ürünlerinin sahip oldukları imajlar benzerdir.	O	O	O	O	O
83	BCC3d	Bence yeni koleksiyon, ana marka göz önüne alındığında, mantıklı bir yeniliktir.	O	O	O	O	O
84	GF1d	Bence yeni koleksiyon ana markayla uyumludur.	O	O	O	O	O
85	FR1d	Eğer yeni koleksiyonun ürünleri beklediğim performansı göstermezlerse önemli miktarda para kaybetmiş olurum.	O	O	O	O	O
86	SR1d	Eğer bu koleksiyonun ürünlerinden satın alırsam sosyal çevrem tarafından tuhaf karşılanırım.	O	O	O	O	O
87	PR1d	Yeni koleksiyonun ürünlerinin performansı ile ilgili problem yaşama ihtimalim yüksektir.	O	O	O	O	O
88	PD1d	Bence ana marka, yeni koleksiyonun ürünlerini üretmekte zorlanacaktır.	O	O	O	O	O

		BÖLÜM 5 LCW ve Mavi markaları halihazırda poliyester ve polivinilklorür gibi sentetik hammaddelerden imal edilen çantaları satışa sunmaktadır. Lütfen, aşağıdaki cümlelere katılma derecenizi 10.soruda seçmiş olduğunuz markanın, “hakiki deri” çanta satmaya başladığımı varsayarak belirtiniz. Anketin bu kısımında, seçtiğiniz marka için “ana marka”, hakiki deri çanta için “yeni ürün” ifadesi kullanılacaktır.	Kesinlikle katılmıyorum.	Katılmıyorum.	Kararsızım.	Katılıyorum.	Kesinlikle katılıyorum.
89	PE1c	Yeni ürün bence genel olarak kalitelidir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
90	TR1c	Yeni ürünün geliştirilmesinde ve üretiminde, ana markanın yeterli insan kaynağına, yeterli olanağa, yeterli vasıf ve beceriye sahip olduğunu düşünüyorum.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
91	CO1c	Yeni ürün ve ana markanın var olan ürünleri birbirlerinin tamamlayıcısıdır bu yüzden bu ürünleri aynı anda/birlikte kullanarak ihtiyacımı karşılayabilirim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
92	SU1c	Yeni ürün ve ana markanın var olan ürünleri birbirlerinin yerine kullanılabilirler bu yüzden içlerinden birini seçerek ihtiyacımı karşılayabilirim.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
93	PFS1c	Bence yeni ürünün özellikleri ana markanın var olan ürünlerinin özellikleriyle ilintilidir.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
94	PFS2c	Bence yeni ürünle ana markanın var olan ürünlerinin aynı anda kullanılabilirdiği durumlar mevcuttur.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

95	CCC1c	Bence yeni ürünle ana markanın var olan ürünlerinin kalite, stil gibi karakteristik özellikleri benzerdir.	O	O	O	O	O
96	CCC2c	Bence yeni ürünle ana markanın var olan ürünlerinin sahip oldukları imajlar benzerdir.	O	O	O	O	O
97	CCC3c	Bence yeni ürün, ana marka göz önüne alındığında, mantıklı bir yeniliktir.	O	O	O	O	O
98	GF1c	Bence yeni ürün ana markayla uyumludur.	O	O	O	O	O
99	FR1c	Eğer ürün beklediğim performansı göstermezlerse önemli miktarda para kaybetmiş olurum.	O	O	O	O	O
100	SR1c	Eğer bu ürünü satın alırsam sosyal çevrem tarafından tuhaf karşılanırım.	O	O	O	O	O
101	PR1c	Yeni ürünün performansı ile ilgili problem yaşama ihtimalim yüksektir.	O	O	O	O	O
102	PD1c	Bence ana marka, yeni ürünü üretmekte zorlanacaktır.	O	O	O	O	O

Appendix 2: Questionnaire in English

SECTION 1

Dear participant,

In the scope of my master thesis research at Marmara University Social Sciences Institute, Production Management and Marketing department, I'm conducting a study with my advisor Prof. Dr. Müge Yalçın. I kindly ask you to read carefully all the questions and mark the most suitable alternatives for you. The replies will be kept confidential and only used for academic purpose.

Thank you very much for your support.

Damla İnam

1) Age:

2) Occupation:

1	Private sector employee
2	Public sector employee
3	Student
4	Housewife
5	Self-employed
6	Other (Please indicate:)

3) Please mark the latest education level you've finished.

1	Primary school
2	Secondary school
3	High school
4	Bachelor
5	Master
6	Phd

4) Please indicate your monthly income level:

1	1.000 TL and below
2	Between 1.001 TL – 3.000 TL
3	Between 3.001 TL – 5.000 TL
4	Between 5.001 TL – 10.000 TL
5	10.000 TL and above

5) Gender:

1	Woman
2	Man

6) Marital status:

1	Married
2	Single

7) Do you follow fashion and trends?

1	Yes
2	No

8) Do you have cats or dogs?

1	Yes
2	No

9) Please indicate the city you reside in:

10) Which brand do you prefer with priority during your shopping for ready-to-wears?

1	LC Waikiki
2	Mavi

11) Do you mostly shop for yourself or your beloved ones from the brand you just marked in the previous question?

1		For myself
2		For my beloved ones

12) *Brand love is a passionate and emotional connection to a brand thereby self-identifying with the brand that provides high satisfaction.*

According to this definition, do you think you feel brand love toward the brand you marked in question 10?

1		Yes
2		No

		<u>SECTION 2</u> Please indicate your agreement level to below statements considering the brand you marked in question 10.	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
13	WIR1	I'm willing to invest a lot of time on the products of this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14	WIR2	I'm willing to invest a lot of physical energy on the products of this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15	WIR3	I'm willing to invest a lot of mental energy on the products of this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16	WIR4	I'm willing to invest a lot of money on the products of this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17	PDU1	I desire to wear this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

18	PDU2	I desire to shop for this brand.	O	O	O	O	O
19	IDE1	There is something magical about my relationship with this brand.	O	O	O	O	O
20	PLE1	I take pleasure by buying this brand.	O	O	O	O	O
21	PLE2	I take pleasure by discovering new products from this brand.	O	O	O	O	O
22	PLE3	I take pleasure in using this brand.	O	O	O	O	O
23	DUR1	I feel that this brand has accompanied me for many years.	O	O	O	O	O
24	MEM3	I associate this brand with some important events of my life.	O	O	O	O	O
25	INTI2	I value this brand greatly in my life.	O	O	O	O	O
26	UNI2	This brand is unique for me.	O	O	O	O	O
27	IF2	This brand seems to fit my own tastes perfectly.	O	O	O	O	O

28	EA1	I feel emotionally connected to this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
29	CSI1	Wearing this brand says something true and deep about who I am as a person.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
30	CSI2	This brand is an important element about how I see myself.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
31	DSI1	This brand makes me look like how I want to look.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
32	DSI2	This brand makes me feel like how I want to feel.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
33	DSI3	This brand helps me present myself to others as the kind of person I want to be.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
34	FT1	I find myself thinking about this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
35	ASD1	If this brand goes out of existence, I do not feel good.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
36	ASD2	If this brand goes out of existence, I feel bad.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
37	ATB1	This is the only brand of this product that I'll buy.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

38	ATB2	When I go shopping, I don't even notice competing brands.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
39	ATB3	I'll "do without" rather than buy another brand if this brand is unavailable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
40	ATB4	I intend to keep shopping from this brand in the future.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
41	WOM1	I have recommended this brand to lots of people.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
42	WOM2	I talk up this brand to my friends.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
43	PQ1	This brand offers high-quality products.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
44	HPBE1	I think the past extensions of this brand (such as woman, man, kids, babies or accessories) are of good quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
45	PEPB1	I frequently use this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
46	PEPB2	I frequently purchase from this brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

		<p>SECTION 3</p> <p>Please indicate your agreement level with the below statements supposing that the brand you chose on 10th question has launched a new category, which provides ready-to-wear products for cats and dogs. In this section, ready-to-wears for cats and dogs is called “new category” and the brand you choose is called “main brand”</p>	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
47	PQE1p	I think the products of the new category are of good quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
48	TR1p	I think that the main brand has enough human resources, facilities and skills to use in developing and producing the new category.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
49	CO1p	The products of the new category and the existing products of the main brand are complements that they can be used together in certain usage to satisfy my particular need.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
50	SU1p	The products of the new category and the existing products of the main brand are substitutes that I would select between in certain usage situations to satisfy my particular need.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

51	PFS1p	I think the features of the products of the extension category is correlated with the features of existing products of the main brand.	O	O	O	O	O
52	PFS2p	I think the products of the extension category and the existing products of the main brand have shared-usage situation.	O	O	O	O	O
53	BCC1p	I think the product characteristics like quality, style of the products of the extension category are similar to the existing products of parent brand.	O	O	O	O	O
54	BCC2p	I think the image of the products of the new category is similar to the existing products of parent brand.	O	O	O	O	O
55	BCC3p	I think the new category is a logical extension for the parent brand to launch.	O	O	O	O	O
56	GF1p	I think the new category is well-fitted with the parent brand.	O	O	O	O	O
57	FR1p	I think I lose a significant amount of money if the performance of the products of the new category don't meet my expectations.	O	O	O	O	O
58	SR1p	I think my social surroundings will judge me if I buy products from this new category.	O	O	O	O	O
59	PR1p	I think I'm likely to have problems with the performance of the products of new category.	O	O	O	O	O
60	PD1p	I think it's difficult for main brand to produce the products of this new category.	O	O	O	O	O

		SECTION 4 Please indicate your agreement level with the below statements supposing that the brand you chose on 10th question has launched a high-end new collection consisting of higher quality and more expensive products.	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
61	PE1u	I think the products of the new collection are of good quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
62	TR1u	I think that the main brand has enough human resources, facilities and skills to use in developing and producing the new collection.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
63	CO1u	The products of the new collection and the existing products of the main brand are complements that they can be used together in certain usage to satisfy my particular need.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
64	SU1u	The products of the new collection and the existing products of the main brand are substitutes that I would select between in certain usage situations to satisfy my particular need.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
65	PFS1u	I think the features of the products of the products in new collection is correlated with the features of existing products of the main brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
66	PFS2u	I think the products of the new collection and the existing products of the main brand have shared-usage situation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

67	BCC1u	I think the product characteristics like quality, style of the products of the new collection are similar to the existing products of parent brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
68	BCC2u	I think the image of the products of the new collection is similar to the existing products of parent brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
69	BCC3u	I think the new collection is a logical extension for the parent brand to launch.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
70	GF1u	I think the new collection is well-fitted with the parent brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
71	FR1u	I think I lose a significant amount of money if the performance of the products of the new collection don't meet my expectations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
72	SR1u	I think my social surroundings will judge me if I buy products from this new collection.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
73	PR1u	I think I'm likely to have problems with the performance of the products of new collection.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
74	PD1u	I think it's difficult for main brand to produce the products of this new collection.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

		SECTION 5 Please indicate your agreement level with the below statements supposing that the brand you chose on 10th question has launched a low-end new collection consisting of lower quality and less expensive products.	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
75	PE1d	I think the products of the new collection are of good quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
76	TR1d	I think that the main brand has enough human resources, facilities and skills to use in developing and producing the new collection.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
77	CO1d	The products of the new collection and the existing products of the main brand are complements that they can be used together in certain usage to satisfy my particular need.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
78	SU1d	The products of the new collection and the existing products of the main brand are substitutes that I would select between in certain usage situations to satisfy my particular need.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
79	PFS1d	I think the features of the products in new collection is correlated with the features of existing products of the main brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
80	PFS2d	I think the products of the new collection and the existing products of the main brand have shared-usage situation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
81	BCC1d	I think the product characteristics like quality, style of the products of the new collection are similar to the existing products of parent brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

82	BCC2d	I think the image of the products of the new collection is similar to the existing products of parent brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
83	BCC3d	I think the new collection is a logical extension for the parent brand to launch.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
84	GF1d	I think the new collection is well-fitted with the parent brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
85	FR1d	I think I lose a significant amount of money if the performance of the products of the new collection don't meet my expectations.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
86	SR1d	I think my social surroundings will judge me if I buy products from this new collection.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
87	PR1d	I think I'm likely to have problems with the performance of the products of new collection.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
88	PD1d	I think it's difficult for main brand to produce the products of this new collection.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

		SECTION 6 LCW and Mavi already offer bags made of synthetic raw materials such as polyvinylchloride and polyester. Please indicate your agreement level with the below statements supposing that the brand you chose on 10th question has launched bags made of “genuine leather”. In this section, genuine leather bag is called “new product” and the brand you choose is called “main brand”.	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
89	PE1c	I think the new product is of good quality.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
90	TR1c	I think that the main brand has enough human resources, facilities and skills to use in developing and producing the new product.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
91	CO1c	The new product and the existing products of the main brand are complements that they can be used together in certain usage to satisfy my particular need.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
92	SU1c	The new product and the existing products of the main brand are substitutes that I would select between in certain usage situations to satisfy my particular need.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
93	PFS1c	I think the features of the new product is correlated with the features of existing products of the main brand.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
94	PFS2c	I think the new product and the existing products of the main brand have shared-usage situation.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

95	CCC1c	I think the product characteristics like quality, style of the new product is similar to the existing products of parent brand.	O	O	O	O	O
96	CCC2c	I think the image of the new product is similar to the existing products of parent brand.	O	O	O	O	O
97	CCC3c	I think the new product is a logical extension for the parent brand to launch.	O	O	O	O	O
98	GF1c	I think the new product is well-fitted with the parent brand.	O	O	O	O	O
99	FR1c	I think I lose a significant amount of money if the performance of the new product don't meet my expectations.	O	O	O	O	O
100	SR1c	I think my social surroundings will judge me if I buy this new product.	O	O	O	O	O
101	PR1c	I think I'm likely to have problems with the performance of the new product.	O	O	O	O	O
102	PD1c	I think it's difficult for main brand to produce this new product.	O	O	O	O	O