

An Empirical Study on Brand Extension in Marketing Enterprises in India

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Abstract: Brand Extension is a highly competitive business landscape, companies are constantly seeking innovative strategies to stay ahead and capture the attention of their target consumers. One such strategy that has gained significant traction in recent years is brand extension. Brand extension refers to the process by which a company leverages its existing brand equity and reputation to introduce new products or enter different markets. This abstract provides an overview of brand extension as a powerful tool for marketing enterprises, emphasizing its potential for maximising growth and mitigating risks. The primary objective of brand extension is to capitalise on the positive associations, loyalty, and recognition built around an existing brand. By leveraging these assets, companies can reduce the time, cost, and effort required to establish a new brand from scratch. In conclusion, brand extension presents a valuable opportunity for marketing enterprises to expand their market presence and tap into new growth avenues. By leveraging existing brand equity and employing a strategic approach, companies can unlock significant benefits while managing the associated risks. Effective implementation of brand extension strategies requires careful planning, research, and ongoing evaluation, ensuring a successful integration of new offerings within the brand portfolio. The data is collected through a questionnaire and the sample size is 203. The convenience sampling method is adopted in the study to collect the data. The samples were collected from Friends, relations through google form The independent variables are gender and education level of respondents. The aim of the study is to help the marketing enterprises in extending their brand.

Keywords: Brand, Competition, Growth, Consumer, Strategies

