

IMPACT OF BRAND EXTENSION FOR LAUNCHING NEW PRODUCTS - A RETAILERS OPINION

D.M. Aravind Mallik and Sahana

Department of Management Studies, P.E.S. Institute of Technology and Management, India

Abstract

This paper is to know awareness about pan products of Maharaja Soaps and Detergents Industry (P) Ltd., Extended their brand in the name of Shashi brand by introducing new different Products will they get success or not Retailers and Consumers will buy their Product. Research Method- This Project using Descriptive method, Primary data collected from a structured questionnaire with 100 retailers of Maharaja Soaps at Davanagere have been considered as a Sample Unit. Findings-Retailers will aware of the Products and they will like to Purchase Extended Products with the name of Shashi Brand also they will ready to Give Preference for New Products of that Brand. Result Shows that Launching of a New Product with Brand Extension Strategy of Shashi Brand Will have a future in Personal Care and Enhancing new products under Detergents. Conclusion- Extension of a brand will helpful to them in the form of their own development Process with getting a more Profit, fame and also the consumers also get more optional to buy Products.

Keywords:

Parent Brand, Brand Extension, Personal Care, Parent Brand, Shashi Products

1. INTRODUCTION

Soap is the traditional washing compound made from oil fats and caustic alkali. One can say a detergent is the one that cleans any surface. Synthetic detergent is quite different from other kinds of detergent. More foam is produced with such kind of detergents. Moreover, there is less tension related on the dirty surface yet oil and vinegar takes places and the detergent neters the surface much faster. This is the reason why the cleaning process is fast. Soap is surfactant used in conjunction with water for washing and cleaning that historically comes in solid bars but also in the form of a thick liquid, especially from soap dispensers in public washrooms. Soap is useful for cleaning because soap molecules Hand-made soap differs from industrial soap in that usually, an excess of fat is used to consume the alkali (superfatting) and in that the glycerin is not removed. Soap is an item of daily necessity as a cleaning agent. It is a mass consumer item in both rural and urban areas. Soap may be divided into toilet soap and washing soap. In the toilet soap market, new product innovations such as liquid soap, soap-free synthetic detergents and no-wash soap have taken an increasing share of the market from traditional soap bars. While there are large companies manufacturing soap including toilet and washing soap, it is an ideal product to manufacture in Small scale industries sector.

2. THEORETICAL BACKGROUND

The use of brand extension strategies has been a subject of interest, both within academic circles and the business world. Extant literature focuses on brand and brand extension. Firms are

continuously looking at ways to improve the chances of success while extending their brands. With so much choices around, a parent brand has a list of considerations which need to be looked at while making the decision of brand extension.

2.1 BRAND

A brand is “a name, term, logo or symbol, sign or combination of them to differentiate the product or services of a seller from the competition”. The brand as a name that symbolizes a long term engagement and commitment to a unique set of values, embedded into products and services, which make the organization, person or product stand apart. A brand is a name with the power to influence the market, it is power increases when more people know it, trust it, convinced by it and become it is advocates. A brand is a shared desirable and exclusive idea embodied in products and services. The brand has more power when this idea is shared by a large number of people.

2.2 BRAND EXTENSION

Brand extensions are the new products introduced under an existing brand name or a new entrant in a different category from the parent brand. Generally, it is assumed that a recognized brand requires low cost and expenses of introduction such as advertising cost and sales promotions etc. Nevertheless, the extended brand success is uncertain. The fast moving consumer goods have more failure rate of extension which is approximately 80%. Elements of brand extension provide insights into that may help to reduce the chances of failure of brand extension. These elements provide a way to evaluate the attitude of consumers about an extended brand and to know about their choices. Element's important insights influence the success of brand extension Brand extension can reduce the beliefs associated with the flagship product but this dilution or reduction process is more serious with the parent brand name. Firms make relationships with customers through brand and effectiveness. A brand extension may also increase the likelihood that a brand comes to mind and create easiness to understand the brand. It enhances and facilitates a brand's awareness to ease the recall; increase the value perceived by the consumer.

2.3 TYPES OF BRAND EXTENSION

There are mainly two different types of brand extension:

- **Horizontal Brand Extension:** In horizontal brand extension, core brand name is used on new entrant product.

There are two additional types of horizontal brand extension:

- **Line Extension:** In line extension, parent brand name is used to enter into a new market segment with the same product class and minor changes.

- **Franchise Extension:** Franchise extension use parent brand name to enter into the new market with the different product category
- **Vertical Brand Extension:** Vertical brand extension describes the brand's movement upward or downward with the same product category but with a different price. A vertical brand extension provides an opportunity to increase brand equity more quickly. Vertical brand extension is common practice among various industries like automobile, apparel, soft drinks etc.

2.4 ELEMENTS OF BRAND EXTENSION

Consumer evaluation of brand extension depends on:

- **Parent Brand Image:** Brand image is the perception of the consumer about a brand as reflected by brand associations held in consumer's memory.
- **Fit between PB and Extension:** There are three dimensions of fit in which two are related with demand in perspective of economic notions of substitute and compliments in product use. The third part of fit is transferred which is related to the firm's manufacturing skills and abilities. The perceived similarity or fit consists of shared brand associations between the parent brand and extensions at both the product and brand levels. The brand level fit is the perceived similarity between the extension product and parent brands image. A similarity between the extension product and the original brand's current product is the product level fit.
- **Parent Brand Strength:** Parent brand strength consists of brand awareness, brand image and consumer response to the brand. For a successful brand extension, it is necessary that consumers must be aware of the parent brand. Consumer response and brand image are important components that form the parent brand strength.

3. LITERATURE REVIEWS

Alavinasab et al. [2] investigate the effect of brand extension strategy upon the brand image to LG customers. The research model includes five variables includes the initial brand image, perceived fit, perceived quality, consumers' attitude and final brand image. The random sampling method was used and a total of 376 questionnaires are circulated among Qom city by using a five-point Likert-type Scale and the response rate was 100%. The results show that the initial image of the brand has a positive, significant impact on consumers' attitude towards brand extension as well as the final image of the brand.

Gunjan et al. [7] find out the challenges and major aspects in launching new products and the usual way to overcome with the challenges and also to find out the role of the innovative and creative way in the promotion of new product and it is impact on their market. They surveyed through questionnaire by using 10 samples with a random sampling method through medical representatives and doctors by statistical method. By this review, the present study found that the challenges in launching and maintaining a new product in the market are increasing which is mostly being overcome through innovative and creative way while and after launching a product.

Nilay and Virginia [14] analyze the consumer attitude towards brand extensions specifically in food and textile Industry this was conducted in face to face in-depth interviews through 16 participants in Ankara with open-ended questions. The results indicate that brand awareness has a significant impact on brand extension with regards to quality and trust.

Nigar et al. [11] provided several suggestions for future research on brand extending into fashion categories are offered. One recommendation is to take individual differences into account. Specifically, brand engagement deserves more study because the importance of brands in one's life may vary. The parent brand plays a dominant role in brand extension research, thus, the group of consumers who just do not care about brands at all may not be considered as the target market of the brand extension. These consumers should be identified in future research.

Ashok Som [6] understands the key success factors behind brand and line extension in the new era of luxury expansion, qualitative and exploratory research design will be used based on primary data from 8. A semi-structured interview with managers lastly we can conclude that research suggests that resources should be allocated to reinforce the alignment process, hence protecting them for a future of new adventures into adjacent product categories.

Rao [12] access the consumer's perception and buying behaviour. The demand for the cosmetic and personal care product and to analyze the market share with respect to the performance of another brand. It was conducted by a structured questionnaire by Primary data through a sample survey. From selected malls and supermarkets with a simple random sampling size of 150 customer's statistical tools are used are bar charts and Pie Charts. Finally concluded that the Indian consumer is growing more and more brand conscious when it comes to purchasing cosmetics as well as personal care products.

Abdavi and Zahra [1] examined the effect of brand extension on the current image in the scope of Tabriz Majid products in the city of Tabriz. The sample size was 380 persons. A simple random sampling method they are used with a five-option Likert questionnaire. The most important results of the study indicate that extension attitude affects brand image.

Jelsy and Anilkumar [9] identifies the level of influence of various factors on the FMCG Products and Soaps and detergents among the rural / Semi-urban consumers. The study was a descriptive research design. It includes 10 rural villages with simple random sampling method was used by 100 respondents, Primary data collection tool applied. Lastly, this emphasized that rural consumers gave more importance to the quality of the FMCG-Personal care brands they brought rather than the normative influences or social appear wide celebrity endorsement in the mass media.

Indrani Saha [13] examine the perception and behaviour of the consumers towards brand extension in the FMCG segment. Research is based on exploratory work by using structured questionnaire have been framed by using Likert 5 point scale covering 141 wards using a primary survey. Lastly, the present study finds that the consumers are very much brand loyal and they stick to the brands which they like and enjoy most.

Soomro et al. [3] find out how consumer evaluates brand extension by using descriptive research with a convenience method and it was administered among a population of 110. They have used regression analysis as a statistical tool to analyze the relationship among dependent and independent variable. By this review, the present study found that consumer evaluation would be a positive for those brand extension that has a strong reputation for introducing multiple brands.

Vukasovic [4] study of brand extension with developing an innovative product in a new product category. This was carried out in the area of Slovenia. A qualitative research method with an individual interview was used for data collecting with a sample of 800 population concentrating on 18-65 age groups. From this review, the present study found that positive influence of the parent brand extension to the new product category.

Hasliza and Rahman [8] study the retailing trends of extending existing hypermarket corporate brand name to consumable product brand have been adopted by almost all hypermarket retailers across countries and regions. This research is focusing on a quantitative study to ensure the precision of the outcome. 192 consumers are selected as respondents at hypermarkets within Melaka, Malaysia. Data has been collected through a survey questionnaire. The result of this study proven that majority of Malaysian consumer prefers to purchase the well-known manufacturing brand product than hypermarket brand extension product.

Jugend and Sergio [10] identify the practices for integration between the roles of R&D with others involved in product development in large industrial customization. It was decided to use the qualitative research approach. Semi-structured interviews are carried out research containing open and close-ended questions are interviewed for directors, Engineers, managers and coordinators. By this review, the present study found that some management practices to improve the integration in new product development such as the use of employee from marketing with knowledge and experience previously gained from R&D activities and uses the heavyweight product manager to solve the problem between product and technology development.

Kushwaha [5] considered brand extension differently by different experts. However, almost all of them are of the opinion that it is a very important marketing strategy tool. Brand extension helps companies in many ways such as minimizing the risk of introducing a new product, reducing the cost of promotion and increasing the acceptability of the new product by consumers. But it cannot be denied that there are few disadvantages of it also. Thus it should be used and implemented carefully.

4. RESEARCH DESIGN

Consumer behaviour and attitude referred to as to learn of when, how, why, what and where people do or do not buy products. It blends elements from Psychology, Sociology and economics. It attempts to recognize the buyer decision-making process both individually and in a group. The studies characteristics of the consumer such as demographic and behaviour variables in an attempt to understand people what people needs and hence the topic chosen for the study is "Retailers Opinion towards Brand Extension for Launching New Products - An Empirical Study Conducted On Shashi Products."

4.1 OBJECTIVES OF THE STUDY

- To Study retailer awareness on Existing Shashi Products.
- To Study Retailer Preference towards Brand Extension on Shashi Products
- To Study various factor affects Parent brand upon Extended Brand.
- To recommend/suggest a new product category for Shashi Brand.

4.2 RESEARCH METHOD

Descriptive Research are those studies, which are concerned with describing the characteristics of a particular individual or a group. Whereas diagnostic research studies determine the frequency with which something occurs or it is association with something else. Since the aim is to obtain complete and accurate data.

- Sample Design:
- Sample Techniques: Probability
- Sample Method: Simple Random Sampling method
- Sample Unit: Davangere City (Retailers)
- Sample Unit: Structured Questionnaire
- Sample Size: 100 Retailers

4.3 LIMITATIONS OF THE STUDY

- The Study is limited towards New Products and Survey is conducted with retailers with the limited number of shops. Hence it is a Market Strategy.
- The Survey carried out only for those retailers in which Maharaj Soaps can be used. The Survey is limited only for the Retailers are not covered in this Survey.
- The Study was based on the opinion of the customers.
- The Study only to Retailers and it is not possible to make extensive Study.

5. DATA ANALYSIS AND INTERPRETATION

Table.1. Demographic profile of the respondents

Variable	Options	Responses	%
Gender	Male	92	92
	Female	08	08
	Total	100	100
Age	18-22	12	12
	23-27	36	36
	28-32	44	44
	Above 32	12	12
	Total	100	100
Education	SSLC	29	29
	PUC	46	46
	Under Graduation	21	21
	Post-Graduation	04	04

	Total	100	100
Since how long are you associated with Maharaja Soaps and detergents	0-3	23	23
	4-7	57	57
	8-10	24	24
	Total	100	100
Income	Below Rs.25,000	29	29
	Rs.25,001 to 35,000	49	49
	Rs.35,001 to 45,000	20	20
	Above Rs.45,001	10	10
	Total	100	100

Source: primary data

Analysis: From survey (Table.1) it is evident that out of 100 respondents, 92(92%) respondents are male and 08(08%) respondents are female. From the survey it is evident that out of 100 respondents, 12(12%) respondents age group under below 18 years, 36(36%) respondents come under age group of 23-27 years, 44(44%) respondents comes under age group of 28-32 years and 12(12%) respondents comes under age group of above 32 years. The respondents are 29(29%) are SSLC, 46(46%) respondents are PUC, 21(21%) respondents are under graduates and 04(04%) respondents are post graduates. From the Survey it is evident that out of 100 respondents 23(23%) are associated from 0-3 years, 57(57%) are associated from 4-7 years, 24(24%) are associated from 8-10 years with Maharaj soaps and detergents. From the survey it is evident that out of 100 respondents 29(29%) respondents monthly income is below Rs.25000, 49(49%) respondent's monthly incomes comes under Rs.25001-35000, 20(20%) respondents monthly incomes comes under Rs.35001-45000 and 10(10%) respondents monthly income comes under above Rs.45001.

Table.2. Awareness of Shashi brand products

Variable	No. of Respondents	Percentage
Yes	100	100
No	0	0
Total	100	100

Source: primary data

From the survey (Table.2) 100(100%) respondents are aware about Shashi brand Products because they are regular customers of Maharaj Soaps Industry (p) Ltd. If Yes, How did you came to know?

Table.3. Awareness of Shashi brand products through several sources

Variable	No. of Respondents	Percentage
Advertisement	87	87
Sales man	03	03
Friends	09	09
Website	01	01
Total	100	100

Source: primary data

From the survey (Table.3) it is evident that out of 100 respondents, 87 (87%) respondents are came to know by advertisement and 01(01%) respondents are came to know by website. Since, the customers will attract more by advertisement. Are you using Shashi brand Products?

Table.4. Number of Respondents using Shashi brand Products

Variable	No. of Respondents	Percentage
Yes	100	100
No	0	0
Total	100	100

Source: primary data

From the survey (Table.4) out of 100 respondents, 100(100%) respondents are using Shashi brand Products because they are regular customers of Maharaj Soaps Industry (p) Ltd., If Yes, Which are the product is more in Use? Tick the below mentioned Products

Table.5. Products more in usage

Products	No. of Products	Percentage
Shashi Detergent Cake	55	43.31
Shashi Detergent Powder	42	33.07
Shashi Dish wash Bar	27	21.26
Shashi Hand Wash Liquid	03	2.36
Total	127	100

Source: primary data

From the survey (Table.5) out of 100 respondents the products which are more in use is 55(43.31%) respondents are Using Shashi Detergent Cake and 03(2.36%) respondents are Using Shashi Hand Wash Liquid. This shows Shashi Detergent Cake is the product which is more consuming by Davangerians.

Table.6. Type of customer comes to purchase products

Customers	No. of Respondents	Percentage
Business Man	12	12
Professional	17	17
Adults	05	05
All of the Above	66	66
Total	100	100

Source: primary data

From the survey (Table.6) out of 100 respondents type of customer comes to purchase products will be 66 (66%) respondents are all of the above customers are come to retail shop to purchase a products and 05(05%) respondents responded professional. It's clearly shows because customers are visit the retail shop who are free at that time.

From the survey (Table.7) it's clear that out of 100 respondents, to find the factors that consider while purchasing Shashi Products, 2.02 Mean respondents consider brand and (4.14) Mean respondents consider Speed process. Because they will see the goodwill and image of the brand.

Table.7. Factors considered while purchasing Shashi Brand Products? (1 foremost important and 6 for least important)

Rating	1	2	3	4	5	6	Mean	Rank
Brand	44	33	13	5	5	00	2.02	1
Price	28	49	18	04	00	01	2.32	2
Quality	18	24	32	17	07	02	2.77	4
Quantity	18	24	24	29	03	02	2.57	3
Advertisement	15	15	29	14	23	04	3.21	5
Speed Process	07	08	16	11	19	34	4.14	6

Source: primary data

Table.8. Insight about Shashi Brand products

Insight	No. of Respondents	Percentage
Excellent	06	06
Satisfactory	61	61
Good	32	32
Poor	01	01
Total	100	100

Source: primary data

From the survey (Table.8) it is evident that out of 100 respondents, insight about Shashi Brand products is 61(61%) respondents are Satisfactory and 01(01%) respondents are Poor. Since, there are in best quality in their production of products and also they are not in low Quality of Products.

Table.9. Demand in Shashi Brand in the Davanagere Market

Opinion	No. of Respondents	Percentage
Strongly Disagree	02	02
Disagree	03	03
Neutral	30	30
Agree	57	57
Strongly Agree	08	08
Total	100	100

Source: primary data

From the survey (Table.9) it is evident that out of 100 respondents there is a demand in Shashi Brand in the Davanagere Market that 57 (57%) respondents are Agree and 02(02%) respondents are Strongly Disagree. Because most of the Davanagereans are using Shashi Brand Product and Have demand.

Table.10. Respondents dealing with other Soaps and detergent Products

Variable	No. of Respondents	Percentage
Yes	100	100
No	00	00
Total	100	100

Source: primary data

From the survey (Table.10) it is evident that out of 100 respondents, dealing with other soaps and detergent products is that 100(100%) respondents are dealing with other Soaps and

detergent Products in retail shop because retailers want to get more Profit.

Table.11. Demand for other branded products

Products	No. of Respondents	Percentage
Wheel	19	19
Rin	24	24
Surf Excel	43	43
Nirma	06	06
Others	08	08
Total	100	100

Source: primary data

From the survey (Table.11) it is evident that out of 100 respondents, other branded products have more demand is that 43(43%) respondents have demand in Surf Excel and 06(06%) respondents are have demand Nirma. Because Surf Excel have better quality compare to other branded Products.

Table.12. Opinion of Respondents regarding the extension of Shashi Brand Products brand in helping the customers

Opinion	No. of Respondents	Percentage
Strongly Disagree	02	02
Disagree	04	04
Neutral	37	37
Agree	53	53
Strongly Agree	04	04
Total	100	100

Source: primary data

From the survey (Table.12) it is evident that out of 100 respondents, if Shashi Brand Products are extend their brand will help to them that 53(53%) respondents are Agree and 02(02%) respondents are Strongly Disagree. Because they can get profit from extended products and also help to them.

Table.13. Rate the level to which parent brand transfers it is manufacturing skills to Extension (1-Highest, 5-Lowest)

Parent Brand	Brand Extension	1	2	3	Mean
Shashi Detergent	Shashi Fabric Softeners	66	26	07	1.39
	Shashi color care	71	18	11	1.40
	Shashi Washing Machine Liquid	13	44	43	2.30

(Source: primary data)

From the survey (Table.13) it's clear that out of 100 respondents, to find the parent brand transfers it is manufacturing skills to extension factors that,1.39 Mean respondents consider Shashi Fabric Softeners and 2.30 Mean respondents consider Shashi Washing Machine Liquid. Because they want Shashi fabric softeners to protect their clothes.

Table.14. Impacts of advertisement when Shashi brand goes for brand extension

Variable	No. of Respondents	Percentage
Yes	100	100
No	00	00
Total	100	100

Source: primary data

From the survey (Table.14) it is evident that out of 100 respondents, if they go for brand extension there will be impact of advertisement is that 100(100%) respondents are responded Yes, because that will be a more attracted by customers.

Table.15. Feedback Rate

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Rank
I remind of other products under the same brand name	29	53	14	04	00	4.07	3
I tend to develop positive opinion towards it	20	69	13	01	00	6.25	1
Parent brand have an impact over preferring extended brand	26	45	27	02	00	3.95	4
Build personality of brand	32	31	29	08	00	3.87	5
Essential for all products Under brand name	23	22	31	12	12	4.90	2

Source: primary data

From the survey (Table.15) it is evident that out of 100 respondents, if they go for brand extension there will be impact of advertisement is that 6.25 mean respondents are tend to develop positive opinion towards it 3.87 mean builds personality of brand. It will develop positive opinion towards it because their products create their own image of it.

Table.16. Opinion regarding factors influencing customer preference towards Brand extension

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Rank
Before Purchasing Product I gather Information about brand through Advertisement	33	52	14	01	00	4.17	1
From Family members/ Retailers/ Friends etc.	17	62	20	01	00	3.95	2
I visit the retail outlet and have a comparison b/w various Brand	26	33	32	08	01	3.75	3
Having purchased a brand I observe it is features	22	39	23	12	04	3.63	4

Source: primary data

From the survey (Table.16) it is clear that out of 100 respondents, factors influencing customer preference towards Brand extension is that 4.17 mean respondents go through information of product through Advertisement 3.63 mean respondents are influenced by observing features because they get a full information about a product easily.

Table.17. Opinion on Shashi brand products as a parent brand

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Rank
Reputation of the parent brand influences to buying decision.	31	61	07	00	01	4.21	1
Is similarity b/w parent brand and extended brand is important.	24	59	16	01	00	4.06	2
It is safety and security that drives you to buy unknown reputed branded products to follow up brand.	27	22	45	04	02	3.68	3

Source: primary data

From the survey (Table.17) it is clear that out of 100 respondents, opinion on Shashi brand products as a parent brand is that, 4.21 mean respondents is reputed parent brand influences them 3.68 mean respondent responded that there is a safety to by reputed brand instead buying unknown brand for them. Because to buy reputed brand which already known about that brand also it is safety to buy and to use.

Table.18. Opinion about the Challenges faced by Parent Brand on Brand extension

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Rank
Failure of brand extension damages parent brand Perceived Quality	23	59	15	03	00	4.02	1
Brand extensions dilute the image of the parent brand.	25	56	17	02	00	3.73	3
Brand extension reduces the sales of the parent brand.	28	21	39	10	02	3.63	4
It is difficulty making a choice when there are many variants under a brand	27	39	21	09	04	3.76	2

Source: primary data

From the survey (Table.18) it is clear that out of 100 respondents Challenges faced by Parent Brand on Brand extension is that 4.02 mean respondents said that Failure of brand extension damages parent brand Perceived Quality, 3.63 mean respondents said that reduces the sales of parent brand, because if

the failure of brand extension will affect the parent brand and image of the company.

Table.19. Customers sticking to their current portfolio of Shashi Brand without buying new Product category

Opinion	No. of Respondents	Percentage
Strongly Disagree	09	09
Disagree	56	56
Neutral	11	11
Agree	22	22
Strongly Agree	02	02
Total	100	100

Source: primary data

From the survey (Table.19) it is evident that out of 100 respondents, customers will buy new products or not is that 56(56%) respondents are Disagree and 02(02%) respondents are Strongly Agree. Customers are stick to their current portfolio of Shashi Brand without buying new Product category, because they can buy a products to experience and to know how that product will effect on them.

Table.20. Total number of respondents ready to by Shashi Brand new products in Personal care Category

Variable	No. of Respondents	Percentage
Yes	100	100
No	00	00
Total	100	100

Source: primary data

From the survey (Table.20) it is evident that out of 100 respondents, all 100(100%) respondents are ready to buy a new products.

Table.21. Preference of the type of Product used

Products	No. of Respondents	Percentage
Face Cream	12	12
Face wash	08	08
Cold Cream	19	19
Body Lotion	11	11
Shampoo	48	48
Total	100	100

Source: primary data

From the survey (Table.21) it is evident that out of 100 respondents, type of product preferred - 48(48%) respondents prefer Shampoo and 08(08%) respondents prefer face wash. More respondents prefer Shampoo because that will help them to get a profit.

From the survey (Table.22), it is clear that out of 100 respondents, to add innovativeness of the extension products is that, 4.89 mean is to they look for new ideas and experience, 3.86 mean innovativeness increase the image of the brand extension because they want more experience and innovativeness.

Table.22. Opinion to add innovativeness of the extension products

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Mean	Rank
I look for New Ideas and Experience	41	55	07	00	00	4.89	1
Brand extensions dilute the image of the parent brand	25	56	17	02	00	3.73	3
Innovativeness offer more value to brand extension	21	58	20	00	01	3.97	2
Innovativeness increase the image of the brand extension	23	42	32	03	00	3.86	3

Source: primary data

Table.23. Biggest Competitor of Shashi Brand Personal Care Products

Brand	No. Respondents	Percentage
HUL	12	12
Dabur	5	5
ITC	13	13
Patanjali	51	51
Others	19	19
Total	100	100

Source: primary data

From the survey (Table.23) it is evident that out of 100 respondents, biggest competitor would be if Shashi Brand has Personal Care Products is that 51(51%) respondents are responded that patanjali and 05% responded Dabur, because patanjali is the brand which is have good brand image in all type of products.

Table.24. Detergent cake

Brand	No. Respondents	Percentage
Shashi	22	22
Wheel	4	4
Rin	57	57
Surf Excel	15	15
Total	100	100

Source: primary data

From the survey (Table.24) it is evident that out of 100 respondents, brand name prefer more in detergent cake is that 57 (57%) respondents prefer Rin and 04(04%) respondents prefer Wheel because this is the brand which is more consumed by consumers compare to other brand.

From the survey (Table.25) it is evident that out of 100 respondents, brand name prefer more in detergent powder is that 49(49%) respondents prefer Surf Excel and 09% respondents prefer Rin, because this is the brand which is more consumed by consumers compare to other brand.

Table.25. Detergent Powder

Brand	No. Respondents	Percentage
Shashi	14	14
Wheel	28	28
Rin	09	09
Surf Excel	49	49
Total	100	100

Source: primary data

Table.26. Dishwash Bar

Brand	No. Respondents	Percentage
Shashi	09	09
Wheel	54	54
Rin	14	14
Surf Excel	23	23
Total	100	100

Source: primary data

From the survey (Table.26) it is evident that out of 100 respondents, brand name prefer more in dish wash bar is that 54(54%) respondents prefer Wheel and 09% respondents prefer Shashi, because wheel is the brand which is more consumed by consumers compare to other brand.

Table.27. Personal care Products

Brand	No. Respondents	Percentage
Shashi	11	11
HUL	13	13
Dabur	15	15
Patanjali	61	61
Total	100	100

Source: primary data

From the survey (Table.27) it is evident that out of 100 respondents, brand name prefer more in dish wash bar is that 61(61%) respondents prefer Patanjali and 11% respondents may prefer Shashi because this is the brand which is more consumed by consumers compare to other brand.

Table.28. Success rate of Launching Shashi Brand new products in Personal care category

Opinion	No. of respondents	Percentage
Strongly Agree	02	05
Agree	56	56
Neutral	07	07
Disagree	32	32
Strongly Disagree	03	03
Total	100	100

Source: primary data

From the survey it is evident that out of 100 respondents, success of new products category is that 56(56%) respondents are agree and 02(02%) respondents are strongly disagree. It's clearly

shows that launching of a new products in personal care products will help them and get success.

6. SUGGESTIONS

- Retailers are aware about Shashi brand Products and also they are using their products which shows how effectively they have built Brand over a period of time which is promising
- Retailers are using more of Shashi Detergent Cakes and suggested advice is to enhance Shashi detergent Powder, Shashi Dish wash Bar and Shashi Hand wash liquid in existing Products.
- Shashi Brand can improve their quality of products with their competitors by improvising existing products by adding new product features which can compete with regular brand available in the market
- Positively If Shashi brand extend their brand line portfolio, eventually it will give success and Profit to the brand and it is value and can maintain a parent brand perceived quality.
- Retailers are Preferring Shashi Fabric Softners in extension of Detergents followed by Shashi color care and Shashi Washing machine Liquid
- Retailers are Preferring information about a product through advertisement of Extended Products to know about a product easily.
- Customers are willing to buy New Products without sticking in to their Current portfolio gives an added advantages for Shashi Products to compete against the best product in competition
- Customers are prefer Shampoo in new product category followed by cold cream, face cream and Body lotion.

7. CONCLUSIONS

Brand extension involves utilizing and applying the established core brand name to new products to obtain the equity of the original core brand and also to capture new and unexplored market segments. Extended brand both far and near with core brand are considered beneficial for core brand due to more profitability. Retailers are aware about a Shashi Brand Products also they preferred to buy Extended Products in detergents and also in personal care category which can position itself among the best line of available product line in market, Enough care and attention has to be taken in maintaining their perceived quality at it is best and expect more ROI. Since Shashi product enjoy good will of consumer and have given favorable opinions on it is credibility. Customers are looking for New Ideas and Experience so they can get success in acknowledging with increasing competition from HUL, ITC and Patanjali, having rich brand history among rurals and retailers, Shashi Product must go for possible brand extension of it is existing products and has high growth and introducing Personal care products. The above Finding and suggestions have been made for the improvement in formulating and implementing of Brand Extension strategies for Shashi Products of Maharaj soaps and detergents.

REFERENCES

- [1] Abdavi Fatemeh and Shiralizadeh Zahra, "The Effect of Brand Extension Strategy on It is Image: The Case of Majid Brand", *Annals of Applied Sport Science*, Vol. 3, No. 4, pp. 39-48, 2015.
- [2] Alimohammadi Javad, Morteza Soltani and Alavinasab Mohammad Sayed, "Effect of Brand Extension Strategy on Brand Image to Customers", *British Journal of Economica, Management and Trade*, Vol. 25, No. 1, pp. 1-9, 2017.
- [3] Y.A. Soomro et al., "Consumer Evaluation of Brand Extension: Pakistani Context", *African Journal of Business Management*, Vol. 7, No. 35, pp. 3643-3655, 2013.
- [4] T. Vukasovic, "Launching of a New Product with the Brand Extension Strategy", *Proceedings of International Conference on Management, Knowledge and Learning*, pp. 1-5, 2012.
- [5] Tarun Kushwaha, "Brand Extension: A Strategy for Competitive Advantage", *SIBM*, Vol. 5, pp. 18-27, 2012.
- [6] Ashok Som, "Brand and Line Extensions: An Empirical Study from the New Age Luxury Industry", *Luxury Research Journal*, Vol. 1, No. 1, pp. 18-39, 2015.
- [7] M. Gunjan, J.R. Naidu, I. Kumar and Y. Kumar, "Launching of New Pharmaceutical Product and Promotional Challenges", *Research and Reviews in Pharmacy and Pharmaceutical Sciences*, Vol. 5, No. 1, pp. 20-32, 2016.
- [8] H. Hasliza, Rahman Sabbir Muhammad, "Hypermarket Corporate Brand Extension Personality", *Journal of Applied Business and Economics*, Vol. 16, No. 5, pp. 23-35, 2014.
- [9] Joseph Jelsy and N Anilkumar, "A Study on Consumer Behaviour towards FMCG Products among the Rural-Suburban HHs of Ernakulam", *Australian Journal of Basic and Applied Sciences*, Vol. 3, No. 1, pp. 61-68, 2014.
- [10] Daneil Jugend and Silva da Luis Sergio, "Integration in New Product Development: Case Study in a Large Brazilian", *Journal of Technology Management and Innovation*, Vol. 7, No. 1, pp. 1-8, 2012.
- [11] Nigar Muhammad, Shabeeb Ahmad Gill and Majid Murad, "Extension to Brand Category, an Exploratory Investigation on Brand Extension Attitude", *International Journal of Management Science and Business Administration*, Vol. 3, No. 1, pp. 17-30, 2016.
- [12] Poranki Rao Kameswara, "Consumer Attitudes and Perception on Personal Care Products and Cosmetics at Visakhapatnam", *Research Journal of Social Science and Management*, Vol. 5, No. 8, pp. 12-23, 2015.
- [13] Indrani Sahaa, "Brand Extension in the FMCG Segment-An Empirical Study on Perception of Brand Extension by Consumers of Kolkata", *Journal of Business and Management*, Vol. 16, No. 4, pp. 28-35, 2014.
- [14] Sahin Nilay and Elif Ergini, "Consumers' Attitudes towards Brand Extensions: An Analysis on Food and Textile Industries in Turkey", *International Journal of Marketing*, Vol. 8, No. 1, pp. 72-85, 2016.