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11th Global Conference on Business and Social Sciences

11-12 December, 2020

Novotel Platinum Pratunam, Bangkok, Thailand
(IN-PERSON & ONLINE)



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11TH GLOBAL CONFERENCE ON BUSINESS AND SOCIAL SCIENCES ON Contemporary Issues in Management and Social Sciences Research (CIMSSR-2020)

NOVOTEL BANGKOK PLATINUM PRATUNAM, BANGKOK, THAILAND

19-20 June 2020

<http://gcbss.org/CIMSSR2020>

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University of Queensland, Australia



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11TH GLOBAL CONFERENCE ON BUSINESS & SOCIAL SCIENCES
Bangkok, Thailand



DAY 1: FRIDAY 11 DECEMBER, DAY 2: SATURDAY, 12 DECEMBER. 2020

**11th GLOBAL CONFERENCE
ON BUSINESS & SOCIAL SCIENCES
(GCBSS-2020)**

***11th -12th DECEMBER. 2020
NOVOTEL BANGKOK PLATINUM PRATUNAM (IN-PERSON AND
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CONFERENCE

PROGRAM

SCHEDULE



3

CONFERENCE ON BUSINESS & SOCIAL SCIENCES
Bangkok, Thailand



DAY 1: FRIDAY 11 DECEMBER, DAY 2: SATURDAY, 12 DECEMBER. 2020

11th Global Conference on Business and Social Sciences on
“Contemporary Issues in Business and Social Sciences Research”

Novotel Bangkok Platinum Pratunam, Thailand (IN-PERSON-GMT+7 (BANGKOK) &
ONLINE KUALA LUMPUR)

11th -12th December 2020

Day 1: Friday – December 11, 2020

Venue: Novotel Bangkok Platinum Pratunam, Thailand (IN-PERSON & ONLINE)

08.00AM – 09.00AM	Arrival of Delegates & Registration
09.10AM – 09.20AM	Conference Opens & Welcome Addresses: (Sapphire Suite, Level 7, Novotel) <i>Chairperson: Ms. Reina Esther Fornilda</i>
09.20AM – 9.30AM	Welcome Speech: GATR-GCBSS CONFERENCE SERIES: 8 YEARS OF EXCELLENCE <i>Asst. Professor Dr. Kashan Pirzada</i> University Utara Malaysia and Chairman, GATR Advisory Board. Malaysia
09.30AM – 9.50AM	Plenary Speech 1: Venue: (Through Zoom) ADVANCED RESEARCH: ARE THERE ANY RULES OF THE GAME? <i>Emeritus Professor Dr. Gabriel Moens</i> The University of Queensland. Australia.
9.50AM – 10.10AM	Plenary Speech 2: Venue: (Through Zoom) THE EFFECT OF POWERFUL CFOs ON DISCLOSURE QUALITY <i>Professor Dr. Kamran Akbar</i> La Trobe University, Australia
10.10 AM	GROUP PHOTO SESSION
10.20AM – 11.00AM	Coffee / Tea break at (Sapphire Suite Foyer)
11.00AM – 1.10PM	Concurrent Sessions: A-1: Venue: Sapphire Suite, Novotel (For IN-PERSON GUEST)



11TH GLOBAL CONFERENCE ON BUSINESS & SOCIAL SCIENCES
Bangkok, Thailand



DAY 1: FRIDAY 11 DECEMBER, DAY 2: SATURDAY, 12 DECEMBER, 2020

1

10.00AM – 1.10PM	Concurrent Sessions: A-1 & A-2: Venue: Premier on GATR-GCBSS YouTube Channel (Pre-Recorded Video Presentation)
10.00AM – 1.10PM	Concurrent Sessions: A-3 & A-5: Venue: Through Zoom (For Virtual/Online Guest)
11.00AM – 1.10PM	Concurrent Sessions: A-6, A-7 & A-8: Venue: Through Zoom (For Virtual/Online Guest)
11.00AM – 1.10PM	Concurrent Sessions: A-9, A-10 & A-11: Venue: Through Zoom (For Virtual/Online Guest)
1.10PM – 2.15PM	International Buffet Lunch at (The Square Restaurant)
2.15PM – 4.30PM	Concurrent Sessions: B-1: Venue: Sapphire Suite, Level 7, Novotel (IN-PERSON GUEST)
2.15PM – 4.30PM	Concurrent Sessions: B-2: Venue: Premier on GATR-GCBSS YouTube Channel (Pre-Recorded Video Presentation)
2.15PM – 4.30PM	Concurrent Sessions: B-3, B-4 & B-5: Venue: Through Zoom (For Virtual/Online Guest)
2.15PM – 4.30PM	Concurrent Sessions: B-6, B7 & B-8: Venue: Through Zoom (For Virtual/Online Guest)
2.15PM – 4.30PM	Concurrent Sessions: B-9, B-10 & B-11: Venue: Through Zoom (For Virtual/Online Guest)
4.30PM – 5.00PM	Coffee / Tea break at (Sapphire Suite Foyer, Level 7, Novotel)
5.00PM – 6.00PM	TESTIMONIALS (IN-PERSON AND ONLINE GUEST)
6.15PM – 9.15PM	GALA Dinner & Networking Venue: View Rooftop Bar Bangkok, Level 9, Novotel

End of the program for the day one.



3

CONFERENCE ON BUSINESS & SOCIAL SCIENCES
Bangkok, Thailand



DAY 1: FRIDAY 11 DECEMBER, DAY 2: SATURDAY, 12 DECEMBER, 2020

11th Global Conference on Business and Social Sciences on
“Contemporary Issues in Management and Social Sciences Research”

Novotel Bangkok Platinum Pratunam, Thailand
11th -12th December, 2020

Day 2: Saturday - December 12, 2020

Venue: Novotel Bangkok Platinum Pratunam, Thailand (IN-PERSON & ONLINE)

09.15AM – 011.00AM	Concurrent Session C-1: Venue: Premier on GATR-GCBSS YouTube Channel (Video Presentation)
09.15AM – 011.00AM	Concurrent Session C-2: Venue: Through Zoom (For Virtual/Online Guest)
09.15AM – 011.00AM	Concurrent Session C-3: Venue: Through Zoom (For Virtual/Online Guest)
09.15AM – 011.00AM	Concurrent Session C-4: Venue: Through Zoom (For Virtual/Online Guest)
09.15AM – 011.00AM	Concurrent Session C-5: Venue: Through Zoom (For Virtual/Online Guest)
09.15AM – 011.00AM	Concurrent Session C-6 & C-7: Venue: Through Zoom (For Virtual/Online Guest)
09.15AM – 011.00AM	Concurrent Session C-8: Venue: Through Zoom (For Virtual/Online Guest)
11.00AM – 011.50AM	Concurrent Session C-9: Venue: Through Zoom (For Virtual/Online Guest)
11.00AM – 1.15PM	Workshop: on Publishing in WOS and Scopus Journals: Venue: Through Zoom (For All Guest)- Session-1 <i>Emeritus Professor Dr. Gabriel Moens</i> The University of Queensland, Australia.
1.15PM – 2.30PM	Lunch and Prayers break
2.30PM – 4.30PM	Workshop: on Publishing in WOS and Scopus Journals: Venue: Through Zoom (For All Guest)- Session-2 <i>Professor Dr. ...</i> La Trobe U
4.30PM – 4.40PM	Vote of Thanks: <i>Chairperson: Ms. Reina Esther Forn...</i>
4.40PM – 4.50PM	Concluding Remarks: <i>Emeritus Professor Dr. Gabriel Moens</i> The University of Queensland, Australia.

End of the program



11TH GLOBAL CONFERENCE ON BUSINESS & SOCIAL SCIENCES
Bangkok, Thailand



DAY 1: FRIDAY 11 DECEMBER, DAY 2: SATURDAY, 12 DECEMBER. 2020

CIMSSR-00437	Role Of Feedback For Bridging Theory-Practice Gap In Teaching Practicum. <i>Ms. Faiza Masood</i>	Fatima Jinnah Women University RWP	Pakistan
CIMSSR-00217	A Study of Employee's Work-Life Balance in Indonesia: The Effect of Human Resources Practice and Perceived Organizational Support. <i>Dr. Arif Prasetyo</i>	Telkom University Universitas Airlangga	Indonesia
CIMSSR-00623	Productivity Analysis at Sharia Life Insurance Companies in Indonesia: Malmquist Productivity Index (MPI). <i>Mrs. Puji Sucia Sukmaningrum</i>		Indonesia
CIMSSR-00342	Gen Z Switching Behaviour In Indonesia Smartphone Industry. <i>Mr. Timotius Timotius</i>	Trisakti School of Management	Indonesia

PAPER ID	TITLE & PRESENTER	AFFILIATION	COUNTRY
DAY 1: Friday, 11th December, 2020			
TIME: 2.15PM – 4.30PM (THROUGH ZOOM)			
SESSION CHAIRS:			
ASST. PROF. DR. KASHAN PIRZADA			
MS. REINA ESTHER FORNILDA			
MEETING LINK:			
https://zoom.us/j/96381968495?pwd=YU1SRWFqcGxwNWIZTGY4bk40UmJTQT09			
Meeting ID: 963 8196 8495			
Passcode: 526130			
SESSION B9, B10 & B11: MPSSHR 2020			
CIMSSR-00379	Relevant Factors In Increasing School Principals' Entrepreneurship For Improving Students 'Achievements. <i>Assoc. Prof. Dr. Bambang Ismanto</i>	Universitas Kristen Satya Wacana	Indonesia



11TH GLOBAL CONFERENCE ON BUSINESS & SOCIAL SCIENCES
Bangkok, Thailand



DAY 1: FRIDAY 11 DECEMBER, DAY 2: SATURDAY, 12 DECEMBER. 2020

CIMSSR-00320	Tax Planning and Corporate Governance on Firm Value: Board Diversity as Moderating. Mr. Yulius Kurnia Susanto	Trisakti School of Management	Indonesia
CIMSSR-00338	Value Investing: The Circle of Competence in Technology Industry in the Stock Exchange of Thailand. Mr. Isaradet Khrueachao	Telkom University	Indonesia
CIMSSR-00259	The Influence Of Knowledge Management Processes On Intellectual Capital And Innovation Performance. Dr. Wendra Wendra	PPM School of Management	Indonesia
CIMSSR-00355	The Evaluation Research of Cultural Industries Policies in China with the Pandemic: Taking the Cultural Industries Parks as a Case. Dr. Jianfei Yang	Communication University of China	China
CIMSSR-00245	On-Becoming Digital Organisation: Digital Competence, Leadership and Culture in Indonesia Airports. Dr. Nopriadi Saputra	Binus University	Indonesia
CIMSSR-00274	Innovative Capabilities Of East Java SMES Entrepreneur In The 4.0 Era. Ms. Elya Kurniawati	Universitas Negeri Malang	Indonesia
CIMSSR-00628	Impacts of COVID-19 on Airline Business: An Overview. Mr. Teeris Thepchalerm	Mae Fah Luang University	Thailand
CIMSSR-00213-1	Like Father Unlike Son: The Asymmetric Transfer of Aesthetic and Functional Beliefs in Brand Extension Practices. Dr. Widyarso Roswinanto	Sekolah Tinggi Manajemen/ PPM Manajemen	Indonesia
CIMSSR-00565	Behavioral Intentions to Employ Financial Technology (FinTech) Services among Commercial Banks' Customers: Empirical Evidence in Malaysia. Ms. Peong Kwee Kim	Multimedia University	Malaysia
CIMSSR-00326	A New Theoretical Framework Of Organizational Effectiveness From Knowledge And Ambidexterity Perspectives. Mr. Astadi Pangarso	Brawijaya University	Indonesia
CIMSSR-00509	The Determinants Of Tax Compliance In Southern Sumatera. Mr. Musthafa Kemal Nasution	University of Bengkulu	Indonesia



11th Global Conference on Business and
Social Sciences 2020

Certificate of Presentation

5 For Paper Titled:
Like Father, Like Son: The Asymmetric Transfer of
Aesthetic and Cultural Beliefs in Brand Extension Practices

Authored by:

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Sekolah Tinggi Manajemen PPM, Jakarta, Indonesia

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Father Unlike Son: The Asymmetric Transfer of Aesthetic and Functional Beliefs in Brand Extension Practices

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ABSTRACT

Prior studies from the brand extension literature have focused on the transfer of affective attitudinal elements from parent brands to extension brands (Aaker and Keller, 1990; Boush and Loken, 1991; Park et al., 1991; Simonin and Ruth, 1995; Park et al., 1996; Bottomley and Holden 2001; Nkwocha et al., 2005; Lanseng and Olsen 2012; Thompson, 1988). Despite the important role of beliefs (the cognitive attitudinal elements) in attitude formation process, little is known about how beliefs are transferred. The purpose of current study is threefold. First, to investigate to what extent the beliefs are transferred from parent brand to the extension brand. Second, to further probe into which category of beliefs (between aesthetic belief and functional belief) are more easily transferred. And third, to investigate how beliefs are transferred under the conditions given the perceptual consistency between parent brand's product category and that of the extension (the construct is perceptual fit). Two experiment studies were conducted by manipulating the product category of the extension and measuring the salient belief strength (aesthetic and functional beliefs) of the parent brand and the extension. The results show that both types of beliefs are generally transferred from parent to extension. However, in the presence of different perceptual fit, the transfer is asymmetric transfer between the two types of beliefs. Theoretical and managerial implications are discussed.

Type of Paper: Empirical

Keywords: belief transfer; brand extension, perceptual fit, aesthetic belief, functional belief, attitude, experiment.

Introduction

Firms are continually seeking growth opportunities through new product development. It is a logical business strategy because markets are increasingly cluttered with competing brands. However, the risks associated with developing new brands are also high. Depending on how failure is defined, failure rates can be as high as 90 percent (Grosser et al., 2005). Brand extension is the most popular strategy for introducing new products (Levina et al., 2005). Leveraging the parent brand's images by launching new products as line or brand extensions. Line extension occurs when the family brand is applied to a new product within the product category as the parent. Brand extension, by contrast, occurs when the family brand is employed to launch a new product in a different product category.

1.1 The Research Questions

Research in brand extension generally coalesce around two important constructs. Each construct is presumed to contribute to the success of both branding strategies (Gammoh et al., 2006). The constructs are perceptual fit and attitude toward the brand.

With respect to research into brand extending, perceptual fit is generally the fit between the parent brand and the product category in which the new extension brand is to be launched. Fit is typically defined as the association overlap between the current product category of a parent brand and the extension product (Aaker and Keller, 1990).

The extant literature in brand extension has investigated the transfer of attitudes from parent to extension brands. Most prior studies from the brand extension literature have focused on the transfer of affective attitudinal elements from hosts to extensions (Aaker and Keller, 1990; Boush and Loken, 1991; Park et al., 1991; Simonin and Ruth, 1995; Park et al., 1996; Bottomley and Holden 2001; Nkwocha et al., 2005; Lanseng and Olsen 2012; Thompson, 1988). Despite the importance of understanding brand beliefs as the underlying elements of attitudes, little is known about how beliefs are transferred. As importantly, answers to the questions of what are the specific dimensions or elements of beliefs that are predominantly transferred from parent brands to the extension products, and what is the net impact on how consumers evaluate the extension under different level of perceptual fit have not yet been answered.

An array of different types of beliefs exist that may prove important as determinants both of what information transfers to the extension products and how these beliefs are employed in evaluation. This study focuses on the dichotomy between aesthetic/symbolic beliefs (which are more abstract and associated with the brand in general) and functional beliefs (which are more concrete and associated with specific attributes, benefits or functions of the product categories). This was done with the goal of seeing how each element of beliefs may be transferred from the parent brands in mind.

These gaps in the literature provide the impetus for this study. To that end, this study focuses on investigating the process of belief transfer from the parent brands to the extension. A theoretical framework is developed that examines the complex relationships between elements of brand attitudes (beliefs) and the perceptual fit as they affect consumer responses to brand extension.

Specific research questions focusing on these gaps in knowledge concerning the role of beliefs and perceptual fit in brand extension applications are:

Q1: Are different categories of beliefs transferable from parent brand to the extension?

Q2: How do various sub-dimensions of perceptual fit affect belief transfers from parent brands to the extension?

Two main concepts integrated into the model are consumers' beliefs and the perceptual fit. Different categories of beliefs contributed by the parent brand will be investigated to understand its ability to affect consumer's perception of the extension. When beliefs from the parent brand are transferred to the extension, the moderating role of the perceptual fit is investigated.

1.2 Contributions of the Study

The results of this study should contribute to the literature in several ways. First, the study is the first to examine belief transfers in brand extension studies in the light of different category of beliefs (aesthetic and functional beliefs) that constitute a brand or product. Accordingly, this study will contribute to a better understanding of how consumers evaluate brand extension

from cognitive aspect of attitude, and not just from a generalization process from attitude toward the parent brands. Second, the current study investigates the roles of perceptual fit in the transfer of beliefs from parent to the extension and sheds a light as to which perceptual fit constructs may affect different category of beliefs. Third, the current study will add to the extant literature about which category of beliefs are predominantly transferred under different conditions of parent-extension fit as well as parent-parent fit.

This research should assist marketing practitioners generally and brand managers by permitting them to harness more the potential of brand extension as a strategy. The aspects of different categories of beliefs associated with a partner brand and the various perceptual fit concepts that interrelate in influencing the belief transfers may become the strong criteria for partner brand selection. Further, the findings may assist marketing or brand managers in their efforts to decide on the extension category that would have highest relevance and thus delivering best marketing result. Based on the understanding about belief transfer and the effect of relevant perceptual fits on the belief transfer process, marketing practitioners would also have more detailed insight into how attitude transfer processes unfold in brand extension applications. Once the process is better understood, the positioning and promotion of extension products can be managed more strategically.

2. Literature Review

2.1 Perceptual Fit

Two critical factors generally exercise a determinant influence on the success of new brand extension product launch. The two factors are beliefs/attitudes associated with the parent brand(s) and a concept called perceived fit. Perceived fit captures consumers' perception about the fit (i.e. consistency) between brand or product entities in a particular brand extension context. Perceived fit is thought to be the most important factor in influencing attitude transfer and acceptance of brand extensions. Basically, there are two reasons why fit is so important in brand extension. The first is that the degree of fit itself is positively associated with the extension attitude. The second is that the degree of fit enhances the transfer of perceived quality and attitude from parent brand(s) to the extension product (Aaker and Keller, 1990). Consumers' responses to extensions are more positive when they have strong positive beliefs and attitudes toward the parent brand(s). Consumers' responses to extensions are also more positive when a high degree of perceptual fit exists between parent brand and the extension (Nkwocha et al., 2005).

In the current study, perceptual fit is conceptualized as the association overlap between the current product categories of the parent brand and the extension product (Aaker and Keller, 1990). Such fit depends on identifying the relationship between the extension and the parent brand, which might entail either a concrete relationship (e.g., similar attribute, correlated feature) or an abstract relationship (e.g., common usage situation). To some extent, perceptual fit also refers to the congruence (complementary, substitutability) between the current product categories of both parent brands (Simonin and Ruth, 1998).

Fit was initially labeled as "consistency" and treated as one of major conditions that are necessary for successful brand extension to occur. "Consumer(s) should perceive the new item" as "consistent with the parent brand name..." according to Tauber (1981, pp. 38). Another term used later in the literature was "logical consistency." This term was used to describe the idea of consumers' perceptions of "how much sense it makes" for a firm to market the extension product (Duncan and Nelson 1986). In their conceptual paper, fit or logical consistency was considered as a major moderator amplifying the positive relationship between parent brand attitudes and extension product attitudes. In other words, fit directly influenced the degree of meaning transfer from parent brand to extension product (Thompson et al., 1987). Table 1

summarizes the literature in brand extension research and shows the different roles of perceptual fit along with each study's major constructs.

Table 1. Roles of Fit in Brand Extension Literature

Author(s)	T/E	Type of Fit	Role of Fit	Independent Variable(s)	Dependent Variable(s)
Tauber (1981)	T	Consistency (Overall Fit)	Factor	Consistency	Extension evaluation
Thompson et al. (1988)	T	Logical Consistency (Overall Fit)	Moderator	Parent brand attitude	Extension product attitude
Park et al. (1989)	E	Categorization judgement (Product Fit)	Factor	Nature of memory structure associated with brand names (Symbolic, Functional, Usage)	Transfer of brand association to extension product
Aaker & Keller (1990)	E	Product-Fit	Factor	Product Fit, Perceived Quality, Difficulty of making the extension	Extension attitude
Chakravarti et al. (1990)	E	Category similarity (Product Fit)	Mediator	Salient similarities in features, benefit, usage	Extension evaluation
Park et al. (1991)	E	Feature Similarity (Product Fit)	Factor	Product Feature Similarity	Extension attitude
Smith & Andrews (1995)	E	Product Fit	Factor	Parent-Extension Product-Fit	Customer certainty, product evaluation
Klink & Smith (2001)	E	Product Fit	Mediator	Level of exposure to brand extension	Favorability (extension evaluation)
Nkwocha et al. (2005)	E	Substitutability, Complementarity, Transferability (Overall Fit)	Factor	Overall Fit	Extension attitude
Milberg et al. (2010)	E	Product Fit	Factor	Parent-Extension Product-Fit	Extension Favorability, Extension evaluation

Note: T (theoretical), E (empirical)

Pertaining to attitude transfer, perceptual fit generally occupies the role of either a factor that directly influences extension evaluation or as a moderator of relationships between other factors and the extension evaluation. Consumers tend to be more favorable predisposed toward extensions that belong to the same concept as the parent brands as opposed those that belong to a different concept (Park et al. 1991). Their study indicates that the most favorable reactions occur when brand concept consistency and product feature similarity are high. This argument appears valid for both function-oriented and prestige-oriented brand names. The relative impact of the perceptual fit differs depending on the nature of the brand-name concept. When a brand's concept is consistent, a prestige brand has a greater extendibility to products with low feature similarity compared to the functional brand.

2.2 Consumers' Attitudes / Beliefs

The relevant literature offers myriad definitions of attitude. The definition used most frequently, however, is that attitude represents “a learned predisposition to respond in a consistently favorable or unfavorable manner with respect to a given object” (Fishbein and Ajzen, 1975, pp. 6). With regard to branding, attitude toward the brand is generally thought to capture consumers’ tendencies to evaluate brands in a consistently favorable or unfavorable way (Assael, 1994). Fishbein and Ajzen (1975) argue that attitude is and should be considered as separate from belief. Most readers are familiar with age-old trilogy, in which Fishbein and Ajzen argue that the three elements of attitude are affect, cognition and conation. Affect (feeling, evaluation) refers to an individual’s feelings toward and evaluation of some object, person, issue, or event. There is a general agreement that affect is the most essential part of the attitude concept (Fishbein and Ajzen, 1975). Cognition (opinion, belief) represents an individual’s knowledge, opinions, beliefs and thoughts about a particular object. Finally, conation (behavioral intention) denotes an individual’s behavioral intentions and her/his actions with respect to or in the presence of the object (Fishbein and Ajzen 1975). However, no small level of confusion exists regarding exactly what these three terms means and how they should be used. For example, sometimes the term “attitude” is used as a synonym for the term “affect”. At other times, “belief” is used as a proxy for the second element, “cognition”. Finally, “intention” is often used in lieu of third element, “conation”. However, this study will consistently use the popular terms to characterize each element of attitude. These are, in turn: (1) “attitude” for “affect”, (2) “belief” for “cognition”, and (3) “intention” for “behavioral intention.”

While attitude relates to one’s feelings about or evaluation of a particular object, belief basically links an object to a specific attribute(s) since belief represents the information an individual has about an object. Regarding the possible association between object and attribute(s), differences can arise in terms of belief strength across different individuals. People may differ in terms of their perceptions of the likelihood that the same object is associated with the particular attribute(s) in question. Intention can be viewed as a special case of belief, one in which the object is the individual and the attribute is a behavior. Similar to belief, the strength of individuals’ intentionality is indicated by individuals’ subjective probability - or estimate - that they will perform the behavior in question.

The three element terms should relate to the actual measure. Fishbein and Ajzen (1975) suggest the term “attitude” should only be used when strong evidence exists suggesting the measure being used is a bipolar affective dimension. When the measure used relates to a dimension of subjective probability that relates an object to an attribute, the term “belief” should be employed. When the probability dimension links the person to a behavior, the concept “behavioral intention” should be used.

2.3 Attitude / Belief in Brand Extension Research

Past research in brand extension actually has extensively employed various attitudinal measures to assess consumer perceptions of parent brands and their branded extensions. Most measures assessed affective dimensions of attitude and/or quality perceptions. Affective measures used in the literature include items that measure “desirability” and “favorability” of the brand or product (Boush and Loken, 1991). These affective measures also capture perceptions of “goodness,” “likability,” and “pleasability” (Park et al., 1991).

Despite the importance of belief as a cognitive element of attitude, more emphasis has been allocated toward the affective element and the perceived qualities in brand extension studies. Attitude/affect has almost always been used to measures consumers’ responses to brands extensions. Beliefs have rarely been used.

This study focuses on belief measures and investigates the transfer of beliefs instead of attitude/affect due to several reasons. First, as explained, belief transfer has been under studied

in the brand extension application. Most of literature in brand extension investigates attitude/affect transfer. Second, more cognitive resource used in brand evaluation leads to a central route processing in which cognition plays a separate role from affect and directly influences the attitude formation and change (Voss et al., 2003). Finally, in an advertising context, brand belief is one of important mediators of brand attitude (Mittal, 1990; Mitchell and Olson, 1981).

2.4 Aesthetic and Functional Beliefs

Brand beliefs are obtained from the way consumers develop associations or perceived benefits about the brands. Brand association refers to any information linked to the brand node in memory, such as product category, usage situation or evaluation of the brand (Keller, 1993). These associations vary in the extent to which they are abstract or concrete. Park et al. (1991; 1996) used the term “functional-oriented” or “symbolic/prestige-oriented” brand concepts. Functional belief is related with the functional benefits that motivate the search for products to solve consumption-related problem (Park et al, 1986; Fennell, 1978). Aesthetic/symbolic belief is related to symbolic need, the internally generated need for self-enhancement, role position, group membership, or ego-identification (Park et al, 1986).

The nature of aesthetic beliefs is relatively more abstract and context independent. Consumers develop aesthetic beliefs about particular brands through their exposure to prior marketing promotion, product experiences, or word-of-mouth communications. Consumers then aggregate information across numerous communications events or purchasing contexts to cultivate their aesthetic beliefs. Functional belief is more concrete. Functional belief also includes more contextual features about the product and benefits of the product which normally are developed prior to purchase, during consumption or after usage of given products.

In the current study, functional beliefs are defined as beliefs that are associated with features and utilitarian benefits of the product under the particular brand to be extended. These beliefs are usually more concrete and attached to the specific attributes of the product category under the brand. On the other hand, aesthetic are defined as beliefs associated with the hedonic aspects of the brand. Such beliefs are generally more abstract and not attached to specific product category. Both of these dimensions of beliefs are potentially transferred from parent brand to the extension under a particular pattern.

Our argument is the propensity of the transfer of these beliefs depends on the degree of fit between parent brands and extension (parent-extension fit). For example, Nike originally sold only athletic shoes, so naturally the Nike brand may be associated with aesthetic belief as good look, attractive, etc. Meanwhile, the functional belief (of Nike sport shoes) may be anti-slip, a good shoe for exercise, etc. When Nike extends its brand to dress shorts (i.e., an apparel item), a category which is relatively distant from the original Nike brand category (shoes), thus having low degree of product-fit, the aesthetic belief of good look is potentially transferred to the Nike dress shorts, whereas the functional belief of anti-slip is less likely to be transferred. The scenario may differ when Nike extends the brand to hiking boots product which is a relatively closer category to Nike’s original branding touchstone (i.e., athletic shoes) and thus having high degree of product-fit, with respect to both the aesthetic/symbolic belief and functional belief that each potentially could be transferred to the Nike casual shoes product.

2.5 Belief Transfer in Brand Extension

Consistent with categorization theory, consumers' reactions to an extension appear more likely to involve a categorization process in which the extension is judged according to the degree of membership in a category (i.e., perceived fit with the category). Such a category should contain a set of products and should relate to a particular brand name as its identifiable label. The cognitive structure (i.e., beliefs or associations and affect) associated with the brand

(parent brand) category may transfer to the extension. The transfer is more likely to happen when consumers perceive the extension as fitting within a relevant brand category (Cohen and Basu, 1987; Fiske, 1982; Levy and Tybout, 1989; Sujan, 1985). Beliefs that are successfully transferred to the extension may in turn influence the consumers' evaluations of the extension through the process of category-based or piecemeal-based evaluation (Fiske and Pavelchak, 1986; Sujan, 1985).

There are two ways in which the concept of "distinguishing between functional beliefs and aesthetic beliefs associated with a brand and product category" is similar to the concept of "distinguishing between product features and brand concepts." First, functional and product features are each related to concrete or physical characteristics of a product under a particular brand, whereas aesthetic beliefs and brand concepts are both related to the abstract domain of consumers' perceptions. Second, in terms of the categorization process, functional beliefs and product features are both related to basic level categories as opposed to higher abstraction or higher level (superordinate) categories in which aesthetic belief and brand concepts are nested.

The consequences of such concept similarities in the distinction between functional-beliefs/aesthetic-beliefs and product-features/brand-concept are twofold. The degree of fit between product categories of parent brand and extension (product-fit) should impose greater impact on the transfer of functional beliefs from parent to extension than the degree of consistency between brand concept of the parent and extension (brand-fit or brand concept consistency). But product-fit should exercise higher impact on the transfer of functional beliefs from parent to extension than brand-fit does. For example, consumers can easily believe that the slip resistant attribute of Nike shoes exists in Nike formal shoes. Formal shoe has a high similarity in product category with athletic shoes but it may not have a good consistency with Nike's brand concept (i.e. sporty, exercise, fitness, etc.). On the other hand, consumers might easily believe the sporty attribute of Nike would be present in Nike pullovers (low similarity in product category but high consistency in 'sporty' brand concept).

H1: Aesthetic belief is transferred from the parent brand to the extension (the strength of salient aesthetic belief strength associated with the parent brand is positively related to the same aesthetic belief strength associated with the extension brand).

H2: Perceptual fit moderates the transfer of aesthetic belief, such that the effect (parent to extension) is stronger when the perceptual fit is high than when it is low.

H3: Functional belief is transferred from the parent brand to the extension (the strength of salient functional beliefs strength associated with the parent brand is positively related to the same functional belief strength associated with the extension brand).

H4: Perceptual fit moderates the transfer of functional belief, such that the effect (parent to extension) is stronger when the perceptual fit is high than when it is low.

3. Research Methodology

3.1 Series of Pretests

These gaps in the literature provide the impetus for this study. To that end, this study focuses on investigating the process of belief transfer from the parent brands to the extension. A theoretical framework is developed that examines the complex relationships between elements of brand attitudes (beliefs) and the perceptual fit as they affect consumer responses to brand extension.

Several sets of pretests were conducted to prepare for the main experimental studies. The first set of pretests was designed to rank product categories and brands based on the degree to which: (1) the brand makes sense or appropriate to have an extension, and (2) the introduction of extension product categories that are appropriate as the extension of the parent brand.

Forty nine students participated in this pretest. The pretest asked the participants to answer several lists of questions. The first list consisted of the fifteen pre-selected product categories about which participants were asked to rate on a “1” to “7” scale (1 = “makes no sense”, 7 = “makes a lot of sense”) with respect to the degree to which it makes sense for a producer (of any brand) that makes athletic shoes and sportswear to market a new product into. The second list consisted of the same fifteen pre-selected product categories about which participants were asked to rate on a “1” to “7” scale (1 = “makes no sense”, 7 = “makes a lot of sense”) with respect to the degree to which it makes sense for “New Balance” that makes athletic shoes and sportswear to market a new product into. These first two lists of questions were designed to identify the product categories that possessed relatively high and low degrees in perceptual fit, with the selected parent brand (“New Balance”). Based on the rank obtained from the first and second list of questions, four out of fifteen categories were selected with the respective means of the perceptual fit: vitamin/fitness water (mean = 5.3), fruit drink (mean = 3.8), soft drink (mean = 3.1), spring water (mean = 1.5).

The second pretest was to elicit beliefs of consumers on the preselected brand. For the purpose of obtaining salient beliefs of the brands, beliefs elicitation were conducted using the procedure as suggested by Sutton et al. (2003) and Middlestadt (2011). The questions asked to the participants started with “what comes to our mind when you think of this brand/product”. The most effective questions which yield the highest number of salient beliefs elicited from the participants are questions related to the “advantages” and “like or enjoy” (Sutton et al., 2003).

There were 123 students participating in the survey. Respondents were exposed to the brand name “New Balance”, the brand logo, the short descriptions about the products under the brand, and several pictures of the products. The typical open ended questions as previously explained were presented. Participants were then asked to write down thoughts about the brand/product, about what they believed to be the advantages/disadvantages, and about what they believed they would enjoy or hate about using the brand/product. Responses were written in terms of words, keywords, phrases or sentences. Responses in the form of phrases or sentences that exerted multiple ideas were dismantled into single idea responses.

In total, 1,172 single-idea responses were collected from the participants. Using content analysis method, responses of the surveys were summarized into a list of salient beliefs themes and ranked based on the number of participants who mentioned the same belief themes. Twenty most frequently asserted themes were then selected as the items to be analyzed. About half the selected themes were predicted to represent the aesthetic belief items and the rest half were those predicted to represent the functional belief items. The selected themes are grouped into two kind of beliefs (aesthetic and functional beliefs). The most frequent aesthetics beliefs elicited are “stylish”, “fashionable” and “attractive”. And as for the most frequent functional beliefs are “shoes for running”, “good for walking” and “reminds me of exercise”.

The next step was the scale development stage of the salient beliefs adopting a procedure as suggested by Churchill (1979) for the pretest stage which would then be followed with an adoption of procedure suggested by Gerbing and Anderson (1988) in the final studies. An exploratory factor analysis (EFA) was performed to explore the loadings of each belief items. Four constructs were developed in this step. They were aesthetic belief of the parent brand (ABp), functional belief of the parent brand (FBp), aesthetic belief of the extension (ABe) and functional belief of the extension (FBe). In order to satisfy the purpose of this study, the pair of related constructs (ABp and ABe, or FBp and FBe) must possess identical items. Accordingly, the EFAs were performed in a parallel process for each pair to ensure identical final items between the pairs. Items that had low loading or cross loading in the pair of constructs were removed. Items that were qualitatively judged as out of the belief type (i.e. aesthetic belief or functional belief) in the respective factors were also removed.

The final set of factors therefore consisted of items that loaded well to the factors and were categorized into the relevant belief type (either aesthetic or functional beliefs). Second, reliability was analyzed based on the final set of factors. Construct that had reliability score of 0.70 or higher were considered sufficiently reliable (Nunnally, 1967; Hair et al., 2006). All constructs in this study had acceptable Cronbach's Alpha (> 0.7).

3.2 *The Final Study, Design and Procedures*

The study uses an experimental design in which the moderating variables (perceptual) were manipulated by providing different extension categories. Other variables including the independent variables (the degree of particular salient beliefs of the parent brand) and the dependent variables (the degree of the same particular salient beliefs of the extension) were measured.

The study consisted of two experiments. The first experiment involved a manipulation perceptual fit (low vs. high fit) by providing different extension categories. The aesthetic belief strength of parent brand and the extension brand were then measured. The second experiment involved a manipulation of perceptual (low vs. high fit) by providing different extension categories. Similarly as the first experiment, the functional belief strength of parent brand and the extension brand were then measured. Participants were college students and were randomly assigned to one of the manipulation scenarios. The level of perceptual fit, the strength of the related salient beliefs of the parent brands and the extensions were measured in continuous scales.

The survey was administered both in paper and pencil as well as online. Respective to the assigned manipulation scenario, participants were given the product categories of the parent-extension pair (parent brand and extension product) and asked to answer questions to assess the degree of perceived fit. Subsequently, the brand names of the parent and extension product categories were revealed to the participants and short description about the brands and product categories marketed under the brand were informed. The scales for both fit and belief strength were adopted from existing scales (Aaker and Keller, 1990; Bhat and Reddy, 2007; Bhat et al., 2011; Broniarczyk and Alba, 1994; Park et al., 1991; Thompson and Srinivasan, 2009). It uses 7-point semantic differential scale with question items as follow:

- The two products are (dissimilar / similar).
- It is (illogical / logical) for a company that markets the parent brand product to also market the extension product.
- It (little sense / a lot of sense) for a company that produces the parent brand product to produce the extension product.
- The extension product complements the parent brand product.
- The extension product is consistent with the parent brand product.
- The extension product and the parent brand product fits nicely with each other.
- The extension product and the parent brand product are in the same category.

The next questions were to measure the strength of the selected beliefs (either aesthetical or functional beliefs) that the participants associate with the parent brand and to measure the strength of the related beliefs (either aesthetical or functional beliefs) that the participants associated with the extension. Consistent with Ajzen (1991), the strength of beliefs were measured using unipolar scale (e.g. very unlikely – likely). All of the questions were to be answered in 7 point scales.

3.3 *Manipulation Checks and Data Analyses*

Items within all scales were averaged to form composite scores for the constructs. Manipulations of perceptual fit were confirmed using two separate one-way ANOVAs. If the

manipulation is successful, a smaller average score was expected from the fit between athletic shoes (parent brand) and the two extension category (soft drink). On the other hand, the perceptual fit between athletic shoes (parent brand) and the other extension category (fitness/vitamin water) should produce a significantly higher average score.

Moderated multiple regression were employed as the primary data analysis technique in this study. The dependent variables in this analysis reflected the perceived degree of the extension to perform beliefs that are associated with the parent brand. Specifically, these variables were the composite scales representing either aesthetic beliefs or functional beliefs. Two separate regression runs were conducted to test each of these composite beliefs scales. Two sets of results were expected.

The first expected result was that the main effect of parent brand's strength on aesthetic beliefs (ABp) on that of the respective dependent extension aesthetic beliefs (ABe) should be significant and the perceptual fit is a significant moderator in the model. The second expected results was that the main effect of parent brand's strength on functional beliefs (FBp) on that of the respective dependent extension functional beliefs (FBe) should be significant. Similarly, the perceptual fit should positively moderate the transfer of beliefs from parent brands to the extension, the interaction terms between FBp and perceptual fit representing the moderating effect should be significant. Main effect of the moderator (perceptual fit), although was not hypothesized, was also expected to be significant.

4. Results

4.1 Demographics

Data were collected from a survey instrument administered to 391 respondents. Those sampled were primarily undergraduate students between the ages 18 to 25, who were studying at a large U.S. public university. Demographic information was collected to better understand respondents' profiles. The information is useful insofar as it may ensure that no bias exists with respect to important demographic variables. About 59% of the respondents were female. Approximately 89% were between the ages of 18 to 25 years. About 54% of the respondents are Caucasian. Table 2 exhibits the detail of demographics.

Table 2. Demographic of the Study One

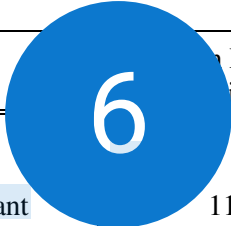
		Count	Percentage
Gender	Male	151	40.9%
	Female	240	59.1%
Age (years)	18-25	349	89.3%
	26-33	36	9.2%
	34-41	2	0.5%
	42-49	2	0.5%
	50 and over	2	0.5%
Ethnicity	American Indian, Alaska Native	1	0.3%
	Asian	25	6.4%
	Black or African American	50	12.8%
	Hispanic or Latino	67	17.1%
	Mixed race	22	5.6%
	Hawaiian or Pacific Islander	2	0.5%
	White or Caucasian	209	53.5%
No information	15	3.8%	

4.2 Hypotheses Testing

Multiple regression analysis was used to evaluate whether the hypotheses were statistically supported. The set of beliefs (functional or aesthetic) measured in the parent brand (New Balance shoes) was used as the independent variable. The corresponding beliefs measured in the extension product categories were used as the dependent variable. In the respective hypothesized relationship between independent and dependent variable, perceptual fit was used as the moderator.

To find support for H1 and H2, a multiple regression analysis was performed to include aesthetic belief of the parent (ABp), perceptual fit (Pfit) and the interaction of ABp*Pfit as predictors; and aesthetic belief of the extension (ABe) as the dependent variable. The results show that the main effects of ABp ($p < 0.001$) and Pfit ($p < 0.001$) were significant while the interaction was not significant ($p = 0.66$). The model summary is shown in Table 3.


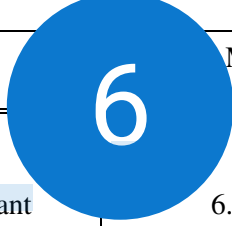
Table 3. Regression Summary Showing Aesthetic Belief Transfer



	Model (Aesthetic Belief)			With Perceptual Fit			With Moderation Effect		
	Std. Coeff	t	Sig.	Std. Coeff	t	Sig.	Std. Coeff	t	Sig.
Constant		11.99	0.00		6.83	0.00		4.72	0.00
ABp	0.24	4.93	0.00	0.24	5.01	0.00	0.21	2.10	0.04
Pfit				0.19	4.02	0.00	0.15	1.48	0.14
ABe*Pfit							0.06	0.44	0.66
R-square	0.06			0.10			0.31		
F Test (Sig.)	0.00			0.00			0.00		

To find support for H3 and H4, a multiple regression was performed to include functional belief of the parent (FBp), perceptual fit (Pfit) and the interaction FBp*Pfit as predictors; and functional belief of the extension (FBe) as the dependent variable. The results show that main effects of FBp ($p < 0.001$) and Pfit ($p < 0.001$) were significant while the interaction was not significant ($p = 0.03$). The model summary is shown in Table 4.

Table 4. Regression Summary Showing Functional Belief Transfer

	Model (Functional Belief)			With Perceptual Fit			With Moderation Effect		
	Std. Coeff	t	Sig.	Std. Coeff	t	Sig.	Std. Coeff	t	Sig.
Constant		6.53	0.00		1.18	0.24		2.49	0.01
FBp	0.23	4.63	0.00	0.26	5.75	0.00	0.10	1.13	0.26
Pfit				0.42	9.49	0.00	0.15	1.11	0.27
FBe*Pfit							0.33	2.23	0.03
R-square	0.05			0.23			0.24		
F Test (Sig.)	0.00			0.00			0.00		

5. Discussion

The current research has three main purposes. First, the belief transfer in the context of brand extension is examined. Second, the roles of perceptual fits in the belief transfer are investigated. The results reported support major part of the hypotheses.

Regarding the initial purpose which examined whether empirical study involving actual beliefs of a brand, the results support the notion of belief transfer in brand extension contexts. Actual beliefs are evoked from (and measured in) the parent brand and also measured in the extensions. Moreover, in the current study, brand beliefs are differentiated into aesthetic and functional categories. The results suggest the evoked and measured belief strengths - both aesthetic functional and functional beliefs - from the parent brand are predictive to the same set of beliefs measured in the extension. In other words, consumer's belief about the parent brand is transferred to the extension brand in both brand extension contexts.

The results demonstrate support of the transfer of aesthetic beliefs (H1) and the transfer of functional beliefs (H3). The results lead to two conclusions. First, the salient beliefs of the parent brand are shown to be present in the extension. Second, the belief strength (or the likeliness that some attributes, benefits, or associations to be present) in the parent brand is predictive to the strength of similar beliefs in the extension. Again, support is demonstrated for both transfer of aesthetic beliefs and functional beliefs. As shown in Table 3 and Table 3, the r-squares and betas of both regression analyses (main models) indicate that both aesthetic and functional beliefs are equally transferred in the condition without the intervention of perceptual fit. The visualization of the transferred is shown in Figure 1.

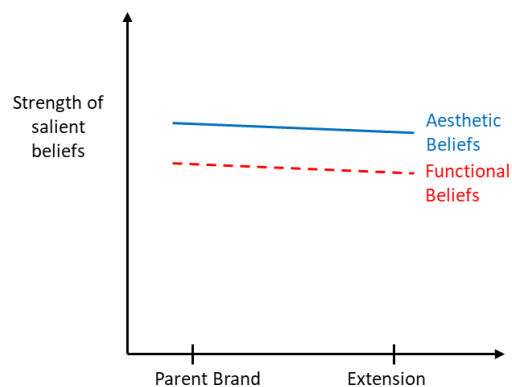


Figure 1. Transfer of Beliefs in General Context

Pertaining to the second purpose of the research, the findings indicate that the hypotheses (H2 and H4) related to the role of perceptual fits are partially supported. The transfer of aesthetic beliefs is not affected by the level of perceptual fit. By contrast, the transfer of functional beliefs is significantly moderated by the level of perceptual in which the more parent and extension product categories are consistent/similar, the higher portion of the functional beliefs is transferred. The asymmetric transfer between aesthetic and functional beliefs from parent brand to the extension is as summarized in Figure 2 that specifically show the transfer in low perceptual fit conditions.

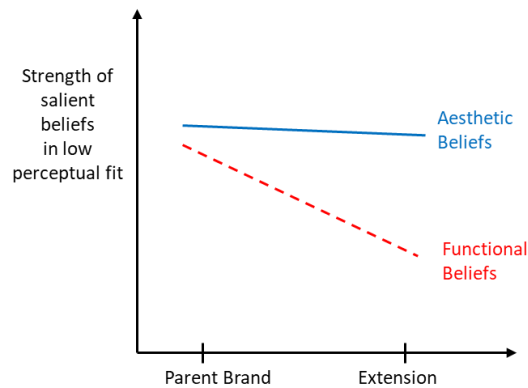


Figure 2. Asymmetric Transfer of Beliefs in Low Perceptual Fit

6. Conclusion

Product category choice are the critical factors for companies dealing with brand extension applications. Selections of extension category unavoidably and inextricably involve concerns about fit, or at least should. The current study reconfirms the importance of perceived fit with its several dimensions. Marketing practitioners and brand managers can learn, based on these results, that perceived fit not only affects the transfer of attitude but also influences the transfer of beliefs from parent brand to the extension. These results should assist marketing practitioners and brand managers in their efforts to select categories through which to extend their brands in order to achieve the desired level of beliefs to be transferred to the extension.

The findings of the current study suggest that the extant aesthetic beliefs that consumers associate with the parent brand can easily be transferred when the parent brand's concept is coherent with; i.e., consistent or compatible with the extension category. Generally, aesthetic beliefs are beneficial. Thus it is both expected and desirable that they be transferred to the extension brand. By contrast, brand managers should tread carefully when attempting to transfer functional beliefs between parent and extension brands.

Results of this study suggest that functional beliefs will transfer more readily absent regard or attention to the extant level of fit between the parent brand and the extension. This observed phenomenon would surely prove detrimental if a given functional belief from the parent brand fails to match up with what consumers would generally expect from an extension category. Consider, for example, what might befall their firm's success prospects were Dr. Pepper to extent to marinade, Colgate to kitchen entrees, or Ben-Gay to aspirin, and so forth).

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