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Factors Influencing Customers' Intention to Purchase the Brand

Extension in China

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Abstract

Purpose: This report will take Chinese consumers as an example to explore the factors that affect consumers' purchase intention about brand extension and brand loyalty, and the enlightening suggestions that enterprises can get from in it.

Design / Methodology/ Approach: Based on the analysis of large number of literatures, this report summarizes several independent variable factors that can affect brand loyalty and consumers' purchase intention about brand extension, and constructs relevant research models. This paper adopts the form of questionnaire survey to investigate 312 respondents.

Results: through multiple regression analysis, this report determines the relationship between perceived quality and previous extended history, and their positive effects on brand loyalty, respectively; market support, perceived fit and brand loyalty on customers' Intention to Purchase the Brand Extension.

Practical significance: to help enterprises make better use of brand extension strategy, and try to obtain higher profits.

Keywords: Brand awareness; History of the previous parent brand extensions;

Perceived quality; perceived fit; Marketing support; Brand loyalty; Purchase intention; Brand

extension.

Acronyms

FD	**Familiarity dimension**
RD	**Recognizability dimension**
PQOTB	**Performed Quality of The Brand**
PF	**Performed Fit**
HOTPPBE	**History of The Previous Parent Brand Extension**
MS	**Marketing Support**
ITPTBE	**Intention to Purchase the Brand Extension**
BL	**Brand Loyalty**

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1. Introduction

1.1 Relevance of the study

This topic introduces the key factors affecting Customers' Intention to Purchase the brand extension, as well as the interaction between these factors.

This project is based on the theory of literature review, and establishes a theoretical framework of influencing factors of brand extension, and the organization and significance of the study. There is no general best model, marketing personnel should take different strategies according to different situations.

Brand extension represents a very popular source of marketing strategy. In order to promote customers' purchase intention and lower the introduction cost, many enterprises adopt the brand extension strategy (Keller, 2008). Brand extension means using established and successful parent brand names when launching new products (Völckner et al., 2010).

Businesses must try to create brand loyalty. Due to the special attributes of the parent brand, consumers tend to buy the brand. They usually promise to buy and recommend it to others and using the same brand for a long time (Kocoglu, Tengilimoglu, Ekiyor & Guzel 2015). The customer's purchase intention depends on the brand loyalty of a certain brand, that is, the intention to purchase a certain brand extension in the next few years (Malik, M. E., Ghafoor, M., & Shahbaz, S, 2013).

The current market environment and development stage of China are quite different from those of the West. There are long-term cultural differences in the way consumers think (Kim,

K., & Park, J, 2018). Different from the mature market pie and most of the categories are already in the Red Sea market of the west, caused difficult to succeed about the across category brand extension. However, the actual cases of many enterprises show that the failure of brand extension sometimes damages the image of the parent brand (Kim, K., & Park, J, 2018). Chinese market is in the transition period, and many categories are still developing (Li Jianming, 2003). Therefore, how to achieve the success of brand extension in China's environment has become a major theoretical and academic concern.

In a free and healthy market competition environment, consumers usually have a variety of purchase options. Competing for more market share and eliminate market barriers, manufacturers and retailers usually take a variety of marketing strategies to directly influent consumers' purchase intention and decision-making process, which can then produce purchasing behavior. The essence of consumers' purchasing behavior is to obtain products or services to meet their needs. Armstrong and Morwitz (2000) proved the effectiveness of predicting consumers' future purchase behavior through purchase intention by selecting a variety of consumer goods as experimental objects. The research of Bruce (2003) also shows that purchase behavior is directly related to purchase intention. This study understands and contributes to the factors which influence customers' purchase intention and has important guiding significance for marketing practice.

There are many factors that affect consumers' purchase intention of brand extension, and many factors interact with each other. This paper reviews the previous research results and provides the main factors influencing the success. For example, the perceived quality of the

parent brand and the perceived fit between the parent brand and the extended product category are very important factors for the purchase intention of brand extension products (Bottomley & Holden, 2001).

To have and maintain a high level of brand awareness of the parent brand can affect consumers' choice of products (Hoyer & Brown, 1990). International companies strive to build understanding and familiarity with their products, increase sales and expand business scope through their strong brand equity (Kim, K., & Park, J, 2018). This paper will focus on two aspects of brand awareness: DEPTH (Brand Familiarity）-make consumers easily recall or identify a brand. WIDTH（Brand Recognizability) - consumers immediately think of a brand name (Hoefler & Keller, 2002).

Most of the previous studies considered that history of the previous brand extension which is an independent variable had no significant effect on the success of brand extension (Smith & park, 1992); however, this conclusion may ignore the potential impact of this variable on other factors. Strong parent companies (which have successfully introduced some extension products) have a positive impact on the customers' brand loyalty about the special brand (V ü lckner, F., & Sattler, h, 2005).

Marketing Support helps a new product introduced in the market (Reddy, Holak et al., 1994). Through pricing, promotion activities, and using various channels to provide products and services to current customers and potential customers (Lu Xueqin, 2015). Strong parent brands are more likely to promote brand extension and improve product awareness with the lowest marketing expenditure (Collins Dodd and louviere, 1999).

1.2 Main Research Goals

The primary objective of the study is to identify the influence of Brand Awareness, Perceived fit, Perceived quality of the Parent Brand, History of the previous parent brand and Marketing support on brand loyalty and consumers' intention to purchase brand extension.

This article will focus on the purchase intention rather than the consumer's purchase behavior, because the purchase intention has more meaning and often has a positive impact on the consumer's behavior (O Iglesias, JJ Singh, M Casabayó, 2011).

Purchase intention is the basis of consumer behavior and can be used as a necessary predictive component (Barber et al., 2012). According to Mullet, consumers' purchase intention is influenced by consumers' attitude towards the Parent brand and some external factors (Morwitz, V, 2014). Dodd and others (2006) believe that purchase intention refers to the subjective probability or possibility that consumers take special actions for the specific brand. Before consumers generate purchase intention, they often judge the attributes of different products by contacting different purchase data (Mason, K., & Bequette, J. ,1998). The increase of purchase intention reflects the increase of purchase opportunity (Martins et al., 2019). Enterprises are committed to improving consumers' purchase intention and analyzing the influencing factors. Marketing managers usually measure purchase intention as the basis for brand extension and existing products and services (Morwitz, V, 2014). Due to the increasing purchasing power, China is gradually becoming the country with the most purchasing potential in the world. To better develop the Chinese market, enterprises should take special strategies for Chinese consumers (Li Yuzhen & Zhang Yumei, 2004). This study

will analyze the factors that affect the purchase intention of brand extension from the perspective of Chinese consumers.

Businesses must try to create brand loyalty. Due to the special attributes of the parent brand, consumers tend to buy the brand. They usually promise to buy and recommend it to others and using the same parent brand for a long time (Kocoglu, Tengilimoglu, Ekiyor & Guzel, 2015).

The customer's purchase intention depends on the brand loyalty of a certain brand, that is, the intention to purchase a certain brand extension in the next few years (Malik, M. E., Ghafoor, M., & Shahbaz, S, 2013).

Brand extension is one of the important strategies of many enterprises. As early as the beginning of the 20th century, this strategy has been used in many famous enterprises to achieve rapid expansion. During 1977-1984, Nielsen company found that 40% of new products entered the market through brand extension, and from 1990 to 2010, more than 70 empirical studies have explored brand extension strategies (Völckner et al., 2010).

Brand extension can not only improve the success rate to launch new products (Athanasopoulou, P., Giovanis, A. N., & Avlonitis, G. J, 2015), a successful brand extension product can also strengthen the position of the parent brand in the hearts of customers and improve the market coverage of the parent brand. Therefore, many enterprises have made continuous attempts.

Balachander et al. (2003) and Swaminathan (2003) have proved the existence of reciprocal impact of brand extension, and brand extension and the parent brand will become the relationship of mutual influence (Athanasopoulou P., Giovanis, A. N., & Avlonitis, G. J, 2015).

Brand Strong market support, such as pleasant advertising, will have a positive impact on consumers' attitude towards the brand and its brand extension (Martins, J., Costa, C., Oliveira, T., Gon ç alves, R., & Branco, F, 2019). With higher purchase risk, brand extension can also reduce consumers' purchase risk (Hem, et al., 2003). However, due to the improper application of brand extension strategy, many brand extension products not only do not get the bonus of parent brands, but also damage the value of the parent brand to some certain extents, which can be seen that brand extension strategy is a "Matthew effect" (Chen, A. C. H., & Chen, S. K, 2000). Consequently, to study which factors will affect customers' intension on brand extension, which factors are more important, and how the interaction of these factors will affect the success of brand extension is necessary.

Based on the literature review of customers' purchase intention for brand extension, this paper summarizes these studies and obtains six variables that have significant effect on customers' purchase intention related to extension brand.

In summary, this paper will determine the relationship between the following factors through research:

1.To identify the impact of brand awareness on the intention to purchase the brand extension in China.

2.To identify the impact of Perceived fit on the intention to purchase the brand extension in China.

3.To identify the impact of Perceived quality of the Parent Brand on the intention to purchase the brand extension in China.

4.To identify the impact of Perceived quality of the Parent Brand to Brand loyalty.

5.To identify the impact of Marketing support on the intention to purchase the brand extension in China.

6. To identify the impact of History of the previous parent brand on Perceived quality of the Parent Brand.

7. To identify the impact on the quality of the parent brand on intention to purchase the brand extension as the level of perceived fit changes.

8. To identify the impact of brand loyalty on the intention to purchase the brand extension in China.

9. To identify the impact of Perceived quality of the Parent Brand on brand loyalty.

2. Brief literature review and Theoretical

2.1 Brand extension in China

Brand is the unique symbol of product, and it is the direct result of product differentiation and market segmentation strategy. Branding requires long-term operation and high level of resources and skills (Maurya, U. K., & Mishra, P, 2012). A successful brand is an important intangible asset of the company, representing the value created by the brand in the subjective mind of consumers. More than 80 percent of companies use brand extension as a strategy to entering the market for commodities (Athanasopoulou, P., Giovanis, A. N., & Avlonitis, G. J, 2015).

Brand extension refers to corporate use the existing brand name (parent brand) to launch new products (Baumüller, 2008). Brand extension includes two different types - Horizontal Brand Extension and Vertical Brand Extension. Vertical brand extension refers to promote new products at different prices or quality points in the same product category as the parent brand (Keller and Aaker, 1992). It should be noted that the downward vertical brand extension may cause the loss of the parent brand reputation due to the reduction of prices (Darunanto et al., 2020). Horizontal brand extension uses the same parent brand name to introduce new products different from the parent brand category (Kim et al., 2001).

Aaker and Keller (1990) pointed out that brand extension uses the parent brand to enter new markets or launch new products, to improve the market success rate of new products by using

consumers' good perception of the parent brand, as well as the customer equity value established by existing parent brands. Therefore, brand extension increases the brand category and makes the brand products appear in more different markets. It can increase the brand value and guide the future decision-making (Darunanto et al., 2020). Brand extension is also a process to realize the accumulation and appreciation of brand equity (Yoo, Donthu & Lee, 2000).

Brand extension strategy is a common strategy when enterprises launch new products (Keller, 2007; 2012). By making full use of the famous and reputation of the strong parent brands can effectively reduce the marketing cost of new products, strengthen customers' high awareness of the brand, higher customer loyalty, higher profit margin, higher marketing support efficiency, and more opportunities for brand extension, and then the sales of new products can be quickly increased（Athanasopoulou, P., Giovanis, A. N., & Avlonitis, G. J，2015). That is the reason why so many enterprises try to understand and apply about brand extension.

The positioning theory of TROUT and RIES (2001) states the current supply premium situation in consumer market in Europe and America, and brand extension research has been developing since 1980s. However, these studies lack a detailed description of the specific content of the influencing factors. Unlike the developed countries in Europe and America, many industries in the Chinese market have not yet appeared "overlord" brands, at the same time, as a developing market, there are constantly new market opportunities (Sun Jin & Zhang Hongxia, 2012). Then brand extension will have a strong vitality in the whole Chinese market.

2.2 Purchase intention

Research on customers' decision to buy a specific brand is called purchase intention (Shah et al., 2012). When consumers contact with brands, purchase intention appears to take a shape, and can have different effects on consumers' purchase behavior (Yuan, C., Wang, S., & Yu, Xk, 2020). A specific behavior intention will affect the subsequent behavior. According to Fishbein model, corporations try to understand consumers' attitude about their band, and customers buying intentions can tell about profits. Thus, the purchase intention or acceptance of consumers is the focus of the parent brand firm. The basic requirements of customer behavior intention include creating valuable products and desiring discernable brand image (Herman et al., 2006).

In addition to price, product, service quality and other variables are also important in the process of customer purchase decision (Giovanis et al., 2013).

Compared with the new brand products that can directly cause customers' purchase intention, when the customer makes the purchase decision, due to the brand value effect brought by the familiar parent brand, it can be inferred that the customer will have a higher degree of trust about it, which makes the purchase intention increase. Consumers are influenced by internal or external motives in the purchase process (Gogoi, 2013).

However, after several years of research and practical experience show that different parent brands and extended products with different characteristics may lead to different results. Brands with high brand equity will be more willing to be recommended to others to purchase (Azizi & Ajini, 2012).

If enterprises have a deep and true understanding the relevant factors that affect customers' purchase intention for brand extension, it can maintain customers' trust and long-term relationship, and even strengthen the brand value of the parent brand. Marketers generally believe that purchase intention is the key determinant of purchase decision (Raza et al., 2014). Therefore, we should first determine the factors that affect customers' purchase intention. Due to the lack of research in this area, it is make sense to deal with this problem (Mirabi, v., akbariyeh, H., & Tahmasebifard, H, 2015).

2.3 Brand loyalty

Brand loyalty depends on the degree of customer attachment to a particular brand (Atulkar, S, 2020). Under the influence of scenario and marketing, consumers may have purchase behavior, but Grisaffe and Nguyen (2011) believe brand loyalty is affected by deep emotional attachment, which will continue to generate the willingness to purchase the preferred brand in the future.

In the impact of the unique attributes of the brand, consumers tend to have the intention to buy the brand. They usually promise to purchase and refer to others. With the increase rate of brand loyalty, their initially occasional purchase will become frequent with the increase of purchase frequency and brand emotion (Malik et al., 2013).

Brand loyalty reflects the possibility that customers will not turn to other brands in different situations, regardless of the marketing pressure of competitors' brands (Atulkar, S. ,2020). Customers with high brand loyalty, consumers will have more possibility to buy more

products of this brand compared with other competitors. In addition, consumers will help the

brand to obtain new customers with behavior of recommending to others. The total goal of

enterprises is to improve sales and profits, so it is important to obtain the lifelong value of

consumers (Malik et al., 2013).

The cost of acquiring new customers is much higher than the cost of keeping existing

customers (Cengiz, E., & Yayla, H. E, 2007), which shows the higher brand loyalty brings

lower cost effect. Therefore, brand loyalty is a very important part of brand value, because it

can affect brand profits. Yoo (2000) thinks that the core of brand value is brand loyalty.

2.4 Brand Awareness

The understanding of brand awareness is that after contacting a brand many times, customers

will remember the brand and distinguish it from competitive brands (Nguyen, C., & Nguyen,

D., 2020). Brand awareness as the personal meaning of brand in consumers' memory, which is,

all descriptive and evaluative information related to brand (Keller, 2003). Whenever a

customer has the intention to purchase, the first brand name in his mind shows that the brand

has a higher brand awareness.

Brand awareness includes brand familiar and brand recognizability (Keller, 1993). Brand

awareness can be defined as an identification tool that emphasizes the definition and

generation of the target audience's familiarity and recognizability with a specific brand

(Foroudi et al., 2014; 2016).

Successful brand awareness means that the brand has high awareness and is easy to identify. Enterprises must have a competitive "foundation" to win business competition, and brand is one of the most important foundations (Ingvarsdóttir, S., 2016). As an important part of brand equity, brand awareness can develop into purchase intention (Nguyen, C., & Nguyen, D., 2020). McDonald's and Sharp (2000) also believe that when consumers are familiar with the brand, the purchase decision will be affected by brand awareness. Kawa et al. (2013) also have proved this. Therefore, a brand with high brand awareness has higher market share and higher evaluation (Malik et al., 2013). Some consumers only choose to buy some famous brands in the market (Keller, 1993). A successful brand awareness means that the brand has a good reputation in the market and is accepted (Gustafson & Chabot, 2007). At the same time, higher brand awareness will make consumers have higher acceptance of related extension products. Brand awareness can be established through brand recognizability, enhancing familiarity and close connection with the purchase experience of related products (Keller, 1998). Zeng et al. (2019) explored the positive impact of brand familiarity on brand extension. This reflects the importance of brand awareness. Without brand awareness, Percy (1987) believed there will be no transaction with the series of products due to the lack of relevance with the brand.

Brand awareness has laid the foundation of the concept of competition (Yajing, L., 2019). To adapt the continue changes of market demand, companies should establish their own brand (Peter, S. I., & Ragel, V. R., 2018) and continue to integrate their brand awareness into brand extension and into the awareness of the market and consumers, to fully realize the strategic significance of customer purchase behavior. When consumers generate demand, the most

brand conscious brand in the product category will promote consumers' purchase behavior.

Brand awareness in the context of marketing, enterprises pay attention to the cultivation of consumer awareness, in order to produce the response of audience expectations. Consumers' higher awareness of the company or brand can improve the possibility of purchasing products or services（Foroudi, P.，2019).

2.5 Perceived fit

Perceived Brand level fit refers to consumers' personal evaluation of the similarity or feature between parent brand and extended category (Eren-Erdogmus, I., Akgun, I., & Arda, E，2018), which is the most intuitive concept that consumers can feel about brand extension, consumers usually associate low fit with high risk, and accordingly show resistance to brand extension. The perceived fit depends on shared brand associations between the parent brand and extensions at both the product and brand levels (Bhat and Reddy, 2001).

Companies are constantly trying new strategies to make consumers easier to accept their products, and it will be a good solution to understand and apply the strategy that the perceived fit between parent brand and product extension. When the company launches new products with high degree of perceived fit with the parent brand, consumers will have higher credibility on these new products (Tripathi, V., Rastogi, P., & Kumar, S., 2018). When consumers think that brand extension products are logical and expected to come from the parent brand, they have a more positive attitude towards brand extension (Eren-Erdogmus, I., Akgun, I., & Arda, E, 2018), and the company will also save a high cost of new products entering the market (Uil,

I., de Chernatony, L., & Hem, L. E, 2009).

There are also some different dimensions of perceived fit. According to the "Halo Effect" proposed by Kelly (1920), an American psychologist, the higher level of fit, the stronger the transferability of consumers' emotion towards the parent brand, and then it will more likely to affect consumers' evaluation of brand extension. The more consistent the concept of brand extension and parent brand is, the easier it is to get favorable response from consumers (Tripathi, v., Rastogi, P., & Kumar, S., 2018). When brand extension has low function fit, but has high image fit with the high perceived quality of the parent brand, consumers usually show a high purchase tendency to the extension products. Otherwise, if it only has the product level fit with the parent brand, thus may lead to the brand extension stealing the original market space of the parent brand because of the similar customer groups. However, Park (1991) and others believe that when the concept of extended product is highly consistent with that of parent brand, whether it is function-oriented brand or prestige-oriented brand, brand extension will get higher evaluation and easy to success.

Oliver (1999) proposed the multi-level effect of customer loyalty, he believed that customers will form cognition on the information they get, then use these concepts to form attitudes, and finally make purchase decisions based on relative attitudes. Perceived fit accelerates the change of customers from cognition to attitude and then to purchase behavior (Vivek, et al., 2012). When the product involvement of a category is low, there will be a significant positive correlation between consumers' attitude to the parent brand and the evaluation of brand extension, and the extended product will be considered to fit the parent brand very well (Shen, F., 2014). Strategic brand factors, such as perceived fitness (or similarity) about category

between extension and parent brand, can affect the success of brand extension (Kim, K., & Park, J, 2018).

2.6 Perceived Quality of the Brand

Perceived quality is a key factor affecting the marketing and business performance of enterprises (Soltani, & Alimohammadi, 2017). Keller (2008) defined perceived quality as consumers' subjective evaluation or perception of the overall quality or advantage of a specific product or service, which is related to brand and performance, and Zeithaml（1988）also think perceived quality as a necessary factors to affect the decision that consumers make. Comparing with low perceived quality brand, the high level of performed quality is more likely to produce positive overall brand value and evaluation (Hadi, N. U., & Sandhu, N., 2020). In most industries, perceived brand quality is one of the most important factors influencing consumer preference (Kayaman and Arasli, 2007; Taylor, 2001).

The parent brand is not only a sign of existence, but also a part of the product itself (Tsao, 2013). In other words, the brand is one of the multiple dimensions of the product (Keller, 1998; Sujan and Bettman, 1989), which means that perceived quality is an intangible perception of the quality or superiority of a product or service.

The perceived quality of the parent brand will be stored in consumers' mind relatively independently to influence consumers' purchase decisions on their extended products. This is because consumers associate the quality of the parent brand with brand extension (PB) (Sujan, 1985).

Perceived quality helps to create competitive advantage (Zeeshan, 2013). It is because consumers usually trust the parent brand with high perceived quality, and bring the perceived brand image to the extended brand, believing that the brand extension has higher purchase value than other brands, it is a consumer's view on the reliability and credibility level of a product or service (Lacap, J. P. G., Cham, T. H., & Lim, X. J., 2021), thus increasing consumers' purchase intention and finally leading to purchase behavior. Perceived quality is a general and invisible feeling of consumer insight. Improving consumers' perceived quality can increase brand equity, so enterprises should strive to narrow the gap between expected perceived quality and actual observed perceived quality (Sanyal & Datta, 2011).

2.7 History of the previous Parent Brand extensions

The extension experience and brand width of the parent brand form the history of the previous Parent Brand extension. The history of previous brand extension includes the number of brand extension and the success of extended products. The number of brand extension is equivalent to the width of brand (Sun Ping, 2011).

If the history of the previous Parent Brand extension proves that it has provided consistently good brand extended products in multiple product categories (Dacin & Smith 1994), then even consumers' negative purchase intention due to low perceived fit can be improved. Therefore, in the positive case of historical parent brand extension, the negative impact of low perceived fit on brand extension success decreases with the increase of the number of the

history of previous brand extensions (V ü lckner, F., & Sattler, H., 2010).

Consumers may have more confidence in a brand with large number of instances (that is, a parent brand with large number of extended brand) than in a brand with a limited number of instances. In the case of brand extension, the extended brand related to the parent brand essentially represent a "database", from which consumers extract information to form a judgment of brand extension (Dacin and Smith, 1994). With the increase of the number / success rate of historical parent brand extension, the more data consumers can get from the brand, the more confidence they have in brand extension. Therefore, they are more probably to believe the brand have a higher value and this will lead to a brand loyalty and high perceived quality about the brand (Musante, M., 2007).

At the same time, with the increase of the number of the history of the previous parent brand extension, customers are more likely to try the brand extension (V ü lckner, F., & Sattler, H., 2010). These new attempts provide new information about the parent brand, which will strengthen the impression of the parent brand and lead to higher brand loyalty, which will be conducive to the next step of the brand extension strategy and enhance consumers' purchase intention.

2.8 Marketing Support

Barney (1991) and Srivastava et al. (1998) defined marketing resources as any attribute, including tangible or intangible, which can be deployed by companies to help realize the competitive advantage of relevant brands in the market (Gibbert, M., Golfetto, F., & Zerbini,

F., 2006). Marketing support is a kind of system engineering, and it is responsible for enterprise brand publicity and brand management. Through improving advertising efficiency, the extended brand and parent brand can benefit (Zhong, K., Wang, Y., & Wang, H, 2020). When brand extension products enter the market, advertising support is very necessary to eliminate market barriers (Reddy, holak et al., 1994). Advertising contributes to the growth of consumers' perceived experience, because consumers can pay full attention to the information they receive (Martins et al., 2019).

Kirmani (1990) believes that a certain degree of advertising support will have a positive impact on product evaluation. According to the actual needs of each region, company should give retailers advertising and promotion resources support, a choose the best channel strategy, help the agent to play the role of brand and product promotion, and obtain competitive advantage (Song et al., 2017), and then make it possible to improve customers' purchase intention for brand extension. Schifman and Kanuk (2009) found that customers' purchase intention mainly depends on the value of the product and WOM (Word of mouth), such as advertising.

The marketing environment of extension products will affect the result of brand extension. Marketing environment refers to the attitude or behavior of the participants in the market where the brand extension is located. Marketing support includes many aspects, such as advertising activities, product benefits, distribution and promotion (Hussain, S., & Rashid, Y, 2016). The higher the evaluation of the parent brand, the lower the marketing expenditure can be used to promote brand extension into new markets and the effectivity to improve the visibility of the parent brand is stronger (Collins Dodd & Louviere, 1999). The greater the

marketing support, the higher the probability of customers purchase behavior (Yu Chunling et al., 2012).

3. The modelling strategy

3.1 Identification of the problem to address

Through the above discussion, we can see that brand awareness, performed fit, performed quality of the parent brand, history of the previous parent brand and marketing support and other factors have different degrees of influence on brand loyalty and the purchase intention of Chinese consumers about brand extension, as well as the different results produced by the interaction of these factors. The purpose of this study is to examine these factors influencing customers' Intention to purchase the brand extension in China.

Therefore, the specific issues are as follows:

1) To what extent do the brand familiarity and brand recognizability influence intention to purchase the brand extension in China?

2) To what extent do the Perceived fit between parent brand and brand extension influences intention to purchase the brand extension in China?

3) To what extent do the Perceived Quality of the Parent Brand influence intention to purchase the brand extension in China?

4) To what extent do the history of previous brand extensions influences brand loyalty?

5) To what extent do the marketing support influence intention to purchase the brand extension in China?

6) To what extent do the Perceived Quality of the Brand influence brand loyalty?

7) To what extent do the history of previous brand extension influences perceived quality of the Brand?

8) To what extent do the brand loyalty influence intention to purchase the brand extension in China?

9) To what extent do the effect of the perceived quality of the brand on intention to purchase the brand extension change as the level of perceived fit change?

3.2 Theoretical Framework

The purpose of this study is to explore and measure the factor that affect customers' purchase intention about brand extension and the changes brought about by the interaction of these factors.

The independent variables of this study are brand awareness, performed fit, performed quality of the brand, history of the previous parent brand and marketing support. Consumers' purchase intention about brand extension and brand loyalty are used as the dependent variable.

The following Figure 1 is the theoretical framework:
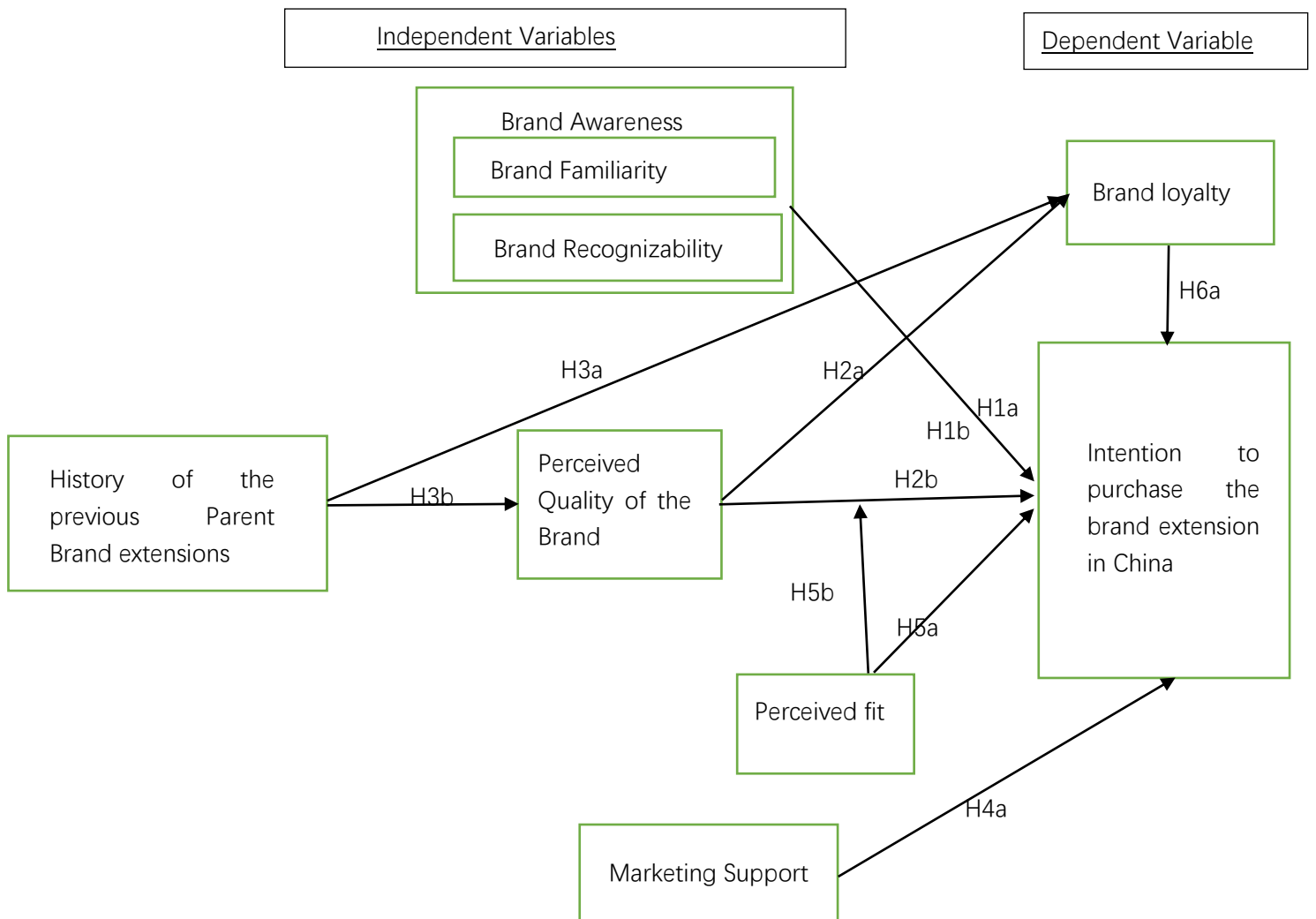
Figure 1 Theoretical framework

3.3 Hypotheses

3.3.1 Brand awareness and intention to purchase the brand extension

Some opinions think that it would be much easier to get market returns by using more familiar brands. It is because only accessible brands are considered, very familiar brand names may be easier to access (Foroudi, P, 2019). Without specific product knowledge, brand familiarity would be used to increase consumers purchase intention (Hoyer and brown, 1990). Bae, Kim and Oh (2019) believe that brand familiarity can make a brand maintain a long-term relationship with customers. In the initial purchase behavior, the extension of familiar brand may be more easily selected than the extension of unfamiliar brand (Chun, T. Y., Lee, D. K., & Park, N. H., 2020). Hence the following hypothesis:

H1a: The higher level of Brand familiarity dimension of Brand awareness, the higher intention to purchase the brand extension.

Brand is related to consumers' brand familiarity, and brand recall is the first brand to think of when a series of products are launched (Farjam and Hongyi, 2015). That is the performance of its high recognizability, brands with higher recognition performance can be distinguished from other similar products and competitors, thus influencing consumers' purchase decision-making and reducing the time and risk consumers spend on looking for the products they are going to buy (Verbeke et al., 2005:7). Brand recognition enables consumers to recognize

specific brand names and because customers tend to purchase recognizable well-known products, brand recognizability has a great impact on purchase intention (Dabbous, A., & Barakat, K. A., 2020). Hence the following hypothesis:

H1b: The higher level of Brand recognizability dimension of Brand awareness, the higher intention to purchase the brand extension.

3.3.2 Perceived quality and Brand loyalty

Akram, Merunka and Akram (2011) believe that a successful global brand usually contains consumers' high perceived quality and trust. The decisive factors of brand loyalty include perceived quality and brand trust, and perceived quality and perceived difference are the antecedents of brand loyalty (Atulkar, S., 2020). Therefore, there is a positive correlation between perceived quality and brand loyalty (Saleem, S., Rahman, S. U., & Umar, R. M, 2015). Nguyen, Barrett and Miller (2011) also reached the same. Hence the following hypothesis:

H2a: The higher level of Perceived Quality of the Brand, the higher level of the Brand loyalty.

3.3.3 Perceived quality and intention to purchase the brand extension

Giovanis et al (2013) has found that Perceived quality is important in the process of customers' purchase decision, which is also as an significant part of the formation of brand equity (Lehmann、Keller & Farley, 2008). This cognition will be recognized by consumers as

part of the extended brand, which reduces the purchase risk and promotes consumers' purchase intention of brand extension (Echambadi, Arroniz, Reinartz, & Lee, 2006). Foroudi et al. (2018) thinks that perceived quality has a positive correlation with brand purchase intention, and he thinks it is the most relevant factor. Hence the following hypothesis:

H2b: The higher level of Perceived Quality of the Brand, the higher intention to purchase the brand extension.

3.3.4 History of the previous parent brand extensions and brand loyalty

In general, when there are many alternative products, the history of the previous parent brand extensions have a record of poor performance. Observers may reasonably expect that customers' loyalty to the brand will decline (Bristow, D. n., & Sebastian, R. J, 2001). Consumers who prefer or trust the parent brand will have higher confidence and loyalty to the overall brand than those who have no special feelings (Völckner, F., & Sattler, H., 2004). Sheth et al. (1999) think that the performance of the brand can fit customers' perceived expectations, customers' emotional identity of the brand and purchasing habits of the history of the previous parent brand extensions can help customers form brand loyalty. With the increase of the number of the previous parent brand extensions, when consumers have positive experience of the parent brand, more contact with the brand extension may lead to greater favor and loyalty of the parent brand (DelVeechio 2000). Because the relationship between the parent brand and its brand extension will be adjusted according to the previous

brand extension history, when introducing new brand extension, brand loyalty will continue to

new products (Abideen, Z. U., & Latif, A., 2011). Hence the following hypothesis:

H3a: If the history of previous brand extensions is more successful, the higher level of the Brand loyalty.

3.3.5 History of the previous parent brand extensions and Perceived quality of the parent brand

Delvecchio (2000) believes that the positive history of the previous parent brand extension

will make customers have a positive impact on the perceived quality of the parent brand. The

past brand extension history and parent brand experience could have a positive impact on

parent b rand evaluation and trust. Therefore, it can be inferred that consumer with high

confidence in the parent brand reflect a good tendency towards entire brand extension line,

which is conducive to consumers' standards for judging the specific attributes of the brand

(such as the perceived quality of the parent brand). When consumers have the preference for

the history of the previous brand extension, it will affect consumers' purchase behavior (He,

Z., 2019).

Therefore, with the increase of the number / success rate of historical brand extension, Unless

the extended product experience is negative, the higher the perceived quality level of the

parent brand, the greater the positive impact on the purchase intention of the brand extension

(Swaminathan, Fox and Reddy, 2001). All of these will lead to a positive relationship between

the history of the previous parent brand extension and the perceived quality of parent brand

（Völckner, F., & Sattler, H., 2004). Hence the following hypothesis:

H3b: The higher level of History of the previous parent brand extensions, the higher Perceived quality of the parent brand

3.3.6 Marketing support and intention to purchase the brand extension

Superior marketing resources will help the brand to produce competitive advantage and to form a good new product introduction strategy. So, it will bring more successful brand extension (Sattler, H., V ö Lckner, F., riediger, C., & ringle, C. M., 2010). The marketing advertising support and its perceived usability in the distribution channel of products affect consumers' purchase intention for extended products (Kling & Smith, 2001). Reddy et al. (1994) found that the company's marketing support for brand extension, such as advertising promotion fees, and the company's marketing competitiveness significantly affect customers' purchase intention about brand extension. Belch and belch (2012) identified the relationship between information factors of market support and response as results (such as purchase intention).

Hence the following hypotheses:

H4a: The higher level of marketing support, the higher intention to purchase the brand extension.

3.3.7 Perceived fit and intention to purchase the brand extension

Wu and Lo (2009) divided the factors that affect consumers' purchase intention of brand extension into two main factors, one of which is consumer perceived fit. The impact of perceived fit on brand extension has become the consensus of most scholars, and many studies have shown that fit degree is the key factor affecting the success of brand extension (Smithd,C and Andrews,J, 1995). Whether a brand extension can succeed in new classification depends largely on the perceived fit between the parent brand and the brand extension (Wang, H., & Liu, D., 2020). Perceived fit refers to the closeness between extension category and Parent brand category, which is an important factor will affect purchase intention on brand extension (Tripathi, V., Rastogi, P., & Kumar, S., 2018).

Vo¨lckner and Sattler (2006) also proved that perceived fit is one of the main determinants of the success of brand extension, and then put forward in the future marketing that brand extension could become some product items related to the parent product is easier to make consumers have perceived fit, which will increase customers' purchase intention for brand extension.

Hence the following hypothesis:

H5a: The higher level of Perceived fit between parent brand and brand extension, the higher intention to purchase the brand extension.

3.3.8 Brand loyalty and intention to purchase the brand extension

Brand loyalty includes behavioral loyalty and attitudinal loyalty, and they respectively are consumers' repeated purchase behavior and purchase and recommendation intention (Sasmita, J., & Suki, N. M，2015). In a study on luxury produces by Kim and Lee (2017), it is easy to found that positive brand attitude will influence on brand loyalty, and brand loyalty has a positive impact on purchase intention.

Customers with high loyalty will purchase confidently only according to their own experience and purchase intention (Sidek, Yee, & Yahyah, 2008). Brand loyalty will also affect consumers' purchase decisions for the same product (Ahmed, 2011; Chen et al). Enterprises must implement brand loyalty strategy in the fierce business competition (Susilowati, E., & Sari, A. N.，2020). Studies have shown that for these companies with many loyal customers, they can improve productivity through brand extension strategy, and they may obtain higher success rate than other competitors (Reichhold and Sasser, 1990). Therefore, due to loyalty to the brand, it will have a positive impact on customers' purchase intention for brand extension. Hence the following hypothesis:

H6a: The higher level of influences from Brand loyalty, the higher intention to purchase the brand extension.

Moderating Effects

3.3.9 Perceived quality of the brand, perceived fit and intention to purchase the brand extension

The higher the quality of the parent brand perceived by the customer, the more likely consumers are to increase the purchase intention of brand extension. However, this relationship will be deeply affected by the degree of perceived fit between the parent brand and the extended brand. That is, when the parent brand and the brand extension match very well, the quality of the parent brand will significantly affect consumers' purchase intention of brand extension (Aaker and Keller, 1990). Positive impact of parent brand quality on extension success increases as the level of perceived fit increases (Völckner, F., & Sattler, H, 2006).

Perceived fit can moderate the impact of parent brand perceived quality on brand extension (Gültekin, B., & Saraç, M. K., 2021). Aaker and Keller (1990) believe that the positive quality image of the parent brand can completely affect consumers' purchase intention of brand extension only when perceived fit well between the parent brand and extension products. Secondly, whether the consumer's emotion for the parent brand can be successfully transferred to the brand extension also depends on the fitting degree between the parent brand and the extended product (Boush and Loken, 1991). Hence the following hypothesis:

H5b: The positive effect of the perceived quality of the parent brand on intention to purchase the brand extension increases as the level of perceived fit increases.

Table 1 shows the summary of the hypotheses:

Hypotheses	
H1a	The higher level of influences from Brand familiarity dimension of Brand awareness, the higher intention to purchase the brand extension.
H1b	The higher level of influences from Brand recognizability dimension of Brand awareness, the higher intention to purchase the brand extension.
H2a	The higher level of Perceived Quality of the Brand, the higher level of the Brand loyalty.
H2b	The higher level of Perceived Quality of the Brand, the higher intention to purchase the brand extension.
H3a	If the history of previous brand extensions is more successful, the higher intention to purchase the brand extension.
H3b	The higher level of History of the previous parent brand extensions, the higher Perceived quality of the parent brand
H4a	The higher level of marketing support, the higher intention to purchase the brand extension.
H5a	The higher level of Perceived fit between parent brand and brand extension, the higher intention to purchase the brand extension.
H5b	The positive effect of the perceived quality of the parent brand on intention to purchase the brand extension increases as the level of perceived fit increases.
H6a	The higher level of influences from Brand loyalty, the higher intention to purchase the brand extension.

Table 1

4. Research Design and Methodology

4.1 Description of the research design

4.1.1 Type of research

In this study, the core purpose is to study the influence of different factors on brand loyalty and customers' purchase intention about brand extension. Due to the difficulty to carry out experimental verification, this paper will analyze and predict the possible results of those different factors through mathematical model. There is no effective data related to this, in order to achieve this purpose, this paper will mainly use quantitative research. Quantitative research is the collection of objective quantitative data or information, and then the quantitative processing, testing and analysis of the data, to get the results of the degree of influence of various factors. Considering the cost and difficulty of data collection and the feasibility of analysis, this paper will mainly use the questionnaire method for quantitative research. Questionnaire survey is a flexible user research tool, which can easily collect users' subjective attitude information. Thus, all survey results and analysis are based on quantitative data collected through questionnaires. The data were analyzed by different appropriate statistical tools, likely descriptive analysis, correlation analysis and regression analysis.

4.1.2 Participants

The main research participants of this paper will focus on Chinese consumers. To increase the effectiveness score and select appropriate representative samples, the participants of the research data are some Chinese consumers with basic brand knowledge and concept. Considering the generalizability of the results, participants in this paper will be selected form different centers from multiple geographical regions in China. The response rate refers to the proportion of people who have completed the whole survey in the end, which largely depends on the selection of participants' samples, the way participants participate and the nature of the research. Before beginning the collecting data process, it is critical that researchers must first explain to the participants in the constituency that the purpose of data collection is for research use only and that personal information will be strictly confidential.

4.1.3 Sampling strategy

The participants were investigated by questionnaire surveys in this paper. The data were collected by questionnaire and managed by researchers. Considering the economy and operability of the sample, this paper selects non-probability sampling. Because of the particularity of this research topic, this paper selects the accidental or convenience sampling and judgmental or purposive sampling, the researchers will determine the sample population according to the reality, the purpose of the research and their own subjective analysis. The official questionnaire uses a self-administered questionnaire and the sample size is 312. Participants completed the questionnaire under non-contrived intervention and minimal

researcher intervention.

4.1.4 Pre-Testing

To verify the scale items in the design of the test questionnaire, and collect data through the pre-test to determine whether the questionnaire has good reliability and validity, the pre-test should be carried out before the final determination of the questionnaire. The author selects five scholars with a Master and Doctor Degree to conduct the pre-test. They are asked to give opinions on the content and comprehensibility of the questionnaire. They think that there is no expression with vague language or definition, and try to put forward some suggestions for improvement about the test.

4.2 Measurement

The questionnaire items in this study are all adopted from the previous literature. In order to make it easier for the target participants to understand, and more appropriate to our research topic based on the context of brand extension. some minor modifications were made to the questionnaire. The independent variables included in the questionnaire are: Brand awareness (BA), Performed Fit (PF), Performed Quality of The Brand (PQOTB), History Of The

Previous Parent Brand (HOTPPB) and Marketing Support (MS). The dependent variables are: Intention to Purchase the Brand Extension (ITPTBE) and Brand Loyalty (BL). Sample features will include gender, age, work, marital status, income and education level, etc.

4.2.1 Brand awareness scale

This study employed Brand awareness Scale which design by Foroudi, P. (2019). Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. International journal of hospitality management, 76, 271-285.

It consists of seven items and use a 7-point Likert scale, ranging between 1 (strongly disagree) and 7 (strongly agree).

1. Items measuring brand familiarity dimension of Brand awareness:

Table 2

The brand extension is familiar to me.
The brand extension gives me a feeling of goodwill.
I think I get enough information to make an informed judgment about the brand extension.
I would use the kind of products offered by brand extension.

2. Items measuring brand Recognizability dimension of Brand awareness:

Table 3

The brand extension is recognizable
The brand extension products are recalled easily.

The brand extension is memorable.
The brand extension products recognizability has influence on my decision.
This brand extension is distinct form the other competing brand extension.

4.2.2 Perceived Quality of the Parent Brand scale

This study employed Brand awareness Scale which design by Foroudi, P. (2019). Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. International journal of hospitality management, 76, 271-285.

It consists of seven items and use a 7-point Likert scale.

3. *Items measuring Perceived Quality of the Parent Brand*

Table 4

Perceived overall quality of the flagship product (1 = "inferior," and 7= "superior")
I think [Brand name] offers high-quality products (1 = "strongly disagree," and 7 = "strongly agree").
I think the quality of [brand name] products is far above the average (1 = "strongly disagree," and 7 = "strongly agree").

4.2.3 perceived fit scale

This study employed perceived fit Scale which design by Völckner, F., Sattler, H., Hennig-Thurau, T., & Ringle, C. M. (2010). The role of parent brand quality for service brand

extension success. Journal of Service Research, 13(4), 379-396.

It consists of seven items and use a 7-point Likert scale, ranging between 1 and 7.

4. *Items measuring perceived fit:*

Table 5

Degree of similarity between [brand name] and [Extension] (1 = "not very similar", 7 = "very similar").
Would the people, facilities, and skills used in making the original product be helpful if the manufacturer were to make the extension product? (1 = "not at all helpful", 7 = "very helpful")
Relevance of parent-brand-specific associations in the extension category (1 = "not at all relevant", 7= "very relevant").
To what extent does EXTENSION PRODUCT fit the remaining products of PARENT BRAND? (1= does not fit at all, 7=fits very well) Martin and Stewart (2001, second item); Boush and Loken (1991)

4.2.4 History of the previous Brand Extensions scale

This study employed History of the previous Parent Brand Extensions scale designed by Völckner, F., & Sattler, H. (2006). Drivers of brand extension success. Journal of marketing, 70(2), 18-34. It consists of seven items and use a 7-point Likert scale.

5. *Items measuring History of the previous Brand Extensions*:

Table 6

Number of products affiliated with the brand (1= "very few products," and 7 = "a lot of products")
Success of the products affiliated with the brand (1 = "not at all successful," and 7 = "very successful")
Degree of similarity between the products affiliated with the brand (1 = "not very similar," and 7 = "very similar")

4.2.5 Marketing Support scale

This study employed Marketing Support scale first tow are designed by Völckner, F., & Sattler, H. (2006). Drivers of brand extension success. Journal of marketing, 70(2), 18-34 and the last one is by Srinivasan, S., Pauwels, K., Silva-Risso, J., & Hanssens, D. M. (2006). Product innovations, advertising spending and stock returns. Marketing Science Institute Report, (06-110).

It consists of seven items and use a 7-point Likert scale, ranging between 1 (strongly disagree) and 7 (strongly agree).

6. *Items measuring Marketing Support*

Table 7

Extension Product is well supported in terms of advertising.
Brand extension receives competent marketing support.
Advertising support for new-extension Product introductions.

4.2.6 purchase intention scale

This study employed purchase intention scale designed by Lin, Y. C. (2013). Evaluation of co‐branded hotels in the Taiwanese market: the role of brand familiarity and brand fit. International Journal of Contemporary Hospitality Management. It consists of seven items and use a 7-point Likert scale, ranging between 1 (strongly disagree) and 7 (strongly agree).

7. *Items measuring Items measuring purchase intention:*

Table 8

I would like to purchase.
I intend to purchase.
I will likely try [extension].
The likelihood that I buy this brand next time I need [extension category] is very high.

4.2.7 Brand loyalty scale

This study employed brand loyalty scale designed by Sasmita, J., & Suki, N. M. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand

awareness, and brand image. *International Journal of Retail & Distribution Management*. It

consists of seven items and use a 7-point Likert scale, ranging between 1 (strongly disagree)

and 7 (strongly agree).

8. Items measuring Items measuring Brand loyalty:

Table 9

I am satisfied with product that appeared in the brand extension.
I would recommend this brand to others.
I will not switch to another brand next time.
Compared with other competitive products, this brand is my first choice.

4.3 Demographic Profile Analysis

4.3.1 Gender of Respondents

Among the 312 participants, respondents of this survey consist of 38.14 percent male (119)

and 61.86 percent female (193), which means the participants were chose more women than

men，because woman usually purchase more products. The gender percentage of respondents

in the sample population is given in following table 10 and figure 2.
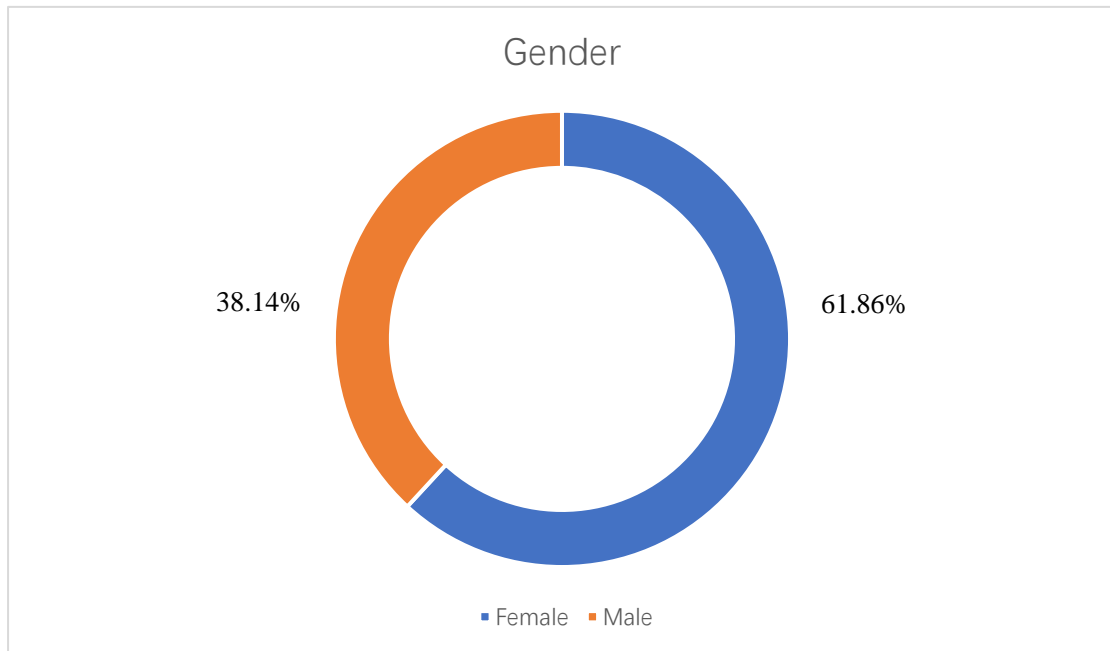
Figure 2 Gender of Respondents

		N	percent %
Gender	Male	119	38.14
	Female	193	61.86
	Total	**312**	**100**

Table 10 Gender of Respondents

4.3.2 Age of Respondents

Participants' ages were divided into six grades, and there are three primary age of the respondents, and the age between 24-30 is the major one (35.9%). 18-23 years old is the second one, around 26.28%, the number which is very closed the 31-39 (23.08). 42 respondents are between 31-39. Considering about the availability of participants, only 4 respondents' age are under 18 or over 60 years old. The age percentage of respondents in the

sample population is given in following figure 3 and table 11.
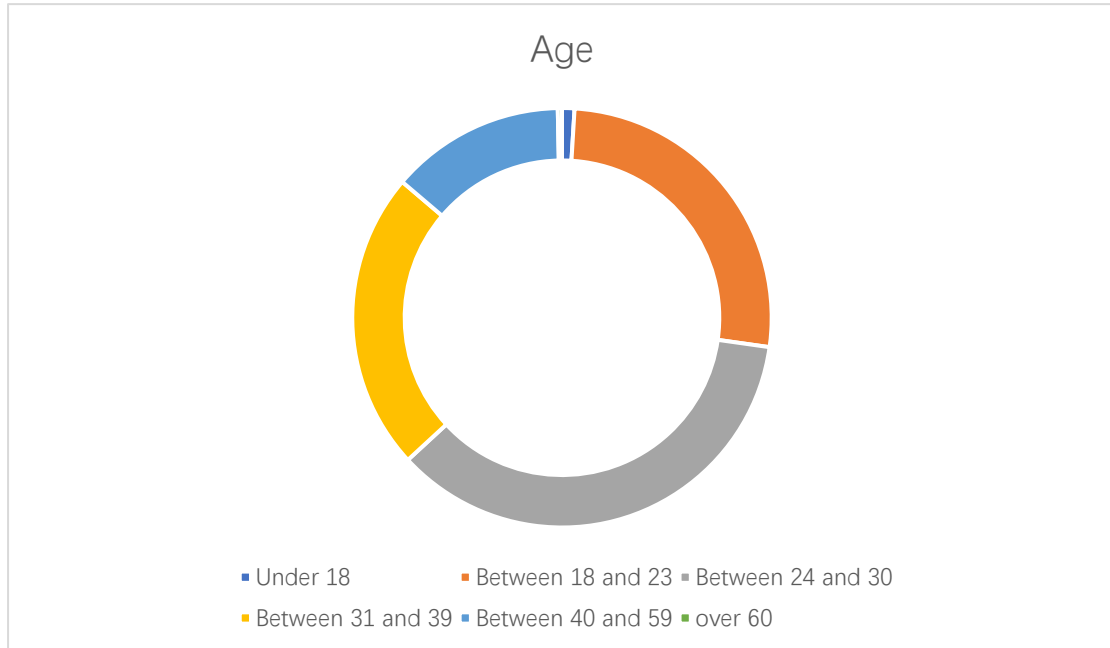
Figure 3 Age of Respondents

		N	percent %
Age	Under 18 years old	3	0.96
	18-23 years old	82	26.28
	24-30 years old	112	35.9
	31-39 years old	72	23.08
	40-59 years old	42	13.46
	Over 60 years old	1	0.32
	Total	**312**	**100**

Table 11 Age of Respondents

4.3.3 Job of Respondents

Respondents of this survey are mainly working as Office/clerical staffs, about 25.32%.

The number of students (16.99%) and other workers (18.91%) is more than a third of the total. These three occupations have the least number of participants: Retired (1.28%), Craftsman (2.56%) and Worker (2.88%). The job percentage of respondents in the sample population is given in following figure 4 and table 12.
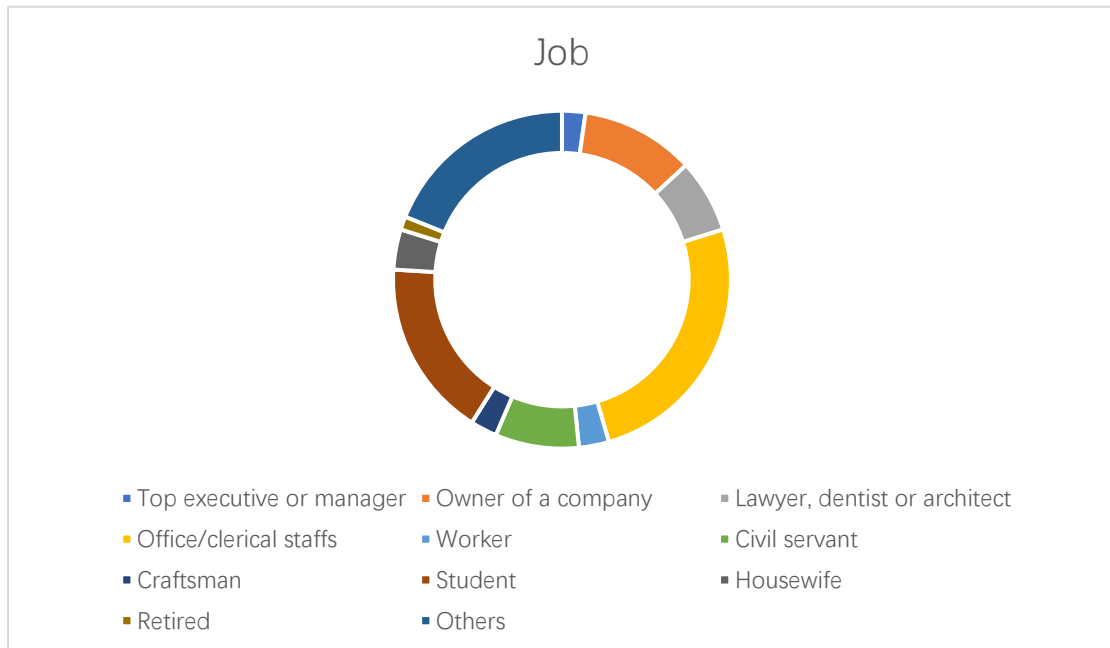
Figure 4 Job of Respondents

		N	percent %
Job	Top executive or manager	7	2.24
	Owner of a company	34	10.9
	Lawyer, dentist or architect	22	7.05
	Office/clerical staffs	79	25.32
	Worker	9	2.88
	Civil servant	25	8.01
	Craftsman	8	2.56
	Student	53	16.99

	Housewife	12	3.85
	Retired	4	1.28
	Others	59	18.91
	Total	**312**	**100**

Table 12 Job of Respondents

4.3.4 Marital Status of Respondents

Among the 312 participants, they can be divided into two groups, 182 respondents are Married and the remaining (130 respondents) are unmarried. This means that more participants have family members. The marital Status percentage of respondents in the sample population is given in following figure 5 and table 13.

Marital Status of Respondents
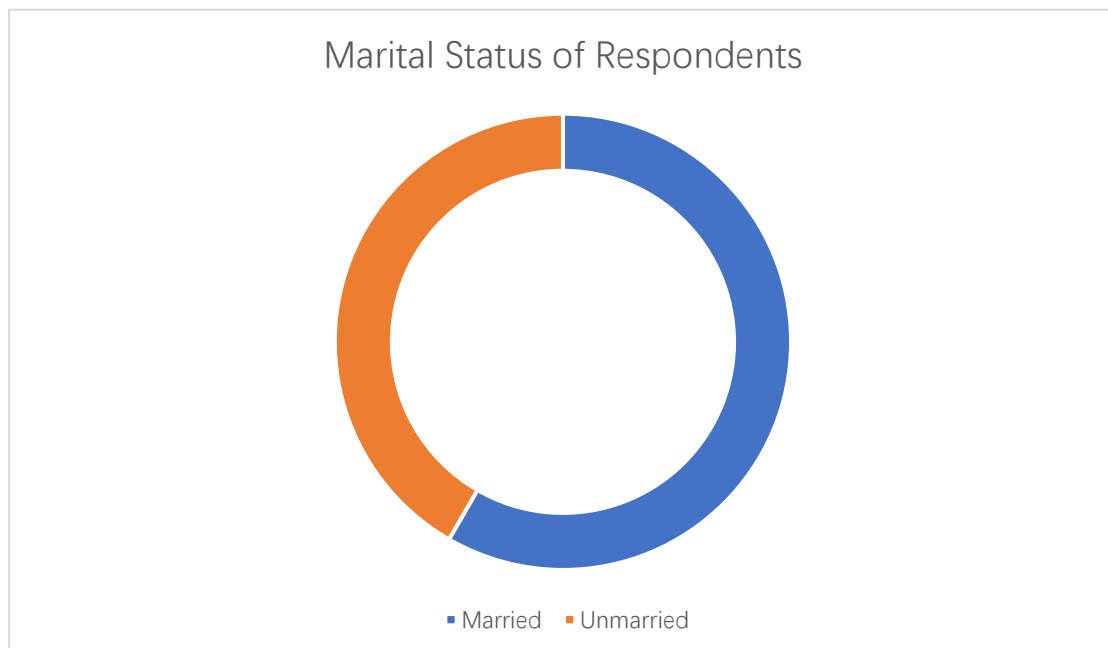
■ Married ■ Unmarried

Figure 5 Marital Status of Respondents

		N	percent %
Marital Status	Married	182	58.33
	Unmarried	130	41.67
	Total	**312**	**100**

Table 13 Marital Status of Respondents

4.3.5 Annual Income of Respondents

The income level of most respondents is not too high and around 90% respondents' annual income level are bellowing € 20000, which maybe because there are many respondents are students. Among them, the number of respondents whose income is between € 10000- € 20000 is 102, which is the largest income group, around 32.69%. The respondents with annual income between €20000 and €50000 are around 22 Of the 312 respondents, and the highest income group with the least number of people is about 2.24%. The Annual Income percentage of respondents in the sample population is given in following figure 6 and table 14.
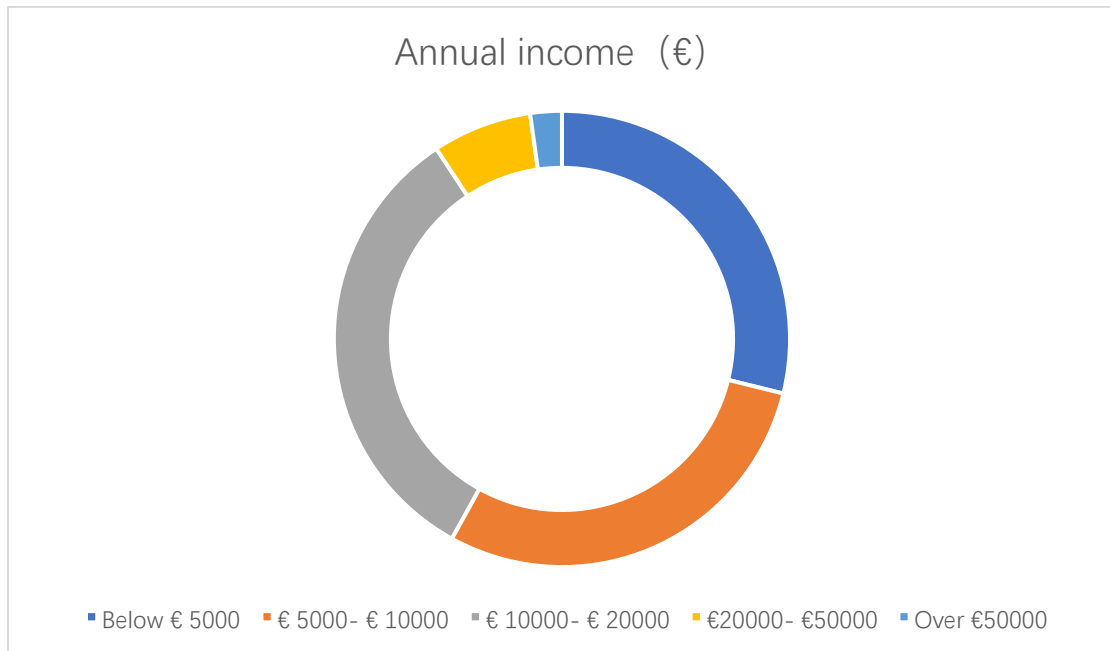
Figure 6 Annual Income of Respondents

		N	percent %
Annual Income	Below € 5000	90	28.85
	€ 5000- € 10000	91	29.17
	€ 10000- € 20000	102	32.69
	€20000- €50000	22	7.05
	Over €50000	7	2.24
	Total	**312**	**100**

Table 14 Annual Income of Respondents

4.3.6 Education level of Respondents

Nearly half of respondents have some college level of Education, around 45.83%. The second

one is Bachelor's degree, just 10% less than some college. The respondents with master's degree is around 11.54 percentage. There are only 2 respondents have doctoral degree or higher. The Education level percentage of respondents in the sample population is given in following figure 7 and table 15.
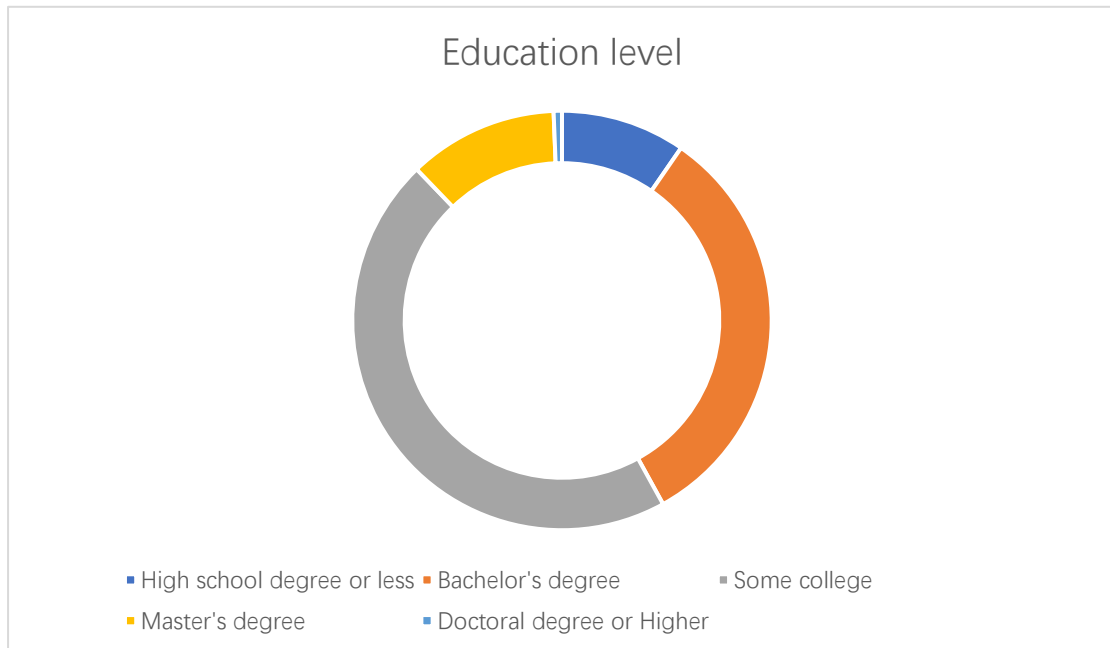
Figure 7 Education level of Respondents

		N	percent %
Education level	High school degree or less	30	9.62
	Bachelor's degree	101	32.37
	Some college	143	45.83
	Master's degree	36	11.54
	Doctoral degree or Higher	2	0.64
	Total	**312**	**100**

Table 15 Education level of Respondents

4.4 Statistical Methods

The researchers used SPSS version 25 to analyze the collected data. The focus of this paper is to accurately explain the factors influencing brand loyalty and intention to purchase brand extension. The collected data will be interpreted in various analysis methods. The following will be descriptive analysis, reliability and validity analysis, correlation analysis, hypothesis test (multiple regression analysis) one by one. Different statistical tools were used to evaluate the above hypotheses.

4.4.1 Descriptive Analysis

The questionnaire designed in this paper are measured by 7-point Likert scale, 1 stands for strongly disagree and 7 stands for strongly agree, with 1 to 7 points respectively. To simplify all the complex data collected into the key quantity that can work for description function, and to describe the overall trend of the data. The main performance is the centralized trend and discrete trend of data. We should first make a descriptive analysis of the data.

The minimum and maximum values of all variables are 1 and 7, which indicates that some respondents' opinions are extreme. The average number of market support is the highest, about 5.469, which indicates that the respondents have the highest agreement of market support. The performance quality at 5.3226 is slightly lower than the market support. The mean of familiarity and brand loyalty is very close, about 5.07. However, compared with brand loyalty, the standard deviation of familiarity is smaller (1.07463), which indicates that

the grade of familiarity is more concentrated. The mean of recognizability was the lowest, only 5.0603, indicating that the respondents had the lowest recognition of recognizability. The standard deviations of performed quality and history of the previous parent brand were the smallest, which were 0.98355 and 0.99980, respectively. It shows that most of the respondents have the same and concentrated views on these two variables. The standard deviation of recognition was 1.12873, followed by brand loyalty (1.12174). The descriptive data is given in following table 16.

Variable	N	Minimum	Maximum	Mean	SD
FD	312	1	7	5.0769	1.07463
RD	312	1	7	5.0603	1.12873
PQOTB	312	1	7	5.3226	.98355
PF	312	1	7	5.1482	1.00734
HOTPPB	312	1	7	5.1603	.99980
MS	312	1	7	5.4690	1.03482
ITPTBE	312	1	7	5.2901	1.03980
BL	312	1	7	5.0745	1.12174

Table 16 Descriptive Statistics

4.4.2 Reliability and validity analysis

Reliability refers to the consistency of the results of repeated measurements of the same object using the same method, which usually means the standard of questionnaire quality. Cronbach's Alpha can be used to measure the internal consistency of the test according to a

certain formula as an index of reliability. The numerical results show that the scale of these items has the degree of internal consistency. A well-designed questionnaire should have higher reliability. The good reliability coefficient usually should be above 0.8, and 0.7-0.8 is acceptable. The reliability of all dimensions is calculated by SPSS, and all the Cronbach's Alpha are greater than 0.7. Therefore, the quality of the questionnaire meets the reliability standard.

Validity tests whether the design of each item is reasonable. Exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) were used to test the validity. Principal component analysis is commonly used for factor variables. Before factor analysis, the KMO value should be firstly analyzed to test the relevance of the items; if the value is less than 0.6, the design of the questionnaire should be changed; If the value is between 0.6 and 0.7, the validity is acceptable; If the value is between 0.7 and 0.8, the validity is good; If the value is higher than 0.8, the validity is high; Secondly, the Bartlett test of sphericity is analyzed to test the independence between items. When the p value (Sig.) is required to be less than 0.05, the original hypothesis is rejected, and the topics are not independent. Table 17 shows all the data.

Construct	Variable	Cronbach's Alpha	KMO	Bartlett's Test	% of Variance Explained	Dimensions
Familiarity dimension	FD	.818	.797	.000	64.817	1
Recognizability dimension	RD	.888	.850	.000	69.166	1
Performed Quality of The Brand	PQOTB	.856	.708	.000	71.351	1

Performed Fit	PF	.798	.811	.000	70.313	1
History of The Previous Parent Brand Extension	HOTPPBE	.800	.709	.000	71.487	1
Marketing Support	MS	.867	.739	.000	79.068	1
Intention to Purchase the Brand Extension	ITPTBE	.899	.839	.000	76.881	1
Brand Loyalty	BL	.880	.822	.000	73.642	1
Total	Total	.972	.965	.000	64.559	3

Table 17 Final Output of Exploratory Factor Analysis

5. Data Analysis

In order to verify the research hypothesis and framework model, we study relationship between Brand awareness (BA), Performed Fit (PF), Performed Quality of The Brand (PQOTB), History of The Previous Parent Brand (HOTPPB) and Marketing Support (MS), Intention to Purchase The Brand Extension (ITPTBE) and Brand Loyalty (BL). Pearson and regression analysis were used in this project. Following, this study uses independent sample t-test to analyze the demographic variables.

5.1 Independent Sample T-Test

This report will use independent sample T-test to carry out differentiation analysis. We have conducted a descriptive analysis for different demographics conditions above. Under different demographics conditions, what are the differences in the scores of different independent variables and dependent variables. Our original hypothesis is that there is no significant difference between different sample sets $\alpha = 0.05$, $P > 0.05$ accept the original hypothesis, $P < 0.05$ reject the original hypothesis.

5.1.1 Gender Differences

According to the survey of 312 studies, there were 119 men and 193 women. Table 18 below

shows whether there is a significant difference between men and women in different dimensions.

As it shows in Table 18, brand recognizability, perceived fit and brand loyalty's p value is less than 0.05, which can reject the original hypothesis. Therefore, these three independent variables are considered to lead to significant differences in gender dimension. There was no significant difference in the other variables between the two groups, and the p value was greater than 0.05, indicating that original hypothesis can't be rejected and male and female have no difference on those.

Variable	Gender	N	Mean	SD	T-Test	
					t	p
BF	M	119	5.2017	1.10434	1.614	.107
	F	193	5.0000	1.05141		
BR	M	119	5.2403	1.14435	2.227	.027
	F	193	4.9492	1.10741		
PQOTB	M	119	5.3810	1.04718	.822	.412
	F	193	5.2867	.94318		
PF	M	119	5.2941	1.03162	2.019	.044
	F	193	5.0583	.98400		
HOTPPBE	M	119	5.2773	.98512	1.628	.105
	F	193	5.0881	1.00448		
MS	M	119	5.5742	1.00087	1.412	.159
	F	193	5.4041	1.05252		
ITPTBE	M	119	5.4181	1.01895	1.713	.088
	F	193	5.2111	1.04728		
BL	M	119	5.2563	1.12062	2.263	.024

| | F | 193 | 4.9624 | 1.11053 | | |

Table 18

5.1.3 Marital Status Differences

There were 182 married and 130 unmarried respondents. Table 19 below shows whether there is a significant difference between married and unmarried in different variables. The t-test showed that all variables will reject the original hypothesis and all of the p-value is under 0.05, which means that the Marital Status differences will have significant differences on different variables.

Variable	Gender	N	Mean	SD	T-Test	
					t	p
BF	M	182	5.2486	1.04541	3.395	.001
	UM	130	4.8365	1.07279		
BR	M	182	5.2758	1.06795	4.091	.000
	UM	130	4.7585	1.14626		
PQOTB	M	182	5.4817	.95605	3.438	.001
	UM	130	5.1000	.98188		
PF	M	182	5.3036	1.00011	3.273	.001
	UM	130	4.9308	.98044		
HOTPPBE	M	182	5.3260	.98544	3.273	.000
	UM	130	4.9282	.97689		
MS	M	182	5.5842	1.06102	2.344	.020
	UM	130	5.3077	.97833		
ITPTBE	M	182	5.4574	1.02620	3.421	.020

	UM	130	5.0558	1.01694				
BL	M	182	5.3118	1.04125	4.560	.000		
	UM	130	4.7423	1.14963				

Table 19

5.2 Multiple Regression Analysis

To the correlation analysis of variables, this study will use Pearson correlation analysis and linear regression analysis in regression analysis to explore the correlation between independent variables and independent variables. Table 20 shows the correlation and the degree of correlation between the variables represented by Pearson correlation. The value of Pearson correlation shows the degree of correlation between variables. Its value should be between - 1 and 1. If the value is positive, it means positive correlation between the two variables, otherwise, it is negative correlation. The value is closer to 1, the greater the correlation. The results of 2-tailed Pearson test showed that positive correlation between any two of these variables, for the value is above 0.

		BF	BR	PQOTB	PF	HOTPPBE	MS	ITPTBE	BL
BF	Pearson Correlation	1							
	Sig. (2-tailed)		.000						
BR	Pearson	.822**	1						

		C1	C2	C3	C4	C5	C6	C7	C8
	Correlation								
	Sig. (2-tailed)	.000		.000					
PQOTBE	Pearson Correlation	.706**	.749**	1					
	Sig. (2-tailed)	.000	.000		.000				
PF	Pearson Correlation	.723**	.750**	.807**	1				
	Sig. (2-tailed)	.000	.000	.000		.000			
HOTPPB	Pearson Correlation	.705**	.727**	.775**	.781**	1			
	Sig. (2-tailed)	.000	.000	.000	.000		.000		
MS	Pearson Correlation	.651**	.656**	.729**	.676**	.683**	1		
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	
ITPTBE	Pearson Correlation	.688**	.733**	.742**	.759**	.741**	.809**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
BL	Pearson Correlation	.693**	.775**	.718**	.726**	.712**	.718**	.839**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	

** Correlation is significant at the 0.01 level (2-tailed).

* Correlation is significant at the 0.05 level (2-tailed).

Table 20

5.2.1 Brand loyalty

H2a: The higher level of Perceived Quality of the Brand, the higher level of the Brand loyalty.

H3a: If the history of previous brand extensions is more successful, the higher level of the

Brand loyalty.

Table 21 adopts multiple linear regression analysis to explore how the change of brand loyalty will be affected by the Perceived Quality of the Brand and history of previous parent brand extension. R square is equal to 0.576, which shows that the Perceived Quality of the Brand and history of previous parent brand extension can explain 57.7% of the change of brand loyalty. Because the significance of the performed quality of the brand and history of previous parent brand extension is p=0.000 < 0.05, this study believes that under 95% confidence interval these two independent variables can significantly affect brand loyalty. Therefore, the conclusion can be drawn as follows:

H2a: $\beta = 0.476$, t= 7.122

H3a: $\beta = 0.436$, t= 6.642

Thus supporting H2a, H3a and the regression equation is as follows:

$Y = 0.292 + 0.476X1 + 0.436X2 + e$

The 0.292 constant indicates that if there are no variables, then the brand loyalty is 0.292. If the variable X1 (Perceived Quality of the Brand) is increased by 1 unit, then the brand loyalty will increase by 0.476; if the variable X2 (history of previous parent brand extension) is increased by 1 unit, the brand loyalty will be increased by 0.204, and e represents the random error.

	Coef	t	p

PQOTB	.476	7.122	.000
HOTPPBE	.436	6.642	.000
Constant	.292	1.230	.220
R Square	.576		
Adjusted R Square	.574		
F-Test	210.099		.000[b]
a. Dependent Variable: Brand loyalty b. Predictors: (Constant), Perceived Quality, History of the previous Brand Extensions			

Table 21

5.2.2 Perceived Quality of the Brand

H3b: The positive effect of history of previous brand extensions on intention to purchase the brand extension increases as the level of perceived fit increases.

Table 22 uses multiple linear regression analysis to explore how the change of Perceived Quality will be affected by the history of previous parent brand extension. R square is equal to 0.600, which shows that the history of previous parent brand extension can explain 60.0% of the change of Perceived Quality. Based on 95% confidence interval, the significance of the history of previous parent brand extension is p=0.000 < 0.05, so history of previous parent brand extension can significantly affect perceived quality. Therefore, the conclusion can be drawn as follows:

H3b: β = 0.762, t= 21.599

Thus supporting H3b and the regression equation is as follows:

$Y = 1.391 + 0.762X1 + e$

The 1.391 constant indicates that if there are no variables, then the brand loyalty is 1.391. if the variable X1 (history of previous parent brand extension) is increased by 1 unit, the brand loyalty will be increased by 0.762, and e represents the random error.

	Coef	t	p
HOTPPBE	.762	21.599	.000
Constant	1.391	7.488	.000
R Square	.600		
Adjusted R Square	.599		
F-Test	464.780		.000[b]
a. Dependent Variable: Perceived Quality			
b. Predictors: (Constant), History of the previous Brand Extensions			

Table 22

5.2.3 Intention to purchase the brand extension

H1a: The higher level of influences from Brand familiarity dimension of Brand awareness, the higher intention to purchase the brand extension.

H1b: The higher level of influences from Brand recognizability dimension of Brand

awareness, the higher intention to purchase the brand extension.

H2b: The higher level of Perceived Quality of the Brand, the higher intention to purchase the brand extension.

H4a: The higher level of marketing support, the higher intention to purchase the brand extension.

H5a: The higher level of Perceived fit between parent brand and brand extension, the higher intention to purchase the brand extension.

H7a: The higher level of influences from Brand loyalty, the higher intention to purchase the brand extension.

Table 23 utilizes multiple linear regression analysis to explore the relationship between brand familiarity, brand recognizability, perceived quality, perceived fit, marketing support, brand loyalty and purchase intention on brand extension. R square is equal to 0.809, which shows that the above variables can explain 80.9% of the change of the purchase intention on brand extension. As it shows in the table 24, only three variables (perceived fit, marketing support and brand loyalty) have P value less than 0.05. The brand familiarity's p value is equal to 0.907>0.05, p value of brand recognizability is equal to 0.662>0.05 and perceived quality's p=0.790>0.05. Therefore, this study believes that under 95% confidence interval only perceived fit, marketing support and brand loyalty can significantly affect intention to purchase brand extension. The conclusion can be drawn as follows:

H1a: Not Support

H1b: Not Support

H2b: Not Support

H4a: β = 0.188, t= 3.838

H5a: β = 0.375, t= 8.752

H7a: β = 0.183, t= 9.300

Thus supporting H4a, H5a, H7a and the regression equation is as follows:

Y = 0.183 + 0.188X1 + 0.375X2 + 0.390X3+e

The 0.183 constant indicates that if there are no variables, then the brand loyalty is 0.183. If

the variable X1 (perceived fit) is increased by 1 unit, then the brand loyalty will increase by

0.188; if the variable X2 (marketing support) is increased by 1 unit, the brand loyalty will be

increased by 0.375, if the variable X3 (brand loyalty) is increased by 1 unit, the brand loyalty

will be increased by 0.390, and e   represents the random error.

	Coef	**t**	**p**
BF	.005	.117	.907
BR	.021	.437	.662
PQOTB	.014	.267	.790
PF	.188	3.838	.000
MS	.375	8.752	.000
BL	.390	9.300	.000
Constant	.183	1.184	.237
R Square	.809		
Adjusted R Square	.805		
F-Test	215.553		.000[b]

a. Dependent Variable: purchase intention.

b. Predictors: (Constant), Brand loyalty, Familiarity dimension, Marketing Support, perceived fit, Perceived Quality, Recognizability dimension.

Table 23

5.2.4 Moderating Effects of performed fit

H5b: The positive effect of the perceived quality of the parent brand on intention to purchase the brand extension increases as the level of perceived fit increases.

Since the independent variable, dependent variable and moderating variable are continuous variables in this report, hierarchical regression analysis will be used to analyze whether perceived fit effectively moderates the impact of perceived quality on purchase intention of extended brand.

In the table 24, we can see the P (Sig.) of the interaction items is equal to 0.657>0.05, which means with 95% confidence interval this report was unable to reject original hypothesis. Therefore, there is not any statistically significant in this term and **H5b: Not Support.**

	Coef	t	p
Centralization of perceived quality	.388	6.129	.000
Centralization of perceived fit	.476	7.808	.000
Interaction terms	-.011	-.444	.657

Constant	.010	.248	.804
R Square	.791		
Adjusted R Square	.625		
F-Test	171.137		.000

Dependent Variable: Centralization of purchase intention

Predictors in the Model: (Constant), Centralization of perceived quality, Centralization of

perceived fit

Table 24

5.3 Hypothesis Testing

All hypotheses have been analyzed by regression, and whether all hypotheses are tested to be

supported of this study. The table 25 below shows all the hypotheses and the results.

Hypotheses		
H1a	The higher level of Brand familiarity dimension of Brand awareness, the higher intention to purchase the brand extension.	**Not Support**
H1b	The higher level of Brand recognizability dimension of Brand awareness, the higher intention to purchase the brand extension.	**Not Support**
H2a	The higher level of Perceived Quality of the Brand, the higher level of the Brand loyalty.	**Support**

H2b	The higher level of Perceived Quality of the Brand, the higher intention to purchase the brand extension.	**Not Support**
H3a	If the history of previous brand extensions is more successful, the higher level of brand loyalty.	**Support**
H3b	H3b: The higher level of History of the previous parent brand extensions, the higher Perceived quality of the parent brand.	**Support**
H4a	The higher level of marketing support, the higher intention to purchase the brand extension.	**Support**
H5a	The higher level of Perceived fit between parent brand and brand extension, the higher intention to purchase the brand extension.	**Support**
H5b	The positive effect of the perceived quality of the parent brand on intention to purchase the brand extension increases as the level of perceived fit increases.	**Not Support**
H6a	The higher level of influences from Brand loyalty, the higher intention to purchase the brand extension.	**Support**

Table 25

5.4 Discussion

By studying Factors influencing Customers' Intention to Purchase the Brand Extension in China，this study explored how and what extent do the Brand awareness (BA), Performed Fit (PF), Performed Quality of The Brand (PQOTB), History of The Previous Parent Brand (HOTPPB) and Marketing Support (MS) affect the Intention to Purchase The Brand Extension (ITPTBE) and Brand Loyalty (BL). In theory, brand awareness ensures product quality and reputation, and helps to reduce the risk of product evaluation and selection when consumers have purchase intention（Rubio et al., 2014). The competitive advantage and strategic advantage of enterprises can be constructed by brand identification (Yousaf, A.,

Amin, I., & Gupta, A., 2017). Therefore, brand extension also has a higher parent brand awareness, which can have a significant impact on consumer decision-making (Chung et al., 2013). Motameni & Shahrokhi (1998) and Yoo et al., (2000) believe that higher brand perceived quality can increase brand value, and customers will have more purchase intention with higher brand value, so perceived quality can be used as a key factor to determine consumers' purchase intention. The PIMS database confirms the impact of perceived quality on the company's profit growth (Hadi, N. U., & Sandhu, N., 2020). Aaker and Keller (1990) found that perceived fit moderates the effect of parent brand perceived quality on brand extension.

However, through the data of multiple regression analysis, it is found that the hypotheses of brand awareness on purchasing intention about brand extension (H1a, H1b), performed quality of the brand on purchasing intention about brand extension (H2b), and brand fit on brand quality affecting purchasing intention about brand extension (H5b) are not supported in this study and the results of this study can not explain these hypotheses. This may be due to the survey mode this paper adopts. Considering the economy and convenience, the questionnaire of this study is mostly collected through the Internet, which may lead to uneven distribution of survey results, because the respondents may collect and choose according to collector's personal judgment, and the sample size of 312 may not be enough to represent the purchase intention of Chinese consumers.

This report proposes two hypotheses for brand loyalty: the positive relationship between Perceived Quality and the Brand loyalty(H2a), and the positive relationship between history of previous brand extensions and the brand loyalty(H3a). High perceived quality usually

means that customers' perception of the brand's products or services is higher overall quality or superiority compared with alternative products (Alhaddad, A., 2015), and higher perceived quality is the main antecedent of brand loyalty (Edenbach & Marell, 2010). Aaker (1992) believes that history of previous brand extensions will affect consumers' brand evaluation, and customers tend to be more loyal to the brand with higher evaluation (Gilbert & Hawlett, 2003). After data analysis and verification, the results of this report support the previous literature, so these two hypotheses are supported.

According to the linear regression analysis, the higher level of history of the previous parent brand extensions, the higher performed quality of the parent brand (H3B) can be established. In theory, if there are more history of the previous parent brand extensions, consumers will have more experience and more possibilities to try this brand. More attempts usually lead to an increase in brand recall and brand attitude, which in turn has a strong and positive impact on the brand perceived quality (Swamithan, Fox and Reddy, 2001).

The data of this project confirm the three hypotheses which has mentioned above about intention to purchase the brand extension in China (H7a, H5a, H4a). Oliver (2015) believes that loyalty will lead to the repurchase of preferred products or services in the future, leading to the reuse of the same brand, this means that high loyalty will increase consumers' purchase intention about the brand extension (H7a). If the fit between the parent brand and the extended brand is high, then the brand extension is likely to be considered to have similar characteristics with the parent brand (Park et al., 1991 and Boush & Loken, 1991). Perceived fit can strengthen the brand value of the parent brand by brand extension, and high perceived fit makes consumers more positive about the extended brand, resulting in purchase intention

(Gültekin, B., & Saraç, M. K., 2021). Therefore, The higher level of Perceived fit between parent brand and brand extension, the higher intention to purchase the brand extension （H5a）.

The main goal of any marketing support strategy is to increase sales and profitability (Kim, A. J., & Ko, e., 2010). The research of lavidge & stiener (1961) shows that consumers follow a hierarchical sequence in their behavior. More marketing support (just like advertisements) make consumers go through the cognitive stage, and consumers may have emotional reactions to the products or services in the advertisements, and then generate purchase intention (Chu, S. - C., Kamal, S., & Kim, Y., 2013). The experimental results also show that there is a positive correlation between marketing support and intention to purchase brand extension(H4a).

6. Final Conclusions

6.1 Introduction

Consumers' attention and focus on brand is derived from their brand demands. in order to seize the existing customer market, enterprises must constantly carry out technological innovation and introduce new products to the market. At the same time, due to the increasing marketing costs of new products, enterprises find it that they can only focus the limited marketing costs on a few brands with better market influence. In recent years, enterprises use brand extension strategy more frequently and widely to reduce the barriers to the entry of new products. Therefore, it is very important to understand the decisive factors affecting brand extension to make enterprises better use of brand extension strategy and many scholars have conducted detailed research on the factors influencing brand extension. Based on large number of summary and induction of this kind of literature, this paper divides large number of potential factors into several main basic factors that can affect consumers' purchase intention on brand extension. Brand awareness, perceived quality, perceived fit and market support are the independent variables that can affect purchase intention. perceived quality and historical brand extension are the independent variables that can affect brand loyalty and they can also be explored to the influence on purchase intention. Enterprises need to pay more attention to these factors.

6.2 Conclusion

This report is about discovering the correlation between Brand Awareness, Perceived fit, Perceived quality of the Parent Brand, History of the previous parent brand, Marketing support, brand loyalty and purchase intention of Chinese customer about the brand extension. questionnaire survey is used to collect questionnaires in this paper, and various statistical methods are used to analyze the hypothesis.

The results show that both the perceived quality and brand extension history play an important role in promoting brand loyalty, and high brand loyalty will cause a positive impact on the intention to purchase extended products. Brand extension history will affect the perceived quality, and the perceived quality can actively boost the intention to purchase brand extension. Marketing support, like advertising can increase the significance of important brand associations, which helps consumers infer extended features and benefits, and repetitive contact can arouse consumers' Association, thus increasing their purchase intention. After consumers infer the judgment of suitability and fitness, they will also increase their purchase intention.

This study also explores whether gender and marital status will have significant effects on the results of different dimensions. It has been proved that marital status has a significant impact on many factors, which may be because the purchase intention of the respondents who have married may be affected by the family members, so their choice of brand may also have different needs and considerations with those who are not married.

6.3 Potential contribution

As an important intangible asset in the process of enterprise development, brand is an important symbol of the competitiveness of the enterprise. In addition to the value of economic benefits, brand is also the aggregation of consumers' emotions. Brand extension strategy not only reduces the risk of new products entering the market, but also enriches the image of the parent brand, which can make new products gain more market share with the help of the market reputation of successful parent brands and save promotion costs.

Brand extension strategy is introduced by European and American countries, and has been implemented by many enterprises in the Chinese market. However, the results obtained by various enterprises are not the same. In many cases, the effect of brand extension can not satisfy the managers. Improper extension is not conducive to the successful introduction of new products, and will make the existing brand assets suffer losses.

Many researches focus on analyzing the success or failure of brand extension, but many of them stay at the factor on manufacturer centered level. The contradiction between the indifferent attitude of consumers and the optimistic expectation of manufacturers about the brand greatly reduces the effect of brand extension. Brand extension is not simply borrowing the existing brand name, but the strategic use of the whole brand equity. Therefore, to find out the contradiction, to supplement the previous theories, and to analyze the influence of various factors on Chinese consumers' purchase intention can provide some guidance for enterprises to make their own extension plans better and more accurately.

This paper tries to find the crux of theses problem and explore which factors will affect

customers' intention to buy brand extension.

6.4 Limitations and Recommendations

This paper discusses the main factors that affect the purchase intention of brand extension, which is very important for enterprises to better use brand extension strategy in the future marketing. However, how to influence these factors to increase brand loyalty and customers' purchase intention about brand extension can be further studied. The appropriate choice of extend brand categories and characteristics can affect perceived fit, and market support can increase brand significance. When the advertisement shows how the brand extension use the parent brand attribute to provide the benefit attribute, consumers can make more consistent judgment, which helps consumers establish a relationship with brand extension. This is also a very meaningful research topic.

The results of this project negate the significant relationship between brand awareness and purchase intention, the positive significant relationship between perceived quality and purchase intention is not supported, and the moderating effect of perceived fit is not supported. This is not the same as the results stated in the literature, which may be because the respondents of the questionnaire can not represent the whole Chinese consumers and may also be due to the differences in brand concept and purchasing habits between Chinese and Western culture.

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8. Appendixes

8.1 Questionnaires

8.1.1 English version

Factors influencing Customers' Intention to Purchase the Brand Extension in China

Dear Mr. / MS.

Hello, I am a student in Master's in Marketing from the University of Coimbra. I am conducting this research on the factors that affect consumers' intention to purchase intention for brand extension in CHINA. This questionnaire is an academic research questionnaire filled in anonymously. Please answering it according to your own experience and real feelings. We can assure you that this questionnaire is only for academic research, personal information is absolutely confidential, please rest assured to fill in it!

Parent brand: It refers to the brand which is shared by all products and is based on all products. The parent and sub brands represent the affiliation of assets (the sub brands are owned by the parent brand), and the parent brand always refers to the company brand or group company brand.
For example： Sub brands such as Louis Vuitton, Dior, Givenchy, Clinique and Guerlain all belong to LVMH group (parent brand).

Brand Extension: It refers to a firm marketing a product with a well-developed image uses its successful brands to different types of products entering the market, on the basis of brands with considerable popularity and market influence. Generally, the successful brand used in brand extension is called the parent brand, and the new products provided by brand extension are called extended products.

There are two modes of brand extension

1. Extension of different industries (Hermes leather products, Hermes home furnishings, Hermes hotels and other industries belonging to different categories)

2. Extension of different categories in the same industry (Sony camera, Sony headset and Sony mobile phone belong to different categories of consumer electronics industry)

Are you come from CHINA?
- o Yes
- o No

Part 1:

Please choose Factors that affect consumers' intention to purchase intention for brand extension in CHINA. Using 1 to 7 points. 1 point is extremely disagree, 7 points are super agree and 4 points are neutral.

Items measuring brand familiarity dimension of Brand awareness							
The brand extension is familiar to me.	1	2	3	4	5	6	7
The brand extension gives me a feeling of goodwill.	1	2	3	4	5	6	7
I think I get enough information to make an informed judgment about the brand extension.	1	2	3	4	5	6	7
I would use the kind of products offered by brand extension.	1	2	3	4	5	6	7

Items measuring brand Recognizability dimension of Brand awareness							
I think the brand extension is recognizable	1	2	3	4	5	6	7
The brand extension products are recalled easily.	1	2	3	4	5	6	7
The brand extension is memorable.	1	2	3	4	5	6	7
The brand extension products recognizability has	1	2	3	4	5	6	7

influence on my decision.							
This particular brand extension is distinct form the other competing brand extension.	1	2	3	4	5	6	7

Items measuring Perceived Quality of the Parent Brand							
Perceived overall quality of the flagship product. (1 = "inferior," and 7= "superior")	1	2	3	4	5	6	7
I think [Brand name] offers high-quality products (1 = "strongly disagree," and 7 = "strongly agree").	1	2	3	4	5	6	7
I think the quality of [brand name] products is far above the average (1 = "strongly disagree," and 7 = "strongly agree").	1	2	3	4	5	6	7

Items measuring perceived fit.							
Degree of similarity between [brand name] and [Extension] (1 = ''not very similar'', 7 = ''very similar'').	1	2	3	4	5	6	7
Would the people, facilities, and skills used in making the original product be helpful if the manufacturer were to make the extension product? (1 = ''not at all helpful'', 7 = ''very helpful'')	1	2	3	4	5	6	7
Relevance of parent-brand-specific associations in the extension category (1 = ''not at all relevant'', 7= ''very relevant'').	1	2	3	4	5	6	7
To what extent does EXTENSION PRODUCT fit the remaining products of PARENT BRAND? (1= does not fit at all, 5=fits very well)	1	2	3	4	5	6	7

Items measuring History of the previous Brand Extensions							
Number of products affiliated with the brand. (1= "very few products," and 7 = "a lot of products")	1	2	3	4	5	6	7
Success of the products affiliated with the brand. (1 = "not at all successful," and 7 = "very successful")	1	2	3	4	5	6	7
Degree of similarity between the products affiliated with the brand. (1 = "not very similar," and 7 = "very similar")	1	2	3	4	5	6	7

Items measuring Marketing Support							
The Extension Service/Product is well supported in terms of advertising.	1	2	3	4	5	6	7
Brand extension receives competent marketing support.	1	2	3	4	5	6	7
Advertising support for new-extension Service/Product introductions.	1	2	3	4	5	6	7

Items measuring Items Brand Loyalty							
I am satisfied with product that appeared in the brand extension.	1	2	3	4	5	6	7
I would recommend this brand to others.	1	2	3	4	5	6	7
I will not switch to another brand next time.	1	2	3	4	5	6	7
Compared with other competitive products, this brand is my first choice.	1	2	3	4	5	6	7

Items measuring Items measuring purchase intention							
I would like to purchase.	1	2	3	4	5	6	7
I intend to purchase.	1	2	3	4	5	6	7
I will likely try [extension].	1	2	3	4	5	6	7
The likelihood that I buy this brand next time I need [extension category] is very high.	1	2	3	4	5	6	7

Part 2: Demographic Information

Please choose the most suitable option for your personal situation.

1. What is you gender?   ○ Female   ○ Male
2. What is your age?

○ Below 18 years old

○ 18-23

○ 24-30

○ 31-39

○ 40-59

○ Over 60

3. What is your job?

○ Top executive or manager

○ Owner of a company

○ Lawyer, dentist or architect etc.

○ Office/clerical staffs

○ Worker

○ Civil servant

○ Craftsman

○ Student

○ Housewife

○ Retired

4. What is your marital status?

○ Married

○ Unmarried

5. What is your annual income（€）?

○ Below € 5000

○ € 5000- € 10000

○ € 10000- € 20000

○ €20000- €50000

○ Over €50000

6.   What is your Education level?

○ High school degree or less

○ Bachelor's degree

○ Some college

○ Master's degree

○ Doctoral degree or Higher

We sincerely thank you for your help! In order to ensure that the information is complete and detailed, please take another minute to check. Seeing if there is any mistake or omission. Thank you!

8.1.2 Chinese Version

尊敬的先生/女士

你好

我是一名来自科英布拉大学的市场学硕士。正在进行影响消费者对于品牌延伸产品/服务的购买意愿的因素有关的研究工作。本调查问卷是一份学术性研究问卷。问卷为匿名填写，希望您能够根据自身体验以及真实感受来作答。同时我们向您保证本问卷仅用于学术研究，您的个人资料绝对保密，请您放心填写！

母品牌：指凌架于所有产品之上的、为所有产品共用的品牌。母子品牌代表着资产隶属关系（子品牌被母品牌拥有），其中母品牌指的是公司品牌或者集团公司品牌。

例如：路易威登、迪奥、纪梵希、倩碧、娇兰等世界品牌都隶属于 LVMH 集团（即母品牌）。

品牌延伸：指在已有相当知名度与市场影响力的品牌基础上将其已成功的品牌运用于新进入市场的不同类产品，一般把品牌延伸所采用的品牌称为母品牌，品牌延伸所提供的新产品称为延伸产品。

基本有以下两种品牌延伸的模式：

1. 不同产业延伸（爱马仕皮革产品，爱马仕家居系列，爱马仕酒店业等属于不同类别的产业）

2. 同产业不同品类延伸（索尼相机，索尼耳机，索尼手机等同属于电子消费品产业的不同品类）

第一部分

请选择影响品牌延伸产品顾客购买意向的因素，分值为 1-7 分。1 分非常不同意，7 分非常同意。4 分为中立。

品牌意识中的品牌知名度因素的影响维度

我非常熟悉各种品牌延伸产品。	1	2	3	4	5	6	7
我认为大部分的品牌延伸产品都有一个好的信誉。	1	2	3	4	5	6	7

我认为我有足够的信息对品牌延伸产品做出明智的判断。	1	2	3	4	5	6	7
我会经常使用品牌延伸产品。	1	2	3	4	5	6	7

品牌意识中的品牌的可识别性的影响维度

我可以识别出品牌延伸产品。	1	2	3	4	5	6	7
我可以很容易回想起品牌延伸产品。	1	2	3	4	5	6	7
我认为品牌延伸产品令人难忘。	1	2	3	4	5	6	7
对品牌延伸产品的可识别性影响了我的购买决定。	1	2	3	4	5	6	7
我认为这种特殊的品牌延伸产品不同于其他的竞争者的品牌延伸产品。	1	2	3	4	5	6	7

母品牌感知质量的影响维度

旗舰产品（母产品系列）的整体感知质量。（1="低级"，7="高级"）	1	2	3	4	5	6	7
参与者同意/不同意以下陈述的程度：[母品牌名称] 提供高质量产品。 （1="强烈反对"，7="强烈同意"）	1	2	3	4	5	6	7
参与者同意/不同意以下陈述的程度：[母品牌名称] 产品的质量远远高于别的品牌产品的平均水平。 （1="强烈反对"，7="强烈同意"）	1	2	3	4	5	6	7

感知契合度的影响维度

（一般来说）[母品牌名称]和[延伸产品]有多相似？	1	2	3	4	5	6	7

（1="不太相似"，7="非常相似"）							
如果制造商要制造延伸产品，那么在制造原始产品时使用的人员、设施和技能是否会对其有所帮助？ （1="毫无帮助"，7="非常有帮助"）	1	2	3	4	5	6	7
母品牌的特定关联在延伸类别中的相关程度大小：这些关联在延伸产品类别中的相关性。 （1="完全不相关"，7="非常相关"）	1	2	3	4	5	6	7
延伸产品在多大程度上适合母品牌的产品？ （1=完全不适合，7=非常适合）	1	2	3	4	5	6	7

之前有过的品牌延伸（历史）的影响维度

之前（历史）有过的与母品牌有关联的品牌延伸的产品数量。 （1="产品很少"，7="产品很多"）	1	2	3	4	5	6	7
之前（历史）有过的与母品牌有关联的品牌所属产品的成功。 （1="完全不成功"，7="非常成功"）	1	2	3	4	5	6	7
之前（历史）有过的与母品牌有关联的品牌所属产品之间的相似度。 （1="不太相似"，7="非常相似"）	1	2	3	4	5	6	7

市场营销支持的影响维度

品牌延伸产品在广告方面得到很好的营销支持。	1	2	3	4	5	6	7
品牌延伸产品得到了有力的市场支持。	1	2	3	4	5	6	7

为新的延伸产品介绍提供广告支持。	1	2	3	4	5	6	7

衡量购买意向的影响维度

我想要购买（品牌延伸产品）。	1	2	3	4	5	6	7
我计划好了要购买（品牌延伸产品）。	1	2	3	4	5	6	7
我很可能会尝试使用（品牌延伸产品）。	1	2	3	4	5	6	7
我下次需要[延伸类别]时购买这个品牌的可能性非常高。	1	2	3	4	5	6	7

衡量品牌忠诚的影响维度

我对于延伸品牌的产品非常满意。	1	2	3	4	5	6	7
我将推荐这个品牌给其他人。	1	2	3	4	5	6	7
下次购买我将不会转向选择其他产品。	1	2	3	4	5	6	7
与其他竞争者商品相比，这个品牌是我的第一选择。	1	2	3	4	5	6	7

第 2 部分：人口信息

请为您的个人情况选择最合适的选项。

1. 你的性别是什么？ ○女性 ○男性
2. 你的年龄是多少？ ○ 18 岁以下

○ 18-23
○ 24-30
○ 31-39
○ 40-59
○ 60 岁以上

3. 你是从事什么工作的？
○最高执行官或经理
○公司经营所有者
○律师、牙医或建筑师等。
○办公室/文员
○工人
○公务员
○工匠
○学生
○家庭主妇
○退休

4.　你的婚姻状况如何？
○已婚
○未婚

5. 你的年收入是多少（RMB）？
○ 低于￥40000
○ ￥40000 - ￥77000
○ ￥77000 - ￥160000

○ ￥160000 - ￥400000

○ 超过 ￥400000

6. 你的教育水平如何？

○高中及以下学历

○大专学位

○学士学位（本科）

○硕士学位

○博士以上学历

衷心感谢您的填写！
为确保资料完整详细，请再花一分钟时间核对。
谢谢您的配合！