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## Article

# Influential factors of brand extension among university students : case for Pakistan

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## INFLUENTIAL FACTORS OF BRAND EXTENSION AMONG UNIVERSITY STUDENTS: CASE FOR PAKISTAN

**Abstract.** Brand extension is considered to be a highly plausible and essential factor for the success of new products. It is an elusive concept that adds value to the offered products and gives a competitive advantage for strategic positioning of new products in the consumers' minds. This study carefully considers the influential factors for the evaluation of brand extension for products targeting young customers. This study analyzed the three important characteristics of consumers by employing a new and proposed nomological network to assess the brand extension and its strategies. First, the brand extension was directly regressed with the need for uniqueness and with innovativeness. After observing the significance of the regressed model, the model was finally analyzed with the intervening variable of need for variety. Six hypotheses were developed, and the proposed theoretical model was assessed through structural equation modeling (SEM) with the help of SmartPLS. Data was collected from 331 university students of southern Punjab, Pakistan. It was found that all three personal characteristics of young consumers (need for uniqueness, innovativeness, and need for variety) are highly significant with the evaluation of brand evaluation. The proposed model explained more than 30% variation in the observed phenomenon. It was observed that the need for variety partially mediates the relationship between the need for uniqueness, innovativeness, and brand extension. As per the results of this study, it was found that the variety of products matters a lot for young customers so, marketers must consider the variation in the products while extending their product line. Theoretically, this study contributed and enhanced the nomological network of brand extension for young consumers.

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*Practically, the study would help the decision-makers understand the preferences of the young generation to devise the new strategies of brand extension.*

**Keywords:** brand extension, innovativeness, brand variety, brand uniqueness, structural equation modeling, factors of brand extension, young consumers.

**Introduction.** Many companies introduce new products as a part of their business growth strategies. Companies introduce a brand extension to benefit from brand knowledge they have already developed in the existing marketplace (Aaker and Keller, 1990; Milberg et al., 1997). Marketing costs and failure rates are reduced when a company introduces a new product using an existing brand name (Husnain et al., 2020; Keller, 1993; Milewicz and Herbig, 1994). Brand extensions benefit the parent brand by strengthening the existing dealings (Aaker and Joachimsthaler, 2000) and brand positioning modification (Park et al., 1986). Anderson (1983) and Morrin (1999) provided «associative network theory», according to this theory, the brand image could be considered as a psychological proposal shaped through a set of connections of linking associations (Morrin, 1999). The brand extension could strengthen the existing linkages of associations or create new associations.

According to Latter et al. (2010), the intention of a consumer's need for uniqueness (NFU) has a significant effect on a purchase decision. It is normal to conceptualize that diverse individuals demonstrate different amounts of need for uniqueness (NFU). Besides, that could significantly impact their purchase choices (Snyder and Fromkin, 1977). In fashion, styles and new trends are continually varying individuals who contain a high need for uniqueness be apt to accept faster innovative products and brands (Bertrandias and Goldsmith, 2006). Innovative consumers are more concerned about the latest products (Steenkamp et al., 1999). In previous research, people are interested in variety (Ratner et al., 1999; Read and Loewenstein, 1995; Simonson, 1990). By consuming similar items, the utility of those would be the decline, known as satiation. For managing satiation, consumers often seek variety (Inman, 2001; McAlister and Pessemier, 1982). Previous studies on brand extension mainly focus on brands such as the impact of existing brand image, image fit, category fit, the experience of extension on brand extension (Martinez and De Chernatony, 2004; Martínez and Pina, 2010; Volckner and Sattler, 2006). According to Broniarczyk and Alba (1994), when links or features of parent brand are highly relevant, consumers possibly assess brand extension extra positively. The status feature plays an important role. Besides, a decent brand reputation helps identify brand extension and extend the brand to an extensive range of product types (Park et al., 1991). Permitting to Del Rio et al. (2001) study, the roles linked to social identity have a substantial influence on the adoption of brand extensions. Hutton (1997) has identified a strong link between brand credibility and the willingness of the customer to pay high prices and embrace brand expansion. Along with the brand-related factors, the consumer-related factors or characteristics may also influence the assessment of brand extension, but very few studies focus on this connection. Consequently, the primary objective of this reading is to define the effect of consumer-related factors on the brand extension assessment. The present research is organized into four sections. The next section reassesses literature to validate the study's theoretical model and the relationship instituted in the hypotheses. The third section presents the methodology applied to validate the theoretical model. In turn, the fourth section contains results. The final section focused on the conclusion and managerial assumption.

**Literature Review.** Brand extension is a suitable approach for improving brand positioning (Park et al., 1986), reinforcing brand equity associations, improving parent brand image (Morgan and Rego, 2009). In the case of foremost brands that benefit from admirable reputations and many people purchase them, the brand extension would be considered by customers more positively (Aaker, 2004). Brand-associated values could also be diluted by extension by creating associations that are different or puzzling from the existing associations (John et al., 1998; Tauber, 1988). The model proposed in the present study assists in comprehending the stimulus of customer characteristics on the brand extension evaluation. For this

cause, the model comprises the important customer characteristic that could greatly impact brand extension. The need for uniqueness is obtained from the theory of uniqueness developed by Snyder and Fromkin (1977). Tian et al. (2001) characterize the need for the individuality of consumers (NFU) as the trait of monitoring discrepancies compared to others through the purchase, use, and disposal of consumer products to build and improve one's self-image and social image. Need for uniqueness (NFU) comprises of three extents: 1) creative choice counter-conformity; 2) unpopular choice counter-conformity; and 3) avoidance of similarity (Tian et al., 2001). In creative choice, counter-conformity consumers desire to differentiate themselves from most other people by using unique, novel, or new brands that other people consider good because they still want to be accepted by society by fulfilling the social norms (Tian et al., 2001). Consumers who want to differentiate themselves from others by using unusual products they more likely to display variety seeking and new product adoption behavior (McAlister and Pessemier, 1982). According to Kron (1983), creative consumer choices involve some risk. Under an unpopular choice counter-conformity, consumers want to differentiate themselves from other people. In this case, they use products or brands that are not fulfilling the group customs and create a danger of dissatisfaction from the community because they could not find active approaches to differentiate themselves, which is acceptable to their community (Tian et al., 2001). According to Heckert (1989), unpopular consumer decisions in an earlier phase might attain community acknowledgment in the future and positively differentiate the user as a pioneer. For that consumer who seeks uniqueness, negative comments from others would be ineffective. They ignore negative comments from others (Simonson, 1990). In avoidance of similarity, consumers want to differentiate themselves from others by avoiding common brands and stop spending on brands considered popular to avoid similarities with others (Tian et al., 2001). Consumers fulfill their need for uniqueness by purchasing those products that others cannot afford (Sun et al., 2017). Lang and Armstrong (2018) found a positive influence of the need for uniqueness on collective consumption. People are willing to swap the products with others who need unique characteristics because they prefer variety.

According to Snyder and Fromkin (1977), items containing uniqueness and limited proceed are considered special when there is a need for uniqueness. Unsatisfactory self-evaluation creates the need for uniqueness (Fromkin, 1970). Those individuals with a high need for uniqueness could amend their choice policy compared to others (Drolet, 2002). People in certain cultures attached positive meaning with variety-seeking because they attached positive meaning with uniqueness. According to commodity theory, the scarcity of anything enhances its value (Lynn, 1991). The purchase of a unique, novel, different or new brand gives a consumer a unique feeling. Perceived uniqueness increases the value of the brand. Individuals that need uniqueness prefer rare items to distinguish themselves from others (Fromkin, 1970). According to the same author, innovativeness could be the consequence of the need for uniqueness. Firstly, because the need for uniqueness could be satisfied by innovativeness easily, and secondly, for innovative purchasing, independence in judgment is necessary, which is included in the need for uniqueness. Burns and Brady (1992) empirically validated the positive connection between the need for uniqueness (NFU) and the innovative product possession. Therefore, it is expected that consumers who need uniqueness are more innovative, demand more variety, and positively evaluate the brand extension. It brings to the subsequent hypotheses:

H1: The need for uniqueness is significantly linked with the need for variety.

H2: The need for uniqueness is significantly linked with innovativeness.

H3: The need for uniqueness is significantly related to the brand extension.

One assumption that is considered by whole literature on brand extension is that the risk connected through buying novel products reduced by brand extension of a known brand (Smith and Park, 1992), and consumer risk aversion is revealed by consumer innovativeness. The consumers' propensity to consider the latest ideas and buy new items is represented by consumer innovativeness (Midgley and Dowling,

1978; Roehrich, 2004). «Innovativeness is a desire to purchase diverse and fresh brands and produces rather than stay on with past market trends» (Steenkamp and Baumgartner, 1992).

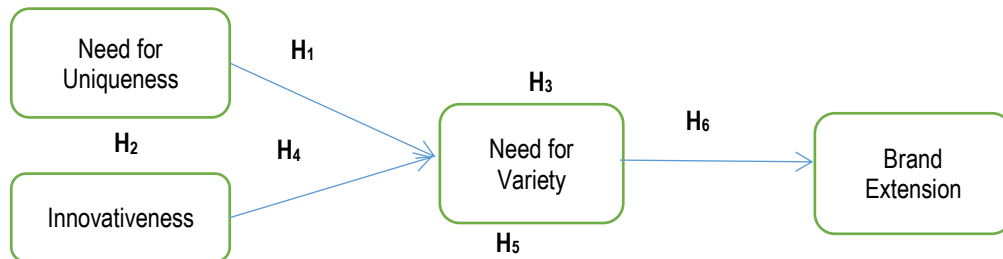
Innovative people are extra open to risk (Hem et al., 2003). Perceived quality and purchase intention are higher for tangible products Volckner and Sattler (2006) and new services Siu and Mou (2005) favor innovative consumers. Far extensions are appealing for highly innovative individuals, then late adopters Xie (2008) tried those commodities away from the company's central business. Consumer innovativeness plays an important role in new product adoption intentions (Li et al., 2015). Personality characteristics like consumer innovativeness lead to enhanced extension manner for good Volckner and Sattler (2006) and service extensions (Hem et al., 2003; Siu and Mou, 2005). Therefore, innovative consumers are expected to be extra open to new products, require more variety, and positively evaluate the brand extension. Thus, the following hypotheses were formulated.

H4: Consumer innovativeness is positively related to the need for variety.

H5: Consumer innovativeness has a significant impact on the assessment of brand extension.

With a specific end goal to establish an imprint about others to unique them besides exciting, somewhat uninteresting or closed-minded and to fulfill the inner requirements, buyers frequently look for variety (Ariely and Levav, 2000; Raju, 1980; Ratner and Kahn, 2002). While different purchasers perform persistent behavior, look for consistency and display stable tendencies towards the brand that performs well in the earlier period (Jones and Sasser, 1995; Oliver, 1999) and create an emotional association with the organization and the brand (Johnson et al., 2006). Hoyer and Ridgway (1984) characterize diversity as «the search for a different and fresh stimulation», and it is seen in numerous forms, including the action of brand switching (Steenkamp and Baumgartner, 1992). Optimal stimulation level (OSL) has been used in literature to assess and describe the action of finding variation (Orth, 2005; Orth and Bourrain, 2005; Raju, 1980). OSL applies to the response of a person to environmental stimuli. Berlyne (1957) explained that this stimulus motivates the internal driver to avoid boredom by seeking change and novelty (McAlister and Pessemier, 1982). Due to satiation or boredom, the stimulation level records as low (diminishing lower than the optimal level of stimulation). In this situation, exploration or variety seeking would be commenced to optimize stimulation to the desired level. In decision making, variety seeking plays an important role (Niininen et al., 2004). Seeking variety motivates investigative inclinations such as innovating and brand exchange (Price and Ridgway, 1983; Raju, 1980; Trijp et al., 1996; Wood and Swait, 2002). Previous studies represent the number of factors that motivate consumers to consider variety in their choices over time. For instance, consumers consider variety because they might have attractive features or become familiar with new options (Kahn, 1995; Maqsood and Soomro, 2021). According to McAlister and Pessemier (1982), consumers consider variety in their preferences to avoid or diminish the satiation resulting from repetitive consumption of a particular thing. According to Fishbach et al. (2011), those who want to motivate novel products should focus on satiation features. Consumers may consider variety to achieve stimulation (Raju, 1980). Consumers consider repetition related to uniformity and represent closed-mindedness, while variety-seeking indicates open-mindedness and avoids satiation (Ratner and Kahn, 2002). The concept of boredom represents that decisions related to consumption should be transformed over time because consumers become satiated or exhausted with something that might have initially been preferred. The diverse set of objects allocates people to represent their interests rather than boring (Kim and Drolet, 2003; Ratner and Kahn, 2002). Indecisiveness is allied with amplified diversity-pursuing comportment (Jeong and Drolet, 2016). Variety seeking is capable of being happening due to features outer of mindful understanding. The number of situational cues could trigger the variety-seeking behavior and probably affect how people clarify their selections. Through brand extension, the existing brand could introduce different brands that could help to reduce satiation from existing customers. Therefore, it is expected that those consumers who need variety more positively evaluate brand extension.

H6: The need for variety is positively related to the evaluation of brand extension.



**Figure 1. Conceptual framework representing the effect of customer characteristics on brand extension evaluation**

Sources: developed by the authors.

**Methodology and research methods.** The primary data was collected through self-administered questionnaires consists of a five-point Likert scale which contains a close-ended pattern of queries/questions from respondents. On the questionnaire's second page, respondents were requested to suppose their favorite brand would introduce the extension. After that, the questions then evaluate the attitudes of the respondents towards the extension. Information about the attributes and benefits of the extension was not provided to avoid bias that could affect the study objective.

The target population consists of students of Southern Punjab who are enrolled in higher education institutes of both public and private sectors. Southern Punjab is the less developed part of the Punjab province. The government is paying attention to providing quality education to the students of South Punjab and tens to establishing new Universities in that part of the province for that purpose. 10 public and 1 private University, while 13 public and 5 private Universities sub-campuses provide education in Southern Punjab (Higher Education Commission Pakistan). This study involves the South because it is considered to be a backward area, less focused on research, and researchers also have affiliation with this area. The reason for selecting the student is that youngsters were more inclined towards the brand than others. The estimated population size was 96945, and the selected sample size was 331. According to the sample size table provided by (Sekaran and Bougie, 2016), 300 sample is suitable for population up to 0.1 million. Having 10 responses against every parameter is valid and vital to decide a suitable sample size (Hair et al., 2007; McQuitty, 2004).

According to this method, 240 responses are appropriate because the questionnaire contains 24 questions, but 331 responses were taken. In this study, the sample was selected randomly, and data were collected from all major Universities of Southern Punjab of Pakistan. The respondents were approached by the researchers in different Universities on different days and different times throughout January and February 2018. Measures for the need for uniqueness are taken from (Ruvio, 2008) for consumer innovativeness from (Roehrich, 2004), for the need for variety from (Michaelidou and Dibb, 2009), while for brand extension measures are taken from (Martínez and Pina, 2010). For meeting the desired objective of the study, Statistical software like Smart-PLS and SPSS are utilized.

**Results.** The sample profile is providing below in Table 1. It represents that the Male respondents (183) remain grater than the Females defendants (148). The defendants' age represents that the bulk of respondent's 61.3 percent, are between the age of 19 to 22. Out of 331 respondents, 302 respondents belong to public sector universities or institutes, while 29 respondents are getting an education from private sector universities or institutes.

**Table 1. Sample Profile of the Respondents**

Factors	Valid No	Percentage (%)
Gender	Male	55.3
	Female	44.7
Age	Up to 18	8.2
	19-22	61.3
	23-26	29.3
	27-30	1.2
	Public	91.2
University/Institute	Private	8.8

Sources: developed by the authors.

Table 2 below provides the descriptive statistics containing the values of lowest, supreme, mean, standard deviation, skewness, and kurtosis of all the main constructs used in this study. Five-point Likert scale use in this study. That's why values swing from 1 to 5. The mean standards of entire constructs are bigger than (3), representing and providing the respondents' neutral response. Goodboy and Kline (2017) provided a range for skewness and kurtosis when the data distribution is considered normal. According to this study, data is considered approximately normal when the skewness and kurtosis values are among the range of -3 to +3. In table 2, skewness and kurtosis values are within the acceptable range, which means that data is approximately normally distributed.

**Table 2. Descriptive Statistics**

Variables	Min	Max	Mean	Standard Deviation	skewness	Kurtosis
Need for Uniqueness	1.39	5.00	3.2867	.70197	-.011	-.159
Innovativeness	1.33	5.00	3.4859	.89035	-.445	-.476
Need for Variety	1.00	5.00	3.7523	.87613	-.607	-.079
Brand Extension	1.00	5.00	3.8238	.85211	-.649	.047

Sources: developed by the authors.

Cronbach's Alpha values are taken to test the precision of the tests. Table 3 provides the Cronbach's Alpha values. Hedonic innovativeness and social innovativeness are the two main dimensions of innovativeness through unpopular choice, creative choice, and avoidance of similarity are three main dimensions of need for uniqueness. All the values are in an acceptable range. Perry Hinton et al. (2004) judged in a revision that Alpha( $\alpha$ ) values ( $\alpha > .6$ ) or ( $\alpha = .6$ ) a satisfactory level.

**Table3. Reliability analysis**

Variables	Cronbach's Alpha
Hedonic Innovativeness	.768
Social Innovativeness	.705
Creative Choice	.627
Unpopular Choice	.680
Avoidance of Similarity	.729
Need for Variety	.725
Brand Extension	.699

Sources: developed by the authors.

Discriminant validity (DV) was measured in this study through factor loading values and by contrasting the square root  $\sqrt{AVE}$ , values of the Average Variance Extracted (AVE) with the connection of that construct with other constructs used in the study. If the correlation of that construct with another construct is less

than the square root  $\sqrt{x}$  of AVE, then that construct has adequate discriminant validity (Chin, 1998; Fornell and Larcker, 1981). According to Straub et al. (2004), loadings for all the construct items should be greater than 0.40. Values in Table 4 represent that the loadings of all the items of the constructs used in this research are greater than 0.40. The bold values in table 5 indicate the  $\sqrt{x}$  (square root) of AVE; these bold standards have a greater association of that paradigm with other constructs of the study which satisfy the criteria of discriminant validity.

**Table 4. Loadings and AVE**

Constructs	Item	Loadings	Average Variance Extracted (AVE)
Need for Uniqueness	Avoidance of Similarity	0.659	0.540
	Creative Choice	0.935	
	Unpopular Choice	0.560	
Innovativeness	Hedonic Innovativeness	0.892	0.74
	Social Innovativeness	0.827	
Need for Variety	N_F_V_18	0.819	0.539
	N_F_V_19	0.714	
	N_F_V_20	0.660	
	N_F_V_21	0.734	
Brand Extension	B_Ext_22	0.867	0.611
	B_E_23	0.723	
	B_E_24	0.747	

Sources: developed by the authors.

Table 5 below represent the correlation between need for uniqueness, innovativeness, need for variety and brand extension. The results show that need for uniqueness has positive correlation with innovativeness ( $r = .571$ ) and  $P$ -value is less than 0.05 that's why this correlation is significant. Need for uniqueness also has positive significant link with need for variety (NFV) ( $r = .439$ ,  $p = .000$ ) plus brand extension ( $r = .396$ ,  $p = .000$ ) respectively. Innovativeness has moderate positive relationship with need for variety ( $r = .416$ ) and brand extension ( $r = .420$ ), correlation is noteworthy as  $P$ -value is less than the given standard which is 0.05. Need for variety also has moderate significant positive correlation with brand extension ( $r = .550$ ,  $p = .000$ ).

**Table 5. Discriminant validity and correlation of main constructs**

Variables		Need for Uniqueness	Innovativeness	Need for Variety	Brand Extension
Need for Uniqueness	Pearson Correlation	0.735	.571**	.439**	.396**
	Sig. (2-tailed)		.000	.000	.000
	N	331	331	331	331
Innovativeness	Pearson Correlation	.571**	0.860	.416**	.420**
	Sig. (2-tailed)	.000		.000	.000
	N	331	331	331	331
Need for Variety	Pearson Correlation	.439**	.416**	0.734	.550**
	Sig. (2-tailed)	.000	.000		.000
	N	331	331	331	331
Brand Extension	Pearson Correlation	.396**	.420**	.550**	0.782
	Sig. (2-tailed)	.000	.000	.000	
	N	331	331	331	331

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

Sources: developed by the authors.



For the VIF adequate cut-off which is ( $< 5$ ) with a tolerance of  $> 0.20$  (Hair et al., 2011; Henseler, 2018; Sarstedt et al., 2017).

**Table 6. Collinearity statistics**

Predictors	Collinearity Statistics	
	Tolerance	VIF
Need for Uniqueness	.674	1.484
Innovativeness	.674	1.484

\*Dependent variable: Need for Variety

Sources: developed by the authors.

In Table 6, the need for variety is taken as the dependent variable, while in Table 7 – brand extension. All the tolerance values are  $> 0.20$ , and VIF values are  $< 5$ , representing no collinearity issue.

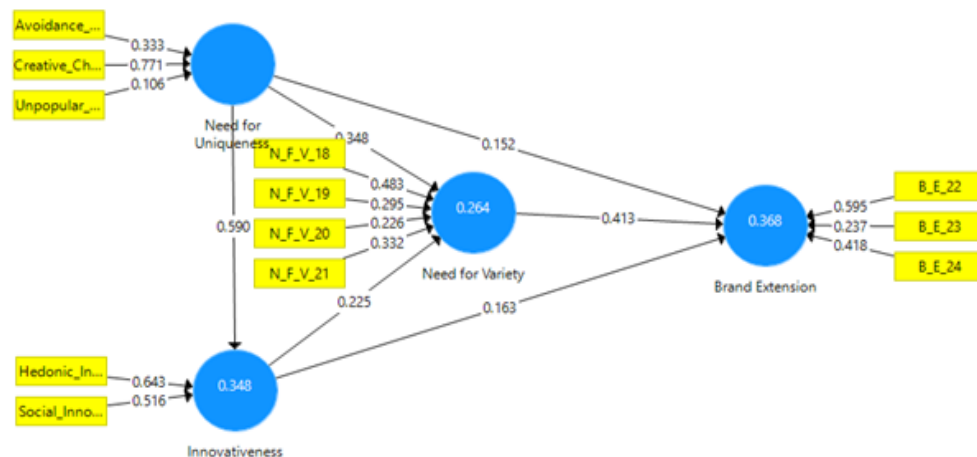
**Table 7. Collinearity statistics**

Predictors	Collinearity Statistics	
	Tolerance	VIF
Need for Uniqueness	.625	1.600
Innovativeness	.640	1.562
Need for Variety	.767	1.305

\*Dependent variable: Brand Extension

Sources: developed by the authors.

The structural model of Rensvold to Hair et al. (2012) offers details about interaction in the presumed sample model. The structural model offers a path coefficient in regression analysis that is the same as the structured beta coefficient (Agarwal and Karahanna, 2000). T-values are used to assess the importance of the interaction between the study's objects. In turn, it is used to make judgments about proposed hypotheses. The structural model of the study is described in figure 1.



**Figure 1. Structural model**

Sources: developed by the authors.

Table 8 below delivers all values of path coefficient, *t-values*, and *p-values*. All the (*p-values*) are less than (.05), and (*t-values*) are greater than (1.96). In light of these all, hypotheses of current studies are supported well.

**Table 8. Results of hypotheses testing**

Hypothesis	Relations	Parameter Estimator	t-value	p-value	Status
H1	Need for Uniqueness → Need for Variety	0.348	4.987	0.000	Supported
H2	Need for Uniqueness → Innovativeness	0.590	13.764	0.000	Supported
H3	Need for Uniqueness → Brand Extension	0.152	2.383	0.018	Supported
H4	Innovativeness → Need for Variety	0.225	3.029	0.023	Supported
H5	Innovativeness → Brand Extension	0.163	2.283	0.003	Supported
H6	Need for Variety → Brand Extension	0.413	6.262	0.000	Supported

Sources: developed by the authors.

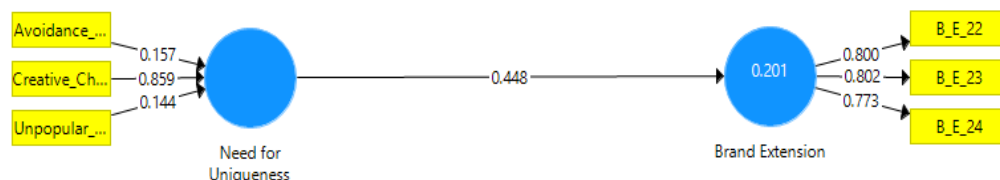
According to McAlister and Pessemier (1982), consumers who need uniqueness and want to differentiate themselves from others are more inclined towards new product adoption and display variety-seeking behavior. The need for uniqueness is positively correlated with possessing a new product (Burns and Brady, 1992). The findings of this study are similar to the results of these researchers. The need for uniqueness has a positive impact on the need for variety and brand extension acceptance. Innovativeness could be the consequence of the need for uniqueness (Fromkin, 1970). This study identified that those consumers who need uniqueness also represent innovativeness. Consumer innovativeness is one of the essential factors of brand extension acceptance (Hem et al., 2003; Volckner & Sattler, 2006). This study also supports it as innovativeness is one of the antecedents for brand extension acceptance, but its impact is not strong. Eren-Erdogmus et al. (2018) found that innovativeness does not affect the acceptance of extension. When a brand name is still the parent brand name, innovative consumers perceive low or no new products.

**Table 9. Mediation with the need for variety**

Direct Impact			Indirect Impact (with a mediator)		
Path Coefficient	P-Value	R Square	Path Coefficient	P-Value	R Square
0.448	0.000	0.201	0.231	0.000	0.346

Sources: developed by the authors.

Table 9 represents that need for uniqueness has a substantial impression on brand extension as  $p < .05$ , and the value of  $R^2$  is 0.201. By containing the need for variety as an intermediary, the impression of the need for uniqueness on brand extension (BE) is compact. At the same time, the value of  $R^2$  is amplified as (0.346), although this impression relic is momentous. Consequently, it was accomplished need for variety to intervene in the relationship between the need for uniqueness and brand extension.



**Figure 2. Direct impact**

Sources: developed by the authors.

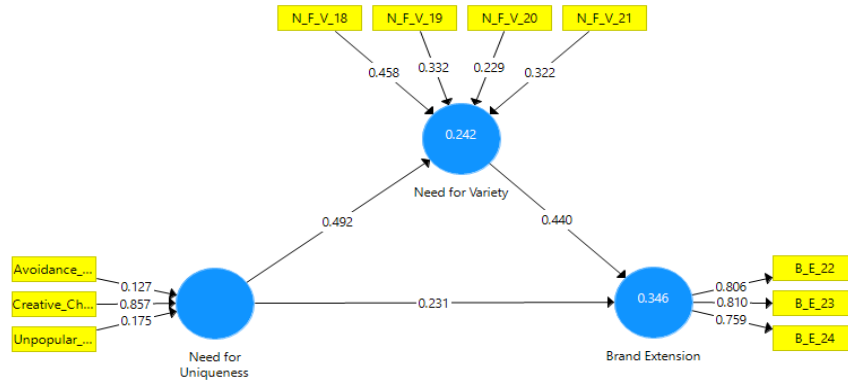


Figure 3. Indirect impact

Sources: developed by the authors.

Table 10 represents that the need for uniqueness significantly impacts the need for variety ( $p < .05$ ) and  $R^2$  value (0.243). By counting innovativeness as a mediator, the need for uniqueness impact on the need for variety is abridged, the  $R^2$  value is marginally improved (0.261), whereas the impact remains substantial. Hence, we accomplish that innovativeness to some extent mediates the affiliation between the need for uniqueness and the need for variety.

Table 10. Mediation with Innovativeness

Direct Impact			Indirect Impact (with a mediator)		
Path Coefficient	P-Value	R Square	Path Coefficient	P-Value	R Square
0.493	0.000	0.243	0.337	0.000	0.261

Sources: developed by the authors.

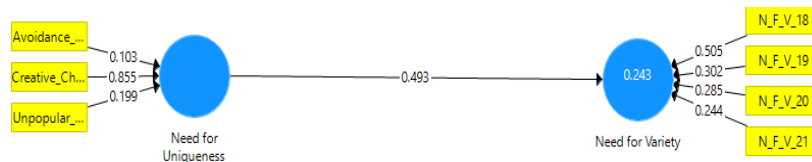


Figure 4. Direct impact for the need for variety

Sources: developed by the authors.

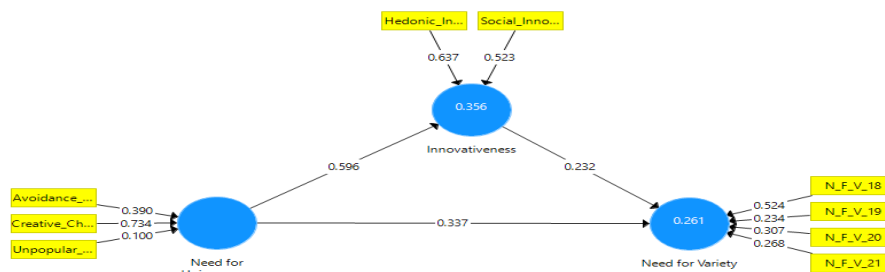


Figure 5. Indirect impact with the need for variety

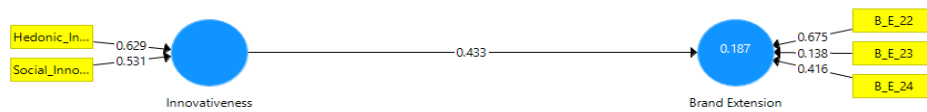
Sources: developed by the authors.

Table 11 below shows that creativity has a significant effect on the extension of the company, and the  $R^2$  is 0.187. The influence of novelty on brand extension is minimized by using the need for diversity as a mediator. The  $R^2$  value increased (0.352), although this impact remains important. Therefore, the study infers that the need for variety partly mediates the relationship between creativity and brand expansion.

**Table 11. Mediation with the need for variety**

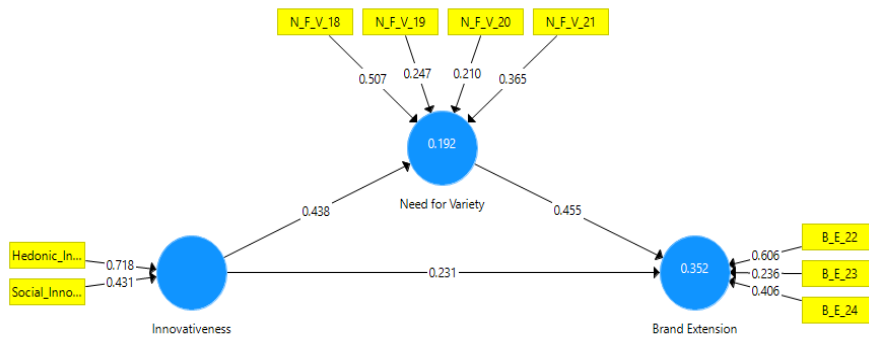
Direct Impact			Indirect Impact (with a mediator)		
Path Coefficient	P-Value	R Square	Path Coefficient	P-Value	R Square
0.433	0.000	0.187	0.231	0.000	0.352

Sources: developed by the authors.



**Figure 6. Direct Impact for Brand Extension**

Sources: developed by the authors.



**Figure 7. Indirect impact for brand extension**

Sources: developed by the authors.

**Conclusion.** The brand expansion helps organizations from multiple points of view, for example, limiting the danger of presenting another product, diminishing the cost of expansion, and expanding the consideration of the new product by buyers. The foremost aim of this examination was to propose a hypothetical model of brand extension. This research analyses the effect of consumer characteristics on the evaluation of brand extension by utilizing three consumer characteristics relevant to the evaluation of brand extension. A significant dedication of this investigation was to address this gap in the literature by building up a model for particular consumer attributes for the accomplishment of brand extensions. By determining a part for specific variable affiliations, this examination constructs a unique model. This examination is the first to feature the consumer attributes that impact brand extension as an arrangement for brand extension. Brand extensions are useful in expanding customer trustworthiness by considering these characteristics at the top of the priority list amid the extension process. The findings showed that consumer characteristics diverse in a range of examinations that impact brand extension accomplishment by exploring the literature on brand extensions. In this study, three important consumer characteristics (need for uniqueness, innovativeness, & need for variety) relevant to the brand extension are studied. It

was established that all characteristics have a considerable positive influence on evaluating brand extension. Under considering the results from the present study, all hypotheses were accepted. The findings showed that variety has a greater influence on the acceptance of brand extension among all three consumer characteristics. We also found that the need for variety partially mediates the relationship between uniqueness, innovativeness, and acceptance of brand extension relationships. Those consumers easily accept brand extension who are more concerned about variety. The examination and testing of the proposed model would offer professionals and managers a more profound comprehension of future brand extensions. This study's outcomes help managers include bits of knowledge into the possibilities and risks of brand extensions. This investigation was piloted among students from various universities in the Southern Region of Pakistan. It could lack the generalizability of the results to the entire county. Therefore, future investigations could be simulated this investigation of brand extension in other areas of the county. Rather than considering mediators, the need for variety and innovativeness could be considered as moderating variables. A comparative study amongst males and females could be conducted by measuring the choice of both genders about the brand extension. Furthermore, studies with more potential consumer personality-related characteristics such as impulse decision making or sensation-seeking could be performed for brand extension success.

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**Промоція бренду університету: кейс для Пакистану**

Ефективність промоції бренду є одним із ключових факторів успішності запуску нових продуктів. А Авторами зазначено, що ефективна стратегія промоції бренду забезпечує отримання додаткових конкурентних переваг. Метою статті є аналіз факторів ефективної промоції бренду університету серед молоді. Оцінювання ефективності промоції бренду проведено на основі номологічної мережі. Модель промоції бренду побудовано з урахуванням таких факторів: унікальність, інноваційність, потреба у різноманітності. У рамках дослідження висунуто шість гіпотез та запропоновано теоретичну модель оцінювання ефективності промоції бренду за допомогою методу моделювання структурних рівнянь (SEM). Практичну реалізацію дослідження здійснено з використанням інструментарію програмного забезпечення SmartPLS. Емпіричне дослідження проведено на основі панельних даних, сформованих на основі опитування 331 студента Університету Південного Пенджабу (Пакистан). За результатами дослідження встановлено, що три характеристики ефективності промоції бренду (унікальність, інноваційність та потреба у різноманітності) є статистично значущими при оцінюванні бренду. Запропонована модель пояснює більш ніж 30%-варіацію досліджуваного явища. За результатами встановлено, що потреба в різноманітності частково опосередковує взаємозв'язок між потребою в унікальності, інноваційності та промоції бренду. Отримані результати засвідчили, що фактор «різноманітність» суттєво впливає прийняття рішень молоддю. Таким чином, університетам необхідно приділяти особливу увагу різноманітності освітніх послуг. Теоретичною цінністю дослідження є удосконалення номологічної мережі промоції бренду, орієнтованої на молодь. Результати дослідження сприяють кращому розумінню потреб молоді та можуть бути корисними особам, які приймають рішення, при розробленні маркетингових стратегій промоції бренду університету.

**Ключові слова:** розширення бренду, інноваційність, різноманітність бренду, унікальність бренду, моделювання структурних рівнянь, фактори промоції бренду, споживач.