

## **Antecedents of Low-Fit Brand Extension Evaluation: A Review and Research Agenda**

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### **ABSTRACT**

Firms are now using their well-established brand names to extend into low-fit categories to connect with the consumers in different ways and to sustain the existing relationships. However, preliminary work in the field of brand extension focused primarily on consumer evaluation of high fit brand extensions. Off late, evaluation of low-fit brand extension has received considerable attention by the researchers. This paper is aimed at highlighting various factors related to parent brand that can enhance the evaluation of low-fit brand extensions. We discuss "brand extension and its evaluation", more specifically; investigate several factors related to core brand having implications on extension evaluation. This meek effort will help the marketing managers and research scholars to understand the new possibilities for enhancing the evaluations of low fit brand extensions.

**Keywords:** Brand extension, consumer evaluations, low-fit brand extensions, factors

into a particular category (high fit, medium fit or low fit). Past researches such as (Aaker & Keller, 1990; Boush&Loken, 1991; McCarthy et al., 2001) suggest the marketers to opt for launching the extensions which are somehow related to the core brand because these extensions are evaluated more positively by the consumers, considering the aspect of 'difficulty of producing the extension', as suggested by (Aaker & Keller, 1990). Considering this suggestion, a marketer may think of launching a high-fit or medium fit extension and may hesitate of introducing low-fit brand extension in the market with the fear unfavourable evaluation.

Arguably, it may not sound very wise to extend into distant product categories because it may negatively impact consumer evaluation of newly introduced extension product with lowering chances of success. But, one must know that introducing the product based on the