



GURU GOBIND SINGH
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DELHI TECHNICAL CAMPUS

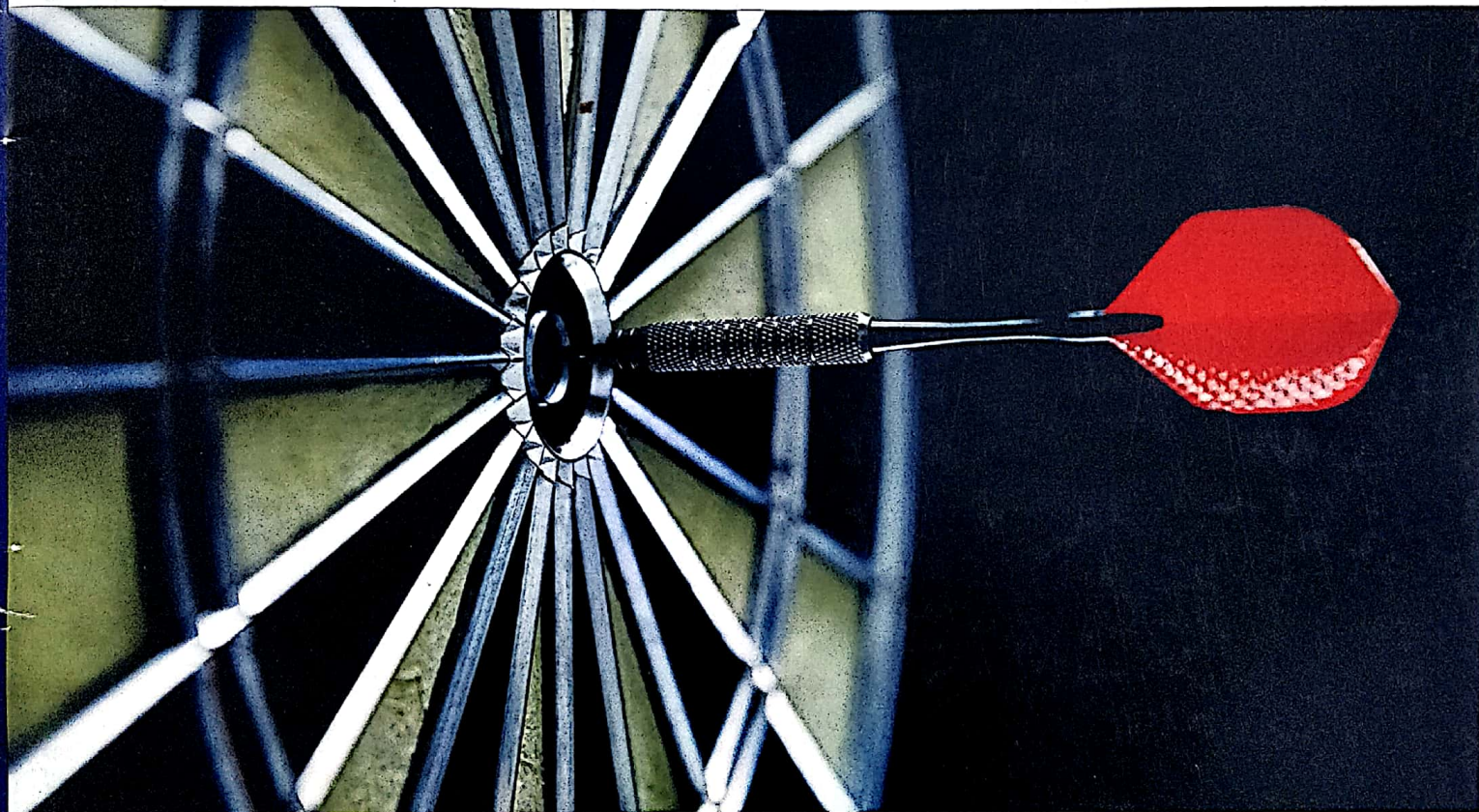
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ABOUT COLLEGE

Delhi Technical Campus (DTC) is an 'A' grade premier educational institute affiliated to Guru Gobind Singh Indraprastha University (GGSIU), New Delhi. Delhi Technical Campus imparts education in the fields of **Management, Engineering and Architecture**, with courses approved by AICTE & Council of Architecture. The institute is located in Knowledge Park area of Greater Noida, a hub of Professional Education. DTC is housed in a splendid building laced with modern educational facilities, a sine qua non for providing congenial set-up to enhance students' creativity and capabilities.

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Determinants and Inhibitors of Core Brand Dilution post Brand Extension



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This paper studies the literature to find out the determinants and inhibitors of Core Brand Dilution post Brand Extension. Paper in its first part summarizes the seminal work of Aaker and Keller on brand extension to build up the conceptual framework required. In the second part of literature review, research work on spillover effects and dilution of the core brand has been adapted. Findings of the literature review are that parent brand evaluation post brand extension is influenced by many factors such as Fit (High vs. low), relative size of brand (large vs. small), extension to goods vs. service brand, ordinary vs. innovative benefits, direct experience with extension, similar vs. dissimilar brand extension, strong vs. weak brand reputation, use of derived names, use of sub branding, use of informational vs. emotional appeal in extension advertisement. Well managed brand extension strategy, with judicious mix of the above mentioned factors can insulate the core brand from dilution.