A Framework for Product to Service Brand Extension Success Factors in B2C Markets

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ABSTRACT

Brand extensions provide organizations the opportunity to expand their relationship with existing customers and to connect with a new customer base. The efforts of marketing researchers have provided us a more thorough understanding of what elements contribute to the success of a brand extension in consumer markets. However, one area that has been given little attention are those cases where a product-oriented brand extends into a service field.

This research effort introduces a framework that proposes factors that lead to the success of product-to-service brand extensions in consumer markets. In this conceptual analysis, insights from previous product brand extension findings were assessed for relevance in product-to-service extensions. As a result, a model is presented that suggests that a successful extension from a product-oriented brand to a service offering is a function of the following: seller characteristics, buyer characteristics, brand extension characteristics, and the relationship between the buyer and seller. Specific propositions for each of these areas are noted in the analysis.

ABOUT THE AUTHOR

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