BRAND MANAGEMENT

VOLUME III

Edited by
Francesca Dall’Olmo Riley
Contents

Volume III

Part A: Brand Strategies (1)

- Brand Architecture

   Vithala R. Rao, Manoj K. Agarwal and Denise Dahlhoff
38. Brand Architecture in Services: The Example of Retail Financial Services 33
   James Devlin
39. Consumer Perceptions of Brand Architecture in Financial Services 53
   James F. Devlin and Sally McKechnie

- Brand Alliances

40. Is a Company Known by the Company It Keeps? Assessing the Spillover Effects of Brand Alliances on Consumer Brand Attitudes 69
   Bernard L. Simonin and Julie A. Ruth
41. Improving Competitive Position Using Branded Ingredients 95
   Michael S. McCarthy and Donald G. Norris
   Sridhar Samu, H. Shanker Krishnan and Robert E. Smith

Part B: Brand Strategies (2)

- Introducing and Managing Brand Extensions

  Core Elements

  Consumer Evaluation of Brand Extensions

43. A Process-Tracing Study of Brand Extension Evaluation 151
   David M. Boush and Barbara Loken
44. Drivers of Brand Extension Success 175
   Franziska Völckner and Henrik Sattler

  Extension Fit

45. Evaluation of Brand Extensions: The Role of Product Feature Similarity and Brand Concept Consistency 205
   C. Whan Park, Sandra Milberg and Robert Lawson
Contents

Extensions Feedback Effects on Parent Brand

   Sandra J. Milberg, C. Whan Park and Michael S. McCarthy
   221

Extensions Types

Line Extensions

47. Success Factors of Line Extensions of Fast-Moving Consumer Goods
   Edwin J. Nijssen
   243

Vertical Extensions

48. Consumer Evaluation of Vertical Brand Extensions and Core Brands
   Chung K. Kim, Anne M. Lavack and Margo Smith
   263

Multiple Brand Extensions

49. Sequential Brand Extensions and Brand Choice Behavior
   Vanitha Swaminathan
   287

Moderating Factors

Characteristics of Consumers

50. Product-Category Dynamics and Corporate Identity in Brand Extensions: A Comparison of Hong Kong and U.S. Consumers
   Jin K. Han and Bernd H. Schmitt
   307

Characteristics of the Parent Brand

51. The Impact of Parent Brand Attribute Associations and Affect on Brand Extension Evaluation
   Sobodh Bhat and Srinivas K. Reddy
   323

Characteristics of the Extension Category

   Michael S. McCarthy, Timothy B. Heath and Sandra J. Milberg
   345

Characteristics of the Extension Marketing Programme

53. Communication Strategies for Brand Extensions: Enhancing Perceived Fit by Establishing Explanatory Links
   Sheri Bridges, Kevin Lane Keller and Sanjay Sood
   361