

عنوان مقاله:

Junior brand can affect senior brand image at international Clients The impact of junior brand image on senior brand image

محل انتشار:

هفتمین کنفرانس بین المللی اقتصاد و مدیریت (سال: 1395)

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خلاصه مقاله:

Purpose: The present research could determine that new product image has a kind of impact on original brand image which can be in the form of tarnishment or blurring. **Design- Method- Approach:** Brand dilution researches use quantitative and qualitative method. This study by using quantitative method in monetary and financial service sector was done. To analyze the collected data from corporate customers of Pasargad bank, first EFA analysis for questionnaire was done and then by paired sample t test between collected data before and after brand extension, comparison were carried out. **Findings:** Scrutiny the result of this study indicated that brand extension can dilute brand image dimension but totally has no effect on original brand image. Thus brand dilution can have hidden side. **Limitation- Implications:** Due to small sample size, less likely to generalize the results to other studies in the field there. When there is hidden aspect in brand dilution, during the time, tarnish or blur overall brand image is possible by tarnish or blur any dimension of brand image. **Originality- Research value:** The study by expansion of existing concepts in the field of brand dilution to the sphere of financial service helps to develop the theoretical foundations of the field. Also identification of factors affecting brand dilution in the service sector, distinguish with other concepts in this area.

کلمات کلیدی:

Brand extension, Brand dilution, Tarnishment, Blurring, Brand Image. Type: Research paper

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