Factors Affecting Brand Image: The Case of Pepsodent in Danang, Vietnam

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***Abstract***

*The purpose of the study is to explore the relationship of brand extension, brand awareness, brand familiarity, customer attitude on brand image of one of the most famous toothpaste brand in Vietnam, Pepsodent. These variables are very important aspects of building strong brand, increasing profitability in the more and more competitive market and/or upturn efficiency through reducing marketing costs. In this study a 5 point Likert scale questionnaire, consisting of 22 items, divided into five parts was designed. A total 200 questionnaires were distributed purposively conveniently in Danang, one of large city in Vietnam, and the response rate was 100 %. The findings show that variables brand extension, brand awareness, brand familiarity; customer attitude contribute to the parent image after extension.*

***Keywords:*** *Customer Attitude, Brand Familiarity, Brand Awareness, Brand Extension, and Brand Image.*

**I. INTRODUCTION**

Brand is not only a way to differentiate a product or a firm from its competitors but also substantial for the future existence of a firm. In the very competitive market as now the differentiation is even more important in order a company to survive and take advantage of growth and opportunities (to increase profitability and reduce costs of marketing) (Keller 1993). Yet, as Srivastava and Shocker (1991) argued that the importance of brands is not only measured in terms of competitive advantage, it is also a future opportunities that silently available in the markets. Nowadays, market is even more and more open globally those grounds competitive progressively. In this competitive situation and over changing customer needs of customers the marketing managers must have some strategies to control and manage brand image of their products.

Brand image is simply a result of an effort to put impression or a specific picture of the brand in the consumers’ mindset. The brand image consists of beliefs and views (characters and values) about a specific brand and it is, for the most part, built to position customers’ perception about the brand means to them and how they accept it (Bhasin, 2016).From their empirical studies Fianto et.al.(2014) and Bhasin (2016), revealed that brand image have significant role in influencing the purchasing behavior. A brand that communicate unique values is even more important for companies’ existence in the market and, in turn, acquire the customers’ awareness and sustain their loyalty, and a brand which is widely recognized and liked in the market and which has a loyal customer base, is a significant financial asset for a company (Mirzai, 2016). However, a brand has more dimensions and elements or it means that a brand is more than a product. Brand encompasses features such as personality, symbols and emotional benefits, therefore to build a strong brand image a company could use the association (familiarity) between the features and the product, involve attitude and awareness of its consumers, and, in turn, the want to exert brand extension.

Brand extension is a way or a strategy (Martinez, 2011) to access new market through the existing brand with the intention to reduce the risk of failure and the costs of introduction of new products. Meanwhile, according to Klink and Smith (2001), the success and failure of brand extension absolutely depends on the consumer’s judgment. Therefore, the company must carefully considers its intention when it want to do brand extention because in this strategy beliefs and behaviors of consumers associated with the parent brand are transferred to the new product (Romeo, 1991). Besides**,** according to Martinez and Pina (2003) extension strategy does not proper for any brand, in addition the strategy may also generate both negative and positive impact towards parent brand. Further, Chen and Chen (2000) even argue that extension may harmfully affect the consumer attitude towards the parent brand image and brand extension itself. A successful brand extension strategy is one that strengthens the parent brand (Aaker, 1991), otherwise it most likely contributes negative impact and play role as root cause of weakening of parent brand image. Strong parent brand has great opportunity to achieve abundant financial rewards to the company and has become a top priority for many organizations (Keller, 2001). Davis and Baldwin (2006, p.29) argued that “it would be easier for a company to establish a new brand (brand extension) if the product or service of the company have already earned positive experience such as trust and credibility”. So, from the literature studies above we can conclude that there is no guarantee that a strong brand, include of toothpaste industry like Pepsodent, will certainly gain some positive benefits resulted from its brand extension. And also because one of the most important objectives of brand extension is to decrease the risk of new products’ failure after launching (Loken and Roedder-John,1993). Furthermore, a brand image as it is perceived by customers, that forms their opinions (awareness and familiarity), and attitude towards the brand, needs to be examined regularly to know the current situation of the brand image. This is so because the results of the examination will serve as a very important basis for future marketing planning and marketing activities where marketing environment is ever changing over time.

Today is an era in which building brands is in fact very challenging, some barriers, both internal and external pressures may restrain the effort. So, understanding these pressures and barriers in building brands when making and developing brand strategies is exceptionally essential (Aaker 1995 pp. 28-34).

Pepsodent is the brand of a leading oral care product (toothbrushes and toothpaste) in Vietnam owned by Unilever. This company’s value share in the country improved slightly to 52% in 2015, and recently it has muscular investment in product innovation to sustain attention and bring about the capability of the company to meet consumers’ evolving needs. The dentifrice industry in Vietnam has grown considerably in the last three years as population growth, increased purchasing power and increased awareness of dental care (ICN, 2011).As a consequence, there were several new brands of oral care products entering the market and produce the increased maturity of the basic products such as toothbrushes and toothpastes, thus limiting overall growth potential. Yet the value of oral care is still expected to constantly develop. Some factors such as healthy life awareness, the growing of disposable incomes and elegance will seize up the prospect through the capability and readiness of consumers to spend money for oral care products that offer higher and value- added benefits and can expand overall oral hygiene. Mouth care product is one of basic needs the customers have and is categorized as convenience goods. The competition of product categorized as basic needs is widely open and therefore very intense. Pepsodent is a leading and well-known brand of toothpaste, toothbrush, and mouthwash in Vietnam where teeth care products are in very competitive industry (ICN, 2011). For example, Pepsodent (Unilever) and Close Up (Orang Tua) compete each other with various mouth care products. In addition, there are many other popular brands besides the two. They compete each other to build best brand image through customer attitude, brand familiarity, brand awareness, and brand extension. As a consequence, in the very intense competition to build a successful brand image, marketers should align their efforts to organizational processes that help deliver the promise to customers by involving all company’s departments, intermediaries, suppliers, etc., to create positive experience customers have with the brand. Based on the tight battle among the brands, it is interesting to explore the effect of customer attitude, brand familiarity, brand awareness, and brand extension toward brand image of Pepsodent in Danang.

This study is completed for the purpose of exploring the influence of brand extension. Since brand image may be seen as the result of brand familiarity, brand attitude, and brand awareness, this paper will also attempt to scrutinize the simultaneous effects of the combination of brand extension with brand awareness, brand familiarity and brand attitude toward the parent brand image of the product of the object of this study.

**II. REVIEW OF LITERATURE**

**Brand Image**

Brand is the term, sign, symbol, design or combination of all of these that are intended to identify the product or service of a seller or group, which distinguishes the product/service from other products, especially rival products"(Kotler 1987, P 440). Brand is one of the most important part of a product. because brand can be an added value for the product either in the form of goods or services, brand also is the idea behind a company’s identity, the impression people have of an organization, in addition brand is what you stand for, believe in, behave like, and how you are perceived by those that conduct business with an organization or otherwise experience interaction with organization. Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of organization.

Brand image itself is with reference to how a brand affects perception, views of society or consumers to the company or its products. Even so, a brand image takes time to build, because it’s defined by what others think about company/product (uniqueness or differentiation), and such impressions (be they positive or negative) take time to form and construct.

Brand image is the portrayal of the overall discernments of the brand and is shaped by the past information and experience of the brand, relates to an attitude of belief and preference for a brand. Consumers who have positive image of a brand will be more likely to make a purchase. Setiadi (2003) argues: brand image refers to the memory scheme of a brand, which contains a consumer interpretation of the attributes, advantages, uses, situations, users, and characteristics of the marketer and / or characteristics of the product/brand maker or what the consumer thinks and feels when hearing or seeing the name of a brand. Kotler (2002: 225) states that the brand image is a requirement for building a strong brand and the image is a relatively consistent perception in the long run. It is not easy to form a brand image, but when already formed it will be difficult to change it. The image formed must be clear and convey an advantage when compared to its competitors. When the difference and the advantages of the brand is balanced by another brand, then emerged the need for brand positioning (to put unique perception in the mind of consumer). The more positive the description (positioning) the stronger the brand image and the more opportunities for brand growth (Davis, 2000). According to Aaker, brand image is regarded as "how brand is perceived by consumers".

Based on the description above it can be stated that brand image is what comes to consumers’ mind when a brand name is mentioned. Brand image can be regarded as a type of association of consumers thatemerges in mind when recalling a certain brand. The association can simply materialize in the form of thought or image that is associated with particular brands.It can also happen the same thing when thinkingofa person.When callingthe person’s name, we will imagine his/her whole attitude. Kotler and Amstrong (1997) state that the brand image is a set of confident consumers using various brands. This assertion is parallel with Hsieh, Pan & Setiono (2004) who argue that brand image helps consumer recognizing their needs and satisfaction regarding the brand and it also distinguishes the brand from competitors to stimulate customers to buy the brand. The result of brand image is the latent output of brand image related to consumer response to brand marketing (Ahmed, 2016). Further, Ahmed (2016) states that organizations use brand image to build a competitive advantage in the market that will enhance their overall image with long-term sustainability.

**Consumer Attitude**

Consumer attitudes consists of three elements: cognitive information, affective information, and information concerning a consumer's past behavior and future intentions, usually dealing with purchasing good or service. Consumers ‘attitude may be defined as a feeling of like or dislike or the conviction (thinking or belief) that the positive or negative association or perception towards a brand is accurate (DeVault, 2016).Colleens-Dod and Lindley (2003) argued that attitudes has positive relationship with brand image. However, a consumer who is completely familiar with a product, may have an unfavorable — or at best, neutral — attitude. A consumer who has a positive attitude is more likely to buy a product. For example, a consumer has a very positive view of a particular sports car (he believes it performs better than most), makes him feel good, and he intends to buy it. The belief of consumers about a seller, product or service affects whether and what they buy (Mott, 2017). In relation with a brand consumer attitude is the overall evaluations of the consumer toward the brand (Keller, 1993). If a brand carries out values held by customers, they most likely want to keep their positive attitude and stay loyal to the brand.

The attitude may preserve even when the situations that produce it changes (Mott, 2016). Meanwhile customers’ attitude towards marketing activities and their beliefs about marketing positively and significantly influence customer satisfaction but the effects are dissimilar across the marketing mix (Chan and Cui, 2002). For example, advertising attempts to pose products such that so it seems associated with positive character and to neutralize beliefs that hinder the products' ability to attract buyers. (Moth, 2017).

In other words customer attitude is about a brand determining whether he/she will like the product, buy the product, become loyal by always repurchasing the product, etc. When a negative attitude happened, it is almost unchangeable and it usually leads to the avoidance of the brand by the consumer. Therefore, knowing consumer attitude toward a brand of product(s) means that the company also knows their position in the consumer mind. It is therefore that understanding customer attitude becomes advantages for the company in making a marketing strategy as the company already figure out about the attitude of consumers as well as the position of the products in the market. As a result, it could be simply said that the success of a marketing program depends on creating favorable brand associations (Keller, 1993) and these positive attitudes have a positive impact on product’s brand image. Fianto et.al. (2014) argue that brand image significantly influences the purchasing behavior. Based on the statement above, the hypothesis that can be generated is:

H1: Customer Attitude has a positive influence on Product’s Brand Image

**Brand Familiarity**

Brand familiarity is a concept related to the amount of time spent to process information about the brand, regardless of the type or content of the processing that was involved (Baker, 1986). It is, still according to Baker (1986), the most basic form of consumer knowledge and is context-independent and is somewhat affected by advertising exposures, purchase behavior, and product consumption or usage. Brand familiarity has a positive influence on brand image (Srivastava et.al., 2009). How well a customer knows about a brand will show how familiar they are with the brand. Keller (1993) deﬁnes brand familiarity as “the number of product related to experiences that have been accumulated by the consumers (through product usage, advertising, etc.)”. Any types of experiences with an exposure to the brand increase familiarity. Research showed that customers tend to buy brands that they are familiar with rather than trying the new one (Laroche, 1996). Experiments showed that even if customers are shown some words that have no meaning and later they are motivated to “pick” the names that they like, most of them choose the nonsense words that they have been shown before (Aaker, 2004). Therefore, if a customer is familiar with the brand, this will have a positive effect on the product’s brand image.

H2: Brand Familiarity has positive influence on Product’s Brand Image

**Brand Awareness**

Brand awareness may guide consumers to save time and effort which, especially when dealing with an unknown brand, as the anchor to comparing the products in relation to other attributes, such as quality, packaging and price. Brand awareness may be understood as cognitive simplification, and when consumer satisfied with the brand it play role as the reference in the next purchasing decision, particularly when the product is cheap and easily disposable (food, hygienic and every day-use products) (Koniewski, 2012).

Brand awareness has a positive significant influence on brand image (Laroche, 1996). Brand awareness is defined as a critical dimension of brand equity when customers choose a brand for the first time. It is defined as “the ability of a potential buyer to recognize or recall that a brand is a member of a certain product of category” (Aaker, 1991). If a customer recognizes a certain brand name or can recall it, the brand will have a higher chance of being selected than an unknown brand (Tam, 2008). It is created by the extent to which customers are familiar with the brand. Considering that brand awareness may result in brand equity in four different ways, creating a brand node in consumers’ memory will provide a sense of familiarity of the brand in the consumers’ mind, acting as a signal of trust in the brand and being enough reason for the consumer to consider the brand in his consideration set. Brand awareness is the result of consumer’s exposure to a brand (Alba & Hutchinson, J.W., 1987).When a consumer has an awareness of the brand; it will influence the brand image. Therefore, the hypothesis is:

H3: Brand Awareness has a positive influence on the Product’s Brand Image

**Brand Extension**

Keller, (2008) states brand extension is a new product development method using pre- existing and established brands, so the company does not need to create another brand for the product. (Aaker and Keller, 1990) states that brand extension is when companies use existing and well-established brands in their original categories into new products.

Keller (2013) classify brand extensions into two categories, the first is the Extension

Line which is a brand extension strategy that offers new flavors, new compositions, new additions and can also offer different product sizes in the same category. While the second is a category extension which are brand extension strategies to target new market segments by creating new product categories different from pre-existing product categories.

Brand extension is a common strategy where a company use its reputable brand names to enter new product categories or classes (Keller and Aaker, 1992, Keller, 2012). Brand extensions make possible new product reception and impart positive feedback to the parent brand and company (Kotler and Keller, 2012). When a company uses a well-known brand to introduce a new product, it is called a brand extension and brand extensions are a core marketing strategy for most companies.

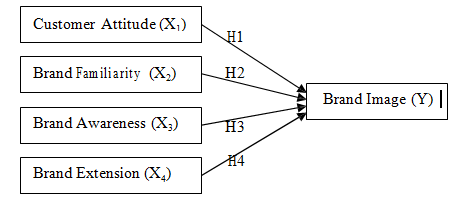
Völckner and Sattler (2006), also argued that the parent brand’s and an extension product’s fit is the most important cause of brand extension success, then marketing support, parent-brand belief, retailer recognition, and parent-brand experience. Meanwhile Aaker and Keller (1999) discover, besides, if the two product classes fit, good quality image of the original brand correlate strongly with brand extension, that the success of the product extension is also affected by the consumer’s belief that the applicability of skills and assets of the company in the original product class congruent with the extension.

In other words, brand extension has a positive significant influence on the brand image (Hameed et.al., 2014).For companies that treat their brands as assets; they are capable of launching new products under well-known brand names to improve their equity or use the brand extension as a growth strategy (Meyvis, et.al., 2012). However, Meyvis, et.al., (2012), suggest that careful consideration must be taken into account since brand extension not just brings practical advantages to businesses but it also, at the same time, may lead the company into failures.

One of the main advantages of using brand extensions is the reduction of communication and also advertising costs because the brand are already well-known in the market as a result of the synergies generated between experience and communication of any products of the ﬁrm (Erdem & B. Sun, 2002). Furthermore, brand extensions reduce the costs of brand name introduction and enhance the probability of success since consumers transfer their perceptions and attitudes from the original brand to the extension (Tauber, 1981; Aaker and Keller, 1990). Brand extensions can also have positive effects for the parent brand, in term of strengthening the brand meaning and helping the building of brand equity (Keller & Sood, S, 2003) and also encourage consumer purchasing decision of other products from the ﬁrm, particularly amongst non-users of the parent brand. When a company wants to do extension strategy it should make sure first that the image of the company is already good in the market, because the extension most likely influences the brand image. Then, the hypothesis proposed is:

H4: Brand Extension has a positive influence on Product’s Brand Image

**Theoretical Framework**



**Figure 1. the Impact of Brand Extension on Parent Brand Image**

**(Saleem, Rashid, & Aslam , 2014).**

**III. METHODOLOGY**

This research is similar with one done by Saleem et.al., in except that quantitative research and uses primary data. The population of this research is people who live in Danang, 17 years old and above. According to Sekaran, good sample size is between 50 - 500 (Sekaran,2003). Based on this criterium sample of this research involves 200 respondents. A list of questionnaire is used to collect the data, and Likert Scale is used to measure the judgment of the respondents concerning the items of research variables in question.Regression analysis was used to examine the data collected by using SPSS 21.0 topredict whether there was significantinfluence of customer attitude, brand familiarity, brand awareness, and brand extension toward brand image of Pepsodent in Danang. Validity and reliability test were conducted to measure whether the research instruments were really able to measure the variables involved and to determine the level of consistency or stability of instruments used to measure.

# IV. RESULT AND DISCUSSION

**Consumer Attitude**

Results of regression analysis shows that all variables both partially and simultaneously (consumer attitude, brand familiarity, brand awareness, and brand extension) positively significantly influence brand image. However, if we take a closer look at individual contribution, consumer attitude provides the least

influence on the brand image. Since consumers’ attitude may be described as a feeling of like or dislike, the finding of the research may indicate that the positive feeling of consumers toward Pepsodent is in risk, that, in turn, may lead consumers’ avoidance to buy the product. The finding may also mean that the belief of consumers toward the product has been eroded by something seriously, such as promotion of, the value or benefits offered by competitors products’ that resulted in the dilution of consumers attitude. In other words, the value of Pepsodent has been not fully met it customers expectation. If it is, in the next day, then consumers’ liking, intention to buy and loyalty may in problems.

TABLE 1

Results of Regression Analysis

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Independent Variable | Standardized coefficient | Sig-t (p-value) | Partial Correlation (r) | Partial Correlation coefficient (r) |
| Constant | 0.303 |  |  |  |
| Consumer attitude (X1) | 0.105 | 0.028 | 0.156 | 0.024 |
| Brand Familiarity(X2) | 0.315 | 0.000 | 0.488 | 0.238 |
| Brand Awareness(X3) | 0.285 | 0.000 | 0.372 | 0.138 |
| Brand Extensions (X4) | 0.270 | 0.000 | 0.405 | 0.164 |
| F compute | 216.540 |
| Significance | 0.000 |
| Adjusted R Square | 0.812 |

If we consider Theory of Reasoned Action, where consumers attitude is perceived has a very strategic role namely as one of the most essentials drive of consumer purchase decision, the findings of this research convey a message to Pepsodent to immediately salvage even increase the attitude of consumers toward the brand. The drive of the regaining effort of is even more important if Unilever (as the producer of Pepsodent) wishes for successfully extend the brand.

Improving consumers’ attitude may become a very strategic step since positive attitude influence consumers’ awareness, brand familiarity and also brand extension. It means that improving attitude is likely would be the most strategic step that result in higher brand image and, therefore, the success of brand extension.

Knowing consumer attitude to the brand of a product means that company also recognizing their position in the consumers’ mind. This comprehension will become strategic advantages of the company in marketing strategy making because the strategy is grounded on clear portrait of consumer attitude and the position of the brand in the market. It means that attitude is a ground work to evaluate and to respond against an object that is assessed whether it is good or not by consumers. Consumers who had a positive attitude towards a product or brand, will cause them to have high brand image. This result are the same according to (Keller,1993) who explained that the higher consumer attitude will make the brand image increase. Respond to the questionnaire reveals that consumer attitude on Pepsodent only slightly above the average, meaning that if the company does not do something in the future, the brand attitude will soon be in the decline stage and cause the brand image decrease, then, in turn, will affect the decrease in the consumers’ intention to buy.

**The Influence of Brand Familiarity toward Brand Image**

Brand familiarity is a construct that is directly related to the amount of time spent for processing information about the brand, regardless of the type or content of the processing that was involved and brand familiarity is the most basic structure of consumer knowledge (Baker et.al., 1986). Further, Baker et.al. (1986) argue that this definition presumes that brand familiarity is context-independent and is affected in more or less the same way by advertising exposures (that is also intended to form brand image), purchase behavior, and product consumption or usage. Brand image is the result of over time efforts of advertising campaigns with a consistent theme, and is legitimated through the consumers' direct experience. Brand image refers to consumer perceptions and cover a set of beliefs that consumers have about the brand. From the consumer’s perspective, a brand provides a visible representation of differences between products in a category.

The true value of a brand image lies in the mind of the target audience. It reflects the consumer’s awareness about the existence of the brand and its repeated exposure of the identity. Brand familiarity, or awareness and brand choice are tightly correlated (Axelrod

1968; Haley and Case 1979). This relationship reflects the fact that choice increases

familiarity, meaning that brand familiarity plays some causal role in the choice process, so the more a consumer is exposed to the brands the better the image and the more the possibility that the consumer will choose the brand.

The result of this research proved that brand familiarity has positive significant - contribute the largest - influence on brand image. As mentioned above that the level of familiarity has important implication to the consumers. The implication is that products that have high familiarity will have more advantages to reach a positive response from consumers. They will have more consumers’ attention and if the company communicate its brand through advertising for example, it will retain in the consumer minds, and increase brand image. This result is in line with Broniarczyk & Alba (1994) who uncover that brand familiarity has a significant positive impact to the brand image.

The organization can, through its branding strategies and advertising messages (to build brand familiarity), seek to convey a certain image for the Pepsodent brand. Thing to be kept in mind is that consumers may, however, evaluate the company’s message through the prism of their own subjectivity. People will use their own interpretations and will respond differently to brands. This subjective evaluation results in the formation of brand image in the mind of the consumer.

**The Influence of Brand Awareness toward Brand Image**

The word "brand", can refer to a company name, a product name, or a unique identifier such as a logo or trademark. Brand awareness is formed when people easily recognize a brand for what it is. However, this does not automatically mean they prefer that brand (brand preference), connect a high value to, or associate any superior attributes to it, it just means they recognize the brand and can identify it under different conditions. In other words, brand awareness is not everything. Brand awareness is, indeed, really important for all brands but high brand awareness without an understanding of what puts you apart (specific and valuable image) from the competition does you practically no good. Interestingly, however, effective brand awareness shows the power of brand compared to others. Brand awareness will push consumers to the level of brand image.

Consumers will prefer buy known quality and secure products, meaning that brand awareness will reduce risks (or increase the possibility to attain satisfaction) the consumers may face when they buy a product. All of these may result in trust of the consumers. Increasing the awareness is a mechanism to expand the market share of the brands. Awareness also affects their perception and attitude. Brand awareness is the key of brand assets to enter the other elements: brand image.

Therefore, the creation of consumer awareness or perceptions concerning a brand is a crucial strategic decision facing brand managers. It must be remembered that brand managers are not merely promoting a physical good or service, rather they promote an image. A brand’s image is a combination of a consumer’s subjective awareness or perceptions of the product’s innate characteristics. The key success of a brand is determined by how closely the image of the selling organization and the product meet the expectations of the consumer.

The result of this research is the same as Alba & Hutchinson, J.W. (1987) who found that brand awareness has a significant positive impact to the brand image. However, the finding of this research concerning brand awareness of Pepsodent only proves slightly above the average. This means that the brand most likely already been in the maturity stage or even tends to be in declining one or because of the competition of tooth paste industry is becoming more and more intense. As a consequence, the producer of Pepsodent must plan to take some actions to keep or even increase the awareness of consumer so that the brand image of Pepsodent stays strong because brand awareness is an important prerequisite to make consumer always re-purchase the products.

**The Influence of Brand Extension toward Brand Image**

Brand extension is introducing a new product with the same brands that is already mature in the market, where the new product may or may not have different line from the existing products in the market. Brand extension is one of the marketing strategies to expand the market coverage because brand extension is produced from the parent brand that is already known in the market. The result of this research proved that brand extension has a positive significant influence on the brand image. This finding is in line with Swaminathan, Vanitha, Fox, Richard J., &Reddy, Srinivas K., (2001) who concluded that brand extension has a significant positive impact to the brand image. However, data from questionnaire of this research only confirms that brand extension score of Pepsodent only slightly above the average, meaning that when the company does the brand extension strategy it should do it cautiously because brand extension also possible brings about negative effect on parent brand image. The company should put much concern on the efforts that make the extension is acceptable and noticeable because the brand extension will influence the brand image. This is so because Arslan et.al. (2010), found that brand extensions have negative effect on the product brand image, whereas the ﬁt between the parent and extension brands decreases the negative effect. The drop of image as a result of extension increases when the perceived image and quality of the parent brand are higher. Perceived quality of the brand, consumers’ brand familiarity, ﬁt perceived by the consumer, consumers’ attitudes towards the extension have a positive effect on the product brand image after the extension. Fortunately, with the parent brand that is already well-known in the market, consumers will reduce the risk of getting bad quality products and the company will be easier to get trust from the consumers.

# V. CONCLUSION

Research results demonstrate that all variables involved, i.e. customer attitude, brand familiarity, brand awareness, and brand extension provides a positive and significant influence on parent brand image. However, the effects of them are vary, where consumer attitude just contribute the less among the others. Since attitude has very important role in consumers’ buying decision, the companies have to take immediate action(s) to improve it in order to regain consumers’ attitude toward Pepsodent. This action most possibly results in the improvement of brand awareness, brand familiarity and brand extension, and in turn will also develop brand image. In other words it can be said that among the four variables consumer attitude should be in the first priority to be improved. If consumer attitude increase most likely brand image will also be better. If brand image is stronger than brand extension probably successful and may even improve brand image itself.

It is also because of the competition situation is becoming harder and harder, where communication from other toothpaste brands may hinder the awareness of consumers toward Pepsodent and also the amount of other toothpaste products in the market is increasing, as a consequence, the efforts of keeping consumers’ awareness and familiarity on Pepsodent has no place to ignore. It means that when Pepsodent want to plan and implement brand extension it needs to elaborate brand attitude, brand awareness, and brand familiarity in its plan. Statistical analysis proofs the result of the collaboration of the variables in influencing parent brand image.

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