

**“EXPLORING FACTORS AFFECTING PURCHASE AND
RECOMMENDATION WILLINGNESS OF BRAND EXTENSION IN
KEGALLE DIVISIONAL SECRETARIAL DIVISION”**

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ABSTRACT

Brand extension can be identified as an effort to extend a successful brand name to implement new or modified products or lines. Several brands have adopted this as an effort in maximizing the success of the parent brand. This study will contribute with examinations on effects of various independent factors on the purchase and recommendation willingness of brand extension. These independent factors include brand trust, brand loyalty of the parent brand, perceived quality of extension brand, perceived quality of parent as well as brand concept consistency of the extension. This study was done concentrating on the brand extension of a well-established Sri Lankan condiment producer namely, "Wijaya Products". The study was focused on the 'Wijaya Product flour' brand extension. Research question was formulated base on the conceptual model of Brännström, Staffansson (2013) that has served as a guide throughout this study:

What are the factors affecting on purchase and recommendation willingness of brand extension among the consumers of Kegalle Divisional Secretariat area with regard to the brand 'Wijaya Products'?

According to this research study, primary and secondary data are the types of information that have been collected. By asking the respondents to fill the questionnaires, primary data have been collected in the form of written. The study sample was identified using the 'rule of thumb'. For the validity of data a statistical analysis program called SPSS was used.

Moreover, from this study, it has been identified the fact that particular factors influence the purchase and recommendation willingness of consumer. In the 'Wijaya Product flour' brand extension, results indicated that the 'brand loyalty' has significantly high level of impact on the purchase and recommendation willingness of brand extension. Likewise, 'brand concept consistency' also have high influence on consumers' willingness. But 'perceived quality of extension brand' does not have significant relationship in determining the brand extension success. Therefore, it is obvious in the study findings that the brand managers should have concern on the discussed factor in their brand extension which determine the purchase and recommendation willingness and success of their extension.

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