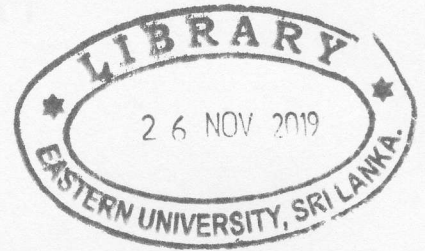


**THE IMPACT OF PERCEIVED BRAND EXTENSION ON  
BRAND IMAGE OF BEAUTY CARE PRODUCTS  
IN BATTICALOA DISTRICT**



By

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## Abstract

The research that is to be conducted finds out the level effectiveness of perceived brand extension on brand image of beauty care products. For conducting this research it has taken into consideration of both global and local context of how beauty care marketers captured the market consecutively to create brand awareness and brand repeat purchase patterns among customers. The main problem was to how organizations develop of their own brand strategies to distinguish their products from competitors as beauty care market has lot of competitors. Therefore, the Problem statement was derivate by identifying the core issue related to whether perceived brand extension effect brand image for beauty care products brand. As significance of study, this paper provides opportunities for beauty care marketers to understand the consumers' perception about beauty care products in order to set their brand extension strategies. The aim of this study is to identify the impact of perceived brand extension on brand image. Based on the comprehensive literature review, four perceived brand extension dimensions were identified which could predict brand image.

They are Brand familiarity, Perceived quality, Brand fit and Customer Attitude. The studies mainly analyze the objective of "*whether the perceived brand extension has impact on brand image of beauty care products in Batticaloa district*". The study is mainly considers the primary data. The primary data were collected through closed structured questionnaire and used convenience sampling method from 200 respondents from Batticaloa district and used univariate and bivariate analysis techniques in order to analyze data and find the results of study objectives. At the same time the results show that perceived brand extension has positive impact on brand image and perceived brand extension is positively and significantly related with brand image. The findings of this study have significant practical implications. Nowadays, more marketers seek to improve their opportunities by using appropriate marketing techniques. Due to the importance of perceived brand extension techniques, it is important for marketers to capture the consumers and increase their brand image. So this study's finding help to marketers to improve their marketing techniques to increase the brand image.

**Keywords:** Brand Image, Perceived Brand Extension, Brand Familiarity, Perceived Quality, Brand Fit, Consumer Attitude

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