



## **DETERMINANTS OF SERVICE BRAND EXTENSION & THEIR INFLUENCE ON CONSUMER BEHAVIOR – AN EMPIRICAL STUDY ON ODISHA REGION.**

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### **ABSTRACT**

*Service industry is rapidly changing & accounts for an ever-growing share of the global economy. Branding decisions for service industry has become a challenge for most of the brand managers. Marketing managers are capitalizing on the brand equity of established brand to extend into new categories. Little research has been done in this segment to find out the determinants and their influence on consumer behavior especially in Indian context. This research paper seek to provide an answer to the research gap in this area and to verify the influence of mediating variable like age, income, gender, education, profession and family size etc. This is an empirical research for finding out various determinants like similarity, reputation, consumer innovativeness, perceived quality & brand concept consistency in case of service brands. The study is based on the primary survey of 250 consumers across Odisha region about their preferences of service segment and their extensions. In this study the overall effect of brand extensions strategies in both already extended parent brand & hypothetical extension of parent brands examined.*

*Key words: Service brands, Brand extension, Perceived risk, similarity, reputation, perceived quality, consumer innovativeness, brand concept consistency, Odisha consumers*