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IMPACTS OF PERCEIVED FIT AND SELF-BRAND CONNECTION ON CONSUMER PURCHASE INTENTION TOWARDS A NEWLY INTRODUCED SMARTPHONE IN PAKISTAN (PRODUCT LINE EXTENSION)

Marva Binte Abid [a], Shazia Hassan [a], Iffat Rasool [b], Wajeeha Ghias [a] and Noor Ul Hadi [a]

[a] *Department of Leadership and Management Studies, National Defense University, PAKISTAN.*
[b] *Department of Management Sciences, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology, PAKISTAN.*

A R T I C L E I N F O	A B S T R A C T
	Perceptional fit and brand connection are two of the numerous dimensions which are still unexplored in the context of understanding the influential factors on the smartphone purchase among Pakistani consumers. New products in the same product category create numerous concerns for the smartphone brands in terms of acceptance of the product by the consumers based on their Perceived Fit (PF) with the existing product attributes and Self Brand Connection (BC) with the brand. In addition to that, a general attitude of a consumer towards product line extension namely, Extension Attitude (EA), can influence the relationship of various factors that have an impact on the Purchase Intention (PI) of the smartphone users. A quantitative analysis was done and 221 responses were collected through paper-based questionnaires and Google® forms from university students. SPSS® was used for demographic analysis, descriptive analysis, correlation analysis, the test of assumptions, linear regression analysis, and Hayes and Preacher's moderation analysis. Based on the results, 19% impact on the consumer's PI is caused by the PF in the minds of the consumers regarding the new product and 52% impact is caused by the BC. Slight change of 0.38% in the variance was observed in the linear relationship between BC and PI due to the addition of EA as moderator and the change in the variance for the relationship between PF and PI due to EA was approximated to be 0.27%. Knowing about the perceptional fits in the minds of the consumers and their affiliation with the brand, marketers, and managers can come up with more relevant and profitable extension strategy. **Disciplinary**: Management Sciences (Marketing) and Technology. ©2020 INT TRANS J ENG MANAG SCI TECH.

1. INTRODUCTION

A sudden hike in the smartphone demand in Pakistan and the early adoption of technology in university students highlighted the importance of understanding the factors and determinants which create a dependency on smartphones in the university students and how these factors shape the willingness of the young students to purchase a particular smartphone. It has been highlighted by Mohd Suki (2013) that the purchasing behaviors of the students were highly associated with their level of dependence on their smartphone brand. This dependence is usually created as a result of social pressure, the handiness of the smartphone and the consumer's desire. In addition to that, the positive experiences with various smartphone brands have outweighed the negative experiences some smartphone brands which has resulted in even greater usage of smartphones among university students. A greater amount of dependency is observed in the consumers towards their smartphones and is considered as a necessity by the consumers and therefore a higher propensity to use these products is also observed (Arif et al., 2016). The future purchasing behavior towards smartphones is not only influenced by smartphone features but its brand as well. The image of the brand is considered to be one of the most important factors which can have an impact on the buying behavior of the consumers in addition to how the consumers perceive the product to be like. With several brands rising up and penetrating in the Pakistani market, competition has increased between the smartphone manufacturers and the consumers are also faced with unlimited choices to choose from. Hence, it became important for the brands to cater to the needs of the individual consumer and innovate constantly to stay in the market (Arif et al., 2016).

For the smartphone market, in addition to peer pressure, brand loyalty also plays a great role in forming purchase intentions. Loyalty or self-brand connection to a particular favorite brand is another factor widely observed in the young generation. Millennials being so loyal while being bombarded with unlimited options and choices is a very interesting factor that results due to a strong self-brand connection. In addition to that, the competing brands also keep innovating and bringing new products to the market to attract consumers by using strategies of extension. In Pakistan, brands are one of the most important and essential components in the lives of young and modern generation (Ahsan et al., 2017). This trend is widely promoted by teenagers and millennials with respect to almost every other product type. Their inclination towards materialism adheres to them to practice and promote branding. Talking specifically about the Pakistani market segment of smartphone industry, there is a mushroom growth of brands. Awareness about these brands leads to formation of purchase intention towards them, a brand-aware consumer chooses any brand for expressing his/her social status, self-satisfaction, personality in order to fulfill the desire for newness in addition to the other functional plus points (Ahsan et al., 2017). Perceived fit is also one of the factors which play a role in the success of the product or brand extension. The consumers characterize the extensions and transfer the perceived quality of the parent brand or the brand trust to that new and improved product. This practice is very commonly observed among the Pakistani apparel as well as the technological brands and it also adds to the basis of forming purchase intention (Yasir et al., 2013).

2. LITERATURE REVIEW

2.1 PURCHASE INTENTION

The intention towards purchasing an item is related to the willingness of the consumers to buy

either tangible goods or intangible services (Chinomona et al., 2013). It is also defined as the intention of an individual in order to purchase a particular brand after doing a certain amount of evaluation. It is a process of doing some planning in advance for purchasing any product (Goh, 2010). Whatever crosses in the customer's mind signify their intention to purchase (Vida et al., 2013).

There are a number of smartphone brands available in the market and the customers go through many options before they choose one particular product that satisfies their wants and their needs. Different customers have different tastes and they have varying preferences when it comes to choosing a smartphone of their choice. The consumer behavior relies on a number of traits and characteristics such as the name of the brand, the price of the product, the product quality, innovation and recreation of a product. Impulsiveness also counts as a trait that influences consumer behavior (Lin and Lin, 2007). It becomes very important to take into account and examine all such factors which might lead the consumer in making a decision about purchasing a particular smartphone.

Purchase intention is also considered as a common tool that is used by marketers for predicting sales for the existing services and goods (Armstrong et al., 2000). Marketers are usually very interested to understand consumer purchase intention and the factor influencing it as it can help them in properly segmenting the market and for making important strategic decisions. Previous researches do prove that there is a positive relationship between price, product features, brand image and the social influence with the purchase intention of the consumers (Lin & Lin, 2007).

2.2 PERCEIVED FIT

It was suggested that inclusion of the category association, brand concept and other brand-related concepts, a potential can be detected when it comes to the connection of the parent brand to the new product based on perceptional fit (Bridges et al., 2000). It has also been forecasted that the perceptional fit of the new product with the parent brand is only obtained when the relationship between the new product and the parent brand comes out to be positive. Previously, the idea of the perceptional fit was stated as "rub-off of perceived superior know-how, effectiveness or appropriate imagery" (Tauber, 1981). However this statement was later elaborated in the context of parent brand and it was depicted that same kind of benefits were obtained by the new product as the parent brand. In addition to the inclusion of parent brand in the perceptional fit concept, the associative networks by the customers are included when it comes to determining if the new product meets all the perceptional fit criteria (Even & Olsen, 2012). An ideal fit can be achieved by having a meaningful and impactful association of the new product with its parent brand. To identify the factors which form the impact on the perceptional fit, it was found out that a number bases were involved such as usage of the product, self-representation, goals of consumption, users of the product, category fit of the new product with the parent brand, etc. (Martin et al., 2005). These factors can also have an influence on the purchase intention of the customers by forming their evaluations regarding that new product. If the perceived fit is positive then the new product is considered to be reliable which in turn forms the basis of positive evaluation of the brand and new product which can further influence the purchase intention of the customers in a positive manner (Buil et al., 2009). Such relationships can be applied to both the services and tangible products. A good perceptional fit of the new product with its parent brand and alignment of attributes, characteristics and brand concept helps to positively shape the evaluation of that particular brand which in turn positively influences the purchase intention of the consumers

towards that brand. This statement also holds true for smartphone companies. This means that if the perceptional fit of the new smartphone with the parent brand's concept and brand image is positive in the minds of the consumers then their purchase intention towards that new smartphone would also be positive, hence, forming our first hypothesis.

2.3 SELF BRAND CONNECTION

The extent, to which a person absorbs or relates a brand into his /her self-image, is known as a self-brand connection). It shows how a customer connects to any brand, and feel an association with the personality and image of a brand, and consider the brand as their own (Escalas and Bettman, 2003). People to express their desired identity use brands, as the usage of a certain brand, represents the consumer's life (Banister and Cocker, 2014). The self-brand connection becomes stronger if it aids in achieving consumer's goals, and goal can be as small as expressing the power of possession (Escalas and Bettman, 2003). Consumers now believe that association with brands is like that of a partner, with which they can connect and equally influence. It is common for individuals to go for someone on the same wavelength as them to encourage them and for them to feel the part of community and interaction with the brand plays the same role, which further helps in building of relationships between the brand and the consumer (Banister and Cocker, 2014). Individuals when owning something they consider it to be a part of themselves, especially when they feel a link and resemblance to the brand. They show this stuff to show connection and membership with the brand. Hirchman (2010) says that the one reason for the brands to reach height and to gain power is that they aid in providing a medium through which consumers can work on their evolutionary needs to belong and form common groups. Also, when consumer avoids a specific brand, which may carry a negative image, may detach themselves from a not so desirable group (Yalkin & Elliott, 2006). Ji (2002) suggests that brands nowadays are used as a tool, with which they grow, become capable, fulfill their needs and associate with people around them. When it comes to a new product acceptance whether it's technological or non-technological brand image and self-brand connection play a vital role in forming the purchase intention of the consumers towards that particular product. It's very evident from the discussion that consumers who can relate to a brand strongly and can feel a sense of belonging to that brand can accept new products as a result of extension strategy more easily. Brand connection holds great importance for the tech-savvy consumers in the smartphone market of Pakistan where consumers rely more on the brand name and their experience with the brand. Hence, if the self-brand connection of the consumers with their favorite brand of smartphone is positive, their intention to purchase the newly introduced smartphone as a result of line extension strategy would also be positive.

2.4 LINE EXTENSION STRATEGY

A line extension is defined by Hanslin and Rindell (2014), as a strategy used by a business by introducing variety in an already existing product line for the purpose of influencing a relatively diverse base of clients. This practice allows consumers to choose from a number of fresher options. A product line can be easily revived, by spreading public awareness and attracting new customers and retaining the old ones and hence this would in turn increase profits for the company (Munthree et al., 2006). Customers have also been observed to find it hard in associating a number of extensions with a single brand irrespective of the market, the product is aimed at. Brusati (2013) added that too much of this association can also cause the parent brand to lose its credibility and its own certain attributes.

For instance, a brand might just lose its characteristic of providing luxury to the consumers by making efforts of introducing a new product that goes against this perspective and hence falls in the premium range. Hence over-stretching the line extension for a luxury brand just might not appeal to the consumers of that luxury brand, causing the status of the brand to weaken (Hoffman and Coste, 2012). Therefore, in order to reduce the adverse associations and disapprovals by the consumers, the brands must make sure that their extension is in accordance with the reputation and the standing of the brand. Customers' evaluation is considered to be one of the most important and a key element when it comes to an indication of product extension and the success of the parent brand (Boush and Loken, 2001). In addition to that, customer evaluations' favorability is also believed to be essential in brand equity development (Pitta and Katsanis, 2008). Reactions of the customers regarding the product line extension involve a process of categorization under which the new product evaluation is done according to the perceived fit (Reast, 2005). According to this categorization theory, there are usually two ways in which a brand's extension strategy can be evaluated by the customer. One of the ways is by using the processing technique of piecemeal in which the evaluation of the brand by the customer is considered as one of the functions of the beliefs of brand attributes and the significant evaluation. Secondly, category-based processing is also used for the evaluation of the customers regarding the new product under the line extension and it is considered as a function that forms the attitude towards the parent brand. Specifically, if the parent brand and the extension product are perceived to be fit by the customers, the good quality perceptions would be depicted towards the line new product under line extension (Riley et al., 2014).

2.5 EXTENSION ATTITUDE

Extension attitude refers to the general attitude of the consumers towards the extension strategies used by various brands and companies for increasing portfolio and entering the new market segment. There are a number of factors that form the attitude of the consumers towards this strategy to be either positive or negative which can have an impact on the general buying behavior of the customers and altering the purchase intentions. Attitude compromises of different essential components, including rationality, emotional, and developmental or behavioral component (Monga, 2007).

Before the introduction of a new product by the parent brand the consumers usually already possess established attitudes towards the new product as well as the parent brand. The attitudes are composed of dimensions that are either cognitive or affective. When it comes to cognitive dimensions, this dimension is defined in terms of brand knowledge or the new product knowledge which is either linked to the associations which can be product related or non-product related to the brand or the product itself in the long term memory of the consumers. The experiential and the functional attributes of the existing products and the brand forms the product-related attributes (Nkwocha, 2000). On the other hand, the symbolic benefits which one can benefit from the brand name such as prestige or human personality dimensions make up the non-product related attributes. Whereas, feelings which are associated with a brand name or the newly introduced product forms the affective component of the extension attitude of the customers (Czellar, 2013).

Whenever a new product is launched under an extension strategy the product is evaluated in terms of the attitude that the customer holds towards the brand itself or the product category. Hence, if a customer is unaware of the parent brand and its products then the evaluation of the new product

would be solely on the basis of experience in the similar or same product category. On the contrary, if the customer is unaware of the product category then the evaluation would be based on attitude which he or she has towards the parent brand (Dacin and Smith, 2014). However, if the customer is aware of the parent brand and its product categories then the factors of perceptional fit between the new product and the parent brand arise. A concrete behavior of the customer in the marketplace is formed as a result of extension attitude which influences the choice, intention and repeats purchase of the products introduced by any brand as a result of extension strategy (Czellar, 2013).

When it comes to the introduction of a new product under line extension strategy specifically in the smartphone market of Pakistan, it is important to identify how the attitude of the consumers towards this extension strategy influences their choice of purchase and forms their purchase intention. Hence it is evident from the discussions above that having a positive or a negative extension attitude can have a great influence on the relationship between the factors which have an impact on the purchase intention towards that new product and the purchase intention itself.

2.6 CONCEPTUAL MODEL AND HYPOTHESES

Figure 1 describes the relationship between the variables, to form the conceptual framework of this study.
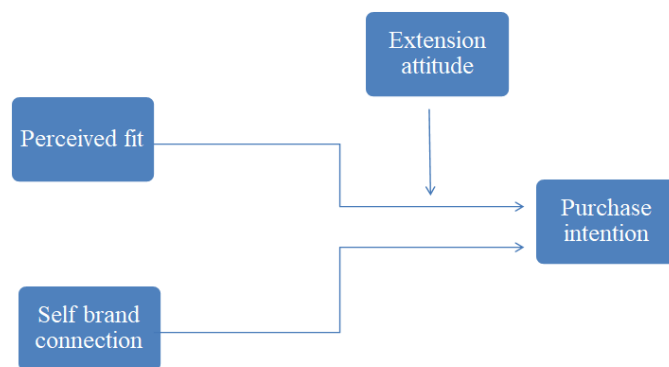

Figure 1: Conceptual Framework

2.6.1 HYPOTHESES

H1: There is a positive relationship between consumers perceived fit and their purchase intention towards the new product

H2: There is a positive relationship between consumers' self-brand connection and their purchase intention towards the new product.

H3: Extension attitude moderates the impact of self-brand connection on consumer's purchase intention towards a new product under line extension.

H4: Extension attitude moderates the impact of self-perceived fit on consumer's purchase intention towards a new product under line extension.

3. RESEARCH METHODOLOGY

For this particular research quantitative method for collecting consumer, responses were used to determining how self- brand connection and the consumer perceived fit affected their purchase intentions towards a new product under a product line extension strategy in the mobile phone market and how their general attitude towards extension strategy moderates this relationship. In addition to

that, this research strategy also tested the hypothesis and quantified all the responses and data from the questionnaires which in turn helped to bring the literature and the research questions together.

3.1   SAMPLING FRAME & TARGET POPULATION

The sampling frame of this particular research had its focus on university students. The population size for respondents possessing smartphones and having enough qualification to understand the concept of product line extension and the factors which might have an impact on their purchase intent towards smartphone brands was massive and getting responses from every individual was not possible. Therefore, only university students were selected to gather responses who purchased and used smartphones in their daily lives and were concerned about the factors which had an impact on their purchase intentions for convenience. The location used for sampling purposes in this research was the universities in Islamabad.

A target population is basically a group of individuals who possess similar characteristics and traits. The young male and female adults who possess smartphones and were educated enough to understand the concepts in the survey were the targeted population for this research.

3.2   SAMPLING TECHNIQUE

Purposive and convenience sampling was used in the research in order to assess a particular subset of the total population. In this research, only those people were selected to be the respondents who were enrolled in a degree program in a university, irrespective of the program. Hence, the people who didn't fit the requirements were rejected automatically such as the faculty of the university and other workers in the university.

3.3   SAMPLE SIZE

According to Roscose (1975), for multivariate research, the size of the sample should be at least 10 times the total number of variables under study. Thus, the minimum number of responses required for this research was 40. However, in order to reduce sampling error, to improve the representation of the population and for maintaining normality of the data the sample size was increased to 200.

3.4   RESEARCH INSTRUMENT

In this research, a self-administered questionnaire was used which allowed the respondents to complete the survey on their own via the internet or on paper without any aid. Questions on purchase intention, self-brand connection, perceived fit and extension attitude was adopted from different researches and was combined to form a single questionnaire. The respondents were asked about their intention to purchase, impact of self-brand connection, perceived fit and their attitude towards extension strategy in general w.r.t a newly introduced model of smartphone brand under product line extension with respect to the brand currently in use with the help of a Likert scale. The respondents may agree or disagree with the statements in the questionnaire. All the variables under study were measured on a 5 point Likert scale (5 "Strongly Agree" and 1 "Strongly Disagree") in order to maintain consistency.

In order to assess the purchase intention of consumers with respect to smartphones and what how some factors impact their purchase intention towards smartphones, a questionnaire was adopted from research conducted to study the factors having impacts on the purchase intention of female

consumers with respect to brand name (Ling et al., 2015). The questions used in order to asses purchase intension under four dimensions i.e. Brand image, Price, Product features and Peer influence. Self-brand connection in the context of mobile phone brands was assessed by using an adapted questionnaire from a research paper "The Effects of Self-Brand Connections on Brand Attachment" by Kanno (2014). The scale for studying perceived fit was adopted from a questionnaire used in the research study for evaluating brand extensions, fit perceptions and post extension brand image by Riley et al. (2014). The scale used for determining the extension attitude of the consumers in the context of product line extension strategy was also adopted from the study for the purpose of evaluating brand extensions, fit perceptions and post extension brand image (Riley et al., 2014).

3.5 DATA COLLECTION TECHNIQUES

The questionnaires were distributed to the targeted respondents online using Google forms and also offline by visiting the universities and handing out the questionnaires personally. Questionnaires were distributed by hand and the questionnaires in which some questions were false replied, left blank or were missed were discarded. The responses obtained via Google forms and via paper-based questionnaires were not duplicated and neither the respondents were given an opportunity to give multiple responses hence it can be easily said that the responses collected were genuine and reliable.

3.6 PILOT TESTING

For statistical analysis, SPSS software was used. The data was entered into SPSS and the reliability of the data was measured by using the internal consistency method by finding the value of Cronbach's alpha. Descriptive statistics have been used to state the facts in the data. Regression analysis was used for the purpose of hypothesis testing i.e. H1 and H2. The dependent variable was regressed on each of the independent variables which were understudy in this particular research. Their results were analyzed statistically and they were also demonstrated by using regression equation. These regression lines indicated the impact of each of the independent variables on the dependent variable. H3 and H4 were tested by doing a moderation analysis using the method of Hayes and Preacher on SPSS.

4. DATA ANALYSIS

4.1 RELIABILITY ASSESSMENT

The value of reliability co-efficient for the entire instrument was 0.95 and the value of Cronbach's alpha for all the variables laid between the acceptable range as proposed by Tavakol and Dennick (2011). The results of the reliability test signified that the survey instrument was suitable to be used for statistical analysis and it also signified that no item needed to be excluded.

Table 1: Internal reliability of scales

	Number of items	Cronbach's alpha
Entire instrument	54	0.95
Variables		
Purchase intention (PI)	30	0.90
Self-brand connection (BC)	16	0.94
Perceived fit (PF)	5	0.81
Extension attitude (EA)	3	0.82

4.2 LINEAR REGRESSION ANALYSIS

For studying the direct relations between the two variables, linear regression analysis was used. The positive beta value determines that there exists a positive relationship between the two variables

whereas a negative beta value determines an inverse relationship between the two variables.

Table 2: Summary table for H1 and H2 (Linear regression analysis)

Hypothesis	Theoretical relation	R Square	Standardized coefficient of variable	F-value	Sig.	Status
H1	There is a positive relationship between consumers perceived fit and their purchase intention	0.193	0.439	52.303	<0.001	Accepted
H2	There is a positive relationship between consumers' self-brand connection and their purchase intention	0.523	0.723	239.984	<0.001	Accepted

The independent variable (Perceived fit) causes variations of 19.3% in the dependent variable (Purchase intention). It is significant in terms of having an impact on the purchase intention of the consumer's w.r.t a new product under the product line extension of their favorite smartphone brand. At (F=52.303, Sig. <0.001∗ which is less than 0.05) hypothesis 1 holds true and it can be said that perceived fit does have a positive relationship with the purchase intention of the smartphone users. The value of beta is positive as shown in the table and this confirms that there exists a directly proportional relationship between Perceived fit and Purchase intention i.e. if the positive perceived fit regarding the new smartphone in the minds of the consumer's increases, their purchase intention towards that new smartphone would also increase. Therefore, it can be said that Purchase intention is statistically dependent on the Perceived fit of consumers regarding the new product in the context of product line extension.

The independent variable (Brand connection) causes variations of 52.3% on the dependent variable (Purchase intention). It is therefore very significant in terms of having an impact on the purchase intention w.r.t a new product under the product line extension of their favorite smartphone brand. At (F=239.984, Sig. <0.001∗ which is less than 0.05) hypothesis 2 holds true and this means that self-brand connection does have a positive relationship with the purchase intention of the smartphone users. The value of beta is positive as shown in the table and this confirms that there exists a directly proportional relationship between Self-brand connection and Purchase intention i.e. if the self-brand connection of the users with their smartphone brand increases, their purchase intention towards that new smartphone would also increase. Therefore, it can be said that Purchase intention is statistically dependent on the Self-brand connection of consumers with their smartphone brand in the context of product line extension.

4.3 HAYES AND PREACHER MODERATION ANALYSIS

For this particular research model 1 was used to test H3 and H4 which indicated a direct moderation on the relationship between independent and the dependent variable. Based on the results (Table 3), it was concluded that for the overall model the variance is expected to be 0.53 or 53% in the relationship between Brand Connection and Purchase Intention due to the presence of Extension Attitude as a moderator $(F(3, 217) = 83.67, p < 0.05, R$ square$= .53)$ and the variance is expected to be 0.51 or 51% in the relationship between Perceived Fit and Purchase Intention due to the presence of Extension Attitude as a moderator $(F(3, 217) = 75.82, p < 0.05, R$ square$= 0.51)$.

Table 3: Summary table for H3 and H4 (Hayes and Preacher's moderation analysis)

Hypothesis	Theoretical relation	R Square	f-value	Sig.	Status
H3	Extension attitude moderates the impact of self-brand connection on consumer's purchase intention towards a new product under line extension.	0.5363	83.6738	<0.001	Accepted
H4	Extension attitude moderates the impact of self-perceived fit on consumer's purchase intention towards a new product under line extension	0.5118	75.8296	<0.001	Accepted

5. DISCUSSION

Maximum responses were received from the university students which fell in the age bracket of 18-24 and were enrolled in the bachelor's program and reasonable responses were collected from all the universities mentioned in the research methodology. Based on the frequency table the most popular smartphone brands used by the Pakistani university students were Apple, Samsung, Huawei, and Oppo. Based on the correlation analysis it was determined that both the independent variables i.e. Perceived fit and Brand connection were positively correlated with the dependent variable i.e. Purchase intention. Hypothesis 1 and 2 were accepted and this means that if the perceived fit of the consumers about the new smartphone is positive with respect to similarity, substitutability, and improved features then the purchase intention of the users towards that new smartphone as a result of product line extension would also increase. In addition to that, as the self-brand connection of the users with their brand increases, their purchase intention for the adoption of the new smartphone would also increase. Hence both the relationships were proved to be significant in the context of product line extension. A slight change in the variance was observed due to the influence of interaction terms on the linear relationship. Slopes for Self-brand connection which predicted purchase intention were also obtained at each level of extension attitude. It was revealed that at lower levels of Extension attitude the relationship between the Self-brand connection and Purchase intention was not significant and the relationship was more significant at the average and higher levels of Extension attitude and same was the case when Extension Attitude was used as a moderator between the relationship of Perceived fit and Purchase intention.

6. CONCLUSION

Various reports were found focusing on trends on the penetration of smartphones in Pakistan and their increase in use by the consumers. Due to increasing significance of smartphone phone industry in Pakistan and raising concerns from the consumer point of view proved that due to rising trends of use of smartphones and rapidly increasing smartphone market penetration it had become important to identify the factors which had an impact on the purchase intention of customers towards new smartphones as a result of extension strategy. This research paper particularly explored the impact of Self Perceived Fit and Self-Brand Connection on the Purchase Intention of smartphone users in the context of the launch of a new product of their favorite brand under product line extension in Pakistan. It can be concluded from the research that when it comes to introduction of a new product (smartphone) under line extension strategy specifically in the smartphone market of Pakistan, it is important to identify how the attitude of the consumers towards this extension strategy influences

their choice of purchase and forms their purchase intention. Although Self brand connection does have a direct positive relationship with the purchase intention if the general attitude of the customer due to bad experience or poor brand affiliation becomes negative then it might pose a negative impact on the linear relationship as well and can negatively impact the intentions of purchase or repurchase. Similarly, even if the new product launched as a result of extension strategy meets all the perceptional fit criteria of the customer in terms of substitutability, relatedness or complementarity, the intention to purchase that new product would not be there unless the attitude of the customer towards the extension strategy is favorable. Hence it can be concluded that extension attitude does moderate the relationship between the purchase intention and the factors having an impact on purchase intention when it comes to introduction of smartphones by the brands under product line extension strategy.

Knowing about the self-perceptional fits of the consumers with respect to the new products can aid the marketers to choose a more relevant and profitable type of extension strategy. For instance, if the perceptional fit regarding the new product in the minds of the costumers is positive due to good affiliation with the parent brand then a new product can be launched easily under the same brand. On the contrary, if the perceptional fit is not positive or strong enough, then, in that case, the products can be launched a different brand name. This research can provide guidance to the manufacturers of smartphones and distributers responsible for strategically oriented marketing management and sale of potential smart phones in the Pakistani market.

7. AVAILABILITY OF DATA AND MATERIAL

Data can be made available by contacting the corresponding authors

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Marva Binte Abid was a research student at National Defense University (NDU) and holds an M-Phil degree in Leadership and Management Sciences. She holds a Bachelor's degree in Business Administration with a major in Marketing Management from FAST National University. Her research interest areas include consumer behavior, integrated marketing communication, branding strategy, entrepreneurship, marketing management, and services marketing.

Dr. Shazia Hassan is an Assistant Professor at National Defence University, Islamabad. Her areas of interest are in leadership and management practices, Islamic finance and ethics, current affairs, CPEC, climate change and various organizational and social matters pertaining to individual, groups, organizations and societal sustainable development.

Dr. Iffat Rasool is a permanent employee of SZABIST, Islamabad and has been working as an Assistant Professor at the Management Sciences Department. She is interested in Management Sciences.

Wajeeha Ghias is a Lecturer at the Leadership and Management Department, National Defense University, Islamabad. She is a certified trainer from the Higher Education Commission of Pakistan, Tubitak Tusside, Turkey and Palm Beach Atlantic University Florida USA. She is interested in Environmental Leadership, Inclusive Leadership, Followership, Human Resource Management, and Community Service.

Dr. Noor Ul Hadi is an alumnus of Peshawar University, where he graduated with a B. Com (Hons) and M. Com. He earned his PhD in Management from Universiti of Kuala Lumpur Business School and M. Phil in Management Science from Qurtuba University of Science and Information Technology. He is interested in Modern Management.