

Brand Extension and Customer WOM: Evidence from the Sports Industry

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Abstract : his study is taking Adidas Company as the object, explored the brand awareness directly or indirectly affects brand affect and word of mouth. First, explored the brand awareness on category fit and image fit, and examined the influence of category fit and image fit on extension attitude. This study then designates the effect of extension attitude on brand affect and word-of-mouth. The relationship of brand awareness on brand affect and word-of-mouth was also explored. The study participants are people who have purchased Adidas extension products. A total of 700 valid questionnaires were collected and statistical software AMOS 20.0 was used to examine the research hypotheses by using structural equation modeling (SEM). Finally, theoretical implications and research directions are provided for future studies.

Keywords : brand extension, brand awareness, product category fit, brand image fit, brand affect, word-of-mouth (WOM)

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