

# Determinants of Brand Personality Transfer in a Brand Extension Context: A Special Reference to Taiwan

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*In today's highly competitive market, the brand personality of a well-known brand is an essential asset that makes the brand distinguishable from other brands. Therefore, in the case of launching a new product through brand extension strategy, the transference of the brand personality from an existing brand to a new product can help to differentiate it from competing brands' products, thus, enhance the success and reduce the risk of the new product. However, the question of what are the determinants of brand personality transfer in a brand extension context is still unclear. The current research seeks to examine factors affecting the evaluation of brand personality transference from a core brand to its extension brand. A 2 x 2 factorial experiment is used to collect the data in Taiwan. The findings reveal that extension naming strategy and categorical fit between original and extension product categories have significant main and interaction effects on the transference of brand personality from a parent brand to its extension brand. Specifically, direct naming strategy and high categorical fit lead to more personality transference from the parent brand to its extension brand. The current research provides new theoretical insights into brand personality and brand extension research and adds to the current literature. The authors conclude by discussing the implications of these findings for both managerial decision making and scholarly theories.*

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