

## IMPACT OF PARENT BRAND IMAGE ON BRAND EXTENSION (WITH REFERENCE TO UBER AND UBER EATS)

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### ABSTRACT

*Brand extension has been the new and popular way of introducing new brands or new products into the market. Many firms are benefitted from adopting the strategy of Brand Extension. Only when the parent brand supports the brand extension, it would make a successful extension and also strengthens the parent brand. Developing a new brand requires more investment than creating a brand extension so, due to this firms use a brand extension strategy to enter new markets. Company makes extension of brand which is popular in market and also the brand which have a good name and a positive image in the view of customer. Companies uses this as a strategy to decrease the risk of product failure after launching the extended brand.*

**Keywords:** Brand Extension, New Brands, New Products, Parent Brand, Risk of Product Failure.

### Introduction

The increasingly competitive global market forces are companies focusing to separate themselves from their competitors in order to survive and take advantage of growth and opportunities. One way to differentiate themselves from competitors is the creation of strong brands and try to increase the profitability to reduce their marketing costs. In recent years, most companies have been using brand extensions as a strategy for launching new products, brand extensions play a vital role in every company.

Brand extension strategy is helpful for reducing the risk towards the failure of newly launched products in the market, and most of the consumers are willing to prefer new products marketed under well-known existed brands. The methods are used to examine the introduction of successful brand extensions and analyze how consumers evaluate brand extensions. Some researchers say that brand extension strategies may have the risk of weakening consumer trust in the parent brand and sometimes can also bring a negative impact on the parent brand image. This study investigates the effects of brand extensions (Uber eats) on the relationship that customers have with the parent brand (Uber) and also to examine the positive and negative effects of parent brand image(uber) on brand extension (uber eats).

Companies don't need to create a new brand or a new brand name for a new product category; Instead of creating a new product name, companies should use the name of well-known, successful and well-established brands in other words called brand extension. New style for brand management which creates value for a single name and makes it a mega Parent brand is known as the brand extension. Usually, a strategy is used to introduce a new product under the already existing product. Well managed brand extensions provide new sources of revenue along with reinforcing brand meaning and help to build brand equity. The parent brand becomes stronger with each successful brand extension it makes.

Uber Technologies, Inc., commonly known as Uber, is an American technology company. Ride-hailing, food delivery (Uber Eats), package delivery, couriers, freight transportation are the services provided by uber. It was established in 2012 as an alternative to the mainstream taxi service. Since its release, it has become one of the most recognizable brands in the worlds. To sign up as a driver in uber,

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people should have a car with full license and insurance. The app can be downloaded from play store on all smartphones and allows users to request a ride from a private driver for a fee that is very competitive than traditional taxi services. In March 2017 Uber introduced a new service called Uber-Eats which uses an application on a smartphone like the original service. This service allows local eateries to sell their products on the Uber platform, then Uber drivers deliver the order right to the customers' front door. This service of uber eats has been a success so far and is benefiting both the customers and the local businesses.

### Objectives

#### Primary Objectives

- To understand the impact of parent brand image on brand extension, with special reference to Uber and Uber eats.

#### Secondary Objectives

- To study the demographics of respondents.
- To examine the factors influencing the use of service/product for the first time and also for the subsequent use.
- To establish the relationship between the level of satisfaction of services provided by uber and uber eats.
- To find out if there is an association between the reasons for opting the services of uber eats for the first time with the selected demographic.
- To ascertain if there is a significant relationship between the level of frequency to avail the services and monthly expenditure of Uber and Uber eats.

#### Pilot Testing

50 respondents across Chennai were pilot tested to find the quality of questionnaire and the reliability of data. And the test revealed that the questionnaire was self-explanatory and understandable. Hence the primary data was tested for reliability for 323 respondents using SPSS. The Cronbach Alpha test revealed a reliability score of 0.866 and hence the data collected was found to be reliable and useful for the study.

#### Scope of Study

The study was conducted among people in Chennai and to investigate empirically the impact of parent brand image on brand extensions with reference to uber – uber eats between June 2020 to February 2021.

#### Review of Literature

**Phau, I., Matthiesen, I. M., & Shimul, A. S** in the article titled "Investigating the reciprocal effects of brand extensions on the brand personality of luxury brands" aims to empirically investigate positive and negative reciprocal effects of extensions on brand personality by varying levels of congruency and typicality while controlling for the effects of motivation processing. The findings revealed brand personality dilution effects only. Specifically, brand personality dilution occurred in response to incongruent and congruent information.<sup>1</sup>

**Rajeev batra, Peter lenk, Michel wedel (2010)** has published the article on "Brand Extension Strategy Planning: Empirical Estimation of Brand–Category Personality Fit". The study estimates brand and category personality structures, using a Bayesian factor model that separates the two by means of brand-level and category-level random effects. This methodology leads to measures of a brand's fit and a typicality. The authors illustrate and validate the model on two nationally representative data sets on brand personalities in three categories (jeans, magazines, and cars) and investigate the brand extension and licensing implications of the results obtained with the model.<sup>2</sup>

**Adamantios Diamantopoulos, Gareth Smith, Ian Grime** "The impact of brand extensions on brand personality" was to investigate empirically the impact of brand extensions on brand personality, using Aaker's scale to measure the latter. And there was no adverse impact on the brand personality of

<sup>1</sup> Phau, I., Matthiesen, I. M., & Shimul, A. S. (2020) "Investigating the reciprocal effects of brand extensions on brand personality of luxury brands".

<sup>2</sup> Rajeev Batra, Peter Lenk, and Michel Wedel "Brand Extension Strategy Planning: Empirical Estimation of Brand–Category Personality Fit".

the core brand as a result of introducing extensions (irrespective of fit). The purpose of this paper was to investigate the predicting roles of extension naming strategies from a parent brand to its extension brand. The findings show that consumers perceive higher brand personality transfer when a direct naming strategy is applied or when the parent brand extends to a high perceived fit product.<sup>1</sup>

**Nhat Hanh Le, Julian Ming Sung Cheng, Yueh Hua Lee, Megha Jain (2012)** has published the article on “Brand extension: Using parent brand personality as leverage”. The purpose of this paper is to investigate the predicting roles of extension naming strategies and categorical fit on the transfer of brand personality from a parent brand to its extension brand. The findings show that consumers perceive higher brand personality transfer when a direct naming strategy is applied or when the parent brand extends to a high perceived fit product. The former is the dominant predictor of brand personality transfer. There also exists an interaction effect between extension naming strategies and categorical fit.<sup>2</sup>

**Rambabu lavuri (2018)** has published the article on “Impact of brand extensions on parent brands image: a study”. The objectives of the study is to examine the correlation between Parent brand image and demographical variables of customers. And also to analyze the impact of brand extensions on parent brands image. The findings revealed that there was no significant impact of Brand extensions on Parent brand image.<sup>3</sup>

**Fatima Sajjad Fatima Sajjad, M. Iqbal (2015)** has published the article on “Impact of Brand Extension and Brand Image on Brand Equity”. The purpose of this study was to find out factors influencing on the brand equity. How the brand image and line extension impact on brand equity. The research results identified that there is positive significant relationship between the dependent and independent variables. The regression result showed that the model is fit and can predict future results of the research. The research will helpful for the commercial markets, related industries and specially for the managers to review their business strategies in order to attract maximum potential customers.<sup>4</sup>

**Identification of Research Gap**

The literature study revealed that extensive research has been done on the impact of brand extensions on brand personality, brand equity, brand image. And also a research has been done on evaluation of consumers on brand extensions. Many studies are focused only on the whole brand extension part. But there is no study to find the impact of uber (Parent brand) on Uber eats (Extended brand). This is the first ever study to be done in the area of research on bran extension.

**Analysis and Interpretations**

In this chapter, a deep study has been made to identify the impact of parent brand image (uber) on brand extension (uber eats).For this purpose, primary data was collected from 323 respondents.

The data was analyzed by using percentage analysis and statistical tools like Independent t-test, ANOVA test, Chi-square test, correlation test at 5% significance level.

**Cronbach Alpha Reliability Statistics**

**Reliability Statistics**

Cronbach Alpha	No. of Items
0.866	49

Source: Computed

**Inference**

The above table shows the reliability alpha coefficient value for 49 items from the questionnaire which was circulated to 323 respondents. As the Cronbach Alpha value (0.866) is greater than the benchmark 0.06, the questionnaire form is considered valid and reliable.

**Demographic Analysis**

The table below represents the various demographics of 323 respondents. These demographic variables are collected analyzing the impact of brand extension on Uber.

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<sup>1</sup> Adamantios Diamantopoulos, Gareth Smh, Ian Grime “The impact of brand extensions on brand personality: experimental evidence”  
<sup>2</sup> Nhat Hanh Le, Julian Ming Sung Cheng, Yueh Hua Lee, Megha Jain “Brand extension: Using parent brand personality as leverage”.  
<sup>3</sup> Rambabu lavuri “Impact of brand extensions on parent brands image: a study”.  
<sup>4</sup> Fatima Sajjad Fatima Sajjad, M. Iqbal “Impact of Brand Extension and Brand Image on Brand Equity”.

### Demographics

Particulars	Variable	Frequency	Percentage
Gender	<b>Male</b>	<b>164</b>	<b>50.8%</b>
	Female	159	49.2%
Age Group	<b>Below 20</b>	<b>160</b>	<b>49.5%</b>
	21-40	156	48.3%
	41-60	5	1.5%
	Above 60	2	0.6%
Marital Status	Married	14	4.3%
	<b>Single</b>	<b>309</b>	<b>95.7%</b>
Occupation	<b>Student</b>	<b>268</b>	<b>83%</b>
	Working	55	17%
Income	<b>Less than Rs.25000</b>	<b>266</b>	<b>82.4%</b>
	Rs.25001-Rs.50000	30	9.3%
	Rs.50001-Rs.75000	8	2.5%
	Above Rs.75000	19	5.8%

Source: Computed

### Inference

50.8% of the respondents are male and 49.2% are female, age below 20years are 49.5% and 95.7% are single, 83% are students and 17% are working with income less than Rs.25000(82.4%).

### Level of Awareness (Percentage Analysis)

The following table shows the level of awareness of different brands between parent brand and extended brand.

### Level of Awareness

Brands	Groups	f	Remarks
Apple	<b>Parent brand</b>	<b>298</b>	Incorrect
	Extended brand	25	
Dell	<b>Parent brand</b>	<b>259</b>	Correct
	Extended brand	64	
Colgate	<b>Parent brand</b>	<b>218</b>	Incorrect
	Extended brand	105	
Dabur	<b>Parent brand</b>	<b>195</b>	Correct
	Extended brand	128	
Dyson	Parent brand	133	Correct
	<b>Extended brand</b>	<b>190</b>	
Starbucks	<b>Parent brand</b>	<b>240</b>	Incorrect
	Extended brand	83	

Source: Computed

### Inference

From the above table, the researcher can infer that 92.26% of the respondents are not aware that Apple is extended brand, 67.49% of the respondents are not aware that Colgate is an extended brand. 74.30% of the respondents are not aware thinks that Starbucks is an extended brand. 80.19% of the respondents are aware that Dell is an original brand and 58.8% of the respondents are aware that Dyson is an extended brand. It can be inferred that many people are well aware of brands but they doesn't know which brand is a parent brand or an extended brand.

### Other Percentage Analysis

The Following Table shows different opinions of respondents on Parent brand (Uber) and Extended brand (Uber eats).

### Other Percentage Analysis

Particulars	Groups	f	%
People are aware of uber eats since uber is popular	Strongly Agree	102	31.57%
	<b>Agree</b>	<b>147</b>	<b>45.5%</b>
	Neutral	57	17.64%
	Disagree	14	4.33%
	Strongly Disagree	3	0.93%
Success of uber eats depends on the uber's image	Strongly Agree	72	22.29%
	<b>Agree</b>	<b>134</b>	<b>41.48%</b>
	Neutral	90	27.86%
	Disagree	23	7.12%
	Strongly Disagree	4	0.12%

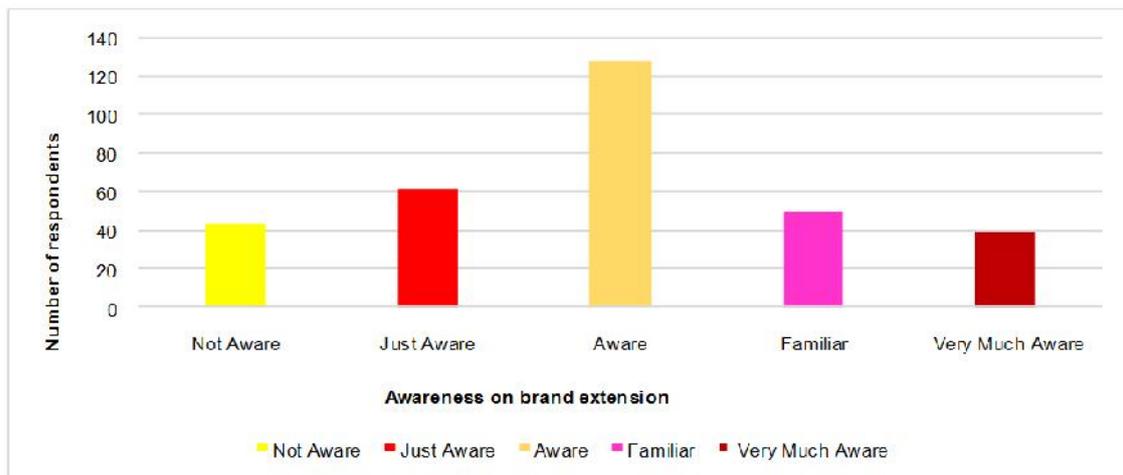
Prices quoted in uber eats are reasonable as uber	Strongly Agree	59	18.26%
	Agree	126	39%
	<b>Neutral</b>	<b>115</b>	<b>35.60%</b>
	Disagree	19	5.88%
	Strongly Disagree	4	0.12%
I prefer uber eats as it provides quality service as that of uber	Strongly Agree	47	14.55%
	Agree	124	38.39%
	<b>Neutral</b>	<b>125</b>	<b>38.69%</b>
	Disagree	21	6.50%
	Strongly Disagree	6	1.85%
The negative impact of Uber Eats on Uber is possible	Strongly Agree	54	16.71%
	<b>Agree</b>	<b>133</b>	<b>41.11%</b>
	Neutral	100	30.95%
	Disagree	29	8.97%
	Strongly Disagree	7	2.16%
I trust uber eats , the same way as uber	Strongly Agree	60	18.57%
	<b>Agree</b>	<b>121</b>	<b>37.46%</b>
	Neutral	117	36.22%
	Disagree	20	6.19%
	Strongly Disagree	5	1.54%
I will continue to be a customer of uber and uber eats	Strongly Agree	65	20.12%
	<b>Agree</b>	<b>125</b>	<b>38.69%</b>
	Neutral	112	34.67%
	Disagree	14	4.33%
	Strongly Disagree	7	2.16%

Source: Computed

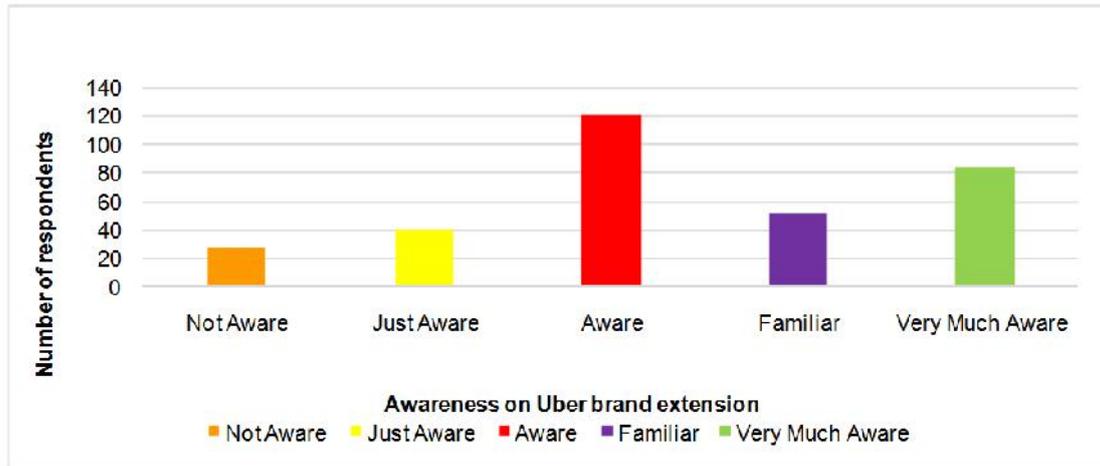
### Inference

- 77% feel that they are aware of uber eats since uber is popular. So this states that there is a positive impact of parent brand image (uber) on the brand extension(uber eats).
- 63% thinks that success of uber eats depends on the uber's image. This states that the parent brand image and success is very important for the brand extension.
- 57% think that prices quoted in uber eats doesn't have any impact on uber.
- (53%) also thinks that the quality service of uber eats doesn't have any impact on uber.
- 57% thinks that uber eats can also have a negative impact on uber. This states that sometimes when uber eats fails to succeed, then it is possible that it creates a negative impact on the parent brand image as well.
- (56%) also agrees that they trust uber eats the same way as uber.
- 58% said that they will continue to be the customer of uber and uber eats.

**Chart 1: Level of Awareness on Brand Extension**



**Chart 2: Level of Awareness on Uber Brand extension to Uber Eats**



**Inference**

The majority of the respondents are aware about brand extension and they are also aware about the brand uber which has made an extension to uber eats.

**Hypothesis Testing**

- Hypothesis 1**

**Difference between the selected demographic variable and level of awareness towards brand extension (t-test)**

The selected demographic variables for this hypothesis are Gender, Occupation and Marital status. The relationship between the selected demographic variables and level of awareness towards brand extension using t-test is studied.

**H<sub>0</sub>:** There is no difference between the selected demographic variables and level of awareness towards brand extension.

**Level of Awareness towards Brand Extension**

Demographics	Groups	Mean	Std. Deviation	'f' Value	'p' Value	H <sub>0</sub>
<b>Gender</b>	Male	1.44	0.501	5.525	0.388	Accepted
	Female	1.00	0.000			
<b>Occupation</b>	Student	1.21	0.408	2.72	0.132	Accepted
	Working	1.00	0.000			
<b>Marital Status</b>	Married	1.89	0.317	0.173	0.549	Accepted
	Single	2.00	0.000			

Source: Computed  
Significance level: 5%

**Inference**

The above findings shows that the level of awareness towards brand extension has no difference between male and female. And the level of awareness towards brand extension has no variance between student and employer. And also the level of awareness towards brand extension has no difference between married and unmarried people.

- Hypothesis 2**

**Factors influence the use of a service/product for the first time with the selected demographic variables (ANOVA)**

The selected demographic variables for ANOVA are Age, Income and the factors influencing the use of a service/product for the first time are extended brand of an already existing brand, Hearsay/ Feedback from others, Price, Quality and Offers/ Discounts. This Hypothesis testing is to find out the factors influencing the use of a service/product for the first time with the selected demographic variables using ANOVA.

**H<sub>0</sub>:** There is no difference between the factors influencing the use of a service/product for the first time with the selected demographic variables

**Factors Influencing the use of a Service/Product for the First Time**

Demographics	Groups	'f' Value	'p' Value	H <sub>0</sub>
Age (in years)	Below 20	0.999	0.452	Accepted
	21- 40			
	41- 60			
	Above 60			
Monthly Income	Less than Rs.25,000	1.196	0.281	Accepted
	Rs.25001 – Rs.50000			
	Rs.50001 – Rs.75000			
	Above Rs.75000			

Source: Computed  
Significance level: 5%

**Inference**

The above findings shows that the factors influencing the use of a service/product for the first time are same in all the age groups. And the factors influencing the use of a service/product for the first time has no difference with monthly income.

- Hypothesis 3**

**Factors influence the use of a service/product after the first time with the selected demographic variables (ANOVA)**

The selected demographic variables for ANOVA are Age, income and the factors influencing the use of a service/product after the first time are extended brand of an already existing brand, Hearsay/ Feedback from others, Price, Quality and Offers/ Discounts. This Hypothesis testing is to find out the factors influencing the use of a service/product after the first time with the selected demographic variables using ANOVA.

**H<sub>0</sub>:** There is no difference between the factors influencing the use of a service/product after the first time with the selected demographic variables

**Factors Influencing the use of a Service/Product after the First Time**

Demographics	Groups	'f' Value	'p' Value	H <sub>0</sub>
Age (in years)	Below 20	0.518	0.903	Accepted
	21- 40			
	41- 60			
	Above 60			
Monthly Income	Less than Rs.25,000	1.669	0.073	Accepted
	Rs.25001 – Rs.50000			
	Rs.50001 – Rs.75000			
	Above Rs.75000			

Source: Computed  
Significance level: 5%

**Inference**

The above findings shows that the factors influencing the use of a service/product after the first time are same in all the age groups. And the factors influencing the use of a service/product after the first time has no difference with monthly income.

- Hypothesis 4**

**Relationship between the level of satisfaction of services provided by Uber and Uber eats (Correlation)**

In This Hypothesis testing the level of satisfaction of services provided by Uber is compared with the level of satisfaction of services provided by Uber eats.

**H<sub>0</sub>:** There is no relationship between the level of satisfaction of services provided by Uber and Uber eats.

**Relationship between the Level of Satisfaction of Services Provided by Uber and Uber Eats**

Demographics	Groups	'r' Value	'p' Value	H <sub>o</sub>
Level of Satisfaction for Uber	Pick up and drop on time	1.00	0.001	Rejected
	Maps			
	Uber App			
	Service of driver			
	Share your trip			
	Price of a ride			
	Live track of the rider			
Level of Satisfaction for Uber eats	Delivery of food on time	1.00	0.001	Rejected
	Delivery of food without damage			
	Uber eats App			
	Delivery charges			
	Links/ Partnership with quality restaurants			
	Live track of delivery			

Source: Computed  
Significance level: 5%

**Inference**

The above findings shows that there is a significant relationship between the level of satisfaction of services provided by Uber and with the level of satisfaction of services provided by Uber eats. As there is a positive correlation, when the level of satisfaction of uber increases, then the level of satisfaction of uber eats will also increase.

- Hypothesis 5**

**Reason for opting the extended brand (uber eats) for the first time with the selected demographic variables (Chi-square Analysis)**

The selected demographic variable for Chi-square test are Gender, Occupation, Marital status and the reason for opting the extended brand (uber eats) for the first time. This Hypothesis testing is to find out the reason for opting the extended brand (uber eats) for the first time with the selected demographic variables using Chi-square.

**H<sub>o</sub>:** There is no Association between the reason for opting the extended brand (uber eats) for the first time with the selected demographic variables

**Reason for Opting the Extended Brand (Uber Eats) for the First Time**

Demographics	Groups	'df' Value	'sig' Value	H <sub>o</sub>
Gender	Male	4	0.061	Accepted
	Female			
Occupation	Student	4	0.220	Accepted
	Working			
Marital Status	Married	4	0.136	Accepted
	Single			

Source: Computed  
Significance level: 5%

**Inference**

The above findings shows there is no Connection between reason for opting the extended brand (uber eats) for the first time with Gender, Occupation, Marital status.

- Hypothesis 6**

**Relationship between the level of frequency to avail the services of Uber and monthly expenditure on Uber (Correlation)**

In This Hypothesis testing the level of frequency to avail the services of Uber and monthly expenditure on Uber.

**H<sub>o</sub>:** There is no significant relationship between the level of frequency to avail the services of Uber and monthly expenditure on Uber.

**Level of Frequency to Avail the Services of Uber and Monthly Expenditure on Uber**

Demographics	Groups	'r' Value	'p' Value	H <sub>0</sub>
Level of frequency to avail the services of Uber	Very Often	1.00	0.000	Rejected
	Often			
	Less Often			
	Rarely			
	Never			
Monthly Expenditure of uber	Less than Rs.1000	1.00	0.000	Rejected
	Rs.1001 – Rs.2000			
	Rs.2001 – Rs.3000			
	Rs.3001 – Rs.4000			
	Above Rs. 4000			

Source: Computed  
Significance level: 5%

**Inference**

The above findings shows that there is a significant relationship between the level of frequency to avail the services of Uber and monthly expenditure on Uber. As there is a positive correlation, when the level of frequency to avail the services of Uber increases, monthly expenditure on Uber will also increase.

• **Hypothesis 7**

**Relationship between the level of frequency to avail the services of Uber eats and monthly expenditure on Uber eats (Correlation)**

In This Hypothesis testing the level of frequency to avail the services of Uber eats and monthly expenditure on Uber eats.

**H<sub>0</sub>:** There is no significant relationship between the level of frequency to avail the services of Uber eats and monthly expenditure on Uber eats.

**Level of Frequency to avail the Services of Uber Eats and Monthly Expenditure on Uber Eats**

Demographics	Groups	'f' Value	'p' Value	H <sub>0</sub>
Level of frequency to avail the services of Uber eats	Very Often	1.00	0.000	Rejected
	Often			
	Less Often			
	Rarely			
	Never			
Monthly Expenditure of uber eats	Less than Rs.1000	1.00	0.000	Rejected
	Rs.1001 – Rs.2000			
	Rs.2001 – Rs.3000			
	Rs.3001 – Rs.4000			
	Above Rs. 4000			

Source: Computed  
Significance level: 5%

**Inference**

The above findings shows that there is a significant relationship between the level of frequency to avail the services of Uber eats and monthly expenditure on Uber eats. As there is a positive correlation, when the level of frequency to avail the services of Uber eats increases, monthly expenditure on Uber eats will also increase.

• **Hypothesis 8**

**Difference between the selected demographic variable and level of level of satisfaction of services provided by Uber(t-test)**

The selected demographic variables for this hypothesis are Gender, Occupation and Marital status. The relationship between the selected demographic variables and level of satisfaction of services provided by Uber using t-test is studied.

**H<sub>0</sub>:** There is no difference between the selected demographic variables and level of satisfaction of services provided by Uber.

**Level of Satisfaction of Services Provided by Uber**

Demographics	Groups	Mean Difference	Std. Deviation	'p' Value	H <sub>0</sub>
Gender	Male	1.75	0.500	0.272	Accepted
	Female				
Occupation	Student	1.21	0.000	0.000	Rejected
	Working				
Marital Status	Married	1.95	0.000	0.000	Rejected
	Single				

Source: Computed  
Significance level: 5%

**Inference**

The above findings shows that gender doesn't determine the level of satisfaction of services provided by Uber. But Occupation and marital status determines the level of satisfaction of services provided by Uber. Which means that the level of satisfaction of services provided by Uber has no difference between male and female. And the level of satisfaction of services provided by Uber has a significant difference between student and employer. And also the level of satisfaction of services provided by Uber has a significant difference between married and unmarried people.

- **Hypothesis 9**

**Difference between the selected demographic variable and level of level of satisfaction of services provided by Uber eats(t-test)**

The selected demographic variables for this hypothesis are Gender, Occupation and Marital status. The relationship between the selected demographic variables and level of satisfaction of services provided by Uber eats using t-test is studied.

**H<sub>0</sub>:** There is no difference between the selected demographic variables and level of satisfaction of services provided by Uber eats.

**Level of Satisfaction of Services Provided by Uber Eats**

Demographics	Groups	Mean	Std. Deviation	'p' Value	H <sub>0</sub>
Gender	Male	1.67	0.577	0.333	Accepted
	Female				
Occupation	Student	1.33	0.577	0.333	Accepted
	Working				
Marital Status	Married	2.00	0.000	0.000	Rejected
	Single				

Source: Computed  
Significance level: 5%

**Inference**

The above findings shows that gender and occupation doesn't determine the level of satisfaction of services provided by Uber eats. But marital status determines the level of satisfaction of services provided by Uber. Which means that the level of satisfaction of services provided by Uber eats has no difference between male and female. And the level of satisfaction of services provided by Uber eats has no significant difference between student and employer. But the level of satisfaction of services provided by Uber eats has a significant difference between married and unmarried people.

- **Hypothesis 10**

**Difference between the selected demographic variable and level of level of satisfaction of services provided by Uber (ANOVA)**

The selected demographic variables for this hypothesis are Gender, Occupation and Marital status. The relationship between the selected demographic variables and level of satisfaction of services provided by Uber using ANOVA is studied.

**H<sub>0</sub>:** There is no difference between the selected demographic variables and level of satisfaction of services provided by Uber.

**Level of Satisfaction of Services Provided by Uber**

Demographics	Groups	'f' Value	'p' Value	H <sub>o</sub>
Age (in years)	Below 20	0.974	0.499	Accepted
	21- 40			
	41- 60			
	Above 60			
Monthly Income	Less than Rs.25,000	1.394	0.111	Accepted
	Rs.25001 – Rs.50000			
	Rs.50001 – Rs.75000			
	Above Rs.75000			

Source: Computed  
Significance level: 5%

**Inference**

The above findings shows that the level of satisfaction of services provided by Uber are same in all the age groups. And the level of satisfaction of services provided by Uber has no difference with monthly income.

- **Hypothesis 11**

**Difference between the selected demographic variable and level of satisfaction of services provided by Uber Eats (ANOVA)**

The selected demographic variables for this hypothesis are Gender, Occupation and Marital status. The relationship between the selected demographic variables and level of satisfaction of services provided by Uber eats using ANOVA is studied.

**H<sub>o</sub>:** There is no difference between the selected demographic variables and level of satisfaction of services provided by Uber eats.

**Level of Satisfaction of Services Provided by Uber Eats**

Demographics	Groups	'f' Value	'p' Value	H <sub>o</sub>
Age (in years)	Below 20	1.947	0.007	Accepted
	21- 40			
	41- 60			
	Above 60			
Monthly Income	Less than Rs.25,000	1.496	0.073	Accepted
	Rs.25001 – Rs.50000			
	Rs.50001 – Rs.75000			
	Above Rs.75000			

Source: Computed  
Significance level: 5%

**Inference**

The above findings shows that the level of satisfaction of services provided by Uber eats are same in all the age groups. And the level of satisfaction of services provided by Uber eats has no difference with monthly income.

**Summary****Findings**

- There is no significant relationship between the selected demographic variables and level of awareness in brand extension (gender, occupation, marital status).
- There is no difference between the factors influencing the use of a service/product for the first time with the selected demographic variables (age, income).
- There is no difference between the factors influencing the use of a service/product after the first time with the selected demographic variables (age, income).
- There is no relationship between the level of satisfaction of services provided by Uber and Uber eats. As the 'r' value is equal to 1.00, it can be inferred that there is a positive correlation between the level of satisfaction of services provided by Uber and Uber eats.

- There is no Association between the reason for opting the extended brand (Uber eats) for the first time with the selected demographic variables (gender, occupation, marital status).
- There is no significant relationship between the level of frequency to avail the services of Uber and monthly expenditure on Uber. As the 'r' value is 1.00, it can be inferred that there is a positive correlation between the level of frequency to avail the services of Uber and monthly expenditure on Uber.
- There is no significant relationship between the level of frequency to avail the services of Uber eats and monthly expenditure on Uber eats. As the 'r' value is 1.00, it can be inferred that there is a positive relationship between the level of frequency to avail the services of Uber eats and monthly expenditure on Uber eats.
- There is no significant relationship between gender and level of satisfaction of services provided by Uber.
- There is a significant relationship between the selected demographic variables (occupation, marital status) and level of satisfaction of services provided by Uber.
- There is no significant relationship between the selected demographic variables (Gender, Occupation) and level of satisfaction of services provided by Uber eats.
- There is a significant relationship between marital status and level of satisfaction of services provided by Uber eats.
- There is no difference between the selected demographic variables (Age, Income) and level of satisfaction of services provided by Uber.
- There is no difference between the selected demographic variables (Age, Income) and level of satisfaction of services provided by Uber eats.

#### **Suggestions**

- Many people aren't aware about different extended brands/products. So if any company decides to make an extension, they should make sure that people are aware of its extension.
- Level of satisfaction of services provided is very important for any brand. Companies should ensure that the services provided are good. Only when consumers are satisfied with the services provided, they will continue to avail those services in future.
- The Services provided by uber like pick up and drop on time, Maps, Uber App, services of driver, share your trip, price of ride and live track of the riders should be sustainable, so that they can continue to be successful even in future.
- The Services provided by uber eats like delivery of food on time, delivery of food without damage, Uber eats App, delivery charges, links/partnership with quality restaurants, and live track of the delivery should be sustainable, so that they can continue to be successful even in future.

#### **Conclusion**

Brand extension is an important growth strategy for parent brand, building brand extension strategy with the support of good quality products which seen equally by consumers can be good for both the parent brand and new products. Brand extension helps to reducing the risk of launching new products and also reducing the cost of promotions towards new products. It can be concluded that the study agrees that there is an impact of parent brand image(Uber) on brand extension (Uber eats).

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