

Timing of New Brand Entry and New Brand Performance: A Conceptual Framework and Research Propositions

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Abstract

Timing of new brand entry involves the introduction of new products via a brand extension or a new-name brand. Little research has attempted to examine the antecedents and consequences of timing of new brand introduction from a strategic, managerial perspective. The purpose of this proposal is to examine the impact of both firm-based factors (including market orientation and resource orientation) and market-based factors (including competitive intensity and market turbulence) on the following relationships: the timing of brand extension introduction and brand extension performance and the timing of new-name brand introduction and new-name brand performance. The proposal presents a number of propositions and finishes with a discussion of the implications of the research and some future research avenues.

Keywords: timing of entry, new brand introductions, strategic orientation, external environment