

Glossary

1. **Co-Branding**, is an alliance of two strong brands where the strengths of two brands are combined together and marketed as one.
2. **Brand Salience** indicates the frequency of remembering the brand during purchases and purchase considerations
3. **Brand Imagery** is the general image or opinion of the customers. It describes the extrinsic properties or associations of the product
4. **Brand Judgements** is the personal responses of the customers with respect to the product or brand. It is the customers' individual evaluations and opinions
5. **Brand leveraging** is explained as the extension of the brand name to support a new product in the same product category of the firm