MEASURING THE IMPACT OF REBRANDING ON CONSUMERS WITH RESPECT TO BRAND EQUITY

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ABSTRACT

Rebranding can be a powerful tool for revitalizing a company's image and repositioning it in the market. To successfully rebrand a product or company, it is important to first define your brand's essence and conduct thorough market research to understand your target audience and their preferences. From there, you can develop a new brand identity, including a new logo, colour scheme, typography, and messaging, that aligns with your brand essence and resonates with your target audience. To launch your new brand, plan a promotional campaign that reaches your target audience through social media, email marketing, and PR outreach. Finally, it's important to monitor customer feedback after the launch and make adjustments to your brand strategy as necessary. With careful planning and execution, a successful rebranding strategy can help your company or product stand out in the market and drive growth. The study concluded that introducing distinctive, unique features or characteristics to a product with the aim of ensuring a unique product selling proposition is product differentiation. It helps a company in achieving a competitive advantage over other firms that offer substitutes of a similar product. In a client's purchase decision-making process, product differentiation serves as a catalyst. It acts as the deciding factor in purchase decisions and sets one product apart from the rest.

Keywords: Rebranding, Brand Equity and Consumers

INTRODUCTION

Rebranding is the process of changing the corporate image of an organisation. It is a market strategy of giving a new name, symbol, or change in design for an already-established brand. The idea behind rebranding is to create a different identify for a brand, from its competitors, in the market. There are several reasons for a company to go for rebranding. One prominent factor is to connect with customers. Rebranding is good for the business, but at the same time it may be risky. There is always a possibility that the consumers do not like the new brand. Rebranding is a marketing strategy in which a new name, term, symbol, design, concept or combination thereof is created for an established brand with the intention of developing a new, differentiated identity in the minds of consumers, investors, competitors, and other stakeholders. Often, this involves radical changes to a brand's logo, name, legal names, image, marketing strategy, and advertising themes. Such changes typically aim to reposition the brand/company,

4589

occasionally to distance itself from negative connotations of the previous branding, or to move the brand upmarket; they may also communicate a new message a new board of directors wishes to communicate. Rebranding can be applied to new products, mature products, or even products still in development. The process can occur through a change in marketing strategy or in various other situations corporate restructuring, union busting, or bankruptcy. Rebranding can also refer to a change in a company or corporate brand that may own several sub-brands for products or companies.

There are two types of rebranding one is Proactive rebranding and the other is Reactive rebranding. Proactive rebranding is done when a company recognises that there is an opportunity to grow, innovate, tap into new businesses or customers, and to reconnect with its users.

Let's understand with the help of an example – Titan Industries rebranded itself in 2013 and changed the logo as well as the name to Titan Company. The new logo highlighted the company's commitment to "create value, innovate, and maintain highest global standards".

Reactive rebranding is done in a situation when the existing brand has be discontinued or changed. Possible reasons for such a action could be mergers & acquisitions, legal issues, negative publicity such as fraud, aiming to beat the competition, or create our own niche

Let's understand with the help of an example. Following the revelation of 2009 fraud, Satyam Computer Service was pushed to the brink of bankruptcy. The company was sold to Tech Mahindra. The whole process was overlooked by government authorities and Tech Mahindra then rebranded the company as 'Mahindra Satyam' and in the year 2013, it merged itself with Satyam Computer Services.

Corporate rebranding

Rebranding has become something of a fad at the turn of the millennium, with some companies rebranding several times. The rebranding of Philip Morris to Altria was done to help the company shed its negative image. Other rebranding's, such as the British Post Office's attempt to rebrand itself as Consignia, have proved such a failure that millions more had to be spent going back to square one.

In a study of 165 cases of rebranding found that, whether a rebranding follows from corporate strategy (e.g., M&A) or constitutes the actual marketing strategy (change the corporate reputation), it aims at enhancing, regaining, transferring, and/or recreating the corporate brand equity.

Business the world over acknowledges the value of brands. "Brands, it seems, alongside ownership of copyright and trademarks, computer software and specialist know-how, are now at the heart of the intangible value investors place on companies." Companies in the 21st century may find it necessary to relook their brand in terms of its relevance to consumers and the changing marketplace. Successful rebranding projects can yield a brand better off than before.

Marketing develops the awareness and associations in the memory of customers so they know (and are reminded) of brands to serve their needs. Once in a lead position, it is marketing, consistent product or service quality, sensible pricing and effective distribution that will keep the brand ahead of the pack and provide value to its owners

4590

Eur. Chem. Bull. 2023, 12(Special Issue 4), 4589-4599

Motivation

Corporations often rebrand in order to respond to external and/or internal issues. Firms commonly have rebranding cycles in order to stay current with the times or set themselves ahead of the competition. Companies also utilize rebranding as an effective marketing tool to hide malpractices of the past, thereby shedding negative connotations that could potentially affect profitability.

Differentiation from competitors

Companies differentiate themselves from competitors by incorporating practices from changing their logo to going green. Differentiation from competitors is important in order to attract more customers and an effective way to draw in more desirable employees. The need to differentiate is especially prevalent in saturated markets such as the financial services industry.

Elimination of a negative image

Organisations may rebrand intentionally to shed negative images of the past. Research suggests that "concern over external perceptions of the organisation and its activities" can function as a major driver in rebranding exercises.

In a corporate context, managers can utilize rebranding as an effective marketing strategy to hide malpractices and avoid or shed negative connotations and decreased profitability. Corporations such as Philip Morris USA, Blackwater and AIG rebranded in order to shed negative images. Philip Morris USA rebranded its name and logo to Altria on January 27, 2003 due to the negative connotations associated with tobacco products that could have had potential to affect the profitability of other Philip Morris brands such as Kraft Foods.

In 2008, AIG's image became damaged due to its need for a Federal bailout during the financial crisis. AIG was bailed out because the United States Treasury stated that AIG was too big to fail due to its size and complex relationships with financial counterparties.[6] AIG itself is a huge international firm; however, the AIG Retirement and AIG Financial subsidiaries were left with negative connotations due to the bailout. As a result, AIG Financial Advisors and AIG Retirement respectively rebranded into Sagepoint Financial and VALIC (Variable Annuity Life Insurance Company) to shed the negative image associated with AIG.

REVIEW OF LITERATURE

Julian Ming sung cheng (2017) investigated the moderating roles of brand name attitude and product expertise on the impact of different corporate rebranding strategies on consumer brand preference. Rebranding strategies include evolutionary and revolutionary rebranding strategies, while brand name attitude is consumer attitude towards a firm's original brand name and consumer product expertise refers to the consumer knowledge related to the brand's product or service.

Bill Merriles and Dale Miller (2018) found the single case enables a more in- depth analysis of how branding principles were applied to corporate rebranding. All six principles were supported, indicating the need for maintaining core values and cultivating the brand, linking the existing brand with the revised brand, targeting new segments, getting stakeholder "buy- in", achieving alignment of brand elements and the importance of promotion in awareness building

4591

Eur. Chem. Bull. 2023, 12(Special Issue 4), 4589-4599

Muzellec et al. (2019) suggest a 'rebranding mix', encompassing four stages, which can each be adjusted to the relevant type of rebranding

Chaudhary (2019) highlights the success of Accenture, a global consulting giant which reincarnated by going down the road to rebranding, restructuring and repositioning.

Barwise (2020) highlighted the short-term measures of brand strength such as brand loyalty, perceived quality, brand awareness and associations may not be guarantee of the brands long term performance.

Muzellec (2021) suggest a 're-branding mix', encompassing four stages, which can each be adjusted to the relevant type of re-branding.

Pearce and Robinson (2022) define strategy as the building of defences against competitive forces, or as the finding of positions in the industry where competitive forces are weakest

Muzellec (2023) define rebranding as "the practice of building a new name representative of a differentiated position in the mind frame of stakeholders and a distinctive identity from competitors"

OBJECTIVES OF THE STUDY

The study "Impact of rebranding on consumers with respect to brand equity" is to understand the consumer change in the mindset, satisfaction and brand equity after rebranding

1. To understand the influencing level of consumer perception on rebranding
2. To Study the consumer buying behaviour after rebranding
3. To study the effects of brand growth after rebranding

SCOPE OF THE STUDY

Branding plays an important role in the creation of customer awareness and loyalty. If the customers are more aware and loyal to the brand, they will be even more convinced of the product or service. Rebranding, on the other hand, is defined as the process of selecting and establishing a new brand. After the implementation of the rebranding, the original and new brand can be compared. When comparing the original and the new brand, the effect of rebranding can be determined.

Corporate rebranding can involve renewal, reinvention and repositioning of the brand all of which are interrelated concepts. Repositioning is the strategy that concerns communicating a new idea, product or service into the mind of the customer, in a competitive way. In order to stay competitive on the market, a repositioning may be necessary for the company. The renewal can involve altering, renewing and improving the products or services offered to the customers. Moreover, the renewal can involve changing the customer perception about the new brand, by altering the way the brand is communicated out to the customers. When rebranding, a successful communication between the company and the customers can be critical. Reinvention involves the recreation of existing products or services offered, in order to respond to the customer need.

The purpose of the research is to investigate the corporate rebranding, from the aspect of customer satisfaction, brand equity and customer mindset. Moreover, the relationship between customer satisfaction, customer loyalty and brand equity will be examined.

4592

RESEARCH METHDOLOGY

Research design

Quantitative research is the process of collecting and analysing numerical data.

Data Collection:

Data collection is characterized by standard validated techniques as the method of gathering, measuring and analyzing accurate insights for study. The most important goal of data collection is to ensure that data-rich and accurate data is obtained for statistical analysis in order to make data-driven research decisions.

Primary Data:

Primary data is information obtained from first-hand sources by a researcher, using techniques such as surveys, interviews, or experiments. It is compiled, straight from primary sources, with the research project in mind. In comparison with the term secondary data, the information already present is used.

Secondary Data:

Secondary data refers to knowledge that is gathered by someone other than the user. Censuses, data gathered by government agencies, operational records and data originally gathered for other research purposes are popular sources of secondary data for social science.

Sampling

Sample unit and Sample Size

It is the process of selecting representative subset of a total population for obtaining data for the study of the whole population the subset is known as sample. In this the report was prepared from the education sector. The sample size is 106.

Tools used for analysis:

Percentage Analysis, ANOVA, t-Test, Regression and Correlation

DATA ANALYSIS AND INTERPRETATION

Demographic variables of the respondents

Demographic variables	Particulars	Frequency	Percent
Gender	Female	39	36.8
	Male	67	63.2
	Total	106	100
Age	18 - 40	101	95.3
	40 – 60	5	4.7
	Total	106	100
Relationship Status	Married	18	17
	Unmarried	88	83
	Total	106	100
Qualification	School education	3	2.8
	UG degree	63	59.4
	PG degree	40	37.7
	Total	106	100
Employment status	Government employee	5	4.7

		63	59.4
	Private employee	63	59.4
	Self employed	8	7.5
	Unemployed	30	28.3
	Total	106	100
Annual income	Less than 1,00,000	37	34.9
	1,00,000 – 5,00,000	43	40.6
	Above 5,00,000	26	24.5
	Total	106	100

Based on the provided data, here is an interpretation of the demographic variables:

Gender:

The survey includes 106 participants, with 39 (36.8%) identifying as female and 67 (63.2%) identifying as male.

Age:

The majority of respondents fall within the 18-40 age range, accounting for 101 (95.3%) individuals.

Only 5 (4.7%) participants are between the ages of 40 and 60.

Relationship Status:

Out of the total respondents, 18 (17%) are married, while 88 (83%) are unmarried.

Qualification:

Regarding educational qualifications, the data shows that the majority of participants have an undergraduate (UG) degree, with 63 (59.4%) individuals falling into this category.

40 (37.7%) respondents have a postgraduate (PG) degree, and only 3 (2.8%) participants have completed school education.

Employment Status:

In terms of employment, the largest group consists of private employees, with 63 (59.4%) individuals falling into this category.

Government employees account for 5 (4.7%) of the respondents, self-employed individuals make up 8 (7.5%), and 30 (28.3%) participants are currently unemployed.

Annual Income:

The data indicates that 37 (34.9%) individuals have an annual income less than 1,00,000.

43 (40.6%) respondents have an annual income between 1,00,000 and 5,00,000.

26 (24.5%) participants reported an annual income above 5,00,000.

Chi – Square test

Associate between gender and essential of rebranding

Null Hypothesis(H0): There is no significant association between gender and essential thought for rebranding

Chi – Square test between gender and essential of re branding

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.017[a]	1	.313

Interpretation:

4594

Eur. Chem. Bull. 2023, 12(Special Issue 4), 4589-4599

- The significance value of Pearson's chi square is 0.313 which is greater than 0.05, therefore the Null hypothesis is accepted and the Alternate hypothesis is rejected.
- There is no significant association between gender and essential thought for rebranding

Associate between age and thought of risk in preferring rebranded products

Null Hypothesis(H0): There is no significant association between age and thought of risk in preferring rebranded products

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.361[a]	4	.499

Interpretation:

- The significance value of Pearson's chi square is 0.499 which is greater than 0.05, therefore the Null hypothesis is accepted and the Alternate hypothesis is rejected.
- There is no significant association between age and thought of risk in preferring rebranded products

Correlation

Gender and perception over brand value after rebranding

H0: There is no significant mean difference between gender and perception over brand value after rebranding

Gender and perception over brand value after rebranding

Correlations			
		Gender	Re-branding improve the brand value
Gender	Pearson Correlation	1	.001
	Sig. (2-tailed)		.991
	N	106	106
Re-branding improve the brand value	Pearson Correlation	-.001	1
	Sig. (2-tailed)	.991	
	N	106	106

Interpretation:

- The significance value is 0.001 which is lesser than 0.05. Therefore, Null Hypothesis is rejected and Alternate Hypothesis is accepted.
- There is significant mean difference between gender and perception over brand value after rebranding. Pearson Correlation values between the variables is 0.001

Regression

H0: There is no significant relationship between age and curiosity level after rebranding

4595

Eur. Chem. Bull. 2023, 12(Special Issue 4), 4589-4599

Model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.053[a]	.003	-.007	1.208
a. Predictors: (Constant), Age				

ANOVA Analysis

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.426	1	.426	.292	.590[b]
	Residual	151.810	104	1.460		
	Total	152.236	105			
a. Dependent Variable: Rebranding increases curiosity						
b. Predictors: (Constant), Age						

Standardized vs unstandardized coefficient

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.602	.591		4.400	.000
	Age	.299	.554	.053	.540	.590
a. Dependent Variable: Rebranding increases curiosity						

Interpretation:

- The Significance Value is 0.590 which is greater than 0.05, so the Null Hypothesis is accepted and the Alternate hypothesis is rejected.
- Thus, there is no significant relationship between age and curiosity level after rebranding

One-way ANOVA

Gender and their assumption in increase of product price after rebranding

H0: There is no significant mean difference between gender and their assumption in increase of product price after rebranding

Gender and their assumption in increase of product price after rebranding

ANOVA					
Re-branding increases the product price					
	Sum of Squares	df	Mean Square	F	Sig.

4596

Eur. Chem. Bull. 2023, 12(Special Issue 4), 4589-4599

Between Groups	2.146	1	2.146	2.635	.108
Within Groups	84.693	104	.814		
Total	86.840	105			

Interpretation:

- The Significance Value is 0.108 which is greater than 0.05, so the Null Hypothesis is accepted and the Alternate hypothesis is rejected.
- Thus, there is significant mean difference between gender and their assumption in increase of product price after rebranding

FINDINGS

Percentage analysis

- According to the survey results, out of the total 106 respondents, 39 (36.8%) were male and 67 (63.20%) were female. This indicates a higher proportion of male respondents compared to female respondents in the sample
- The total number of respondents of the survey is 106. Out of the 106 respondents, 95.3% of the respondents belong to the Age category between 18 - 40, 4.7% of the respondents belong to the Age category between 40- 60. The results show the respondent's demography of Age from the responses collected in the survey.
- According to the survey results, 83.0% of the 160 respondents are unmarried, while 17.0% are married.
- The survey shows that the majority of the 106 respondents have completed higher education, with 59.4% having a UG degree and 37.7% having a PG degree. Only 3 respondents have reported having no formal education. This suggests that the sample consists mostly of individuals with professional or specialized skills
- The survey results show that out of the 106 respondents, the majority 78.3% shows more attention for the brand after rebranding and 21.7% does not show any attention on the brand even after re branding
- According to the survey result out of 106 respondents, 63.2% of people does not prefer the brand even after rebranding when they don't like it and 36.8% of people will go with the brand after rebranding even though they don't like but to try it.

Chi – Square test

- The significance value of Pearson's chi square is 0.313 which is greater than 0.05, therefore the Null hypothesis is accepted and the Alternate hypothesis is rejected. There is no significant association between gender and essential thought for rebranding
- The significance value of Pearson's chi square is 0.499 which is greater than 0.05, therefore the Null hypothesis is accepted and the Alternate hypothesis is rejected. There is no significant association between age and thought of risk in preferring rebranded products
- The significance value of Pearson's chi square is 0.294 which is greater than 0.05, therefore the Null hypothesis is accepted and the Alternate hypothesis is rejected.

4597

Eur. Chem. Bull. 2023, 12(Special Issue 4), 4589-4599

There is no significant association between age and considering much difference in the product after rebranding

Correlation

- The significance value is 0.001 which is lesser than 0.05. Therefore, Null Hypothesis is rejected and Alternate Hypothesis is accepted. There is significant mean difference between gender and perception over brand value after rebranding. Pearson Correlation values between the variables is 0.001

- The significance value is 0.23 which is greater than 0.05. Therefore, Null Hypothesis is accepted and Alternate Hypothesis is rejected. There is no significant mean difference between annual income and influence of quality in selecting branded product. Pearson Correlation values between the variables is 0.23

Regression

- The Significance Value is 0.590 which is greater than 0.05, so the Null Hypothesis is accepted and the Alternate hypothesis is rejected. Thus, there is no significant relationship between age and curiosity level after rebranding

- The Significance Value is 0.463 which is greater than 0.05, so the Null Hypothesis is accepted and the Alternate hypothesis is rejected. Thus, there is no significant relationship between gender and influencing on appearance of the product after rebranding

One – way ANOVA

- The Significance Value is 0.108 which is greater than 0.05, so the Null Hypothesis is accepted and the Alternate hypothesis is rejected. Thus, there is significant mean difference between gender and their assumption in increase of product price after rebranding

- The Significance Value is 0.666 which is greater than 0.05, so the Null Hypothesis is accepted and the Alternate hypothesis is rejected. Thus, there is significant mean difference between age and their consideration of rebranding as fake promotion

SUGGESTIONS

Majority of the people feels rebranding is essential for the brand after a period of time, so that the brand gets its new recognition and expectations from the customers.

Also, by this rebranding process the customer curiosity for the product from the brand will be increases, from the result. Therefore, the sales of the branded product finds increase after rebranding.

Brand which was not recognized as a trusted brand will not recognise even after rebranding of the same brand in same name, so that type of brands should go for completely new branding starting from its name. So that the customer recognizes the brand as new brand in the market.

Also, the result says majority of the people feels it is risk free purchase when they make purchase on the rebranded products.

Perception of the product after rebranding varies based on the gender. So, it is important to position and rebrand the brand based on the correct targeted audience in the market. Special focus can be given to rebrand for the product that very particular for the gender.

4598

Eur. Chem. Bull. 2023, 12(Special Issue 4), 4589-4599

Appearance of the product either the new brand theme or the packaging used in new rebranded product has much influence in attracting the customer. So, there will be more expectation on the new appearance of the product from the customer.

CONCLUSION

The study concluded that introducing distinctive, unique features or characteristics to a product with the aim of ensuring a unique product selling proposition is product differentiation. It helps a company in achieving a competitive advantage over other firms that offer substitutes of a similar product. In a client's purchase decision-making process, product differentiation serves as a catalyst. It acts as the deciding factor in purchase decisions and sets one product apart from the rest.

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4599

Eur. Chem. Bull. 2023, 12(Special Issue 4), 4589-4599