

ISSN 2063-5346



# IS THE BRAND DEFORMITY A SYMBOL OF SUCCESS?. - A STUDY IN THE VIEW OF CHENNAI CONSUMERS

S. Deivayanai<sup>1</sup>, Dr. M. Chandran<sup>2</sup>

---

Article History: Received: 01.02.2023

Revised: 07.03.2023

Accepted: 10.04.2023

---

## Abstract

The main aim of this paper is to ascertain whether the brand deformity phenomenon for a firm is a symbol of success (or) failure (or) simply a strategy to manage to stay in the marketing arena. The study depends on primary data collected from 472 consumers in Chennai City through the convenience sampling method. It is found from the study that the popular firms involved in the process of brand deformity when they realize the popularity of their brand exist in the market and brand performance which is offering the best satisfaction to their customers. They strongly believe that highly satisfied customers have very high confidence in their brands and they are very much useful to develop brand equity. and brand loyalty towards their firms.

Keywords: brand deformity, chennai.

---

<sup>1</sup>Research Scholar, Vels Institute of Science, Technology and Advanced Studies (VISTAS), Pallavaram, Chennai, Tamil Nadu, India-600117, Email:deivayanaisubramani@gmail.com

<sup>2</sup>Head and Research Supervisor, Department of Commerce, Vels Institute of Science, Technology and Advance Studies (VISTAS), Pallavaram, Chennai, Tamil Nadu, India-600117. Email: drmkv@gmail.com

DOI:10.31838/ecb/2023.12.s1-B.296

## 1. Introduction

Brand deformity implies the brands of companies with unrelated products. For example, A firm in the petroleum business is now focusing towards airport maintenance and ship port maintenance. This phenomenon is called Brand deformity. All the marketers substantially invest in further marketing of brands with favourable images and to increase their popularity. The creation of a positive image for the marketers facilitates them to dominate the marketing arena and also to meet the competitors in the market. The new products are the new brands introduced to upgrade their existing brand image and also to create havoc among consumers. Martinez, E., Polo, Y. and de Chernatony, L. (2008)

Many brand deformity phenomenon takes place in the business when a particular marketer is highly adventurous and intended to venture upon a new type of distress which is uncorrelated with the existing business. It is meticulously observed that all marketers go for deformity when they reach brand dignity in a particular business. The introduction of a new brand in a new field is mainly focusing on low-cost and high-success chances in business ventures. Most of the firms go for brand deformity when they come to know that they have a brand image and create a positive image among the consumers. BhatS. *et al.*

Most of the consumers perceived that the reputed firms when they venture into the process of brand deformity there able to manage and get success in the new business model. The firms can create an optimistic image that they can manage any type of business model and a field in the backdrop of the reputation of the present brand and its brand equity. The success of brand deformity depends upon the consumer behaviour towards the product or services and their attitude toward accepting the new business model of the reputed firms. The deformed product and

its introduction in the market can be managed easily through powerful advertisements and the marketing mix to attract customers. Aaker David A., and Keller Kevin Lane (1990),

The maximum number of consumers perceived that the brand deformity of the firms depends upon the brand extension phenomenon organised by the firms for their profitability. The potential success of brand deformity can be managed through the consumer's optimistic attitude and the association of new product attributes. Innovations and new technological developments are very sexual for the success of new brand deformity. The main aim of this paper is to ascertain whether the brand deformity phenomenon for a firm is a symbol of success (or) failure (or ) simply a strategy to manage to stay in the marketing arena.

## 2. Literature Reviews

Van Riel A. *et al* (2005). in an innovative study, the researchers identified that the brand extension phenomenon is not unique but it is the combination of brand image, brand equity and brand knowledge. In every brand extension, the marketers intended to advertise their newly introduced brand extension through attractive advertisements to create awareness among the consumers. Consumer psychology always perceives the brand reputation and popularity of old products.

Sheinin D.A.(2000)The researcher empirically proved the relationship between consumer psychology on the existing brand and the extended brand. The reputation of the firm is very much useful to advertise the newly introduced brand-extended products to reach the maximum number of customers. The research proved that brand popularity gains in brand extension products.

RoehrichG.(2004) Ascertained that brand equity is the actual motivator for all firms to go for brand extension as well as

rebranding. In empirical research, the authors found out that brand extension is one of the limited terms for the reputation of the firm and is also considered a strategy to increase the profitability of the organisation. Consumers perceived that technological augmentation and innovation are the main reasons for the brand extension of firms.

Milberg S.J. *et al.* (1997) .In an innovative study, the researchers measured the insights of consumer attitudes towards brand extension and transformation of brand image to maintain brand equity for the previously introduced products. The newly introduced and extended product entirely depends upon the performance of the previous brands and quality as well as the price of the brands. The consumer attitude towards the brand-extended products also depends upon the offers and gifts from the newly introduced brands.

Kim C.K. *et al.* (2001) The researchers identified that consumer satisfaction with a particular brand can motivate customers to have a positive attitude towards the extended products. The potential success of brand extension sometimes damages the consumers association with the old products. Image congruency and brand equity are important phenomena to change the attitude of consumers towards rebranded products.

Foxall G.R. *et al.* (2003) In another study the authors found that brand extension and rebranding are important strategies of the firms significantly contributing to big improvement of the existing brand. Extended brands and rebranded brands can reinforce both brand equity and brand association with consumers. Brand repositioning can be identified as one of the extensions of brands to meet the heavy competition in the marketing Arena. Consumer psychology is always towards brand loyalty and brand equity of the reputed brand existing in the market.

De Ruyter Ko. *et al.* (2000) The researchers identified the self-expression

benefits of the brands are seriously perceived by the consumers and they mainly focus on high dilutions of risk particularly found in the newly launched products in the form of extension. The newly introduced brand association automatically increases the attitudinal changes among the consumers in processing the brands. Perceived prestige and confusions of over-choice in the markets sometimes lead to failure of the brand extension and rebranding of products.

Czellar S. (2003) In another research the researcher empirically proved that brand equity and brand loyalty are positively perceived by consumers and have the reinforcement to change their attitude towards the brand. The rebranded products are brand-extended products and the phenomenon of brand repositioning is very popular in the liberalised and globalised economic scenarios. The consumer's attitude towards any newly introduced products expects good offers and satisfaction in the product attributes and performance. This paper also found that the development of brand loyalty can motivate firms to divert their business to an unrelated field. Consumers are highly aware of the arrival of new brands and their relationship with the brands they use every day.

### 3. Research Gap

After reviewing the national and international literature about the brand extension, rebranding and brand repositioning, the researcher identified that no one has used the word brand deformity to mean the new introduction of brands in totally different fields. Therefore the researcher intended to fulfil these important gaps and also to give empirical evidence for the following research questions namely

1. What are the factors responsible for the success of the brand deformity of a firm?

2. Is there a relationship between brandy quickly and brand deformity of the successful introduction of new brands. ?
3. Is the brand deformity has the potential to check the consumer attitude and behaviour towards popular brands?

#### 4. Objectives of the Study

1. To study and confirm the factors responsible for the measurement of brand deformity development among the firms.
2. To analyze the influence of brand deformity factors on brand equity and brand loyalty prevailing among consumers.

#### 5. Hypotheses

1. There is no significant difference among the factors of brand deformity developed among the firms.
2. There is no significant influence of brand deformity factors on brand equity among consumers.
3. There is no significant influence of brand deformity factors on brand loyalty among the consumers

#### 6. Research Methodology

These research results are completely based on the perception of customers of popular firms involved in the process of brand deformity. The consumer perception regarding brand deformity is identified through the well-structured questionnaire circulated among the consumers in the metropolitan city of Chennai. The questionnaire consists of four parts namely demographic details of consumers and is followed by their perception regarding brand deformity introduced by the firms, variables of brand equity and variables on brand loyalty. The first part is optional

whereas the second, third and fourth parts are completely based on statements in Likert's five-point scale. This five-point scale ranges from strongly agree to strongly disagree.

#### 6.1. Data Collection

The researcher collected the data through the convenience sampling method. The questionnaires were circulated among consumers in all 15 zones in the study area. The researchers circulated 50 questionnaires each in all 15 zones and were able to obtain 472 usable responses. The convenience sampling method is considered an appropriate method because the researcher cannot disturb the consumers when they are busy. The researcher requested the consumers to give the responses when they are free and in a tranquil environment. Since the study is based on the convenience of the consumers, the convenience sampling method is justified to collect the sample from the consumers of the greatest day metropolitan cities in the world.

#### 6.2. Data Analysis

After collecting the data from the consumers of the metropolitan city of Chennai, they are systematically coded in terms of numerical values. After entering and coding data in the SPSS package version 23 they are systematically analysed by the statistical tools namely simple percentage analysis, t-test, one-way analysis of variance, linear multiple regression analysis, confirmatory factor analysis and a structural equation model. Statistical tools are very much useful for analysing the data anatomically and also to verify the objectives and to test the hypotheses of the research.

#### 7. Analysis and Discussion

In this section, the researcher applied factor analysis by the principal component method to reduce the number of variables about brandy deformity into predominant factors. The exploratory factor analysis on

the variables of brand deformity brought the following results

**Table 1-KMO and Bartlett's Test for brand deformity**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.814
Bartlett's Test of Sphericity	Approx. Chi-Square	967.376
	df	45
	Sig.	.000

From the above table, it is found that the KMO value and Bartlett's value and a Chi-squared value are statistically significant at the 5 per cent level. It is found that all the 10 variables pertaining to brandy

deformity are normally distributed and suitable for the data reduction process. The following table describes the number of factors derived from the 10 variables of brand deformity.

Table-2-Number of factors of brand deformity

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.362	33.624	33.624	2.034	20.339	20.339
2	1.139	11.386	45.009	1.885	18.855	39.194
3	1.044	10.441	55.451	1.626	16.257	55.451
4	.879	8.785	64.236			
5	.741	7.410	71.646			
6	.705	7.049	78.695			
7	.610	6.097	84.792			
8	.592	5.923	90.715			
9	.507	5.068	95.782			
10	.422	4.218	100.000			

From the about table, it can be ascertained that 10 variables of brand deformity are reduced into three predominant factors with 55.451% variance namely brand popularity, brand performance and consumers confidence. These three factors are perceived as predominant reasons for

the firms to venture into the process of brand deformity according to the perception of consumers.

After obtaining these three factors the researcher computed the total average scores of brand equity, brand loyalty and are considered as dependent variables. In

this scenario, the factors of brand deformity are considered as independent variables whereas brand equity and brand loyalty are taken up as dependent variables. Therefore this leads to linear

multiple regression analysis which is applied separately for brand equity and brand loyalty and the following results are obtained.

**Table 3-Relationship between brand deformity and brand equity**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.215 <sup>a</sup>	.046	.041	.79674

a. Predictors: (Constant), Consumers confidence, Brand popularity, Brand Performance

From the above table it is found that all the R-square values are greater than 0.3 and adjusted R-square values and standard error of the estimate are also found significant to prove the intrinsic relationship between three factors of brand

deformity namely brand popularity, brand performance and consumers confidence as well as brand equity. The relationship is consolidated in the following coefficient table

**Table 4-F-value for the Relationship between brand deformity and brand equity**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.295	3	5.098	8.032	.000 <sup>b</sup>
	Residual	314.856	496	.635		
	Total	330.151	499			

a. Dependent Variable: Brand equity

b. Predictors: (Constant), Consumers confidence, Brand popularity, Brand Performance

From the about table is found that the F-value is significant at a 5% level to conclude that there is a direct influence of factors of brand deformity and surmounting brandy equity among the

consumers. The individual influence of three factors of brand deformity on brandy equity is estimated in the following table

**Table 5-Individual Influence of Relationship between brand deformity and brand equity**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.164	.280		7.723	.000
1 Brand popularity	.041	.055	.035	.743	.458
Brand Performance	.184	.065	.137	2.813	.005
Consumers confidence	.129	.061	.102	2.101	.036

a. Dependent Variable: Brand equity

From the above table, it is found that all three factors brand popularity, business performance and confidence among consumers are the predominant reasons influencing brand equity. This shows that brand deformity can be considered a success for the firms as they obtained

brand equity due to their performance of brands.

A similar approach of linear multiple regression analysis on the dependent factor of brand loyalty and the independent factors of brand deformity brought the following results

**Table-6- Relationship between brand deformity and brand loyalty**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.272 <sup>a</sup>	.074	.068	.77235

a. Predictors: (Constant), Consumers confidence, Brand popularity, Brand Performance

From the above table, it is found that the R-square values are greater than 0.3 along with adjusted R- square and standard error of the estimate with significant values.

This shows that brand deformity is well related to brand loyalty. It is further confirmed through a one-way analysis of variance

**Table-7-F-values for Relationship between brand deformity and brand loyalty**

Model	Sum of Squares	df	Mean Square	F	Sig.
-------	----------------	----	-------------	---	------

1	Regression	23.678	3	7.893	13.231	.000 <sup>b</sup>
	Residual	295.880	496	.597		
	Total	319.558	499			

a. Dependent Variable: Brand loyalty

b. Predictors: (Constant), Consumers confidence, Brand popularity, Brand Performance

From the above table it is found that the F-value is statistically significant at a 5% level and concluded that brand deformity

is found to influence the brand loyalty prevailing among the consumers and the individual influence can also be estimated through the following coefficient table

**Table 8-Individual Influence of the Relationship between brand deformity and brand loyalty**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.921	.272		7.071	.000
Brand popularity	.256	.053	.227	4.833	.000
Brand Performance	-.044	.063	-.034	-.701	.484
Consumers confidence	.141	.059	.113	2.364	.018

a. Dependent Variable: Brand loyalty

From the above table, it is found that all three factors brand popularity, brand performance and confidence among consumers are found to influence brand loyalty. This shows that the consumers become loyal to the brand and the respective firm's performance is very high to create impetus and momentum of loyalty among the consumers.

The relationship among the factors of brand equity, brand deformity and brand loyalty can be tested through the structural equation model which is the combination of linear multiple regression analysis and

confirmatory factor analysis. In this scenario, the brand deformity factors brand popularity, brand performance and consumer confidence are considered as independent variables and brand equity and brand loyalty are taken up as dependent factors. The total average scores of these factors are taken up for the computation of the structural equation model and the following results are obtained in the form of a diagram and table



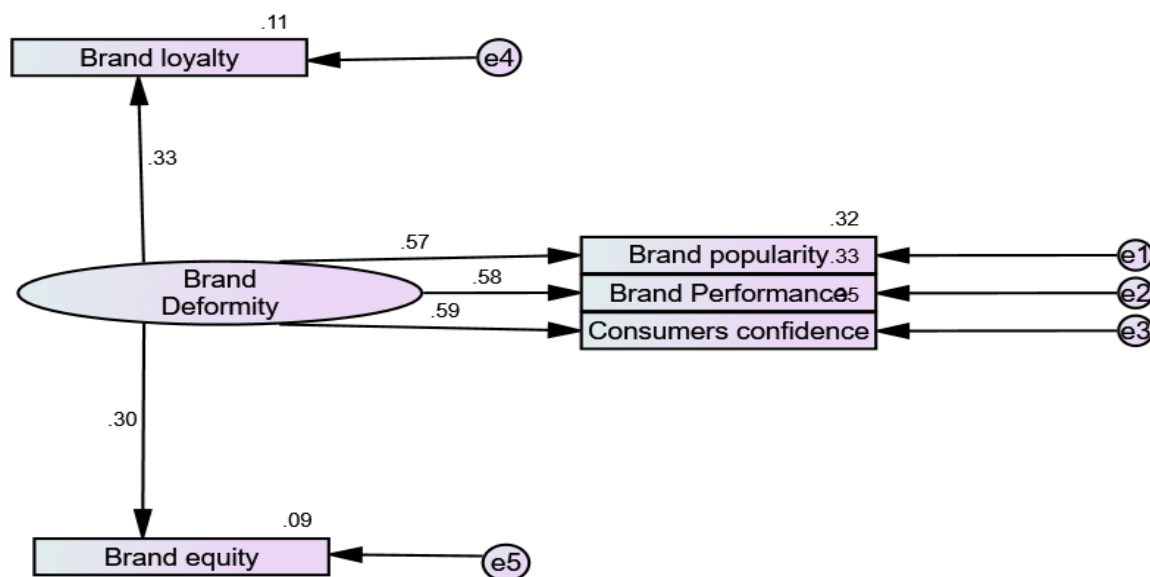


Table 9-. Model Fit Indices and Bench Marks for Overall Model Od Brand Deformity

S.NO	Fit indices	Values	Benchmark values
1	Chi-square	10.113	-
2	P-value	0.490	>.05
3	Goodness of fit index(GFI)	0.979	>.9
4	Comparative fit index(CFI)	0.976	>.9
5	Normed fit index(NFI)	0.972	>.9
6	Root Mean Square Error of Approximation(RMSEA)	0.08	<=0.08

from the above table and diagram, it can be ascertained that the model fits very well at the 5% level and all the 6 fit indices chi-squared value, P value, the goodness of fit index, comparative fit index, normed fit index and Root mean square error of approximation exactly satisfy the required benchmark, this implies that the model proposed by the researcher is validated at 95% confidence level and accept the

hypothesis one and two there is a significant difference among the three factors of brand deformity namely brand popularity, brand performance and consumer confidence. These three factors are found to influence brand equity and brand loyalty among consumers. All three hypotheses are accepted and supported.

### 8. Findings and Conclusions

It is found from the study that the popular firms involved in the process of brand deformity when they realize the popularity of their brand exist in the market and brand performance which is offering the best satisfaction to their customers. They strongly believe that highly satisfied customers have very high confidence in their brands and they are very much useful to develop brand equity, and brand loyalty towards their firms. Particularly brand equity, and brand loyalty prevailing among the existing consumers motivates their firms to get involved in any process of brand deformity.

They firmly believe that brand deformity would give them more profit and also increase their popularity among consumers. It is concluded from the study that brand deformity requires consumer cooperation and extraordinary advertisements to adopt the marketing strategies. The success or failure of brand deformity depends upon the phone's interest in brands and their interest to distribute the brands of different fields to the consumers immediately. Some strategies are very meticulous not to diffuse the process of brand deformity. Consumers are highly influenced by the reputation of the firms and they dominate their psychology stating that the brands of the firm offer them a high level of satisfaction. The influential consumers and the consumers with high confidence perceived that the firm's venture upon the process of brand deformity is a symbol of the success of their business.

## 9. Suggestions

These results relating to brand deformity, brand equity and brand loyalty suggested that the firms must be careful enough in involving in the process of brand deformity and they need to verify whether the brands they introduce can be used by the common consumers. The lifestyle pattern of consumers must be considered by the firms before introducing new

brands in an entirely new field as a consequence of the process of brand deformity.

## 10. Limitations

The study is limited to 3 important marketing phenomena namely brand deformity, and brand equity, and brand loyalty. The study is restricted to a sample size of 472. The study is also restricted to the geography limit of Chennai city. The study is not dealing with rural consumers and their perception; most of the consumers considered for the research are from an urban background. The time and money constraints and their limitations are the major hindrances to the research.

## References

- Aaker David A., and Keller Kevin Lane (1990), "Consumer Evaluations of Brand Extensions," *Journal of Marketing*, 54(January), 27–41.
- BhatS. *et al.*(2001) [The impact of parent brand attribute associations and affect on brand extension evaluation](#) J Bus Res
- CzellarS.(2003) [Consumer attitude towards brand extensions: an integrative model and research propositions](#) Int J Res Mark
- de RuyterKo. *et al*(2000). The role of corporate image and extension similarity in service brand extensions J Econ Psychol
- FoxallG.R. *et al*(2003). [The behavioral economics of consumer brand choice: establishing a methodology](#) J Econ Psychol
- KimC.K. *et al*(2001).[Consumer evaluation of vertical brand extensions and core brands.](#) J Bus Res
- [Martinez, E., Polo, Y, and de Chernatony, L.](#) (2008), "Effect of brand extension strategies on brand image: A comparative study of the UK and Spanish markets", *International Marketing Review*, Vol. 25 No. 1, pp. 107-

137. <https://doi.org/10.1108/02651330810851908>

- Milberg S.J. *et al.* (1997) Managing negative feedback effects associated with brand extensions: the impact of alternative branding strategies *J Consum Psychol*
- Roehrich G. Consumer innovativeness: concepts and measurements *J Bus Res*
- van Riel A. *et al.* (2005) Extending electronic portals with new services: exploring the usefulness of brand extension models *J Retail Consum Serv*
- Sheinin D.A. *et al.* (1994) Extending brands with new product concepts: the role of category attribute congruity, brand affect, and brand breadth *J Bus Res*
- Sheinin D.A. (2000) The effects of experience with brand extensions on parent brand knowledge *J Bus Res*, 49(11)