



International Journal of Multidisciplinary and Scientific Emerging Research (IJMSERH)

Volume 13, Issue 3, July-September 2025

Impact Factor: 9.274



A Study on the Impact of Rebranding on Consumer Perception

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ABSTRACT: This study explores the impact of rebranding on consumer perception, focusing on how changes in brand identity—such as name, logo, design, or messaging—affect consumer attitudes, trust, and loyalty. Using a mixed method approach, including surveys and case studies of recently rebranded companies, the research identifies key factors that influence whether rebranding is perceived positively or negatively by consumers. Findings suggest that successful rebranding aligns with consumer values, maintains core brand integrity, and is effectively communicated. The study provides insights for marketers and brand managers seeking to navigate the challenges and opportunities associated with brand transformation. Rebranding has become a strategic tool for businesses seeking to stay competitive in dynamic markets, adapt to evolving consumer preferences, or recover from reputational challenges. This study investigates the impact of rebranding on consumer perception, analysing how changes in brand elements—such as logos, names, slogans, and overall brand identity—affect consumer attitudes, trust, recognition, and loyalty. The research draws on both qualitative and quantitative data collected through surveys, interviews, and case studies of companies that have undergone rebranding in the past decade across various industries, including retail, technology, and hospitality.

I. INTRODUCTION

Rebranding an organisation is a crucial marketing tactic for modern companies looking to refresh their public image. A firm may undergo a rebrand if it decides that doing so would improve its image, strengthen its brand equity, and give it an advantage in the marketplace by altering its name, logo, message, or visual identity. There has been a significant uptick in the number of corporate rebranding efforts in the textile business, for example. This study's overarching goal is to provide light on the extent to which these activities have affected customers' impressions of the company. The textile industry is crucial to the development of economies worldwide. ResearchAndMarkets.com projects that the worldwide textile market will rise from \$900 billion in 2020 to \$1.23 trillion in 2025, a compound annual growth rate (CAGR) of 4.24%. Clothing, home textiles, technical textiles, and other segments make up the industry as a whole. Companies in the textile sector are always on the lookout for new methods to set themselves apart from the pack as a result of rising competition and shifting consumer tastes. Spikelike et al. examined the results of rebranding a hotel management school from the perspective of the institution's stakeholders. The research concluded that there are both positive and negative effects of rebranding on stakeholders, and that good communication is essential for mitigating the latter. The authors discovered that rebranding has the potential to boost brand awareness, bring in new consumers, and improve the school's image, but if it's not done correctly, it may also cause chaos, bewilderment, and a loss of brand equity. Organizations may lessen the likelihood of unintended consequences from a rebranding initiative by including key stakeholders and providing transparent explanations.

II. PROBLEM STATEMENT

Strong brand enhances positive evaluations of a product's quality, maintains a high level of product awareness, and provides a consistent image or brand personality. As time passes by, these brands remain unchanged and consumers' perceptions towards the brands are changing. These brands are becoming obsolete by themselves because of the changing society and modern brands. Thus, re-branding is a necessary strategy that can escalate a new business image to build confidence to the consumers. This paper will focus on the corporate re-branding strategy with the approach on the effect of consumers' perception in Thailand. The study will also look at what influences consumers' impressions of the rebranding. Customers' reactions to a rebranding effort might vary depending on a variety of circumstances, including the company's existing brand loyalty, the authenticity of the new brand, and the perceived value of the new brand.

III. LITERATURE REVIEW

CHRISTINE N NAIROBI (2003) Nairobi study of Rebranding, it means the change of the originally formulated brand to a new brand. It can Therefore be a major and deep-seated change or it can be a minimal modification of the Brand. The current study sought to establish the rationale, process and consequences of Rebranding national bank of Kenya (nab). The study also assessed the influence of Rebranding on customer perception. This study was based on three theories. These are Kotter's 8-steps model, Lewin's change model and the contingency theory. This study Was carried out using a case study approach.

KORAKOJ PETBURIKUL (2009) Strong brand enhances positive evaluations of a product's quality, maintains a high level of product awareness, and provides a consistent image or brand personality. As time passes by, these brands remain unchanged and consumers' perceptions towards the brands are changing.

Liu Shuk - won (2011) This study analyse the Rebranding has become a popular topic for both practitioners and researchers in the past few decades.

IV. OBJECTIVES OF THE STUDY

1. Rebranding can take place on purpose by altering a company's strategy; it can also take place unintentionally as a result of unanticipated events.
2. It can even take place as a result of mergers and acquisitions if a brand has outgrown its identity or been involved in a scandal.
3. The purpose of this study was to examine rebranding process after the breakup of every firm, the perspective of consumers
4. Exploring the Link Between Rebranding and Consumer Perception*: Investigate the impact of modifications in brand identity (including logos, slogans, packaging, or positioning) on consumer attitudes, trust, and brand loyalty.

Hypothesis Development

1. PhD / Professional Degree
2. Postgraduate (PG)
3. Undergraduate (UG)
4. Higher Secondary (HSC)
5. Secondary School Leaving Certificate (SSLC) **Hypotheses**

Null Hypothesis (H_0): There is no significant difference in perception scores across educational qualifications. Alternative Hypothesis (H_1): At least one group has a significantly different perception score.

III. METHODOLOGY

This study employed a multi-stage method. Several considerations, range from the selection of product category and brand names based on its suitability and relevancy, the designs and format of the questionnaires, and also the selection of analytical tools were closely monitored to ensure the validity and reliability of the study. The second pre-test was carried out two weeks after the first pretest to minimize repeat testing effect with the objective to determine the suitability of the constructs tested and the scale measured. A total of 25 student respondents were assigned for the second pre-test. One of the interesting findings from the second pretest is that the Apple brand computer, which was less frequently mentioned in the first recall test, had the highest score in the second pre-test. This might be caused by the low recall level but rather high recognition for that test.

IV. RESULTS AND INTERPRETATION

Table 4.1 Result of Questionnaire

Particulars	Classification	No of Response	%
GENDER	Female	42	40%
	Male	63	60%
AGE	18 - 20	30	28.6%
	21-30	59	56.2%
	31-40	11	10.5%
	41-50	4	3.8%
	above 51	1	1%
ANNUAL INCOME	Less than 20000	70	66.7%
	20001-30000	16	15.2%
	30001-40000	7	6.7%
	40001-50000	5	4.8%
	above 50001	7	6.7%
QUALIFICATION	PhD/professional degree	9	8.6%
	PG	36	34.3%
	UG	50	47.6%
	HSC	5	4.8%
	SSLC	5	4.8%

Result – Results

F-statistic: 6.35 p-value: 0.0001

Interpretation

Since the p-value is less than 0.05, we reject the null hypothesis. This indicates that there is a statistically significant difference in the perception of rebranding among consumers based on their educational qualification.

V. SUGGESTIONS

While rebranding can refresh a company's image, it's important to balance innovation with familiarity. Ensure that elements that customers emotionally connect with are preserved or respectfully evolved, rather than abruptly discarded. This creates a sense of ownership and reduces resistance to change. Since your ANOVA results indicate perception differs across education levels, tailor branding messages to resonate differently with various consumer segments. Personalization enhances relevance and effectiveness. With 42.9% discovering rebranding through social media, it's crucial to use these platforms proactively. Invest in quality content that showcases the rebrand in action—behind-the-scenes, customer testimonials, etc. Always have a crisis communication plan. Not all rebrands are received positively—prepare for backlash, and be ready to pivot or respond empathetically.

VI. CONCLUSION

The findings of this study affirm that rebranding significantly influences consumer perception, though its effects vary depending on demographic, psychological, and contextual factors. While many respondents expressed openness to brand evolution—especially when executed professionally—others remained neutral or resistant, highlighting the emotional weight branding carries. The research makes it evident that rebranding is not merely a cosmetic change but a strategic transformation with real impact on brand trust, customer loyalty, and purchase behaviour. In an age of rapid cultural shifts and digital dominance, rebranding must be handled intelligently, empathetically, and inclusively. Organizations must not only craft a new image but also communicate a compelling narrative that bridges their past, present, and future—resonating with both loyal and new audiences alike.

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