Customer Satisfaction & Loyalty towards Corporate Rebranding Changes in Name, Logo and Slogan

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Abstract--- In the past, organizations like snap deal, hutch Vodafone, Toyota company, hero Honda, UTI bank have rebranded, with some being successful, and others being failures. After the corporate rebranding those administration has not been any formal research on its success or failure. This necessitated a study into the interrelationships between corporate rebranding, perceived service quality, customer satisfaction and customer loyalty. The study was quantitative in nature and adopted descriptive research approach. The study comprised customers using convenience sampling 100 customers for the study, using a structured questionnaire as the research instrument. After the analysis, it was concluded that, corporate rebranding awareness does not significantly impact on service quality perception and customer satisfaction. Corporate rebranding does not moderate the relationship between service quality and customer loyalty and customer satisfaction and customer loyalty.

Keywords---Golden Rules of Rebranding, Rebranding by a Change of Logo & Name, Data Collection.

I. Introduction

Brands have become one of the most discussed phenomena of market research in recent years. Branding, Therefore, has become a very significant concept in just about all organizations. However, its emphasis is more in the private sector than public due to the nature and levels of competition. Branding has been around for centuries as a means to distinguish the goods of one producer from those of another (Kotler, 2001). Branding has become one of the most important aspects of business strategy yet it is also one of the most misunderstood. In the competitive market, branding is a valuable intangible asset of a company.

Branding plays an important role because positive brands will enable customers to better visualize and understand products, reduce customers' perceived risks in buying services and help companies achieve continued superior performance. In particular, brand image is a critical issue in the field of brand management. A good and effective brand normally has attributes which endure them to their loyal customers.

Depending on your set goals you can either look for a partial rebranding or go for a complete rebranding of your business. The former requires just simple and minor changes to your brand logo or some specific changes to few products in order to upscale them. Corporate rebranding has no significant and direct effect on the customer loyalty.

This result means that the corporate rebranding customer loyalty directly. Indirectly, however, the corporate rebranding has significant effect on the customer loyalty in terms of brand image, customer satisfaction or brand equity. . Service quality perceptions however; positively and significantly impact customer loyalty. And customer satisfaction significantly and positively impact on customer loyalty. It was recommended that, rebranded should avoid spending huge sums of money influence customer service quality perception and satisfaction.

1.1. Golden Rules of Rebranding

1. Ensure a Valid Reason for Rebranding Your Business

As a business owner, you might have your own reasons as to why you want to rebrand. However, it is very essential to chalk out your goals and purposes before initiating anything or else the idea to rebrand will only hamper your business.

2. Consider the Changes Your Company Should Make Organize a poll within your company to get valuable suggestions and ideas from your employees as to what type of changes will greatly benefit your company. Some may even suggest to evaluate your company's packaging design.
3. Determine How Much Of Rebranding Is Actually Required For Your Business
4. Assess Your Rebranding Costs

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II. Literature Review

2.1. Rebranding by a Change of Logo & Name

Kohli, Suri and Thakor (2002) provided their thoughts on the “two facts of logo design: content and style,” the author referred to the features contained in the logo, including text and graphic demonstration” the name, logo, and slogan. Finally, the authors instruct managers that logos have to be market tested before launch and that feedback has to be obtained not only from inventors but consumers as well.

According to Janiszewski and Van Osselear (2000), was of the view that there should be an improvement on the conceptual fluency through meaningful stimuli such as the logo.

Hem and Iversen (2004) suggested that brand names indicate the benefit of products such as the images of television will hence leads to a more remembrance of the benefit of the advertising which in most cases remain consistent in giving meaning with the brand names as compared to brands that did not actually indicate the benefit of the products.

Muzellec (2005) came out with a type of rebranding of products which typically involve fundamental issues such as the transfer of ownership structures, the need to change the corporate strategies, the need to change the external environment and possibly the need to change the competitive position of any other organization.

Emily henewaa bonus, beel (2016) “effect of rebranding on customer satisfaction in the banking industry in GHANA” the research bank in “the study on service satisfaction in NDVOM bank his results show like name logo, technology rebranding fool impacted positively on customer satisfaction.

Grace Kavengi Onyancha (2013) European journal “the impact of bank brand image on customer satisfaction and loyalty: A case of Kenya commercial bank “ He examined one institution KCV Bank , the outcome shows that bank brand image has positive effect on customer satisfaction, it incomes not only increase customer directly , also recovers customers service quality which enlarge loyalty of customers.

Charles osei wusu,(2016) interrelationship between corporate rebranding, service customer satisfactions, customer loyalty” he examined corporate rebranding at GCB bank service quality perception significantly and positively impact on customer loyalty.

Chaniago Aspizain (2016) his study report on topic “the effects of service quality and corporate rebranding on brand image, customer satisfaction, brand equity and customer loyalty: study in advertising company at Tv one” he examined that service quality directly affect the brand image and directly influence the customer satisfaction, also the direct effect on the brand equity and customer loyalty, Brand image has no significant and direct effect on the customer loyalty. Brand equity has direct effect on customer loyalty.

Lo, L.K. et al (2010), the author examined same results that supports that the service quality has a positive effect on the customer satisfaction and customer loyalty. Supports that the quality of service and customer satisfaction significantly affect the level of customer loyalty, research also supports that customer satisfaction is positively connected with the customer loyalty.

2.2. Gaps in the Literature

After reviewing the international research works on customer satisfaction and loyalty towards corporate rebranding, the researcher identify to predominant issues unaddressed by the researchers.

1. Is there any relationship between customer satisfaction and loyalty n backdrop of corporate rebranding?
2. Is there any factor that can be deduced from customer satisfaction and loyalty?

In order to answer this research question the researcher conducts the following intensified research work.

III. Objective of Study

1. To study the factors responsible for customer satisfaction and loyalty towards corporate rebranding.
2. To measure the influence of demographic variable of customer on customer satisfaction and loyalty.

3.1. Hypothesis

1. There is no relationship between customer satisfaction and loyalty backdrop of corporate rebranding.
2. There is no influence of demographic variables of the customers on their customer satisfaction and loyalty.

IV. Analysis and Discussion

In this section the researcher applied factor analysis the principle component method to identify the factors of corporate rebranding in the perception of customers. The questionnaires design reviews that there are 20 variables

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pertain into corporate rebranding. Those statements are respondent by customers in linkerts 5 point scale which range from strongly agree to strongly disagree. The application of factor analysis on these 20 variables derived the following research.

Table 1: KMO and Bartlett's Test

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.952	Extraction Method: Principal Component Analysis.
Bartlett's Test of Sphericity	Approx. Chi-Square	6339.197	
	Df	190	
	Sig.	.000	

Cum	Extraction
S1	.581
S2	.698
S3	.639
S4	.593
S5	.659
S6	.564
S7	.472
S8	.504
S9	.523
S10	.563
S11	.527
S12	.567
S13	.595
S14	.641
S15	.603
S16	.546
S17	.546
S18	.555
S19	.566
S20	.536

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Table 2: Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.306	51.530	51.530	10.306	51.530	51.530
2	1.173	5.864	57.394	1.173	5.864	57.394
3	.998	4.988	62.382			
4	.879	4.397	66.779			
5	.731	3.654	70.433			
6	.603	3.014	73.447			
7	.593	2.967	76.414			
8	.555	2.775	79.189			
9	.481	2.403	81.592			
10	.443	2.217	83.809			
11	.418	2.090	85.899			
12	.410	2.049	87.948			
13	.383	1.913	89.861			
14	.377	1.886	91.747			
15	.357	1.783	93.531			
16	.320	1.599	95.130			
17	.292	1.460	96.590			
18	.244	1.219	97.809			
19	.225	1.126	98.935			
20	.213	1.065	100.000			

Extraction Method: Principal Component Analysis.

From the above table it can be ascertained that KMO values for 20 variables are statistically significant at 5 percent level, it shows that all the 20 variables are normally distributed and suitable for data reduction process.

The following table gives the number of factors derived from the 20 variables.

From the above table it its received that 20 variables are reviewed that 20 variables are reduced in to two predominant factors with significant cumulative varies.

Besides there values the two factors also have individual variances. This shows that there are sufficient number of variables are underlying in both the factors. Therefore these two factors named as these two factors are named as

1. Corporate image
2. Corporate functioning

This two factors are popularly perceived by the customer when they observe the merger of two organization to form a new corporate with a brand image after deriving these two factors the researcher indent to verify the cumulative impact of two factors Corporate image and Corporate functioning has independent variables and loyalty has dependent variables.

Therefore the researcher use linear multiples regression analysis has shown below:

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.604[a]	.354	.251	.837

a. Predictors: (Constant), S2, S1

4.1. Anovaa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	120.815	2	60.407	86.164	.000[b]
	Residual	354.745	506	.701		
	Total	475.560	508			

a. Dependent Variable: Customer satisfaction

b. Predictors: (Constant), S2, S1

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4.2. Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1(Constant)	4.233	.194		21.807	.000
S1	-.455	.054	-.409	-8.496	.000
S2	-.153	.053	-.138	-2.863	.004

a. Dependent Variable: Customer satisfaction

From the above table it can be ascertain that R square values and adjusted R square values are above 30 percentage to ensure the influence of corporate image and corporate functioning.

On customer loyalty the individual influence are revealed through the Beta values, T values, F values among these two factors corporate functioning has more influence on loyalty of customer towards a particular brand it is followed by corporate image.

V. Findings and conclusion

Corporate rebranding is not a unique phenomenon but it is the combination of images of corporate who under merger to give birth to a rebranded products after the merger the new corporate is been watched by loyal customer for the effective functioning of new brands, the customer or highly meticulous in observing the performance of new branded product in existing market and psychologically compare them with old brand, during this comparison they search for new advantage over the cost product convenience and customer or the switching behavior entirely depends upon the customer and performance of new rebranded products after the ledger of two popular corporates.

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