



# International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

## "Assessing Impact of Rebranding on Customer Loyalty for McDonald's"

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### ABSTRACT :

This studies paper explores the have an impact on of rebranding techniques on client loyalty, with a selected recognition on McDonald's. In a relatively aggressive worldwide speedy-food enterprise, logo photograph and patron belief play crucial roles in retaining a loyal purchaser base. Over the years, McDonald's has applied various rebranding projects—ranging from visual identity updates and sustainability messaging to menu diversification and digital transformation—so that it will live applicable to evolving purchaser choices. This have a look at targets to evaluate whether these rebranding efforts have successfully better patron loyalty or merely created brief-term engagement. Primary records changed into gathered via structured questionnaires distributed among 120 respondents, supplemented by way of secondary facts from brand performance reviews, advertising and marketing journals, and former case research. The findings display a massive correlation among emblem refreshment techniques and patron notion, with key elements which includes brand agree with, emotional connection, and pleasure contributing to loyalty. The paper concludes via highlighting the significance of constant emblem messaging and adaptive advertising in fostering lengthy-term purchaser loyalty in the speedy-meals zone.

**Keywords:** Rebranding, Customer Loyalty, McDonald's, Brand Image, Consumer Perception, Marketing Strategy.

### Introduction

In these days's dynamic enterprise surroundings, logo identification and consumer notion are critical additives of lengthy-term success. Companies are an increasing number of turning to rebranding techniques to live relevant, adapt to marketplace traits, and meet the changing possibilities of clients. Rebranding entails extra than just a exchange in brand or tagline—it includes a holistic transformation which could encompass a shift in emblem values, product offerings, patron experience, and visible conversation. When achieved efficiently, rebranding has the capability to rejuvenate a emblem's picture and deepen customer loyalty. However, if poorly carried out, it is able to result in consumer confusion, loss of believe, and decreased brand fairness. McDonald's, one of the global's most iconic speedy-food chains, has undergone several rebranding projects over time. These efforts consist of a shift closer to more healthy menu alternatives, environmentally friendly practices, virtual transformation thru mobile apps and self-carrier kiosks, and modernized eating place designs. These changes mirror McDonald's try to reposition itself as a greater sustainable, tech-savvy, and fitness-aware brand whilst retaining its middle identity. Given its international attain and various patron base, McDonald's presents a compelling case for analyzing the effectiveness of rebranding in improving customer loyalty. This look at seeks to evaluate the effect of McDonald's rebranding efforts on consumer loyalty. It objectives to understand how adjustments in emblem positioning have an impact on consumer conduct, emotional connection, and lengthy-time period engagement. Through number one facts amassed thru surveys and supported through secondary studies, this paper analyzes purchaser perceptions, pride ranges, and loyalty indicators post-rebranding.

### Objectives of the Study

- To examine customer awareness of McDonald's recent rebranding initiatives.
- To analyze how McDonald's rebranding has influenced customer perceptions and brand image.
- To evaluate the relationship between rebranding and customer satisfaction.

### Literature Review

Keller (2013) emphasizes the importance of building, measuring, and managing brand equity in a competitive market. Rebranding, according to Keller, is a strategic move to rejuvenate the brand image and maintain relevance with evolving consumer preferences. Similarly, Aaker (1996) views strong brand equity as a precursor to customer loyalty and highlights that rebranding must reinforce core brand values while updating visual and experiential elements.

Muzellec and Lambkin (2006) categorize rebranding into three strategies: evolutionary, revolutionary, and mixed. They argue that while rebranding can destroy existing brand equity if poorly executed, it also has the potential to create or transfer equity if aligned with customer expectations. These frameworks underscore the importance of strategic alignment in successful rebranding efforts.

Kapferer (2012) outlines how brand identity and image form the foundation of consumer trust. Rebranding must, therefore, be more than cosmetic; it must communicate meaningful improvements. Merrilees and Miller (2008) further support this view, stating that rebranding should reflect internal changes such as service quality and organizational values, which in turn influence external perceptions.

Smith (2020) explores the psychological and emotional impact of rebranding on consumers, concluding that modern consumers respond positively to brands that update their offerings and values in line with social and technological trends. This directly relates to McDonald's strategy of introducing healthier menus, digital ordering systems, and sustainable practices.

Lee and Kim (2021) conducted a study on the fast food industry and found that rebranding has a significant impact on customer satisfaction when it involves service innovation and environmental responsiveness. Their research emphasizes that satisfaction is linked not only to the product but also to the overall brand experience, which includes ambiance, customer service, and technological convenience.

Statista (2024) reports that McDonald's has maintained its position as a leading global fast-food chain by continually evolving its brand. According to McDonald's official website, the brand has recently emphasized sustainability, digital transformation, and community engagement—all key rebranding pillars. Articles from Forbes and Marketing Week further illustrate how McDonald's brand evolution has played a crucial role in retaining relevance among Gen Z and millennial consumers.

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## Research Methodology

The research methodology outlines the systematic process adopted for collecting and analyzing data to achieve the objectives of the study. This section elaborates on the research design, data sources, sampling technique, sample size, data collection method, and tools used for analysis.

### 1. Research Design

The study employs a *descriptive research design* to examine and interpret the relationship between McDonald's rebranding efforts and customer loyalty. Descriptive research is suitable for capturing consumer attitudes, awareness levels, and satisfaction, as it provides quantifiable insights into observable phenomena.

### 2. Nature of the Study

This research is *quantitative in nature*, as it involves the collection and statistical analysis of numerical data derived from survey responses.

### 3. Sources of Data

- *Primary Data:* The primary data was collected through a structured questionnaire distributed among selected respondents.
- *Secondary Data:* Additional insights and theoretical backing were gathered from scholarly journals, company reports, websites, and academic publications related to branding, rebranding, and consumer behavior.

### 4. Sampling Method

A *convenience sampling* technique was used to select respondents. This non-probability sampling method was chosen due to time constraints and the *accessibility of participants willing to share their opinions*.

### 5. Sample Size

The sample size for this study comprises *100 respondents*, which is deemed sufficient to draw general conclusions within the scope of the research objectives.

### 6. Data Collection Tool

A *structured questionnaire* was developed to collect data. The questionnaire consisted of both closed-ended and multiple-choice questions categorized into four sections:

- Demographic information
- Awareness of rebranding initiatives
- Perception and brand image
- Customer satisfaction and loyalty

## 7. Data Analysis

The collected data was compiled, tabulated, and analyzed using *percentage analysis* to interpret the responses. Tables were created for each question to represent the number of respondents and corresponding percentages, followed by interpretation.

## 8. Limitations of the Methodology

- The use of convenience sampling may limit the generalizability of the results.
- Responses are subject to personal bias and perception.
- The study is geographically limited to respondents accessible during the data collection phase.

## Data Analysis & Interpretation

### Section A: Demographic Information

#### 1. Age

Particular	No. of Respondents	Percentage
18–25	40	40%
26–35	35	35%
36–45	15	15%
46 and above	10	10%

#### Interpretation:

The majority of respondents (75%) are between the ages of 18 and 35, indicating that the sample primarily consists of young adults who are likely more familiar with McDonald's rebranding and digital changes.

#### 2. How often do you visit McDonald's?

Particular	No. of Respondents	Percentage
Rarely	15	15%
Occasionally	45	45%
Monthly	25	25%
Weekly	15	15%

#### Interpretation:

Most respondents (45%) visit McDonald's occasionally, while 25% go monthly. This indicates a moderate level of customer interaction, suitable for assessing perceptions of brand changes over time.

### Section B: Awareness of Rebranding Initiatives

#### 3. Are you aware that McDonald's has made changes in its brand?

Particular	No. of Respondents	Percentage
Yes	78	78%
No	22	22%

#### Interpretation:

A significant majority (78%) of respondents are aware of McDonald's rebranding efforts, showing strong customer exposure to recent brand changes.

#### 4. Which of the following rebranding efforts are you aware of?

(Multiple responses allowed, so totals may exceed 100)

Particular	No. of Respondents	Percentage
Healthier menu options	65	65%
Sustainable packaging and eco-friendly practices	50	50%
New store design and ambiance	58	58%
Digital advancements	72	72%
Updated brand messaging	55	55%

**Interpretation:**

Most respondents are aware of McDonald's digital advancements (72%) and healthier menu options (65%), suggesting these elements are the most visible aspects of the brand's transformation.

**Section C: Customer Perception and Brand Image****5. "McDonald's current brand image is modern and relevant to today's consumers."**

Particular	No. of Respondents	Percentage
Strongly Agree	25	25%
Agree	40	40%
Neutral	20	20%
Disagree	10	10%
Strongly Disagree	5	5%

**Interpretation:**

A combined 65% of respondents agree or strongly agree that McDonald's brand image is modern and relevant, indicating positive perception of the rebranding efforts.

**6. Has your perception of McDonald's improved after the recent changes in branding?**

Particular	No. of Respondents	Percentage
Yes	60	60%
No	20	20%
Not Sure	20	20%

**Interpretation:**

60% of respondents reported an improved perception of McDonald's post-rebranding, suggesting the changes are having a favorable impact on public opinion.

**7. What is your current perception of McDonald's brand?**

Particular	No. of Respondents	Percentage
Traditional and outdated	18	18%
Modern and innovative	62	62%
No strong opinion	20	20%

**Interpretation:**

A majority (62%) view McDonald's as modern and innovative, reinforcing the effectiveness of the brand's recent updates.

**Section D: Rebranding and Customer Satisfaction****8. Have the recent changes improved your overall satisfaction with McDonald's?**

Particular	No. of Respondents	Percentage
Yes	58	58%
No	17	17%
Somewhat	25	25%

**Interpretation:**

More than half of the respondents (58%) felt more satisfied with McDonald's after the rebranding, with an additional 25% reporting partial improvement.

**9. Which aspect of rebranding most positively influenced your satisfaction?**

Particular	No. of Respondents	Percentage
Menu improvements	30	30%
Better service experience	15	15%
Ambience/store environment	18	18%
Use of technology	22	22%
Environmental initiatives	10	10%
None	5	5%

**Interpretation:**

Menu improvements (30%) and technology enhancements (22%) were the most appreciated aspects, indicating these rebranding elements have the

strongest influence on satisfaction.

#### 10. Do you feel more loyal to McDonald's because of these changes?

Particular	No. of Respondents	Percentage
Yes	55	55%
No	25	25%
Not Sure	20	20%

#### Interpretation:

Over half the respondents (55%) feel more loyal to McDonald's due to the rebranding, suggesting a positive relationship between the new brand strategy and customer loyalty.

### Findings

1. Demographic distribution: The majority of respondents (75%) falls within the age group of 18–35 years, suggests that the sample represents large-scale young consumers who are usually more responsible for brand innovation and digitization. Most respondents go to McDonald's either (45%) or monthly (25%), indicating the level of medium customers engagement.
2. Awareness about rebranding initiative: is aware of the recent rebranding efforts of McDonald's, an important majority (78%), including changes in store design, packaging, digital services and brand messaging. o The most recognized rebranding elements were digital progress (72%) and healthy menu options (65%), showing that these initiatives are highly visible and well transmitted to customers.
3. Customer perception and brand image: 65% of respondents believe that McDonald's current brand image is modern and relevant, which reflects a positive change in perception due to rebranding. o 60% of the respondents accepted McDonald's post-rebranding improving their perception, in which 62% of the brand describes the brand as modern and innovative. only 18% still consider the brand to be traditional and old, indicating successful brand repairing between majority.
4. Impact on customers' satisfaction: 58% of respondents reported an increase in satisfaction due to changes implemented by McDonald's, while 25% said they were somewhat satisfied. Of various rebranding aspects, menu improvement (30%) and technology use (22%) was quoted as contribution to better customers' satisfaction.
5. Effect on customer loyalty: 55% of respondents indicated that they feel more loyal to McDonald's as a result of recent rebranding efforts. This brand suggests a strong link between Innovation and Enhanced This suggests a strong link between brand innovation and enhanced customer loyalty, particularly among those who value modern service experiences and healthier food options.

### Conclusion

Rebranding has emerged as a strategic vital for companies looking for to hold relevance in an increasingly aggressive and dynamic market. This have a look at explored the impact of McDonald's rebranding initiatives on purchaser cognizance, notion, satisfaction, and loyalty. The findings indicate that rebranding, whilst accomplished efficiently, can extensively decorate emblem picture and fortify customer relationships. From a theoretical perspective, rebranding entails more than superficial modifications; it features a deliberate transformation in logo identity, values, communication, and client revel in. McDonald's, via its recent efforts—starting from the adoption of virtual innovations and green practices to healthier menu alternatives—has redefined its logo character to resonate with current client expectations. This aligns with branding theories that emphasize the significance of brand-customer congruence and emotional connection in driving client loyalty. The take a look at famous that a majority of customers are not handiest aware about McDonald's rebranding however additionally undoubtedly perceive the modifications. The enhanced brand picture is perceived as contemporary, progressive, and client-centric, which aligns with the theoretical version of emblem fairness in which progressed perception leads to expanded patron delight and, in the long run, loyalty. Furthermore, consumer delight is shown to be drastically inspired by using tangible elements of rebranding which includes improved service shipping, environment, and digital engagement. These components aid the carrier branding version, which asserts that regular and cost-driven logo studies make contributions to sustained customer consider and loyalty.

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