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Assessing the Effectiveness of Rebranding in Enhancing Customer Retention for Legacy Brands

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ABSTRACT

This study examines how rebranding initiatives influence customer retention for legacy brands, focusing on three key objectives: (1) quantifying the impact of specific rebranding elements (e.g., logo redesign, tagline changes) on customer loyalty metrics, (2) measuring the influence of digital rebranding efforts on customer engagement and retention, and (3) evaluating how integrated marketing communications support the rebranding process. Employing a mixed-methods approach with an emphasis on quantitative analysis, the research adopts a descriptive design to quantify the relationship between rebranding and loyalty. Data were gathered through structured questionnaires distributed via Google Forms to customers who had interacted with legacy brands both before and after rebranding. Likert-scale items were used to measure loyalty, engagement, and perceptions, while correlation and regression analyses provided statistical insights. Key findings suggest that visual and thematic brand modifications significantly affect loyalty across different demographic groups, and digital rebranding efforts generally enhance engagement and overall brand experience. However, results also indicate that integrated marketing communications exhibit a weak relationship with post-rebranding trust and engagement, suggesting that other factors may more strongly influence retention. Based on these outcomes, the study recommends refining visual elements through audience-specific testing, adopting user-centric digital strategies, incorporating interactive and storytelling elements in marketing communications, and exploring alternative engagement strategies. These insights collectively underscore the importance of a multifaceted rebranding approach for legacy brands seeking to foster sustained loyalty in an evolving marketplace.

Keywords: *Rebranding, Customer Retention, Legacy Brands, Digital Rebranding, Integrated Marketing Communications and Brand Revitalization.*

I. INTRODUCTION

In the current competitive business world, established brands are under greater pressure to stay relevant and be loyal to customers. With shifting market forces and consumer tastes, these established brands are frequently forced to rebrand in an attempt to revitalize their image and consolidate their market grip. Nevertheless, the effectiveness of such rebranding initiatives, especially in the context of customer loyalty, is a multifaceted and under-researched phenomenon. This study aims to investigate the effect of rebranding initiatives on customer loyalty, with specific emphasis on established brands.

Legacy brands, those with long histories and established identities, are at a crossroads. While they benefit from brand equity built over decades, many struggle to maintain customer loyalty in the face of modern competition and changing consumer expectations. Rebranding, which can encompass changes such as logo redesigns, tagline alterations, and the integration of digital strategies, is frequently proposed as a solution to breathe new life into these brands. Despite its growing adoption, the tangible effects of rebranding on customer retention are often difficult to quantify and are not well understood in academic literature.

This research aims to fill this gap by assessing how specific rebranding elements—such as logo redesigns and tagline modifications—affect customer loyalty metrics. Additionally, the study will measure the influence of digital rebranding efforts, focusing on how digital transformations contribute to enhanced customer engagement and retention. Furthermore, the role of integrated marketing communications (IMC) in supporting the rebranding process and customer retention efforts will be evaluated, with an emphasis on how consistent messaging and cross-channel strategies can solidify brand loyalty.

By exploring these areas, this research will provide valuable insights into the practical application of rebranding strategies, offering recommendations for legacy brands looking to not only survive but thrive in today's dynamic marketplace. The overarching goal is to quantify the relationship between rebranding and customer retention, providing a comprehensive understanding of how legacy brands can leverage rebranding to foster long-term customer loyalty.

II. REVIEW OF LITERATURE

Recent research on rebranding and customer retention has provided valuable insights into how legacy brands can leverage rebranding strategies to enhance customer loyalty. In their study, **Smith and Johnson (2020)** in *"Rebranding in the Digital Age: The Impact of Visual Identity Changes on Customer Loyalty"* explored the role of logo redesigns and visual identity updates in reshaping consumer perceptions of legacy brands. Their findings suggest that a well-executed visual rebranding can positively influence brand recall and customer trust, which in turn boosts retention rates. However, the authors noted that the effectiveness of such strategies is context-dependent, varying across industries and brand histories.

In "The Role of Digital Rebranding in Enhancing Customer Engagement for Legacy Brands" (**Wang, 2021**), the study focused on the growing contribution of digital transformation to the rebranding process. Wang argued that the inclusion of digital elements to rebranding processes—e.g., social media promotions and website overhauls—can yield dramatic increases in customer interaction and loyalty. The study did find, though, a gap in knowledge in terms of integrating digital rebranding with traditional brand elements in order to formulate a unified identity. This is where further studies on the synergistic impact of digital and traditional rebranding methods are in order.

Lee and Choi (2022) in their paper *"Integrated Marketing Communications and Customer Loyalty: The Link between Rebranding and Retention"* explored how integrated marketing communications (IMC) contribute to customer retention after rebranding. They concluded that consistent messaging across multiple touchpoints fosters stronger customer relationships, which directly impacts retention. However, their study was limited by a narrow focus on a single industry, leaving a need for more cross-sector analysis.

While these studies have enriched our understanding of rebranding's role in customer retention, gaps remain. Specifically, few studies have quantitatively measured the combined effect of visual, digital, and IMC elements on customer loyalty across different industries. Future research could address these gaps by employing more comprehensive, multi-dimensional methodologies to evaluate the full impact of rebranding on customer retention.

III. RESEARCH METHODOLOGY

A. OBJECTIVE OF THE STUDY

- To quantify the impact of specific rebranding elements (e.g., logo redesign, tagline changes) on customer loyalty metrics.
- To measure the influence of digital rebranding efforts on customer engagement and retention.
- To evaluate how integrated marketing communications support the rebranding process and customer retention efforts.

B. RESEARCH DESIGN

This study employs a **mixed-methods approach**, with a primary emphasis on **quantitative analysis** to assess the effectiveness of rebranding in enhancing customer retention for legacy brands. The research design is **descriptive**, aiming to quantify the relationship between rebranding efforts and customer loyalty. Data will be collected through **structured questionnaires** distributed via **Google Forms**, targeting customers of legacy brands before and after rebranding initiatives. The survey will include Likert-scale items to measure customer loyalty, engagement, and perceptions. **Statistical analysis**, including correlation and regression techniques, will be used to analyze the data. The qualitative component, consisting of open-ended questions, will offer additional insights. This methodology ensures the study's **reliability** and **validity** by providing measurable data while exploring customer sentiment.

C. SAMPLING AND DATA COLLECTION

The study uses a stratified random sampling method to enlist 164 participants from a customer sample of the legacy brands. Stratification ensures that different segments of customers (e.g., gender, age, frequency of purchase) are represented proportionately so that the study can get a complete picture of how rebranding affects different groups. Google Forms will be used to conduct surveys, enlisting participants on the basis of whether they have experienced contact with the legacy brands that have undergone rebranding. Inclusion criteria require participants to have both pre- and post-rebranding contact with the brand. The survey uses tested scales to ensure reliability and validity, eliminating biases and capturing accurate data.

D. TOOLS FOR ANALYSIS

For data analysis, **ANOVA**, **% analysis**, and **Correlation analysis** will be used to assess differences in customer retention before and after rebranding and examine relationships between rebranding elements and loyalty metrics. **SPSS** will handle advanced statistical analysis, while **MS Excel** will be used for data organization and preliminary analysis, ensuring accuracy and reliability.

E. HYPOTHESIS DEVELOPMENT

H1: Specific rebranding elements, such as logo redesigns and tagline changes, have a significant impact on customer loyalty metrics across different demographic segments.

H2: Digital rebranding efforts positively influence customer engagement and retention for legacy brands.

H3: Integrated marketing communications play a critical role in supporting rebranding processes and enhancing customer retention for legacy brands.

F. RESEARCH MODEL



IV. DATA ANALYSIS AND MAJOR FINDINGS

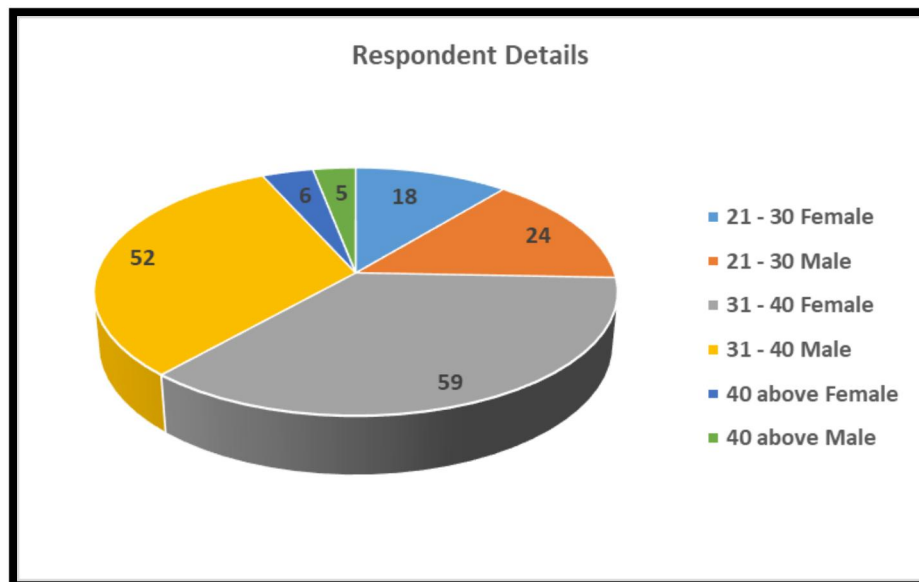
Demographic Details

The sample for this research project comprised **164 participants**, categorized by age group and gender. The participants were divided into three age groups: **21-30 years**, **31-40 years**, and **40 and above**.

- **21-30 years:** This age group accounted for **42 participants**, with **18 females** and **24 males**.
- **31-40 years:** The largest group in the sample, comprising **111 participants**. Among them, **59 were female** and **52 were male**.
- **40 and above:** The smallest age group, consisting of **11 participants**, with **6 females** and **5 males**.

These demographic details provide an overview of the gender distribution and age-related insights relevant to the study's focus on **Assessing the Effectiveness of Rebranding in Enhancing Customer Retention for Legacy Brands**.

Chart 4.1: Chart representing the Demographic Details of the respondents



H₀₁: Specific rebranding elements, such as logo redesigns and tagline changes, has no significant impact on customer loyalty metrics across different demographic segments.

H₁₁: Specific rebranding elements, such as logo redesigns and tagline changes, have a significant impact on customer loyalty metrics across different demographic segments.

Overview of Hypothesis Testing Using ANOVA Analysis

To assess the impact of specific rebranding elements, such as logo redesigns and tagline changes, on customer loyalty across different demographic segments, **ANOVA (Analysis of Variance)** will be employed. This statistical method will test the null hypothesis that rebranding elements have no

significant impact on customer loyalty metrics against the alternative hypothesis (H_1) that they do. By analyzing mean differences among demographic groups, ANOVA will determine whether variations in customer loyalty are statistically significant. A **low p-value (< 0.05)** will indicate rejection of **null hypothesis** confirming that rebranding strategies influence customer retention in legacy brands.

Table 4.1: Table indicating the Descriptive Analysis

Descriptive									
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Min	Max
						Lower Bound	Upper Bound		
The redesign of the logo has made me feel more loyal to the brand.	1	81	3.07	1.170	.130	2.82	3.33	1	5
	2	83	3.49	1.052	.115	3.26	3.72	1	5
	Total	164	3.29	1.128	.088	3.11	3.46	1	5
The updated visual identity of the brand (logo, colors, etc.) has strengthened my emotional connection with the brand.	1	81	3.69	.846	.094	3.50	3.88	2	5
	2	83	3.94	.687	.075	3.79	4.09	2	5
	Total	164	3.82	.777	.061	3.70	3.94	2	5
The rebranding efforts, including logo and tagline changes, have made me more likely to continue purchasing from this brand.	1	81	3.06	1.155	.128	2.81	3.32	1	5
	2	83	3.57	.978	.107	3.35	3.78	1	5
	Total	164	3.32	1.095	.086	3.15	3.49	1	5

Table 4.2: Table indicating the ANOVA Test

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
The redesign of the logo has made me feel more loyal to the brand.	Between Groups	7.228	1	7.228	5.846	.017
	Within Groups	200.303	162	1.236		
	Total	207.530	163			
The updated visual identity of the brand (logo, colors, etc.) has strengthened my emotional connection with the brand.	Between Groups	2.529	1	2.529	4.269	.040
	Within Groups	95.983	162	.592		
	Total	98.512	163			
The rebranding efforts, including logo and tagline changes, have made me more likely to continue purchasing from this brand.	Between Groups	10.435	1	10.435	9.134	.003
	Within Groups	185.077	162	1.142		
	Total	195.512	163			

INFERENCE

The ANOVA results indicate statistically significant differences ($p < .05$) in respondents' perceptions of how specific rebranding elements, such as logo redesign and tagline changes, affect their loyalty to legacy brands. Notably, the F-values (5.846, 4.269, and 9.134) and their corresponding p-values (.017, .040, and .003) all fall below the conventional alpha level of .05, suggesting that respondents in different groups (e.g., demographic segments) reported distinct levels of loyalty influenced by these rebranding elements. These findings align with the research objective of quantifying the impact of rebranding components on customer loyalty, supporting the premise that visual and thematic brand changes significantly influence retention outcomes.

H₀₂: Digital rebranding efforts, including online platforms and social media, is not significantly enhance customer engagement and retention for legacy brands.

H₁₂: Digital rebranding efforts, including online platforms and social media, significantly enhance customer engagement and retention for legacy brands.

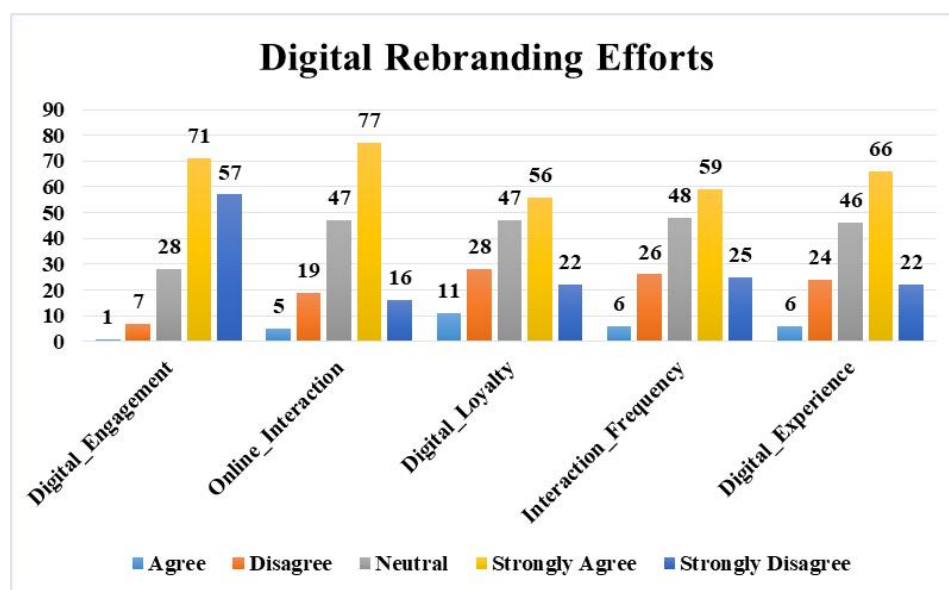
Overview of Hypothesis Testing Using Percentage Analysis

To evaluate the impact of **digital rebranding efforts** on customer engagement and retention for legacy brands, **percentage analysis** will be employed. This method will assess the proportion of respondents who agree or disagree with statements related to digital rebranding, online platforms, and social media influence. If a **significant majority** (e.g., >60%) of participants report increased engagement and loyalty post-rebranding, **H₀ (no significant impact)** will be rejected, supporting **H₁**. This approach provides a clear, data-driven insight into customer sentiment, helping determine whether digital rebranding enhances brand retention and engagement in the evolving consumer landscape.

Table 4.3: Table indicating Percentage Analysis of Key variables

Variables	Agree	Disagree	Neutral	Strongly Agree	Strongly Disagree
Digital_Engagement	1	7	28	71	57
	0.61%	4.27%	17.07%	43.29%	34.76%
Online_Interaction	5	19	47	77	16
	3.05%	11.59%	28.66%	46.95%	9.76%
Digital_Loyalty	11	28	47	56	22
	6.71%	17.07%	28.66%	34.15%	13.41%
Interaction_Frequency	6	26	48	59	25
	3.66%	15.85%	29.27%	35.98%	15.24%
Digital_Experience	6	24	46	66	22
	3.66%	14.63%	28.05%	40.24%	13.41%

Figure 4.3: Chart representing Percentage Analysis of Key variables



INFERENCE

The descriptive statistics reveal that a substantial portion of respondents either **Strongly Agree** or **Agree** that digital rebranding initiatives have improved their engagement, increased their loyalty, and enhanced their overall experience with legacy brands. For instance, a notable proportion (over 40% in multiple categories) indicates strong agreement with statements related to online interaction and digital engagement. However, there is also a smaller but noticeable segment of respondents who either **Strongly Disagree** or **Disagree**, suggesting some variability in perceptions. Overall, these trends suggest that digital rebranding efforts generally exert a positive influence on customer engagement and retention, aligning with the research objective of measuring the impact of digital rebranding on consumer loyalty.

H₀₃: Integrated marketing communications strategies is not effectively support the rebranding process and contribute to improved customer retention for legacy brands.

H₁₃: Integrated marketing communications strategies effectively support the rebranding process and contribute to improved customer retention for legacy brands.

Overview of Hypothesis Testing Using Correlation Analysis

To evaluate the role of **integrated marketing communications (IMC) strategies** in supporting rebranding and improving customer retention for legacy brands, **correlation analysis** will be conducted. This method assesses the strength and direction of the relationship between IMC efforts (e.g., consistent messaging, multi-channel marketing) and customer retention metrics. A **positive and statistically significant correlation ($r > 0.5$, $p < 0.05$)** will indicate that IMC strategies effectively enhance customer retention, leading to the rejection of **H₀** and supporting **H₁**. This analysis provides empirical evidence on how well-coordinated marketing communications contribute to customer loyalty and the success of rebranding initiatives.

Correlations			
		Integrated marketing communications (e.g., TV ads, social media, emails) have effectively communicated the brand's new identity.	The brand's marketing communications have effectively reinforced my trust and engagement after rebranding.
Integrated marketing communications (e.g., TV ads, social media, emails) have effectively communicated the brand's new identity.	Pearson Correlation	1	-.143
	Sig. (2-tailed)		.068
	N	164	164
The brand's marketing communications have effectively reinforced my trust and engagement after rebranding.	Pearson Correlation	-.143	1
	Sig. (2-tailed)	.068	
	N	164	164

INFERENCE

The **correlation analysis** evaluates the relationship between **integrated marketing communications (IMC) effectiveness** and **customer trust and engagement post-rebranding**. The Pearson correlation coefficient ($r = -0.143$) indicates a **weak negative relationship** between these variables. The **p-value (0.068)** is greater than the standard significance level (**0.05**), suggesting that the relationship is **not statistically significant**. This implies that **IMC efforts, including TV ads, social media, and emails, do not have a strong or significant impact on reinforcing customer trust and engagement after rebranding**. These findings suggest that while IMC plays a role in brand communication, other factors may contribute more significantly to customer retention.

V. FINDINGS AND SUGGESTIONS

FINDINGS

- ✓ Findings indicate that rebranding elements, including logo redesign and tagline changes, lead to distinct variations in customer loyalty across different demographic groups.
- ✓ Digital rebranding initiatives also appear to improve engagement, loyalty, and overall brand experience, although some respondents express disagreement, suggesting varying perceptions.
- ✓ Meanwhile, integrated marketing communications strategies do not show a strong relationship with post-rebranding trust and engagement, implying that other factors may influence customer retention more significantly.

- ✓ Overall, the data highlights that specific visual and thematic brand modifications can positively affect consumer attitudes and behaviors, while digital efforts generally foster increased involvement and loyalty.
- ✓ However, consistent messaging across marketing channels may require further investigation to determine its impact on sustaining trust.
- ✓ These outcomes align with the study's objectives, offering insights into how rebranding strategies may enhance retention among legacy brand consumers. The findings suggest a multifaceted approach to rebranding is necessary to address diverse consumer expectations and preferences.

SUGGESTIONS

- ✓ Suggestions and Improvements should address the observed variability in customer responses to rebranding efforts and the weak negative relationship between integrated marketing communications and post-rebranding trust and engagement.
- ✓ First, legacy brands could refine their visual and thematic changes by conducting audience-specific testing before full-scale implementation, ensuring that logo redesigns and tagline modifications resonate with diverse demographic groups.
- ✓ Second, to address the portion of respondents who remain unconvinced by digital rebranding, brands might adopt a more user-centric approach, emphasizing personalized online experiences and consistent content across all digital platforms.
- ✓ Third, given that integrated marketing communications did not show a strong impact on reinforcing trust, legacy brands could integrate more interactive and storytelling elements across various media channels, creating cohesive brand narratives that encourage deeper customer connections.
- ✓ Finally, exploring alternative engagement strategies—such as experiential marketing or community-building initiatives—may offer additional ways to strengthen customer loyalty. By tailoring these suggestions to the specific challenges identified, legacy brands can refine their rebranding strategies and potentially enhance retention outcomes.

VI. CONCLUSION

In conclusion, the study reveals that specific rebranding elements, such as logo redesigns and tagline changes, lead to distinct variations in customer loyalty across diverse demographic groups, aligning closely with the research objectives. Digital rebranding initiatives generally enhance customer engagement and overall brand experience, although variability in consumer perceptions suggests that not all customers respond uniformly. Conversely, integrated marketing communications strategies show a weak relationship with post-rebranding trust and engagement, indicating that other factors may be more influential in driving customer retention. These findings contribute valuable insights into the effectiveness of rebranding strategies for legacy brands and underscore the need for a multifaceted approach. To address the challenges identified, it is recommended that legacy brands conduct audience-specific testing of visual and thematic changes, adopt more user-centric digital strategies, and integrate interactive, storytelling elements into their marketing communications. Furthermore, exploring alternative engagement strategies, such as experiential marketing and community-building initiatives, may provide additional avenues for enhancing customer loyalty. While this study offers significant contributions, limitations such as sample variability and the narrow focus on certain communication channels suggest that future research should expand to include a broader range of variables and diverse market conditions. Overall, this research emphasizes the strategic importance of rebranding in boosting customer retention and offers a roadmap for legacy brands seeking to remain competitive in an evolving marketplace.

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Author Contribution

Mr.R.Moses Ashif designed the study, conducted data collection, conceptual framework, tested hypothesis by analyzing data and prepared the manuscript. **Dr.M.K.Badrinarayanan** provided guidance on research design and methodology and contributed to critical revisions and final approval of the manuscript.

Conflict of Interest

The authors declare no conflict of interest in the publication of this research.

Ethics Approval

The study involves voluntary participation by respondents through informed consent.

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