

# Impact Of Brand Reengineering Strategies On Consumers Mindset

DOI: 10.47750/pnr.2021.12.02.17

## Abstract

This research paper investigates the impact of brand reengineering strategies on consumer perceptions and behaviours. Through a quantitative study, data were collected from a sample of 286 respondents to explore the influence of brand revitalization initiatives on consumer actions, decision-making processes, and perceptions of brands. Likert-scale statements were utilized to measure respondents' agreement with various statements related to brand reengineering and its effects on their perceptions and behaviours. The findings reveal that brand revitalization efforts significantly influence consumer attitudes, purchase decisions, advocacy behaviour, and perceptions of brand quality, relevance, and innovation. The study highlights the strategic importance of brand reengineering in enhancing brand competitiveness and fostering positive consumer-brand relationships in dynamic market environments.

**Keywords:** Brand reengineering, consumer perceptions, consumer behaviour, brand image, brand competitiveness, brand revitalization, brand management, marketing strategy, consumer attitudes, brand loyalty.

## Introduction

The modern marketplace is fast-paced and unpredictable, making it difficult for companies to maintain their relevance and connect with consumers in the face of changing tastes, new trends, and fierce competition. Periods of declining customer engagement and market share are common for companies as they move through the product life cycle. Brand reengineering techniques have arisen as crucial instruments for reviving brands, reviving customer interest, and preserving competitive advantage in light of these issues. The term "brand reengineering" refers to a wide range of marketing and PR campaigns that try to revitalise the brand's image, its place in the market, and the way consumers see it. Redesigning logos, reimagining brand experiences, improving brand messaging, and changing product offers are all examples of possible tactics. Through the implementation of brand reengineering strategies, firms aim to reawaken customer interest and foster positive changes in consumer cognition, attitude, and behaviour. Brand reengineering tactics are important because they may change how people think about a brand, which in turn affects how they act and what they buy. Brands need to be creative and flexible to stay relevant in today's cutthroat market, where consumers' tastes are always changing and their attention spans are getting shorter and shorter. In order to proactively react to changing market conditions, revitalise brand equity, and cultivate closer connections with customers, businesses should take use of brand reengineering as a strategic avenue. Brands may achieve long-term success and sustainability by adjusting their revitalization efforts to match changing customer demands and preferences. This can be achieved by understanding how brand reengineering affects consumer attitude. Brand reengineering's impact on consumers' mindsets has been acknowledged, but how exactly these methods shape consumers' views, attitudes, and actions is still a mystery. When looking at how brand reengineering affects customer engagement and loyalty as a whole, the existing literature offers crucial insights. While brand reengineering techniques have the potential to shift customer attitudes, few studies have examined these tactics' complexities. There has to be more in-depth study on the complexities of brand reengineering and its effects on consumer attitude in various sectors, marketplaces, and consumer segments to fill this knowledge gap. Within this context, the purpose of this study is to examine how different revitalization projects affect consumers' views, attitudes, and actions towards brands, as well as the effect of brand reengineering tactics on consumers' mindsets. This study aims to examine the effectiveness of various brand reengineering strategies in influencing consumer mindset changes. The goal is to offer practical insights for brands that want to rebrand themselves, rekindle consumer interest, and grow sustainably in a highly competitive market. This study seeks to further our understanding of the dynamics between brands and consumers in today's changing business

world by conducting a multi-dimensional examination of brand reengineering methods and their influence on consumer thinking.

## Review of Literature

Within the framework of legacy luxury fashion businesses, Netek and Carbone (2020) conduct a qualitative investigation on how Millennials in Germany see brand reengineering strategies. The research dives into Millennials' subjective perspectives using 18 semi-structured in-depth interviews, using a social constructionist methodology. The research aims to explore how rejuvenation initiatives effect the brand image and consumer-company identification by employing theme analysis. The results show that Millennials are in favour of rejuvenation procedures in general, but they place a higher value on legacy businesses' adherence to tradition and history. Therefore, the study stresses that in order to guarantee the success of rejuvenation projects, it is crucial to preserve identity coherence and link them with the existing brand core. The importance of striking a balance between innovation and the preservation of brand legacy in effectively connecting with Millennial consumers is highlighted by this research, which gives practical insights for heritage luxury fashion firms.

Slotegraaf and Pauwels (2008) look at how marketing promotions, innovation, and brand equity interact with one other. This research casts doubt on the long-held belief held by many managers that short-term marketing initiatives will always provide positive results. The authors use a two-stage strategy to evaluate the link between promotional efficacy, brand equity, and new product debuts using panel data that spans seven years and covers several product categories. Marketing promotions, according to their research, may have a favourable and long-lasting impact on sales, especially for lesser-known firms. Also, they discover that promotions have more of an impact on permanent and Cum.sales for firms with higher equity and more product developments. On the flip side, new product debuts are more beneficial to companies with smaller equity. Academics and industry professionals alike can benefit from these results because they shine light on the role of brand equity and innovation in determining the long-term efficacy of marketing campaigns and give a more comprehensive picture of the elements impacting their enduring influence.

The mediating function of brand attitude is examined in depth by Akbar, Zeb, and Ahmad (2017) as it relates to the effect of brand reengineering on buying intention among consumers. The study seeks to understand customer brand preferences, attitudes, and purchase intentions via the use of a quantitative research technique grounded on positivism and logical reasoning. The writers evaluate the fitness of the model and test hypotheses using SPSS software by doing multiple regression and correlation analyses. To further examine the mediating effects of brand attitude, they use statistical methods proposed by Barron and Kenny (1986) and Preacher and Hayes (2008). Brand reengineering tactics have a crucial role in changing customer perceptions and behaviours, as the data show substantial relationships among brand attitude, purchase intentions, and brand reengineering.

Müller, Kocher, and Crettaz (2013) investigate the field of brand revival by looking at how a logo change affects the modernity and loyalty of a brand. The study investigates the impact of logo resemblance and type on perceptions of brand modernity through an experiment with 385 respondents. The suggested model explains how certain logo traits influence the attitude of the logo, which in turn influences the modernity, attitude, and loyalty of the brand. This study fills a significant theoretical need in the area of brand reengineering and adds to our current knowledge in the subject.

Brand reengineering is an important process that Kolbl, Konecnik Ruzzier, and Kolar (2015) explore in detail. They highlight how it becomes necessary when a brand's product offers and customer attention start to decline. Determining what makes a brand unique is essential for reviving it. It is crucial for marketing managers to identify both obvious and subtle signs of a brand's ageing and to implement revival tactics and aspects that are distinctive to that brand. The purpose of this study is to clarify the essential processes involved in brand revival by providing examples of two Slovenian brands that have done it. The research provides useful insights and a practical guidance for managers navigating the challenging terrain of brand revival, drawing from interviews with the businesses' marketing managers and secondary data assessment.

Using Bank Mellat Iran as a case study, Nassimi, Vazifehdoost, Nikomaram, and Mirabi (2015) investigate how brand reengineering affects consumers' attitudes and behaviours. A seven-dimensional, forty-item scale measuring brand reengineering was developed by the authors after a thorough literature analysis and consultation with experts. Evaluations of the model's validity are conducted using three methods: content, face, and construct validity. Customers in Tehran Metropolis make up the study's statistical population; 385 people filled out the Likert-type questionnaire that was disseminated using random cluster sampling. Brand reengineering has a favourable effect on consumers' attitude and behavioural loyalty, according to structural equations testing. Attitudinal loyalty has an impact size of 0.803 and behavioural loyalty has an effect value of 0.407. The study also shows that there is a positive relationship between attitudinal loyalty and behavioural loyalty, with an effect size of 0.513. These findings demonstrate the dynamic relationship between behavioural and attitude loyalty as it pertains to brand reengineering programmes and the significance of rejuvenation in building consumer loyalty.

As a conclusion, the literature study highlights the importance of brand reengineering in shaping consumer sentiment and action, especially in encouraging loyalty in both attitudes and actions. Brand reengineering has been shown to positively affect consumer impressions and loyalty, according to studies that have looked at many sectors and circumstances. However, there is a noticeable dearth of study into the exact processes and aspects of brand reengineering that lead to behavioural and attitude loyalty. While previous studies have shed light on the big picture of brand reengineering's impacts, further study into the finer points of the process and how they affect consumer loyalty is necessary.

## Objectives of the study

1. Explore how brand reengineering initiatives influence consumer actions and decision-making processes.
2. Evaluate the effectiveness of different approaches to brand reengineering in shaping and improving consumer perceptions of brands.

## Hypotheses

H1: Brand revitalization initiatives significantly impact consumer actions and decision-making processes.

H2: Brand reengineering has significant effectiveness in improving consumer perceptions of brands.

## Research Methodology

In this study, a quantitative research methodology was employed to investigate the impact of brand reengineering strategies on consumer behaviour and brand perception. Data collection involved the distribution of structured questionnaires to a sample of 286 participants selected through random sampling techniques. Respondents were asked to rate their agreement with statements using a Likert scale. The collected data were analyzed using statistical software, specifically employing descriptive statistics to summarize the characteristics of the sample and inferential statistics. Additionally, hypothesis testing was conducted to assess the significance of the observed effects. By utilizing quantitative methods, this study aimed to provide empirical evidence and insights into the relationship between brand reengineering strategies and consumer perceptions and behaviours.

## Data Analysis

**Table 1. Age**

		Freq.	%	Valid %	Cum.%
Valid	18-30 years	23	8.0	8.0	8.0
	30-40 years	186	65.0	65.0	73.1
	40-50 years	37	12.9	12.9	86.0
	50-60 years	27	9.4	9.4	95.5
	Above 60 years	13	4.5	4.5	100.0
	Total	286	100.0	100.0	

The table presents the distribution of respondents' age groups in the study sample. The majority of participants fall within the age range of 30 to 40 years, comprising 65% of the total sample. Following this, 12.9% of

respondents are aged between 40 to 50 years, while 9.4% fall within the 50 to 60 years age bracket. The smallest proportion of participants, accounting for 4.5% of the total, are aged above 60 years. Notably, only 8% of respondents are in the 18 to 30 years age group. Overall, the data indicate a predominant presence of respondents in the 30 to 40 years age range, suggesting a relatively mature and diverse demographic composition within the study sample.

**Table 2. Gender**

		Freq.	%	Valid %	Cum.%
Valid	Male	136	47.6	47.6	47.6
	Female	150	52.4	52.4	100.0
	Total	286	100.0	100.0	

The table displays the distribution of respondents' gender in the study sample. Female respondents represent a slightly higher proportion at 52.4% compared to male respondents, who constitute 47.6% of the total sample. Thus, the data indicate a relatively balanced representation of gender within the study population.

**Table 3. Brand reengineering efforts influence my decision to purchase products/services from the brand.**

		Freq.	%	Valid %	Cum.%
Valid	Strongly Disagree	17	5.9	5.9	5.9
	Disagree	16	5.6	5.6	11.5
	Neutral	13	4.5	4.5	16.1
	Agree	49	17.1	17.1	33.2
	Strongly Agree	191	66.8	66.8	100.0
	Total	286	100.0	100.0	

The table presents respondents' perceptions regarding the influence of brand reengineering efforts on their decision to purchase products/services from the brand. The majority of respondents strongly agree (66.8%) that brand reengineering initiatives impact their purchase decisions significantly. Additionally, 17.1% of respondents agree with this statement, while smaller proportions either feel neutral (4.5%), disagree (5.6%), or strongly disagree (5.9%) with the assertion. Overall, the data suggest a high level of agreement among respondents regarding the influence of brand reengineering efforts on their purchasing behaviour.

**Table 4. After experiencing brand revitalization, I am more likely to recommend the brand to others.**

		Freq.	%	Valid %	Cum.%
Valid	Strongly Disagree	32	11.2	11.2	11.2
	Disagree	25	8.7	8.7	19.9
	Neutral	8	2.8	2.8	22.7
	Agree	45	15.7	15.7	38.5
	Strongly Agree	176	61.5	61.5	100.0
	Total	286	100.0	100.0	

Table 4 illustrates respondents' attitudes towards recommending a brand to others after experiencing brand revitalization. The data reveal that a significant majority of respondents strongly agree (61.5%) with the statement, indicating that they are highly inclined to recommend the brand to others following its revitalization. Additionally, 15.7% of respondents agree with this sentiment, while smaller proportions either feel neutral (2.8%), disagree (8.7%), or strongly disagree (11.2%) with the assertion. Overall, the findings suggest a strong positive correlation between brand revitalization and the likelihood of recommending the brand to others among respondents.

**Table 5. Brand reengineering initiatives affect my perception of the brand's relevance in today's market.**

		Freq.	%	Valid %	Cum.%
Valid	Strongly Disagree	26	9.1	9.1	9.1
	Disagree	21	7.3	7.3	16.4
	Neutral	9	3.1	3.1	19.6
	Agree	38	13.3	13.3	32.9

	Strongly Agree	192	67.1	67.1	100.0
	Total	286	100.0	100.0	

Table 5 presents respondents' perceptions regarding the influence of brand reengineering initiatives on their perception of the brand's relevance in today's market. The data indicate a strong positive sentiment, with the majority of respondents strongly agreeing (67.1%) that brand reengineering initiatives positively affect their perception of the brand's relevance in today's market. Additionally, 13.3% of respondents agree with this statement, while smaller proportions either feel neutral (3.1%), disagree (7.3%), or strongly disagree (9.1%) with the assertion. Overall, the findings suggest a widespread recognition among respondents of the positive impact of brand reengineering efforts on enhancing the brand's relevance and positioning in the contemporary market landscape.

**Table 6. I am more inclined to engage with the brand's promotions and marketing campaigns following its revitalization efforts.**

		Freq.	%	Valid %	Cum.%
Valid	Strongly Disagree	24	8.4	8.4	8.4
	Disagree	18	6.3	6.3	14.7
	Neutral	10	3.5	3.5	18.2
	Agree	50	17.5	17.5	35.7
	Strongly Agree	184	64.3	64.3	100.0
	Total	286	100.0	100.0	

Table 6 illustrates respondents' inclinations to engage with a brand's promotions and marketing campaigns following its revitalization efforts. The data show a strong positive sentiment, with the majority of respondents strongly agreeing (64.3%) that they are more inclined to engage with the brand's promotions and marketing campaigns after its revitalization. Furthermore, 17.5% of respondents agree with this sentiment, indicating a significant proportion of agreement among respondents. Conversely, smaller proportions either feel neutral (3.5%), disagree (6.3%), or strongly disagree (8.4%) with the assertion. Overall, the findings suggest a widespread recognition among respondents of the positive impact of brand revitalization on enhancing engagement with the brand's promotional activities and marketing initiatives.

**Table 7. Brand reengineering has influenced my overall perception of the brand's quality and value proposition.**

		Freq.	%	Valid %	Cum.%
Valid	Strongly Disagree	20	7.0	7.0	7.0
	Disagree	21	7.3	7.3	14.3
	Neutral	12	4.2	4.2	18.5
	Agree	34	11.9	11.9	30.4
	Strongly Agree	199	69.6	69.6	100.0
	Total	286	100.0	100.0	

Table 7 depicts respondents' perceptions regarding the influence of brand reengineering on their overall perception of the brand's quality and value proposition. The data reveal a strong positive sentiment, with the majority of respondents strongly agreeing (69.6%) that brand reengineering has positively influenced their overall perception of the brand's quality and value proposition. Additionally, 11.9% of respondents agree with this sentiment, indicating a significant level of agreement among respondents. Conversely, smaller proportions either feel neutral (4.2%), disagree (7.3%), or strongly disagree (7.0%) with the assertion. Overall, the findings suggest a widespread recognition among respondents of the positive impact of brand reengineering efforts on enhancing perceptions of the brand's quality and value proposition.

**Table 8. I believe that brand reengineering efforts have positively enhanced the brand's image.**

		Freq.	%	Valid %	Cum.%
Valid	Strongly Disagree	28	9.8	9.8	9.8
	Disagree	19	6.6	6.6	16.4

	Neutral	17	5.9	5.9	22.4
	Agree	62	21.7	21.7	44.1
	Strongly Agree	160	55.9	55.9	100.0
	Total	286	100.0	100.0	

Table 8 presents respondents' beliefs regarding the positive impact of brand reengineering efforts on enhancing the brand's image. The data indicate a strong positive sentiment, with the majority of respondents strongly agreeing (55.9%) that brand reengineering efforts have positively enhanced the brand's image. Additionally, 21.7% of respondents agree with this sentiment, indicating a significant level of agreement among respondents. Conversely, smaller proportions either feel neutral (5.9%), disagree (6.6%), or strongly disagree (9.8%) with the assertion. Overall, the findings suggest a widespread recognition among respondents of the positive influence of brand reengineering efforts on enhancing the brand's image.

**Table 9. Following the brand's rejuvenation, I perceive the brand to be more innovative and forward-thinking.**

		Freq.	%	Valid %	Cum.%
Valid	Strongly Disagree	30	10.5	10.5	10.5
	Disagree	20	7.0	7.0	17.5
	Neutral	10	3.5	3.5	21.0
	Agree	36	12.6	12.6	33.6
	Strongly Agree	190	66.4	66.4	100.0
	Total	286	100.0	100.0	

Table 9 illustrates respondents' perceptions regarding the innovative and forward-thinking nature of the brand following its rejuvenation. The data reveal a strong positive sentiment, with the majority of respondents strongly agreeing (66.4%) that following the brand's rejuvenation, they perceive the brand to be more innovative and forward-thinking. Additionally, 12.6% of respondents agree with this sentiment, indicating a significant level of agreement among respondents. Conversely, smaller proportions either feel neutral (3.5%), disagree (7.0%), or strongly disagree (10.5%) with the assertion. Overall, the findings suggest a widespread recognition among respondents of the positive impact of brand reengineering efforts on enhancing perceptions of the brand's innovation and forward-thinking capabilities.

**Table 10. Brand reengineering has positively influenced my overall attitude towards the brand.**

		Freq.	%	Valid %	Cum.%
Valid	Strongly Disagree	17	5.9	5.9	5.9
	Disagree	35	12.2	12.2	18.2
	Neutral	20	7.0	7.0	25.2
	Agree	75	26.2	26.2	51.4
	Strongly Agree	139	48.6	48.6	100.0
	Total	286	100.0	100.0	

Table 10 presents respondents' attitudes towards the influence of brand reengineering on their overall attitude towards the brand. The data indicate a predominantly positive sentiment, with the majority of respondents strongly agreeing (48.6%) that brand reengineering has positively influenced their overall attitude towards the brand. Additionally, 26.2% of respondents agree with this sentiment, indicating a significant level of agreement among respondents. Conversely, smaller proportions either feel neutral (7.0%), disagree (12.2%), or strongly disagree (5.9%) with the assertion. Overall, the findings suggest a widespread recognition among respondents of the positive impact of brand reengineering efforts on enhancing their attitudes towards the brand.

**Table 11. The brand's revitalization efforts have improved my trust and loyalty towards the brand.**

		Freq.	%	Valid %	Cum.%
Valid	Strongly Disagree	26	9.1	9.1	9.1
	Disagree	21	7.3	7.3	16.4
	Neutral	17	5.9	5.9	22.4

	Agree	51	17.8	17.8	40.2
	Strongly Agree	171	59.8	59.8	100.0
	Total	286	100.0	100.0	

Table 11 presents respondents' perceptions regarding the impact of the brand's revitalization efforts on their trust and loyalty towards the brand. The data indicate a strong positive sentiment, with the majority of respondents strongly agreeing (59.8%) that the brand's revitalization efforts have improved their trust and loyalty towards the brand. Additionally, 17.8% of respondents agree with this sentiment, indicating a significant level of agreement among respondents. Conversely, smaller proportions either feel neutral (5.9%), disagree (7.3%), or strongly disagree (9.1%) with the assertion. Overall, the findings suggest a widespread recognition among respondents of the positive impact of the brand's revitalization efforts on enhancing their trust and loyalty towards the brand.

**Table 12. I feel more connected to the brand after experiencing its rejuvenation initiatives.**

		Freq.	%	Valid %	Cum.%
Valid	Strongly Disagree	19	6.6	6.6	6.6
	Disagree	22	7.7	7.7	14.3
	Neutral	17	5.9	5.9	20.3
	Agree	33	11.5	11.5	31.8
	Strongly Agree	195	68.2	68.2	100.0
	Total	286	100.0	100.0	

Table 12 depicts respondents' feelings of connection to the brand after experiencing its rejuvenation initiatives. The data reveal a strong positive sentiment, with the majority of respondents strongly agreeing (68.2%) that they feel more connected to the brand after experiencing its rejuvenation initiatives. Additionally, 11.5% of respondents agree with this sentiment, indicating a significant level of agreement among respondents. Conversely, smaller proportions either feel neutral (5.9%), disagree (7.7%), or strongly disagree (6.6%) with the assertion. Overall, the findings suggest a widespread recognition among respondents of the positive impact of the brand's rejuvenation initiatives on enhancing their sense of connection to the brand.

H1: Brand revitalization initiatives significantly impact consumer actions and decision-making processes.

**Table 13. One-Sample Test**

	TV=3					
	t	df	P value	Diff.	95% confidence int.	
					Lower	Upper
Brand reengineering efforts influence my decision to purchase products/services from the brand.	19.273	285	.000	1.33217	1.1961	1.4682
After experiencing brand revitalization, I am more likely to recommend the brand to others.	12.875	285	.000	1.07692	.9123	1.2416
Brand reengineering initiatives affect my perception of the brand's relevance in today's market.	15.501	285	.000	1.22028	1.0653	1.3752
I am more inclined to engage with the brand's promotions and marketing campaigns following its revitalization efforts.	16.264	285	.000	1.23077	1.0818	1.3797
Brand reengineering has influenced my overall perception of the brand's quality and value proposition.	17.464	285	.000	1.29720	1.1510	1.4434

The results of the one-sample test provide strong evidence supporting the hypothesis (H1) that brand revitalization initiatives significantly impact consumer actions and decision-making processes. Specifically, respondents indicated a mean difference of 1.33 (95% CI: 1.1961 - 1.4682) regarding the influence of brand reengineering efforts on their decision to purchase products/services from the brand. This suggests a substantial positive impact, with respondents expressing a heightened inclination towards making purchases following the brand's revitalization. Similarly, respondents exhibited a mean difference of 1.08 (95% CI: 0.9123 - 1.2416) in their likelihood to recommend the brand to others after experiencing its revitalization, indicating a strong positive

influence on their advocacy behaviour. Furthermore, the data revealed significant mean differences in respondents' perceptions of the brand's relevance in today's market (mean difference = 1.22, 95% CI: 1.0653 - 1.3752), their inclination to engage with the brand's promotions and marketing campaigns (mean difference = 1.23, 95% CI: 1.0818 - 1.3797), and their overall perception of the brand's quality and value proposition (mean difference = 1.30, 95% CI: 1.1510 - 1.4434) following its rejuvenation efforts. These findings collectively underscore the substantial impact of brand revitalization initiatives on influencing various aspects of consumer behaviour and decision-making processes, aligning closely with the hypothesis positing the significant influence of brand revitalization on consumer actions and decisions.

H2: Brand reengineering has significant effectiveness in improving consumer perceptions of brands.

**Table 14. One-Sample Test**

	TV=3					
	t	df	P value	Diff.	95% confidence int.	
					Lower	Upper
I believe that brand reengineering efforts have positively enhanced the brand's image.	13.658	285	.000	1.07343	.9187	1.2281
Following the brand's rejuvenation, I perceive the brand to be more innovative and forward-thinking.	14.417	285	.000	1.17483	1.0144	1.3352
Brand reengineering has positively influenced my overall attitude towards the brand.	13.335	285	.000	.99301	.8464	1.1396
The brand's revitalization efforts have improved my trust and loyalty towards the brand.	14.258	285	.000	1.11888	.9644	1.2733
I feel more connected to the brand after experiencing its rejuvenation initiatives.	17.077	285	.000	1.26923	1.1229	1.4155

The results of the one-sample test provide compelling evidence in support of hypothesis H2, which posits that brand reengineering has significant effectiveness in improving consumer perceptions of brands. Across all statements examined, respondents expressed substantial mean differences indicating positive enhancements in their perceptions following the brand's rejuvenation efforts. Specifically, respondents indicated a mean difference of 1.07 (95% CI: 0.9187 - 1.2281) regarding the enhancement of the brand's image, demonstrating a significant improvement in how consumers perceive the brand's overall image. Similarly, respondents exhibited a mean difference of 1.17 (95% CI: 1.0144 - 1.3352) in perceiving the brand to be more innovative and forward-thinking post-rejuvenation, indicating a substantial enhancement in their perception of the brand's innovation and forward-looking nature. Furthermore, respondents expressed a mean difference of 0.99 (95% CI: 0.8464 - 1.1396) in their overall attitude towards the brand, highlighting a significant improvement in their overall disposition towards the brand. Additionally, respondents demonstrated a mean difference of 1.12 (95% CI: 0.9644 - 1.2733) in the improvement of their trust and loyalty towards the brand following its revitalization efforts, underscoring a notable enhancement in their trust and loyalty levels. Lastly, respondents indicated a mean difference of 1.27 (95% CI: 1.1229 - 1.4155) in feeling more connected to the brand post-rejuvenation, reflecting a substantial improvement in their emotional connection with the brand. These findings collectively provide robust support for hypothesis H2, affirming the significant effectiveness of brand reengineering in enhancing various dimensions of consumer perceptions of brands.

## Findings

The findings of the study underscore the substantial impact of brand reengineering initiatives on consumer perceptions and behaviours. The results reveal that brand revitalization efforts have a significant influence on various aspects of consumer behaviour, including their purchase decisions, advocacy behaviour, engagement with promotional activities, and overall perception of brand quality and relevance in the market. Respondents indicated a strong inclination towards making purchases from brands that have undergone rejuvenation, highlighting the

positive effect of revitalization efforts on stimulating consumer interest and confidence in the brand's offerings. Furthermore, respondents expressed a heightened likelihood of recommending rejuvenated brands to others, indicating a positive ripple effect on consumer advocacy and word-of-mouth promotion. Additionally, the findings suggest that brand reengineering plays a crucial role in enhancing consumers' perceptions of brand relevance, innovation, and overall value proposition, further solidifying the importance of revitalization strategies in maintaining and improving brand competitiveness in the market.

Moreover, the study findings underscore the significant effectiveness of brand reengineering in positively shaping consumer perceptions of brands. Respondents exhibited notable improvements in their perceptions of the rejuvenated brands, including enhancements in brand image, perceived innovation, overall attitude towards the brand, trust, loyalty, and emotional connection. These findings highlight the multifaceted benefits of brand revitalization efforts in fostering positive consumer-brand relationships and strengthening brand equity. By successfully revitalizing their brands, companies can not only attract new customers and retain existing ones but also cultivate a loyal and engaged consumer base that is more likely to advocate for the brand and contribute to its long-term success. Overall, the findings emphasize the strategic importance of brand reengineering as a means of enhancing consumer perceptions and driving positive outcomes for brands in today's dynamic and competitive marketplace.

## Conclusion

In conclusion, this study provides valuable insights into the impact of brand reengineering strategies on consumer perceptions and behaviours. The findings highlight the significant role of brand revitalization initiatives in shaping consumer attitudes, influencing purchase decisions, and enhancing brand loyalty. Brands that undergo successful rejuvenation efforts are more likely to resonate with consumers, stimulate interest, and foster positive associations, ultimately contributing to increased competitiveness and market success. Furthermore, the study underscores the importance of continuous adaptation and innovation in brand management strategies, particularly in dynamic market environments where consumer preferences and expectations evolve rapidly. By investing in brand reengineering, companies can effectively respond to changing market dynamics, rejuvenate brand relevance, and sustain long-term growth.

The implications of this study extend to both practitioners and academics in the field of marketing and brand management. For practitioners, the findings offer actionable insights into the strategic importance of brand reengineering as a means of revitalizing brand image, stimulating consumer engagement, and fostering brand loyalty. Companies can leverage these insights to develop tailored rejuvenation strategies that resonate with target consumers and align with brand objectives. Additionally, the study emphasizes the need for comprehensive brand monitoring and evaluation processes to assess the effectiveness of rejuvenation efforts and identify areas for improvement. By adopting a proactive approach to brand management, companies can better position themselves for success in competitive markets.

For future research, several avenues merit exploration to further advance understanding in this area. Firstly, longitudinal studies could be conducted to examine the long-term effects of brand reengineering on consumer perceptions and behaviours over time. By tracking changes in consumer attitudes and behaviours pre- and post-rejuvenation, researchers can gain deeper insights into the sustainability and durability of rejuvenation effects. Secondly, comparative studies could be undertaken to explore the effectiveness of different rejuvenation strategies across diverse industry contexts and consumer segments. By comparing the outcomes of various rejuvenation approaches, researchers can identify best practices and key success factors for effective brand revitalization. Lastly, qualitative research methods, such as in-depth interviews or focus groups, could be employed to gain deeper insights into consumer motivations, perceptions, and experiences related to brand reengineering. By capturing rich, nuanced data, researchers can uncover underlying drivers and mechanisms shaping consumer responses to rejuvenated brands, thereby enriching theoretical understanding and informing practical brand management strategies.

## References

- Akbar, N., Zeb, A., & Ahmad, S. (2017). The impact of brand reengineering on consumer purchase intention: brand attitude as mediator. *Global Regional Review*, 2(1), 197-210.
- Kolbl, Z., Konecnik Ruzzier, M., & Kolar, T. (2015). Brand revitalization: Don't let your brands turn into sleepyheads. *Central european business review*, 4(2), 5-11.
- Müller, B., Kocher, B., & Crettaz, A. (2013). The effects of visual rejuvenation through brand logos. *Journal of Business Research*, 66(1), 82-88.
- Nassimi, M. A., Vazifehdost, H., Nikomaram, H., & Mirabi, V. R. (2015). The Effect of Brand reengineering on Customers' Attitudinal and Behavioral Loyalty: A Case Study, Bank Mellat Iran. *Journal of Applied Environmental and Biological Sciences*, 5, 188-193.
- Netek, K., & Carbone, F. (2020). Drinking from the Fountain of Youth? Brand reengineering in the case of heritage luxury fashion brands.
- Slotegraaf, R. J., & Pauwels, K. (2008). The impact of brand equity and innovation on the long-term effectiveness of promotions. *Journal of Marketing Research*, 45(3), 293-306.