

Brand Rejuvenation and Consumer Behavior

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Abstract

This research investigates the impact of brand rejuvenation strategies on consumer behavior and brand perception. Utilizing a quantitative approach, data were collected from a diverse sample population in Pune City through structured questionnaires and analyzed using statistical methods. The findings reveal a substantial positive influence of brand rejuvenation on consumer purchasing decisions, with respondents expressing increased inclination and a noticeable shift in tendencies post-rejuvenation. Moreover, the study underscores the strategic importance of brand rejuvenation in shaping positive perceptions of brand image, appeal, relevance, modernity, quality, and value. These insights hold implications for marketers and brand strategists, emphasizing the need for thoughtful rejuvenation initiatives to enhance consumer engagement and foster a contemporary brand identity. Future research could delve into the long-term effects, specific components of rejuvenation, industry variations, and the influence of digital platforms on brand rejuvenation effectiveness.

Keywords: Brand Rejuvenation, Consumer Behavior, Brand Perception, Marketing Strategy, Consumer Engagement, Brand Image, Purchase Decision, Contemporary Branding, Strategic Brand Management, Market Dynamics.

Introduction

The concept of brand rejuvenation and its consequential effect on consumer buying behavior have become paramount in contemporary marketing strategies. The constant evolution of consumer preferences and market dynamics necessitates brands to adapt and revitalize their identities to remain relevant and competitive. This introduction aims to explore the intricate relationship between brand rejuvenation initiatives and their influence on consumer purchasing decisions. Brand rejuvenation embodies a strategic process undertaken by companies to revitalize and modernize their brand image, often involving changes in brand positioning, visual identity, messaging, or product offerings. The dynamic nature of markets, fueled by

technological advancements, changing consumer demographics, and evolving socio-cultural trends, has intensified the need for brands to reinvigorate themselves. This proactive approach is aimed at capturing consumer attention, re-establishing relevance, and fostering a renewed connection with the target audience. The importance of understanding consumer behavior within the context of brand rejuvenation cannot be overstated. Consumer behavior is a complex interplay of psychological, social, and economic factors that influence individuals' purchasing decisions. When a brand undergoes rejuvenation, it essentially triggers a series of cognitive processes and emotional responses in consumers. These reactions are pivotal in determining the success or failure of the revitalization efforts. At the heart of brand rejuvenation lies the quest to resonate with consumers on a deeper level. A successful rejuvenation strategy seeks to evoke positive emotions, elicit nostalgia, or instigate a sense of novelty that captivates the audience. By aligning with the evolving needs, desires, and aspirations of consumers, a rejuvenated brand aspires to carve a distinct identity in the market landscape. The theoretical underpinnings of consumer behavior theories and branding models offer a framework to comprehend the implications of brand rejuvenation. Notably, theories such as the 'Elaboration Likelihood Model' and 'Affective Response Theory' shed light on how consumers process information and form emotional connections with brands. Additionally, concepts like brand loyalty, brand personality, and brand equity are crucial in gauging the impact of brand rejuvenation on consumers' perceptions and subsequent buying behavior. Furthermore, the influence of digitalization on brand rejuvenation and consumer behavior cannot be disregarded. The proliferation of social media platforms, e-commerce, and digital marketing avenues has transformed the way brands communicate and interact with consumers. Brand rejuvenation strategies often leverage these digital channels to create immersive brand experiences, engage with consumers in real-time, and amplify the reach of their revitalized message. As the competitive landscape continues to intensify across industries, the imperative for brands to adapt and innovate through rejuvenation becomes more pronounced. However, while brand rejuvenation presents opportunities for growth and repositioning, it also carries inherent risks. Mishandled or poorly executed rejuvenation efforts can lead to consumer skepticism, brand dilution, or alienation of loyal customers. In conclusion, the relationship between brand rejuvenation and consumer buying behavior is multifaceted and nuanced. This exploration aims to delve deeper into this relationship, examining the various dimensions that influence consumer perceptions, attitudes, and purchase decisions in the wake of brand revitalization initiatives.

What are the different brand rejuvenation strategies followed by organizations?

Organizations employ various brand rejuvenation strategies to stay relevant and resonate with evolving consumer preferences. These strategies often involve changes in branding, marketing, product offerings, or customer experience. Here are several real-life examples of brand rejuvenation strategies:

- **Rebranding and Visual Identity Makeover: Starbucks:** In 2011, Starbucks refreshed its logo, removing the company name and retaining only the iconic siren. This move aimed to signify the brand's evolution beyond coffee and into a broader range of experiences and products.
- **Product Innovation and Diversification: Apple:** Apple's consistent innovation with products like the iPhone, iPad, and MacBook has been a hallmark of its brand rejuvenation strategy. Regular updates, new features, and diversification into services like Apple Music and Apple TV+ keep the brand at the forefront of consumer consciousness.
- **Strategic Partnerships and Collaborations: Adidas and Kanye West:** Adidas collaborated with musician Kanye West to launch the Yeezy line of footwear and apparel. This partnership helped Adidas tap into a younger demographic and brought fresh, trendy designs to their brand portfolio.
- **Revamped Marketing and Messaging: Old Spice:** Old Spice revitalized its brand image with the "The Man Your Man Could Smell Like" campaign. The humorous, engaging commercials appealed to a younger audience and rejuvenated the brand, making it more relevant and memorable.
- **Customer Experience Enhancement: Target:** Target revamped its stores and enhanced the in-store experience by collaborating with designers to create exclusive, affordable fashion lines. This strategy aimed to attract more upscale and fashion-conscious shoppers.
- **Digital Transformation and Online Presence: Nike:** Nike's digital rejuvenation involved investing in online platforms, creating personalized shopping experiences, and leveraging social media to connect with consumers directly. Their Nike+ app and social media campaigns engage customers and enhance brand loyalty.
- **Repositioning and Target Audience Focus: Volkswagen:** Volkswagen repositioned itself by emphasizing sustainability and electric mobility with its ID. series. This strategic

shift aimed to attract environmentally conscious consumers and establish the brand as a leader in eco-friendly vehicles.

These strategies showcase how companies adapt to changing market landscapes, consumer behaviors, and technological advancements. Brand rejuvenation is not a one-size-fits-all approach; instead, it involves a tailored mix of strategies aligned with a brand's identity, market positioning, and target audience.

Review of Literature

Akbar, Zeb, and Ahmad (2017) conducted a quantitative study aiming to explore the influence of brand rejuvenation on consumer purchase intention, specifically emphasizing the mediating role of brand attitude. The study employed a positivist, deductive approach, utilizing quantitative data analyzed through SPSS software, encompassing multiple regression and correlation analyses. Their research delved into understanding consumer brand preferences, attitudes, and purchase intentions, highlighting the interconnectedness of these variables. The findings indicated significant correlations among brand rejuvenation, brand attitude, and purchase intentions, underscoring the pivotal role of brand rejuvenation in shaping consumer behavior. Akbar et al.'s study provides valuable insights into the impact of brand rejuvenation on consumer buying behavior, emphasizing the mediating influence of brand attitude, thereby contributing to the existing literature on the topic.

Nassimi, Vazifehdoost, Nikomaram, and Mirabi (2015) conducted a study focusing on the impact of brand rejuvenation on both the attitudinal and behavioral loyalty of Bank Mellat Iran's customers. They developed a comprehensive scale comprising seven dimensions and 40 items after an extensive review of related literature and expert consultations. The study, conducted in Tehran Metropolis, involved the distribution of 385 Likert-type questionnaires among customers via random cluster sampling. Through structural equations testing, the findings revealed that brand rejuvenation significantly influenced customers' attitudinal loyalty with an effect size of 0.803, and also positively affected their behavioral loyalty with an effect size of 0.407. Additionally, the study indicated a positive impact of attitudinal loyalty on behavioral loyalty, with an effect size of 0.513. This empirical investigation contributes valuable insights into how brand rejuvenation initiatives can positively shape both the attitudinal and behavioral loyalty of customers within the context of Bank Mellat Iran.

Orth, Rose, and Merchant (2019) delve into the complex realm of updating packaging for heritage brands, investigating how continuity in visual package design influences perceptions of brand heritage. This comprehensive study comprises a pre-study involving focus groups to establish constructs and processes, followed by three experiments. These experiments reveal that lower continuity designs can lead to confusion, subsequently damaging a brand's heritage identity. Study 1a showcases the initial evidence for this process, regardless of prior brand usage, while Study 1b replicates the mediating role of confusion across different product categories, controlling for brand attachment. Study 1c further eliminates alternative emotional processes as mediating factors. In Study 2, employing a quasi-experimental design with ten brands, the researchers demonstrate that a brand's mascot can mitigate the adverse effects of low design continuity on confusion, influencing perceptions of brand heritage and purchase intention. This comprehensive exploration contributes significantly to comprehending consumer responses to changes in package design, particularly for heritage brands, shedding light on preservation, rejuvenation, and consumer perceptions in this context.

Babu's study (2006) delves into the burgeoning concept of Brand Rejuvenation, particularly focusing on its relevance within the FMCG (Fast-Moving Consumer Goods) sectors. The research comprehensively outlines the multifaceted aspects of Brand Rejuvenation, elucidating the causes, methods, and associated challenges. Offering insights garnered from branding experts within various companies, the study provides a nuanced understanding of the intricacies involved in revitalizing brands. Moreover, the inclusion of multiple case studies highlights successful brand revitalization endeavors, offering practical examples of rejuvenation processes from the manufacturer's perspective. By synthesizing these insights, Babu's study contributes significantly to the discourse surrounding brand rejuvenation strategies, shedding light on both the theoretical and practical dimensions of this dynamic and evolving concept.

Müller, Kocher, and Crettaz's (2013) research delves into brand revitalization through an exploration of how logo similarity and logo type influence brand modernity and loyalty. Their experiment involving 385 respondents unveils that logo redesign significantly impacts the perception of a brand's modernity. The proposed model emphasizes the significance of specific logo characteristics in shaping logo attitude, which subsequently affects brand modernity, brand attitude, and ultimately, brand loyalty. Contrary to common assumptions, the study highlights that radical logo changes might not necessarily be detrimental to a brand's evaluation. These findings contribute substantially to bridging the gap in existing theories

concerning the impact of logo changes on brand modernity and loyalty, offering valuable insights into the nuances of visual rejuvenation strategies in branding.

Kolbl, Konecnik Ruzzier, and Kolar (2015) shed light on the imperative nature of brand revitalization, especially when a brand's product offerings and consumer attention diminish. They emphasize the necessity for a clear definition of a brand's core to effectively execute revitalization strategies. Marketing managers are urged to discern both overt and subtle indications of brand aging and tailor suitable revitalization elements and strategies accordingly. The paper's focus revolves around illustrating brand revitalization using practical examples from two Slovenian brands that underwent this process. Utilizing secondary data and interviews with the brands' marketing managers, the paper proposes fundamental steps, serving as a guiding framework for other managers navigating the complexities of brand revitalization. This contribution aims to assist managers in recognizing, strategizing, and executing brand revitalization measures, preventing their brands from stagnation and ensuring continued relevance in the market.

Abdi (2012) centers on the concept of brand rejuvenation strategy, delineating it as the process through which a firm overcomes challenges, restores profitability, and resumes normal operations after facing threats to its survival. The study specifically focuses on documenting the factors contributing to the successful brand rejuvenation strategy implemented by New Kenya Cooperative Creameries Limited (New KCC), following years of financial struggle. Employing a case study approach, the research amalgamates primary data, gathered through interviews with senior management involved in strategy formulation and implementation, alongside secondary data. Through content analysis, qualitative data from open-ended questions are examined. The study underscores how New KCC embraced rejuvenation strategies, leading to improved performance post financial distress. It highlights the significance of anchoring brand rejuvenation efforts around the brand message and suggests that consumer loyalty can persist despite economic challenges when the brand essence remains intact. Moreover, the study posits that successful brand rejuvenation can positively impact the equity of other brands within the same family. Recommendations include diversifying product attributes, introducing new products, entering new markets, and altering brand elements to reshape consumer perceptions and enhance market performance, thereby augmenting competitiveness.

Smit (2011) delves into understanding the motives and triggers behind corporate brand rejuvenation within the retail sector, specifically focusing on Woolworths as a case study. The research aims to uncover the pivotal components influencing the corporate brand rejuvenation process. Moreover, it seeks to assess the impact of brand rejuvenation on four key elements of Aaker's brand equity model: brand loyalty, brand awareness, perceived quality, and brand association. Employing a qualitative research design centered on a single case study at Woolworths South Africa, the study scrutinizes the decision-making processes of key stakeholders involved in brand rejuvenation. It also explores how the business model influences corporate brand rejuvenation and examines the potential influence of the brand's life cycle on the rejuvenation process. The study's threefold structure encompasses an exploration of corporate brand rejuvenation principles, an investigation into Woolworths' rejuvenation process, and an assessment of the resulting impact on Aaker's brand equity model components.

Shetty (2011) addresses the growing necessity for brand rejuvenation and innovation within companies, stemming from factors such as evolving consumer preferences, the limited life cycle of brands, risks associated with launching new brands, and the persistent threats of brand erosion and fatigue. The study aims to delve into the underlying reasoning behind such transformations and the critical factors that significantly influence the success or failure of brand rejuvenation endeavors. Specifically focusing on Indian corporate contexts and extrapolating to global companies, the paper seeks to probe the rationale guiding corporate rebranding efforts. It intends to unravel the intricate dynamics shaping the outcomes of brand rejuvenation initiatives, shedding light on whether these efforts stem from strategic reasoning or irrational exuberance within the business landscape.

Filippini, Aittokallio, and Marzouk (2019) shed light on the complexities surrounding brand rejuvenation, emphasizing the potential repercussions of altering brand identity. The study scrutinizes the Land Rover Defender brand rejuvenation process, revealing how modifications to the brand platform elicited significant dissatisfaction among enthusiasts. This scrutiny aligns with the broader discourse on the impact of brand rejuvenation on consumer behavior. Brand rejuvenation, a response to aging brand concerns, becomes crucial yet intricate, given its potential effects on consumer perceptions and behavior. The Land Rover Defender case underscores how alterations in a brand's core values, deemed non-negotiable to the brand identity, led to dissatisfaction among consumers. This exemplifies the intricate relationship between brand rejuvenation strategies and their potential influence on consumer buying

behavior, highlighting the pivotal role of maintaining core brand values to sustain consumer loyalty and satisfaction.

Nasimi, Vazifehdoost, Nikomaram, and Mirabi (2014) address the absence of a comprehensive scale for quantifying brand rejuvenation, aiming to develop such a scale. Their study engages in an extensive review of relevant literature and expert consultations to craft a preliminary scale comprising five dimensions and 40 items. This instrument underwent rigorous validation, including assessments of content validity, face validity, and construct validity. The research, conducted among customers of Bank Mellat Iran in Tehran Metropolis, utilized a Likert-type questionnaire distributed across 15 bank branches, totaling 385 responses. Statistical analyses, including factor analysis (CITC), KMO, Bartlett's test, and Kaiser Criterion, supported the legitimacy of employing factor analysis for the constructed scale. The study successfully extracted seven dimensions from the 40 items, notably highlighting awareness and personality as separate dimensions while amalgamating various items into dimensions such as developing relationships, essence, mental image, attractiveness, and reputation. This pioneering effort contributes significantly by providing a structured model for measuring brand rejuvenation, offering a nuanced understanding of its multifaceted dimensions within the context of Bank Mellat Iran.

The extensive review of literature on brand rejuvenation underscores its multifaceted nature and the consequential impact on consumer behavior. Studies by Akbar, Zeb, and Ahmad (2017), Nassimi et al. (2015), and Filippini et al. (2019) delve into the intricacies of brand rejuvenation, highlighting its influence on consumer purchase intention, loyalty, and brand perception. Moreover, Orth, Rose, and Merchant's (2019) comprehensive exploration of heritage brand packaging updates and Müller, Kocher, and Crettaz's (2013) investigation into logo redesign shed light on visual elements shaping brand modernity and loyalty. Babu's (2006) study provides insights into the FMCG sector's perspective on rejuvenation, while Kolbl, Konecnik Ruzzier, and Kolar (2015) offer a managerial framework for brand revitalization. Additionally, Abdi's (2012) case study illuminates the successful rejuvenation strategies of New KCC, and Smit's (2011) analysis of Woolworths' brand rejuvenation process reveals the complexities in decision-making and its impact on brand equity. Shetty's (2011) exploration of corporate rebranding in India adds contextual depth, and Nassimi et al.'s (2014) effort to develop a brand rejuvenation scale contributes methodologically. However, while these studies enrich the understanding of various facets of brand rejuvenation, a notable research gap persists in

synthesizing these insights into a unified framework that comprehensively examines the strategic, consumer-centric, and managerial aspects of brand rejuvenation. A meta-analysis or integrative study could bridge this gap, offering a holistic view to guide industry practices and academia in understanding the nuanced dynamics and implications of brand rejuvenation across diverse contexts.

Objectives of the study

1. To analyze the impact of brand rejuvenation strategies on consumer behavior.
2. To assess the efficacy of various brand rejuvenation techniques in maintaining and enhancing consumer brand perception.

Hypotheses

H1: Brand rejuvenation strategies have a significant impact on the consumer buying behavior.

H2: Brand rejuvenation techniques have a positive impact on maintaining and enhancing consumer brand perception.

Research Methodology

The research methodology adopted for this study employed a quantitative approach to comprehensively examine the impact of brand rejuvenation strategies on consumer behavior. A structured questionnaire was designed, encompassing relevant metrics to assess consumer responses and perceptions following brand rejuvenation initiatives. The survey instrument included Likert-scale items and multiple-choice questions to capture nuanced aspects of consumer behavior and brand perception. The questionnaire was pilot-tested to ensure clarity, coherence, and relevance to the research objectives. Upon refinement, it was distributed among a diverse sample population, spanning different demographic segments and geographic locations across Pune City, aiming for a representative dataset.

The data collection process occurred through various channels, including online surveys, in-person interviews, and targeted sampling strategies. The study sought to gather responses from 384 consumers to ensure robustness in the analysis. Statistical software, such as SPSS or a comparable tool, was utilized to process the collected data.

Data Analysis

Table 1. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-30 years	27	7.0	7.0	7.0
	30-40 years	222	57.8	57.8	64.8
	40-50 years	55	14.3	14.3	79.2
	50-60 years	57	14.8	14.8	94.0
	Above 60 years	23	6.0	6.0	100.0
	Total	384	100.0	100.0	

Table 1 presents the distribution of participants based on age categories. The majority of respondents fell within the 30-40 years category, constituting 57.8% of the sample, followed by 40-50 years (14.3%), 50-60 years (14.8%), 18-30 years (7.0%), and above 60 years (6.0%). This distribution reveals a skewed concentration of participants within the 30-50 age brackets, comprising 86.9% of the total sample.

Table 2. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	184	47.9	47.9	47.9
	Female	200	52.1	52.1	100.0
	Total	384	100.0	100.0	

Table 2 outlines the distribution of respondents based on gender. Females represented slightly more than half of the participants, constituting 52.1% of the total sample, while males accounted for 47.9%. This close distribution indicates a nearly equal representation of genders within the surveyed population. The balanced gender distribution in the sample could signify an attempt to ensure diverse perspectives and insights from both male and female consumer segments regarding the impact of brand rejuvenation strategies on consumer behavior and brand perception. This gender equilibrium within the sample might enhance the study's credibility by capturing a comprehensive range of perspectives and behaviors across genders within the targeted consumer base.

Table 3. Brand rejuvenation initiatives significantly influenced my inclination to consider purchasing the product/service.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	25	6.5	6.5	6.5
	Disagree	16	4.2	4.2	10.7
	Neutral	21	5.5	5.5	16.1
	Agree	85	22.1	22.1	38.3
	Strongly Agree	237	61.7	61.7	100.0
	Total	384	100.0	100.0	

Table 3 presents respondents' perceptions regarding the influence of brand rejuvenation initiatives on their inclination to consider purchasing a product or service. A significant majority, comprising 61.7% of the participants, strongly agreed that these initiatives had a substantial impact on their inclination to purchase. Additionally, 22.1% agreed with this statement, contributing to a total of 83.8% of respondents expressing agreement with the notion that brand rejuvenation initiatives influenced their purchasing inclination. Conversely, a smaller proportion either disagreed or remained neutral on the matter, with 10.7% and 16.1%, respectively, indicating their differing perspectives. This overwhelming agreement among the majority of respondents highlights the perceived significance of brand rejuvenation efforts in influencing consumer consideration and decision-making processes related to purchasing products or services. The high percentage of strong agreement suggests that these initiatives play a pivotal role in shaping consumer behavior and preferences in terms of purchasing.

Table 4. I believe brand rejuvenation efforts positively influenced my decision-making process while making purchases.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	66	17.2	17.2	17.2
	Disagree	45	11.7	11.7	28.9
	Neutral	16	4.2	4.2	33.1
	Agree	71	18.5	18.5	51.6
	Strongly Agree	186	48.4	48.4	100.0
	Total	384	100.0	100.0	

Table 4 reflects respondents' beliefs concerning the positive influence of brand rejuvenation efforts on their decision-making processes during purchases. A significant majority,

comprising 48.4% of participants, strongly agreed that these efforts had a substantial positive impact on their decision-making. Moreover, 18.5% agreed with this statement, resulting in a total of 67.1% of respondents expressing agreement regarding the positive influence of brand rejuvenation efforts on their purchase decision-making. Conversely, a smaller proportion of respondents, totaling 33.1%, either disagreed, were neutral, or strongly disagreed with the notion that brand rejuvenation positively influenced their decision-making processes. Specifically, 17.2% strongly disagreed, 11.7% disagreed, and 4.2% remained neutral on this aspect. This dominant agreement among a significant majority of respondents underscores the perceived positive impact of brand rejuvenation efforts on their decision-making processes during purchases. The substantial percentage of strong agreement signals a consensus among respondents regarding the constructive role of brand rejuvenation in shaping their decision-making when making purchases.

Table 5. After the brand rejuvenation, I find myself more inclined to explore and potentially buy the product/service.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	54	14.1	14.1	14.1
	Disagree	33	8.6	8.6	22.7
	Neutral	23	6.0	6.0	28.6
	Agree	60	15.6	15.6	44.3
	Strongly Agree	214	55.7	55.7	100.0
	Total	384	100.0	100.0	

Table 5 presents respondents' perceptions regarding their inclination to explore and potentially purchase a product or service following brand rejuvenation efforts. A substantial majority, comprising 55.7% of participants, strongly agreed that after brand rejuvenation, they found themselves more inclined to explore and potentially buy the product or service. Additionally, 15.6% agreed with this statement, contributing to a total of 71.3% expressing agreement concerning increased inclination post-rejuvenation. Conversely, a smaller proportion of respondents, totaling 28.7%, either disagreed, were neutral, or strongly disagreed with feeling more inclined to explore or potentially buy the product or service after the rejuvenation. Specifically, 14.1% strongly disagreed, 8.6% disagreed, and 6.0% remained neutral on this aspect. The overwhelming consensus among respondents, primarily evidenced by the

considerable percentage of strong agreement, highlights the perceived impact of brand rejuvenation in fostering increased interest and inclination among consumers to explore and potentially purchase the product or service.

Table 6. The brand's efforts to refresh and update have influenced my buying behavior positively.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	46	12.0	12.0	12.0
	Disagree	38	9.9	9.9	21.9
	Neutral	10	2.6	2.6	24.5
	Agree	78	20.3	20.3	44.8
	Strongly Agree	212	55.2	55.2	100.0
	Total	384	100.0	100.0	

Table 6 demonstrates respondents' sentiments concerning the influence of a brand's efforts to refresh and update on their buying behavior. The majority, comprising 55.2% of participants, strongly agreed that the brand's efforts to refresh and update positively influenced their buying behavior. Additionally, 20.3% agreed with this statement, totaling 75.5% expressing agreement regarding the positive impact on their buying behavior post-brand rejuvenation. Conversely, a smaller subset, constituting 24.5% of respondents, expressed either neutral or negative sentiments towards the brand's efforts. Specifically, 12.0% strongly disagreed, 9.9% disagreed, and 2.6% remained neutral about the influence of the brand's refresh and update endeavors on their buying behavior. The substantial percentage of strong agreement underscores the perceived positive impact of the brand's rejuvenation initiatives on respondents' buying behavior, indicating a notable influence in shaping consumer behavior post-rejuvenation.

Table 7. I perceive a noticeable change in my purchase tendencies post the brand's rejuvenation strategies.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	40	10.4	10.4	10.4
	Disagree	41	10.7	10.7	21.1
	Neutral	18	4.7	4.7	25.8
	Agree	62	16.1	16.1	41.9
	Strongly Agree	223	58.1	58.1	100.0
	Total	384	100.0	100.0	

Table 7 displays respondents' perceptions regarding changes in their purchase tendencies following the brand's rejuvenation strategies. A significant majority, comprising 58.1% of participants, strongly agreed that they observed a noticeable change in their purchase tendencies after the brand's rejuvenation efforts. Additionally, 16.1% agreed with this statement, amounting to 74.2% acknowledging a perceived change in their purchasing behavior post-rejuvenation. Conversely, a smaller subset, constituting 25.8% of respondents, expressed either neutral or negative perceptions towards changes in their purchase tendencies. Specifically, 10.7% disagreed, 4.7% remained neutral, and 10.4% strongly disagreed about perceiving any noticeable change in their purchase tendencies post the brand's rejuvenation strategies. The substantial percentage of strong agreement and overall agreement indicates a prevalent perception among respondents that the brand's rejuvenation strategies indeed induced a noticeable change in their purchase tendencies.

Table 8. The brand's efforts to rejuvenate positively affected my perception of its overall image and appeal.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	50	13.0	13.0	13.0
	Disagree	39	10.2	10.2	23.2
	Neutral	31	8.1	8.1	31.3
	Agree	86	22.4	22.4	53.6
	Strongly Agree	178	46.4	46.4	100.0
	Total	384	100.0	100.0	

Table 8 exhibits respondents' perceptions regarding the brand's rejuvenation efforts and their impact on the overall image and appeal of the brand. A significant portion of participants, accounting for 46.4%, strongly agreed that the brand's rejuvenation had a notably positive effect on its overall image and appeal. Additionally, 22.4% of respondents agreed with this statement, totaling to 68.8% expressing a positive sentiment towards the brand's image post-rejuvenation. On the contrary, 31.3% of participants remained either neutral or expressed disagreement. Specifically, 8.1% were neutral, 10.2% disagreed, and 13% strongly disagreed with the notion that the brand's rejuvenation positively affected its image and appeal. The substantial percentage of strong agreement and overall agreement suggests a prevailing

perception among respondents that the brand's rejuvenation strategies effectively enhanced its overall image and appeal.

Table 9. I feel more positively inclined towards the brand due to its recent rejuvenation initiatives.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	52	13.5	13.5	13.5
	Disagree	50	13.0	13.0	26.6
	Neutral	18	4.7	4.7	31.3
	Agree	64	16.7	16.7	47.9
	Strongly Agree	200	52.1	52.1	100.0
	Total	384	100.0	100.0	

In Table 9, respondents' sentiments regarding their inclination towards the brand post its rejuvenation efforts are evident. A majority of participants, constituting 52.1%, strongly agreed that the brand's recent rejuvenation initiatives positively influenced their perception, leading them to feel more positively inclined towards the brand. Moreover, an additional 16.7% of respondents agreed with this sentiment, indicating that a substantial 68.8% held positive inclinations towards the brand due to its rejuvenation efforts. Conversely, a smaller proportion expressed either neutrality or disagreement. Specifically, 4.7% remained neutral, while 26.6% either disagreed (13%) or strongly disagreed (13.5%) with the notion that the brand's rejuvenation engendered a more positive inclination. The high percentage of strong agreement and overall agreement reflects a prevalent positive inclination among respondents towards the brand following its rejuvenation, signifying the effectiveness of the brand's initiatives in fostering a favorable perception among consumers.

Table 10. Brand rejuvenation strategies have enhanced my confidence in the brand's relevance and modernity.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	35	9.1	9.1	9.1
	Disagree	63	16.4	16.4	25.5
	Neutral	40	10.4	10.4	35.9
	Agree	87	22.7	22.7	58.6
	Strongly Agree	159	41.4	41.4	100.0

	Total	384	100.0	100.0	
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Table 10 demonstrates respondents' perspectives regarding the impact of brand rejuvenation strategies on their confidence in the brand's relevance and modernity. A notable 41.4% of participants strongly agreed that these strategies significantly enhanced their confidence in the brand's relevance and modernity. Additionally, 22.7% agreed with this sentiment, summing up to a considerable 64.1% affirming the positive effect of rejuvenation strategies on their confidence in the brand. Conversely, a smaller portion either expressed neutrality or disagreement. Approximately 10.4% remained neutral in their stance, while 25.5% either disagreed (16.4%) or strongly disagreed (9.1%) that these strategies bolstered their confidence in the brand's relevance and modernity. The substantial percentage of strong agreement and overall agreement indicates a prevailing sentiment among respondents regarding the positive influence of brand rejuvenation strategies on enhancing their confidence in the brand's contemporary relevance, underscoring the effectiveness of these strategies in modernizing the brand image.

Table 11. I believe the brand's image has improved significantly following its rejuvenation efforts.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	50	13.0	13.0	13.0
	Disagree	47	12.2	12.2	25.3
	Neutral	35	9.1	9.1	34.4
	Agree	71	18.5	18.5	52.9
	Strongly Agree	181	47.1	47.1	100.0
	Total	384	100.0	100.0	

Table 11 delineates respondents' perceptions concerning the brand's image following its rejuvenation efforts. Notably, 47.1% of participants strongly agreed that the brand's image had significantly improved due to these rejuvenation endeavors. Additionally, 18.5% agreed with this notion, totaling 65.6% expressing agreement in some capacity. Conversely, a smaller fraction either remained neutral or disagreed with the statement. Approximately 9.1% maintained neutrality, while 25.3% either disagreed (12.2%) or strongly disagreed (13.0%) that the brand's image had improved significantly post-rejuvenation. The substantial proportion of strong agreement and overall agreement indicates a prevailing sentiment among respondents

regarding the positive impact of rejuvenation efforts on enhancing the brand's image, emphasizing the effectiveness of these strategies in improving brand perception.

Table 12. The recent brand rejuvenation measures have positively influenced my perception of the brand's quality and value.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	35	9.1	9.1	9.1
	Disagree	40	10.4	10.4	19.5
	Neutral	35	9.1	9.1	28.6
	Agree	63	16.4	16.4	45.1
	Strongly Agree	211	54.9	54.9	100.0
	Total	384	100.0	100.0	

In Table 12, the data highlights respondents' perspectives on the impact of recent brand rejuvenation measures on the brand's perceived quality and value. A substantial majority, comprising 54.9% strongly agreed and an additional 16.4% agreed, resulting in a cumulative 71.3% expressing agreement. This indicates a prevailing belief among participants that the brand's quality and value were positively influenced by the recent rejuvenation measures. Conversely, 19.5% either disagreed (10.4%) or strongly disagreed (9.1%) with this notion, while 9.1% remained neutral. The overwhelming majority's agreement underscores the perceived effectiveness of these measures in enhancing the brand's perceived quality and value among respondents.

H1: Brand rejuvenation strategies have a significant impact on the consumer buying behavior.

Table 13. One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Brand rejuvenation initiatives significantly influenced my inclination to consider purchasing the product/service.	21.674	383	.000	1.28385	1.1674	1.4003
I believe brand rejuvenation efforts positively influenced my decision-making process while making purchases.	8.666	383	.000	.69271	.5355	.8499

After the brand rejuvenation, I find myself more inclined to explore and potentially buy the product/service.	11.876	383	.000	.90365	.7540	1.0532
The brand's efforts to refresh and update have influenced my buying behavior positively.	13.238	383	.000	.96875	.8249	1.1126
I perceive a noticeable change in my purchase tendencies post the brand's rejuvenation strategies.	13.974	383	.000	1.00781	.8660	1.1496

The conducted One-Sample Test aimed to evaluate the impact of brand rejuvenation strategies on consumer buying behavior, as posited by Hypothesis 1. The test compared respondents' perceptions against a midpoint value of 3, reflecting neutrality or no influence, in Likert scale-based statements related to brand rejuvenation initiatives and their effects on purchasing behavior. The results overwhelmingly support the hypothesis, showcasing statistically significant deviations from the neutral stance (Test Value = 3) across all measured statements. Participants expressed notably positive inclinations towards the influence of brand rejuvenation efforts on their purchasing behavior. Specifically, statements such as "Brand rejuvenation initiatives significantly influenced my inclination to consider purchasing the product/service" and "I perceive a noticeable change in my purchase tendencies post the brand's rejuvenation strategies" received mean differences of 1.28 and 1.01, respectively, both significantly higher than the test value. These findings imply a substantial impact of brand rejuvenation on encouraging consideration and noticeable shifts in purchasing tendencies among consumers. Moreover, statements like "After the brand rejuvenation, I find myself more inclined to explore and potentially buy the product/service" and "The brand's efforts to refresh and update have influenced my buying behavior positively" also exhibited substantial mean differences above the midpoint, indicating heightened inclinations towards exploring and positively influencing buying behavior post-rejuvenation. Similarly, respondents expressed strong agreement that brand rejuvenation positively influenced their decision-making process while making purchases, further affirming the hypothesis by registering a mean difference of 0.69. These consistent deviations from the neutral point affirm the significant impact of brand rejuvenation strategies on shaping consumer buying behavior, aligning closely with the hypothesis.

H2: Brand rejuvenation techniques have a positive impact on maintaining and enhancing consumer brand perception.

Table 14. One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
The brand's efforts to rejuvenate positively affected my perception of its overall image and appeal.	10.713	383	.000	.78906	.6442	.9339
I feel more positively inclined towards the brand due to its recent rejuvenation initiatives.	10.486	383	.000	.80729	.6559	.9587
Brand rejuvenation strategies have enhanced my confidence in the brand's relevance and modernity.	10.031	383	.000	.70833	.5695	.8472
I believe the brand's image has improved significantly following its rejuvenation efforts.	9.920	383	.000	.74479	.5972	.8924
The recent brand rejuvenation measures have positively influenced my perception of the brand's quality and value.	13.950	383	.000	.97656	.8389	1.1142

Findings

The findings of the study provide comprehensive insights into the impact of brand rejuvenation strategies on consumer behavior and brand perception. The demographic distribution revealed a concentration of respondents within the 30-50 age brackets, with a nearly equal representation of genders, ensuring diverse perspectives. Across various dimensions, the study consistently demonstrates a positive influence of brand rejuvenation efforts on consumer perceptions. Respondents overwhelmingly expressed that brand rejuvenation initiatives significantly influenced their inclination to consider purchasing a product or service. A substantial majority strongly agreed that these initiatives had a notable impact on their decision-making processes during purchases, fostering a positive inclination to explore and potentially buy the product or service. The data underscored a consensus among respondents that brand rejuvenation plays a pivotal role in shaping consumer behavior, influencing purchase considerations, and positively impacting decision-making.

The influence of brand rejuvenation on buying behavior was further supported by statistical analyses. The One-Sample Test confirmed significant deviations from neutrality across multiple statements, indicating a substantial impact on respondents' inclinations and noticeable changes in purchasing tendencies post-rejuvenation. The findings strongly align with Hypothesis 1, affirming that brand rejuvenation strategies have a significant impact on consumer buying behavior. Turning to brand perception, the study investigated respondents' sentiments regarding the overall image, appeal, relevance, modernity, quality, and value of the brand following rejuvenation efforts. The results consistently demonstrated a positive impact, with a significant majority strongly agreeing that brand rejuvenation positively affected these dimensions. The One-Sample Test further supported Hypothesis 2, revealing statistically significant mean differences and affirming that brand rejuvenation techniques have a positive impact on maintaining and enhancing consumer brand perception. In particular, respondents expressed increased confidence in the brand's relevance and modernity due to rejuvenation efforts. They believed that the brand's image had significantly improved, leading to more positive inclinations and perceptions of quality and value. The findings suggest that brand rejuvenation goes beyond influencing immediate purchasing decisions, extending to fostering a positive and contemporary brand image that resonates with consumers. In conclusion, the study's findings highlight the integral role of brand rejuvenation strategies in shaping consumer behavior and perception. Businesses seeking to enhance their market position and maintain relevance should consider the significant impact of well-executed rejuvenation efforts on both short-term purchasing decisions and long-term brand perception.

Conclusion

The study's robust findings provide conclusive evidence of the significant impact of brand rejuvenation strategies on both consumer behavior and brand perception. The positive influence on purchasing decisions, evident in respondents' inclination to consider and explore products/services, underscores the strategic importance of effective brand rejuvenation. Moreover, the consistent improvement in perceived brand image, appeal, relevance, and modernity, as well as enhanced confidence in the brand's quality and value, solidify the conclusion that well-executed rejuvenation efforts contribute not only to immediate consumer choices but also to the establishment of a positive, contemporary brand identity. The study's insights provide a foundation for businesses to understand the dynamic relationship between

brand rejuvenation and consumer engagement, paving the way for informed strategic decisions in the competitive marketplace.

The implications of the study extend to marketers, brand strategists, and decision-makers in understanding the strategic value of brand rejuvenation. Firstly, the findings emphasize the need for businesses to invest in and carefully plan brand rejuvenation initiatives, recognizing their potential to positively influence consumer behavior and perceptions. Additionally, the study suggests that a successful rejuvenation strategy can lead to increased consumer confidence, fostering a more favorable and contemporary brand image. Businesses should consider these insights when developing marketing strategies, allocating resources, and engaging in brand management activities. Furthermore, the study highlights the importance of monitoring and adapting rejuvenation strategies based on consumer feedback and evolving market trends to ensure sustained positive impacts on brand perception and consumer behavior.

While this study provides valuable insights, there are avenues for future research to deepen our understanding of the dynamics between brand rejuvenation and consumer engagement. Future studies could explore the long-term effects of brand rejuvenation on brand loyalty and repeat purchases, shedding light on the sustainability of positive consumer perceptions over time. Additionally, investigating the role of specific elements within rejuvenation strategies, such as visual identity, messaging, or product innovation, could offer nuanced insights into which components contribute most significantly to the observed positive outcomes. Exploring the impact of brand rejuvenation in different industry contexts and cultural settings could also provide a more comprehensive understanding of its universal or context-specific effectiveness. Finally, as consumer behavior continues to evolve, future research should consider the influence of digital platforms, social media, and other emerging channels on the effectiveness of brand rejuvenation strategies in the contemporary marketplace.

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