Accentuation of Brand through Slogan Rebranding:
A Structural Equation Modeling Approach

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Abstract

Rebranding aims to reshape customer perceptions by altering a brand's name, logo, or slogan. This study unveils how slogan rebranding accentuates and transforms brand loyalty, perceived quality, brand re-identity, and brand repositioning, driving a refreshed narrative for the brand. The study collected data from 203 respondents who were individuals confirmed to be aware of the rebranding campaigns of the three brands through a preliminary screening question included in the questionnaire and whether they are consuming those brands. The results revealed that Perceived Quality significantly influences Brand Loyalty, and Brand Re-identity positively affects Perceived Quality, while Brand Repositioning had no significant impact on Perceived Quality. The findings suggest that rebranding efforts should prioritize improving Perceived Quality and Brand Re-identity to enhance brand loyalty. Successful rebranding aligned with customer preferences and market trends can strengthen brand attachment and loyalty. Socially, rebranding can shift public perceptions and foster stronger customer-brand relationships, contributing to sustainable business practices. This study provides empirical evidence on the effects of rebranding slogans, offering valuable insights for brands seeking to improve loyalty and market positioning.

Keywords: Rebranding, Brand Loyalty, Brand Re-identity, Brand Repositioning, Structural Equation Modeling

1. Introduction

Rebranding has become a vital business strategy for companies all over the world to stay competitive in rapidly changing markets shaped by evolving consumer preferences and technological progress (Muzellec & Lambkin, 2006). Prominent global brands like Coca-Cola, Nike, and Airbnb have utilized rebranding to revitalize their identities and recover from reputational setbacks (Curnes et al., 2023; Freeman et al., 2023; Udonde et al., 2022). Particularly in India's fast-moving consumer goods (FMCG) sector, rebranding efforts have

increased due to heightened competition from both local as well as international companies and changing consumer lifestyles (Shetty, 2011). Brands such as Amul, Dabur, and Godrej have launched rebranding campaigns to connect with younger audiences and meet the diverse demands of India's regional markets (Longani & Sharma, 2023; Sharma & Jain, 2011). Chennai, a significant commercial center in South India, has experienced swift industrial development and boasts a varied population, positioning it as a key market for FMCG products (Krishnamurthy & Desouza, 2015). To foster emotional connections and stand out in the market, FMCG companies have adopted slogan rebranding as a strategy. As consumers in Chennai gain greater exposure to both global and national brand advertisements, their awareness of brand campaigns is likely to increase (Shankar & Raj, 2022). This study examines how rebranding, specifically through slogans, affects commonly used items like soap, coffee powder, and disinfectants among Chennai respondents. The study seeks to explore consumer perceptions and assess the effectiveness of rebranding in this vibrant market.

This study included the Rebranding aspects of three fast-moving consumer goods (FMCG) including Bathing Soap, Coffee powder, and Disinfectant. The product advertisements of these three FMCG products were assessed, with their slogans being revised periodically as part of a rebranding strategy. During data collection, respondents were shown both the previous and current slogans used in these product advertisements. The above three brands' changes in slogan were assessed with relation to three attributes – Brand Loyalty, Brand Re-identity and Brand Repositioning.

1.1 Brand Loyalty

Brand Loyalty refers to the consistent preference for a particular brand over others (Knox & Walker, 2001). It involves the identification, attraction, and retention of a market, particularly in a global context (Palumbo & Herbig, 2000). Thus, Brand Loyalty reflects consistent purchasing behavior and favorable attitudes (Wheeler, 1974). By altering campaign slogans, brands aim to strengthen existing bonds with loyal customers while also attracting new ones.

1.2 Brand Re-identity

Brand identity refers to the external portrayal of a brand comprised of the brand's name and visual identity which helps consumers recognize and distinguish a company from rivals (Adidam, 2007). Therefore, aligning Brand Identity and image after Rebranding is a dynamic process influenced by the internal power of the brand, marketing outreach and brand attributes (Barbu, 2016). A change in campaign slogan serves as a Rebranding initiative, signaling a departure from old perceptions and a move towards new brand narratives.

1.3 Brand Repositioning

Brand Repositioning involves the development of a distinctive brand, the implementation of a comprehensive global marketing strategy along with the capacity to adjust to alterations in the business landscape (Petković et al., 2014). Repositioning entails altering a brand's visual components to enhance its image and significance in the market (Zahid & Raja, 2014). Through repositioning, brands try to draw a distinct and favorable position in consumers' minds relative to competitors. The brands stress their unique value proposition by trying to differentiate them from their competitors and changes in slogans play a pivotal role in communicating these strategic shifts effectively.

1.4 Perceived Quality

Perceived Quality is a perception process to form abstract beliefs about a product's quality (Ophuis & Trijp, 1995). Rebranding positively impacts consumer perceptions gaining competitive advantage and impacting an organization's financial performance (Makasi et al., 2014).

Brand slogans often serve as cues for consumers to assess the product or service quality. Studying changes in slogans will help in analyzing how these alterations impact consumers' perception of the quality associated with the brand.

The study seeks to address the subsequent research questions (RQ):

RQ1: How Perceived Quality impact Brand Loyalty?

RQ2: How does Brand Re-identity impact Perceived Quality?

RQ3: How does Brand Repositioning impact Perceived Quality?

This is the first study to specifically investigate the role of Rebranding with a slogan change on frequently used products of Indian households. The three fast-moving consumer goods – Bathing Soap, Coffee powder and Disinfectant were studied in particular since consumers are likely to be familiar with them as they use them regularly. Since respondents are familiar with these products, they can comprehend the essence of Rebranding employed in these brands concerning slogans and could answer the questions being asked. Also, slogans were particularly given more attention because slogans serve as a direct line of communication with the brand and its consumers. They evoke emotions and establish connections with the target audience. So, understanding the effects of slogan changes on Brand Loyalty, Perceived Quality, Brand Re-identity, and Brand Repositioning will help in optimizing Rebranding strategies to secure the sustained success of a brand.

2. Research Objectives

2.1 To analyze the impact of perceived quality on brand loyalty in the context of FMCG products

2.2 To evaluate the influence of brand re-identity initiatives on consumer's perceived quality

2.3 To examine how brand repositioning strategies affect consumers' perceived quality of FMCG products

3. Review of Literature

A business's sustained development is centered on establishing and expanding the brand's operations (Milojević et al., 2016). For many businesses, brand rejuvenation and innovation have become vital (Shetty, 2011). The market is constantly evolving, and it can be difficult for marketers to handle brand management effectively. Brands that are popular now may become irrelevant if they fail to adjust to shifting customer preferences (Dole, 2011). To boost customer-based brand equity, radical and moderate brand image modifications can be undertaken (Blazquez et al., 2019) Maintaining innovation in product design, production, and merchandising is essential for brand reinforcement (Keller, 1999). When a brand's product offering and accompanying customer attention deteriorate, brand revival is often required (Kolbl et al., 2015). The brand revitalization affected the loyalty of customers towards the brand (Nassimi et al., 2015). Repositioning represents a viable approach for implementing strategic

change. Since most people will adopt a successful strategy, the repositioning strategy should be continually updated (Shin & Cha, 2013).

Advertising helps to communicate the intended image to the audience and highlights the features and advantages of the company (Chandra & Tripathi, 2023). Advertising is vital for the overall prosperity of a business by helping it attract a more extensive customer base, ultimately leading to increased business growth (Ilyas & Nayan, 2020). Advertising campaigns often convey their main messages through slogans, which consumers encounter daily (Lefkoff-Hagius & Mason, 1993). Advertisers create slogans to influence consumers or instil positive emotions toward their brand (Saragih & Ginting, 2018). Effective management and alignment of slogans can significantly impact brand success during long-term brand positioning (Vieira et al., 2014).

According to the Marketer's perspective, a Brand's essence comprises its unique selling proposition and the soul of the brand (Petty et al., 2010). Slogans hold considerable importance in directing the audience's focus towards particular aspects of a product or service (Abdi & Irandoust, 2013). Commercial slogans have several essential purposes: to increase brand recognition, to convey information to both consumers as well as business clients, to simplify the buying process, and to convince consumers that a particular brand is superior to others (Skorupa & Dubovičienė, 2015).

3.1 Rejuvenation of a brand through Slogans

Slogans can significantly improve brand building (Murimi, 2007). Pepsi has been trying to establish its presence in the Coca-Cola industry by developing slogans, innovative concepts, celebrity endorsements, engaging campaigns, and other strategic marketing efforts (Hafiz, 2015). In developing an effectual brand campaign, the slogan serves as a fundamental component and focal point that shapes the identity of a brand. Therefore assessing a brand's slogan is required to emphasize and reinforce the brand's identity as well as reputation (Nurhayati et al., 2018).

3.2 Rebranding strategy

The term 'Rebranding' refers to the recreation of a company's name, logo, or slogan. Rebranding is a key marketing strategy for companies to stay competitive and relevant in a fickle consumer market (H. Singh, 2011). Rebranding can make a product more memorable for customers and improve the brand's image (Sutrisno et al., 2023). Thus Rebranding involves three overlapping steps: brand vision, brand orientation, and execution of brand strategy (Merrilees, 2005). If a brand audit determines that the brand is still valuable, a manager can identify and select the best strategies for brand rejuvenation (Lehu, 2004).

3.3 Implementation of rebranding strategy

Effective communication during Rebranding helps customers and non-customers gain a better grasp of the brand (Chatterjee, 2019). Rebranding a company can boost revenue (market share). However, Rebranding can diminish the vital aspects of an established brand if not implemented carefully (Makgosa & Molefhi, 2012; Singh et al., 2012). After reviewing the literature mentioned above, it is evident that there has been limited research conducted on the change of campaign slogans in terms of Rebranding. The current study research attempts to address that gap by studying the three campaign slogans of frequently used products in Indian households such as Bathing Soap, Coffee powder and Disinfectant by analysing Bthe perception dimension concerning Brand Repositioning, Brand Re-identity and Brand Loyalty.

4. Hypotheses development

4.1 Perceived Quality and Brand Loyalty

Product Rebranding positively impacts Brand Loyalty by increasing brand attachment and brand distinctiveness (Mensah & Brew, 2023). Rebranding positively impacts consumer loyalty for Gojek users (Prayoga & Suseno, 2020). Also, Rebranding positively impacted brand image and customer loyalty on Gojek, leading to increased satisfaction among consumers (Nova, 2022). Similarly, the Rebranding efforts undertaken by Lays products had a significant impact on the loyalty of customers (Batara & Susilo, 2022). Based on the supporting shreds of evidence, the study proposes the following hypothesis:

H1: Perceived Quality Impacts Brand Loyalty

4.2 Brand Re-identity and Perceived Quality

Brand identity, which consists of the name, logo, and other components, aids in brand differentiation and shapes consumer perceptions (Zaichkowsky, 2010). Even though the brand is performing satisfactorily, a manager may decide to change the current Brand Identity to address a widening disparity between the desired and observed brand image as a result of an operational reorientation. Brand identity is designed with external audiences in mind and is intended to create a positive customer perception. Therefore, Rebranding is typically undertaken to address a perceived gap in brand image and strive for a more favourable brand perception (Garg & Mishra, 2023). While Brand Image describes how customers view a brand in light of their experiences using it, Brand Identity describes how a firm wants to be considered by its audience. Therefore, Brand Re-identity significantly impacts the Customer's perception (Mwangi, 2019). Following the above-stated literature, the study presents the following hypothesis:

H2: Brand Re-identity impacts Perceived Quality

### 4.3 Brand Repositioning and Perceived Quality

Successful repositioning communication strategies for familiar brands involve learning the new positioning and inhibiting the old positioning (Jewell, 2007). Firms optimally reposition their products to maintain consumer appeal, considering both predictable and unpredictable consumer preference changes (Villas-Boas, 2018). Successful Rebranding positively impacts corporate repositioning (Vukasović et al., 2017). As stated by the previous research on Brand Repositioning which significantly contributes to positive perception, the study seeks to evaluate the following hypothesis:

H3: Brand Repositioning Impacts Perceived Quality

5. Conceptual Framework

Figure 1 illustrates the conceptual model of the study.

Figure 1 Conceptual model
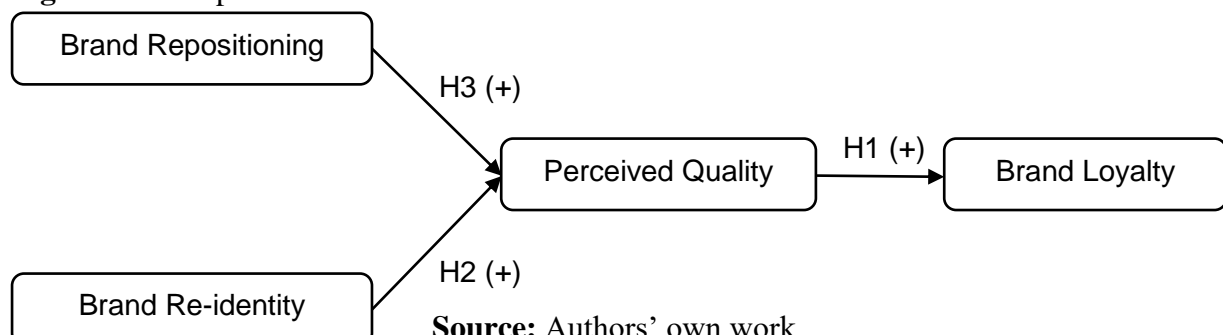
Source: Authors' own work

6. Research Methodology

6.1 Sample and respondents

The study employed a Quantitative methodology, which involved gathering primary data through a standardized questionnaire with validated scales. The respondents were selected based on their awareness of the slogan changes in three FMCG brands: Bathing Soap, Coffee Powder, and Disinfectant. This awareness was verified through a preliminary screening question in the questionnaire, ensuring the suitability of respondents for the study. Purposive sampling was employed to focus on participants with prior knowledge of the rebranding campaigns. By targeting these individuals, the study ensured that the data collected was directly corresponded with the research objectives. The questionnaire was distributed online through a Google Forms link and shared via WhatsApp. Responses were collected and managed through the Google Forms platform, facilitating efficient data collection. Out of the anticipated total of 250 respondents, 203 valid responses were collected, representing 81.2% of the desired sample size.

6.2 Sampling framework

The sample framework for the study targeted only those respondents who were aware of the three brands' slogans and their revised slogans. To ensure this, the study showed the previous and the current slogans to capture their awareness before proceeding to data collection.

6.3 Measurement

The study utilised four constructs to analyse Rebranding. The constructs underwent evaluation through the utilization of a Likert scale consisting of five points (where 5 indicates a Strongly Agree, 4 represents Agree, 3 indicates Neutral, 2 represents Disagree, and 1 indicates a Strongly Disagree). The constructs used in the study and references to the previous studies investigating and discussing these constructs are detailed in **Table 1**.

Table 1 The Constructs used in the study

Constructs	Past studies
Brand Loyalty (BL)	(Marques et al., 2020)
Brand Re-identity (BRI)	(Mwangi, 2019)
Brand Repositioning (BR)	(Mwangi, 2019)
Perceived Quality (PQ)	(Marques et al., 2020)

6.4 Statistical Technique and Software

The study employed Structural Equation Modeling, a multivariate quantitative method that aids in examining and confirming theoretical models through comprehensive explanatory analysis with statistical effectiveness (Thakkar, 2020). The Structural Equation Modeling analysis was carried out using Jamovi version 2.4.14, a statistical software for social scientists, known for its ease of use (Şahin & Aybek, 2019). The Likert scale responses were interpreted by computed variables for each construct, which were then used as input for the SEM analysis in Jamovi software. The study utilized **frequency analysis** to summarize the respondent's demographic profile, **fit indices** (SRMR, RMSEA, GFI, AGFI, CFI, TLI, IFI, PGFI, PNFI) to evaluate the model fit, and **parameter estimates** to evaluate the relationship and significance of the variables, and the **measurement model** to confirm that the observed variables

adequately reflected the latent variables, providing a thorough assessment of the Structural Equation Model (SEM).

7. Analysis and Findings
7.1 Demographic Profile

Table 2 illustrates the demographic characteristics of the individuals who took part in the survey. Among the respondents, a significant majority of 74.9% were identified as Female respondents, while the remaining 25.1% represented Male respondents. Most respondents (73.4%) are aged between 17 and 27 years, with the next largest group (11.8%) falling within the 28-38 age bracket. Furthermore, 9.9% of respondents are aged between 39 and 49 years, while 4.9% are over 49 years old. Regarding educational qualification, 40.9% of the respondents hold Graduate degrees, 29.1% have attained Higher Secondary education (HSC), 24.1% attained Post-graduate qualifications and 5.9% have completed their Secondary education (SSLC).

Table 2 Demographic profile of the respondents

Variable	Levels	Frequency	Percent
Gender	Male	51	25.1
	Female	152	74.9
Age	17 - 27	149	73.4
	28 - 38	24	11.8
	39 - 49	20	9.9
	Above 49	10	4.9
Education	SSLC	12	5.9
	HSC	59	29.1
	Under Graduate	83	40.9
	Post Graduate	49	24.1

Source: Authors' own work

7.2 Brand Campaigns Evaluated

The study took into consideration the three brand campaigns to gauge their perception towards Rebranding and its elements. The study focuses on the Rebranding efforts of three popular fast-moving consumer goods (FMCG): Bathing Soap, Coffee powder, and Disinfectant.

7.3 Research Model Fit Indices

Table 3 outlines the fit indices related to different approaches for assessing how observed data conforms to a specific probability distribution. Fit indices employed in structural equation modeling are valuable metrics for determining the relationship between variables in a model. In structural equation modeling, a goodness-of-fit index indicates a metric for evaluating how well a model fits the observed data, with a scale ranging from zero to one, where zero represents a lack of fit and one represents a perfect fit (Hu & Bentler, 1999; Mulaik et al., 1989).

Table 3 Fit indices

Type	Fit Index	Value	Recommended value of acceptance	Author(s)
Absolute Fit measures	Goodness of Fit Index (GFI)	0.971	> 0.90	(Hair et al., 2006)
	Adjusted Goodness of Fit Index (AGFI)	0.958	> 0.90	(Hooper et al., 2008)
Incremental Fit measures	Comparative Fit Index (CFI)	0.906	> 0.90	(Hu & Bentler, 1999)
	Tucker-Lewis Index (TLI)	0.889	> 0.90	(Hair et al., 2006)
	Normed Fit Index (NFI)	0.837	> 0.90	(Hu & Bentler, 1999)
	Incremental Fit Index (IFI)	0.907	> 0.90	(McDonald & Ho, 2002)
Parsimonious Fit measures	Parsimony Goodness of Fit Index (PGFI)	0.657	> 0.50	(Hooper et al., 2008)
	Parsimony Normed Fit Index (PNFI)	0.708	> 0.50	(Hooper et al., 2008)
			95% Confidence Intervals	

SRMR	RMSEA	Lower	Upper	RMSEA p
0.072	0.078	0.064	0.092	<0 .001

Source: Authors' own work

Incorporating at least one fit index from every model fit category is necessary (Hair et al., 2010). One commonly used test to assess the fit between the data and the proposed model of measurement is the chi-square goodness-of-fit (GFI) test. If the probability value exceeds 0.9, it represents a good fit (Hair et al., 2010). The GFI of 0.971 and AGFI of 0.958 in this research study exceeded the recommended value of 0.90 which indicated a good fit.

Incremental fit indices are derived from comparing the goodness of fit between a substantive model and a null model (Widaman & Thompson, 2003). The Comparative Fit Index (CFI) of 0.906 and Incremental Fit Index (IFI) of 0.907 were more than 0.90 which fitted satisfactorily (Hu & Bentler, 1999; McDonald & Ho, 2002).

The Parsimonious Goodness-of-Fit Index (PGFI) and the Parsimonious Normed Fit Index (PNFI) are utilized to address the model complexity (Mulaik et al., 1989). PGFI is based on GFI, and PNFI is based on NFI. Moreover, the Parsimonious Comparative Fit Index (PCFI) was introduced as an additional metric. Though specific threshold limits are recommended, a value of above 0.5 is generally regarded as suitable (Hooper et al., 2008).

All constructs in the study met the recommended threshold for at least three fit indices, indicating a good fit between the prediction model and the data being analyzed (Hair et al., 2010).

Standardized Root Mean Square Residual (SRMR) is a metric that expresses the mean of the standardized residuals between the observed and hypothesized covariance matrices (Chen, 2007). It is a standardized root mean squared residual derived from maximum likelihood estimation, commonly utilized to assess the adequacy of a model in practical applications. According to the recommendation (Hu & Bentler, 1999), An SRMR value near 0.08 signifies a reasonably strong alignment between the proposed model and the data obtained. The SRMR value of 0.072 in **Table 3** falls below the 0.08 threshold, implying a satisfactory fit. Moreover, the RMSEA value of 0.078 was less than 0.08, providing additional evidence of a suitable model fit (Hair et al., 2006).

8. Results of the Hypotheses test
8.1 Mean Scores of Variables across Research Questions

Table 4 Mean Scores of Variables

Research Question (RQ)	Perceived Quality (Mean)	Brand Loyalty (Mean)	Brand Re-identity (Mean)	Brand Repositioning (Mean)
RQ1: How does Perceived Quality impact Brand Loyalty?	3.798	3.203	-	-
RQ2: How does Brand Re-identity impact Perceived Quality?	-	-	3.563	3.486
RQ3: How does Brand Repositioning impact Perceived Quality?	3.798	-	-	3.486

The above **Table 4** shows the mean scores of variables related to each research question, providing insights into the Rebranding constructs. Regarding RQ1, respondents exhibit a neutral stance on perceived quality (3.798) impacting brand loyalty (3.203). For RQ2, respondents maintain a neutral agreement towards brand re-identity (3.563) and perceived quality (3.486). Concerning RQ3, respondents demonstrate a neutral view of brand repositioning (3.486) affecting perceived quality (3.798).

8.2 Parameter Estimates of Endogenous and Exogenous Variables

Table 5 presents the estimated parameters that summarize the p-value for both the Exogenous and Endogenous probabilities of achieving the observed results, under the assumption that all the Null hypotheses are true. A smaller p-value indicates an increased level of statistical significance, highlighting the importance and relevance of the observed difference

Table 5 Parameter Estimates

Endogenous variable	Exogenous variable	Estimate	SE	95% Confidence Intervals		β	z	p
				Lower	Upper			
Brand Loyalty	Perceived Quality	0.499	0.0907	0.3217	0.677	0.662	5.51	<0.001 **
Perceived Quality	Brand Re-identity	0.6301	0.1401	0.3552	0.904	0.594	4.5	< 0.001 **
Perceived Quality	Brand Repositioning	0.218	0.1344	-0.045	0.482	0.191	1.63	0.104

**Significant at 1% level

Source: Authors' own work

Table 5 shows the parameter estimates of the regression coefficients and their significance levels between the four variables: Perceived Quality, Brand Loyalty, Brand Re-identity and Brand Repositioning.

H1: Perceived Quality Impacts Brand Loyalty

The study evaluated whether Perceived Quality impacted Brand Loyalty. The first row of the table shows that the p-value was below 0.001, indicating a direct impact of Perceived Quality on Brand loyalty. The estimated coefficient for the relationship between brand loyalty and perceived quality was 0.499, with a standard error of 0.0907. This means that a rise in Perceived Quality results in a rise in Brand Loyalty. Thus, the Hypothesis (**H1**) is supported.

H2: Brand Re-identity impacts Perceived quality

The study evaluated whether Brand Re-identity impacted Perceived Quality. The second row of the table shows that the p-value was below 0.001, which underscores that Brand Re-identity has a direct impact on Perceived Quality. The estimated coefficient for the relationship between Brand Re-identity and Perceived quality was 0.63, with a standard error of 0.1401. This means that an enhancement in Perceived Quality triggers an increase in Brand Loyalty. Hence, the Hypothesis (**H2**) is supported.

H3: Brand Repositioning impacts Perceived quality

The study evaluated whether Brand Repositioning impacted Perceived Quality. The third row of the table shows that the p-value was more than 0.001, which suggests that Brand Repositioning does not have any impact on Perceived Quality. The estimated coefficient for the relationship between Brand Re-identity and Perceived quality was 0.218, with a standard error of 0.1344. As a result, the Hypothesis (**H3**) is not supported.

8.3 Measurement Model

The two parts of Structural Equation Modeling are the measurement model and the structural model. The SEM model includes the measurement model since it provides the relationships between the latent and observable variables. To precisely define the latent components, researchers have to choose the observed indicators within the measurement model. Establishing a strong correlation between the observed indicators is necessary for accurately identifying a latent variable. A weak relation between one indicator and the others will lead to an inadequate definition of the latent variable (Teo et al., 2013). The correlation between latent and observable variables is indicated by the measurement model which is shown in **Table 6**.

Table 6 Measurement model

Label	Latent	Observed	Estimate	Standardized Estimate	95% Confidence Intervals		p-value	SMC
					Lower	Upper		
p1	Brand Repositioning	BRP1	1.000	0.000	1.000	1.000		0.4626
p2		BRP2	1.168	0.127	0.920	1.416	< .001	0.6389
p3		BRP3	0.981	0.113	0.759	1.202	< .001	0.5489
p4		BRP4	0.906	0.118	0.675	1.138	< .001	0.4131
p5		BRP5	1.037	0.118	0.806	1.268	< .001	0.5672
p6	Brand Re-identity	BRI1	1.000	0.000	1.000	1.000		0.5011
p7		BRI2	0.979	0.112	0.760	1.197	< .001	0.5381
p8		BRI3	1.006	0.113	0.784	1.228	< .001	0.5557
p9		BRI4	0.961	0.116	0.733	1.188	< .001	0.4732
p10	Perceived Quality	PR1	1.000	0.000	1.000	1.000		0.5853
p11		PR2	1.014	0.094	0.829	1.198	< .001	0.6223
p12		PR3	1.020	0.090	0.843	1.198	< .001	0.6755
p13		PR4	1.114	0.100	0.919	1.309	< .001	0.6648
p14	Brand Loyalty	BL1	1.000	0.000	1.000	1.000		0.3625
p15		BL2	0.609	0.165	0.285	0.933	< .001	0.1105

Label	Latent	Observed	Estimate	Standardized Estimate	95% Confidence Intervals		p-value	SMC
					Lower	Upper		
p16		BL3	0.606	0.172	0.269	0.944	< .001	0.0999
p17		BL4	1.289	0.210	0.878	1.700	< .001	0.6404

Source: Authors' own work

When analyzing the measurement model, Squared Multiple Correlations – SMC (R^2) value is a useful reference to gauge the extent to which latent variables contribute to the variation in an observed variable. Typically, values of a minimum of 0.3 and beyond 0.5 are considered good, and values exceeding 0.7 are considered very good (Kang & Ahn, 2021). Hence, it can be inferred from **Table 6** that Except for BL2 (with SMC = 0.1105) and BL3 (with SMC = 0.0999), which do not meet the typical threshold for a good model fit, most of the other observed variables in this model have SMC values above 0.3, indicating that the latent variables explain a significant amount of their variance. This suggests that except for BL2 and BL3, the latent variables are strong predictors for the observed variables in the model.

8.4 Structural model - Path Diagram

The results of the Structural model are schematically shown in **Figure 2**, by a Path diagram to evaluate the relationship between Rebranding elements. Path diagram abbreviates the following elements: BrndL = Brand Loyalty, PrcvQ = Perceived Quality, BrndRd = Brand Re-identity and BrndRp = Brand Repositioning. The Path Diagram was assessed using the Beta Coefficient values. A positive β value indicates that the regression slope is positive, while a negative slope is indicated by a negative β value. Therefore, the sign of β indicates the nature of the relationship between the variables (Stellefson et al., 2008). **Table 5** displays the results of the regression analysis and the significance levels among the four variables: Perceived Quality, Brand Loyalty, Brand Re-identity, and Brand Repositioning. Significant predictors of brand Accentuation are marked with a significant p value. The percentage increase in the associated variable for every unit increase in the other variable is represented by the beta value for each significant predictor (Ali & Younas, 2021).

Figure 2 Path Diagram
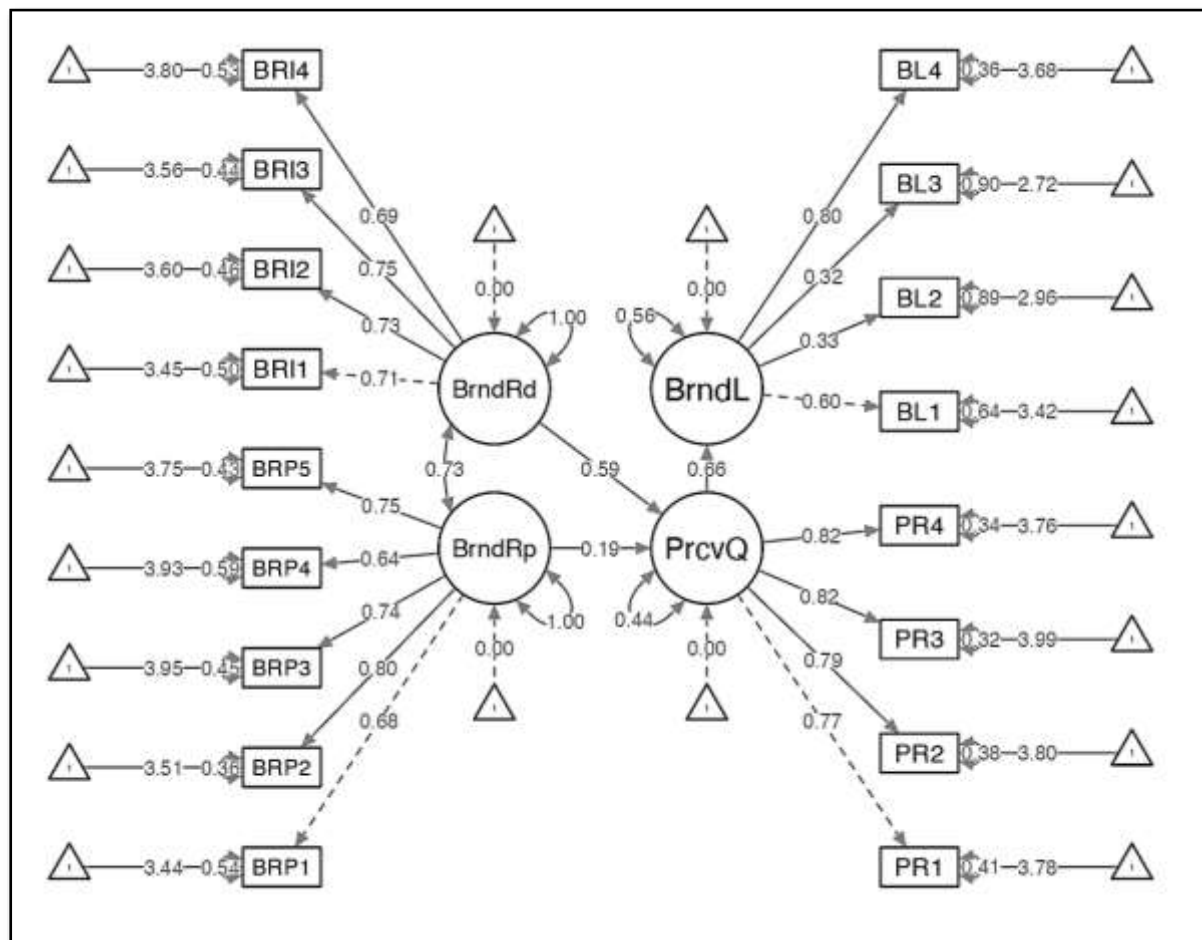
The relationship between the three proposed hypotheses is visually represented in the Path diagram displayed in **Figure 2**.

H1: Perceived Quality Impacts Brand Loyalty

The value (β = 0.662) was considered good, indicating a strong relationship of 66.2% concerning Perceived Quality on Brand Loyalty.

H2: Brand Re-identity impacts Perceived Quality

The value obtained (β = 0.594) was considered good, indicating a strong relationship of 59.4% involving Brand Re-identity on Perceived Quality.

H3: Brand Repositioning Impacts Perceived Quality

The value (β = 0.191) was considered not good, indicating a very weak relationship of only 19.1% regarding Brand Repositioning on Perceived Quality as the p value was insignificant.

9. Discussion

The study investigated the effects of Rebranding, particularly through alterations in slogans, on Brand Loyalty, Perceived Quality, Brand Re-identity, and Brand Repositioning. By focusing on three popular FMCG products – Bathing Soap, Coffee powder and Disinfectant - the research aimed to shed light on how consumers perceive and respond to Rebranding efforts in the context of familiar household products. The findings obtained from examining the

hypotheses have offered significant perspectives on the interplay between these variables, emphasizing the pivotal impact of Rebranding on enhancing consumers' Perceived Quality. First, the study strongly revealed that Perceived Quality positively influences Brand Loyalty. This finding aligns with previous research indicating that consumers tend to develop stronger loyalty towards the rebranded brands that they perceive as offering superior quality (Mensah & Brew, 2023). In the context of Rebranding, efforts to enhance perceived quality through messaging strategies within Rebranding campaigns that highlight product attributes, quality assurances, and customer-centric values can foster a powerful emotional bond relating to the brand and its consumers.

Second, the study evinced a significant direct influence of Brand Re-identity on Perceived Quality. The findings were consistent with the study on how Brand Re-identity significantly influences customers' perceptions (Mwangi, 2019). This implies that when brands undergo Rebranding initiatives that redefine their identity, consumers perceive an improvement in the quality of the brand's offerings. Therefore, during Rebranding, brands should conduct comprehensive market research to identify evolving consumer preferences and market trends.

Third, the study did not identify any significant impact of Brand Repositioning on Perceived Quality. This finding suggests that Brand Repositioning may not necessarily lead to a perceived improvement in product quality. Brand repositioning strategies aim to differentiate the brand and create a unique value proposition in the minds of consumers. However, the findings align with previous research which showed no effect of repositioning on brand perception (Verstappen, 2018). Also, the prior research determining the influence of brand repositioning strategy towards customer perception found a non-significant relationship between repositioning and customer perception (Mwangi, 2019). The potential reason in the current study for this occurrence could be attributed to an excessive focus on visual aspects in the Rebranded marketing campaign's slogans, leading to a lack of emphasis on communicating the brand's distinctive selling points. While the new slogan garnered attention, the brand's unique attributes that separate it from its rivals may not have been sufficiently highlighted. Hence, a holistic approach that combines visual appeal with a clear emphasis on unique selling propositions, product enhancements, consumer-oriented messaging, and market alignment is essential for optimizing brand repositioning strategies.

Therefore, the study shows **high accentuation** on the role of perceived quality in driving brand loyalty and the impact of brand re-identity on enhancing perceived quality, emphasizing the importance of quality-focused messaging and redefined brand identity in rebranding efforts. The **impact of brand rebranding** is clearly highlighted in as it strengthens consumer perceptions of quality and fosters stronger brand loyalty. Conversely, **low accentuation** is given to the influence of brand repositioning on perceived quality, suggesting that repositioning strategies alone, especially when focusing primarily on visual aspects like slogans, may not significantly alter consumer perceptions of quality without clear differentiation and product messaging.

10. Recommendations

The research offers useful insights for marketers and advertisers aiming to leverage Rebranding strategies effectively. First, brands should emphasize consumer-centric messaging

in Rebranding campaigns, focusing on articulating product benefits, quality assurances, and brand values that relate to target audiences. By aligning communication efforts with consumer needs and preferences, brands can enhance Perceived Quality which leads to stronger emotional connections with consumers.

Second, prioritizing strategic brand identity initiatives by conducting thorough market research is necessary to identify emerging consumer trends and preferences. By proactively adapting brand identities to reflect evolving market dynamics, brands can enhance perceived quality and maintain relevance with consumers, ultimately driving purchase intention.

Third, a holistic approach to Rebranding that goes beyond visual elements, product enhancements, and consumer touchpoints should be implemented to deliver a cohesive brand experience. By ensuring consistency across all brand interactions, brands can reinforce Perceived Quality and create lasting impressions with consumers.

Fourth, brands need to treat Rebranding as an iterative process by continuously refining strategies based on consumer insights and market feedback. By remaining agile and responsive to changing consumer perceptions and competitive landscapes, brands can iteratively enhance Perceived Quality and strengthen the attachment towards Rebranded brands.

11. Conclusions

In relation to Research Question 1 on the impact of perceived quality on brand loyalty, the findings reveal that a brand's quality strengthens brand loyalty. Consumers who believe a brand offers high quality are more inclined to make repeat purchases and recommend it to others. Consequently, rebranding efforts that highlight product quality, especially through effective slogans, can improve this perception and strengthen long-term loyalty. Marketers should focus on sustaining and enhancing the perception of quality through consistent messaging that underscores the brand's dedication to excellence, ultimately fostering consumer loyalty.

Regarding Research Question 2 on the impact of Brand Re-identity on Perceived Quality, the research shows that brand re-identity has a significant effect on perceived quality. When a brand undergoes a rebranding process that reshapes its identity, it often results in consumers viewing the brand as more innovative, reliable, and in tune with their values. This change in perception can positively influence how consumers assess the quality of the brand's products. Rebranding initiatives that effectively convey a brand's new identity, through updates like new slogans or messaging, create an impression of a brand that is evolving and improving. Marketers must ensure that any re-identity resonates with consumer expectations and perceptions to maximize its effect on perceived quality.

Concerning Research Question 3 on the Impact of Brand Repositioning on Perceived Quality, the study indicates that brand repositioning has no significant effect on perceived quality. While repositioning strategies, which aim to differentiate a brand in the market, can help establish a unique brand image, they do not necessarily change consumer perceptions of the actual product quality. This implies that repositioning, particularly if not accompanied by clear communication about product quality or innovation, may not be enough to enhance perceived quality. Brands should combine repositioning efforts with product improvements and transparent messaging to ensure that repositioning contributes to a stronger overall brand perception and quality image.

When a brand Rebrands, it places a new emphasis on certain aspects of its brand namely Brand Loyalty, Brand Re-identity, Brand Repositioning and Perceived Quality. Favourable emotional connotations with consumers can be improved with an impeccable Rebranding slogan that aligns with consumers' values. Rebranding provides an opportunity for a new start and to regain trust with stakeholders. In this era of diverse marketing channels, businesses may Rebrand to maintain uniformity across different platforms, such as social media to establish a cohesive brand experience. This study offers a novel perspective for its empirical investigation into the specific impact of slogan changes on Brand Loyalty, Brand Re-identity, Brand Repositioning and Perceived Quality. While previous studies examined a variety of Rebranding strategies, such as visual identity changes plus brand image alterations, this study provides a unique focus on the role of slogans in shaping consumer perceptions. By examining three well-known FMCG brands and their subsequent slogan changes, the study enhances the relevance and applicability of its findings for marketers. By acknowledging the significant role of Perceived Quality in shaping Brand Loyalty, marketers can prioritize efforts to maintain and enhance product perceptions through strategic branding initiatives. Additionally, the study highlights the need for careful consideration of Brand Re-identity in Rebranding efforts as it impacts Perceived Quality. Based on these insights, Marketers can craft more targeted and impactful Rebranding campaigns for driving long-term brand success. Therefore, the Rebranding strategy should be executed carefully with a proper understanding of the target audience's needs and alignment with the company's goals. The Rebranding process, however, should involve all the company's stakeholders. Rebranding, if implemented successfully, will foster positive relationships with consumers and help the brand to stay distinct from competitors by enhancing brand reputation.

12. Limitations and Future Research

The study has certain limitations that should be taken into account. Firstly, it concentrated solely on three FMCG brands present in the Indian market. Future studies could investigate the effects of rebranding in various industries and markets to improve understanding of consumer responses to strategic brand alterations.

Secondly, the research depended on self-reported information gathered from survey participants, which introduces potential biases such as inaccuracies in recalling information. Utilizing different research techniques, like qualitative interviews or observational studies, may offer more profound understanding of consumer views and actions concerning rebranding.

Thirdly, the study was limited to a small sample size in Chennai, India, which may limit the generalizability of the findings. To enhance the external validity of the results, upcoming research should contemplate utilizing a broader and more varied sample.

Lastly, the research focused mainly on the short-term impacts of Rebranding and its influence on various aspects, without taking into account the long-term sustainability of these effects. Future studies could take a longitudinal approach to evaluate how lasting the effects of Rebranding are over time and to explore potential factors that may influence Rebranding.

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