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EVALUATION FOR REBRANDING: THE IMPACT OF LOGO CHANGE ON BRAND ATTITUDE AND BRAND LOYALTY

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Abstract

Purpose - This research investigated on the issue of Logo change in the rebranding strategy. The rebranding strategy plays an important role in the brand's cycle and enhances the competitiveness continuously. Since brand is one of the most important assets of the company, logo is the core visual factor for customer to recognize, memorize and communicate. Meanwhile, logo is often redesigned along with the adjustment of brand strategy to meet consumers' needs. Therefore, logo change is the most direct and speedy method among the brand strategy which is also the key factor to create another peak of the business and sustain the brand life circle.

Methodology - The study employs the experimentation method of quantitative research to explore how logo change influences the consumer behavior. By analyzing four different scenarios, 2 (Logo Appropriateness: high vs. Low) x 2 (Logo Familiarity: high vs. low) and collecting 460 data from college students, the study will also adopt ANOVA to measure the influence of brand attitude and brand loyalty affected by logo change.

Findings- The result of the study indicates that rebranding is a continuously dynamic cycle which proves a positive impact will be influenced by the logo appropriateness towards to brand attitude and brand loyalty. In other words, when customer view the logo design in line with the meaning of brand, the more familiar with the logo the more positive attitude towards the brand loyalty.

Conclusion- Rebranding strategy aims to sustain the life of brand and the important method to create the peak of innovation continually. Furthermore, the logo change is more direct and speedy way to attract customer attention. Therefore, the contribution of the research will not only make up the gap between the logo design and rebranding research but also provide the best reference for brand managers to upgrade the brand strategy.

Author Keywords

Rebranding, logo change, logo appropriateness, logo familiarity, brand strategy

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