The Impact of Brand Rejuvenation on Consumer Purchase Intention: Brand Attitude as Mediator

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Abstract

The rationale of the study lies in investigating the role of brand rejuvenation on consumer purchase intention, it also emphasizes digging the mediating effects of brand attitude on brand rejuvenation and consumer purchase intentions. Quantitative research was carried out for understanding the rationale behind consumer brand preferences, their attitude, and purchase intentions. This study employed positivism; deductive approach in which collected quantitative and numerical data were tabulated and analyzed statistically in order to facilitate and test the detail set of hypotheses for the purpose of reaching objective truth. SPSS computer software was employed along with multiple regression and correlation analysis were carried out for testing and checking hypotheses and model fitness respectively. Dual statistical techniques i.e. Barron and Kenny's (1986) and Preacher and Hayes (2008) were applied for checking mediation effects of the study. All the variables were significantly correlated with each other which clearly indicates the importance of brand rejuvenation, brand attitude and purchase intentions.

Key Words: Brand Rejuvenation, Brand Attitude, Purchase Intention

Introduction

The brand is the main crux of a firm's success story, a cornerstone of the overall strategic planning. Years ago success of the firm relied on its tangible assets, its manufacturing, and infrastructural technologies. Nowadays, the concept is changing pace with managing brands by understanding the psyche of customers by focusing on their "black box" which represents the perception and thinking (minds) of their potential customers (Vidyanata & Hadiwidjojo 2018). Price is concerned with the cost and benefit of the product for the firm while brands are tied with distinctive capabilities of the firm. Brands turn the generic idea of products and services into well-defined and meaningful possessions which gives

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feeling of pride and fun to customers (Mehdi, Ghassemi, & Vosta 2014). Brands connect customers through the physical properties of products and services to socio-cultural values, norms and psychological traits of consumers. Adenan, Ali, and Rehman (2018) discussed that Brands do talk about the personality traits and characteristics of an individual, the biggest challenge for successful brands in terms of keeping and maintaining the loyalty of their hardcore loyal customer is to maintain and expand their competitive advantage with changing the needs and wants of their customers. Organizations spend billions of dollars to cope with intense competition and attempts to reach the levels that are in affordable domain of customers reach for turning them into their permanent buyers. Nowadays, company's main capital is considered their major brands. Brands do have life cycle starting from its inception, commercialization, growth, maturity, decline, revitalization, and retirement, are brought back to healthy life for regenerating cash flows and revenues for the firm.

The rationale of the study lies in investigating the role of brand rejuvenation on consumer purchase intention, it also emphasizes digging the mediating effects of brand attitude on brand rejuvenation and consumer purchase intentions. A dormant brand can be rejuvenated with the right strategic moves which can regain market share for the firm. Success stories are available in marketplace for giving breathe to dying brands. Previous studies have taken into account the brand rejuvenation strategies with different variables in different industrial setups considering variety of products. Branca and Borges (2011) explained the brand rejuvenation concept, its importance in marketing context and how the rationally the strategic brand rejuvenation moves can help in giving life to dying brands. He further added that change in fashion and trends or inappropriate target market are the causes of dying brands which can be tackled with Brand rejuvenation concept. Dwivedi & Merrilees (2013) explored the previous model of brand rejuvenation strategies from developed markets showing that brand extension strategies significantly influence changes in the corporate branding strategies. Brand rejuvenation is concerned with wider aspects of changes in brand strategies in terms of marketing communication or re-positioning. Brand rejuvenating starts with peeling off the old skin by positioning and proceeding with creative redesigning the brand identity (Kapfere, 2008, p. 438).

Brand attitude is related to consumer's preferences, likes and dislikes upon which behavioral intentions depends. The attitude towards brands have strong connection with how over time brands are rejuvenated and repositioned in the marketplace, it also has strong ties with consumer purchase intention. Purchase intention is the promise on the part of customer to one's self to buy the company's offerings in upcoming visit to market. Despite existing numerous research on brand rejuvenation strategies in developing countries, the knowledge about consumer brand attitude towards revitalizing branding strategies and consumer purchase intention is limited in emerging markets. This study is important because

consumer attitude towards changes in their favorite brands and its determinants is not studied which needs careful considerations in the field of brand management. Considering the importance of brand rejuvenation, consumer purchase intention and brand attitude it was attempted to explore the impact of brand rejuvenation on consumer purchase intentions and how brand attitude mediates the relationship between brand rejuvenation and consumer purchase intention. The main aim of this paper is to contribute to the approaches of managing dying brands and their impact on brand attitude and consumer purchase intentions.

Overview of the Problem

The problems faced by well-managed brands in terms of keeping and maintaining their brand identity according to the changing preferences and likes of their target market needs investigating the factors which can refresh the brand image and identity in the minds of the target market. Consumers can no longer prefer a brand if marketers stay with the old concept of positioning their brands without modifying its contents according to changes in fashion and trends. Therefore, this study will help marketing and brand manager in understanding the purchase intentions of their target market in relevance to the brand rejuvenation strategies. Theoretical contribution lies in identifying the role of brand attitude as mediator between brand rejuvenation consumer purchase intentions.

The intensity of consumer psychological and attitudinal attachment is high or low depending upon the nature of products they are using. The major focus of concern for studying variables under consideration is garments and footwear industry where changes in fashion are considered very fast. This industry is explained by small life cycles measured even in months or weeks and the need for these goods and services are rarely stagnant with low cash flows and high impulse buying (Wongleedee, 2015). Chen, Ngai, and Moon (2017) discussed fashion trends, flexibilities, and responsiveness with regard to the use of online technologies. Fashion trends changes with the passage of time and they change even faster than the advancements in online technologies.

Literature Review

Brand Rejuvenation

A brand is a powerful tool which starts with a generic form and goes through a strategic process which results in unique, distinctive form by the use of which consumers satisfy their socio-cultural and psychological needs (Dosen, Mag & Komarac 2018). Nassimi, Vazifehdoost, Nikomaram, and Mirabi (2015) investigated the impact of brand rejuvenation on attitudinal and behavioral loyalty of consumers and revealed that these two concepts are significantly and positively

correlated with each other. Brand Rejuvenation is concerned with repairing the unique and identifiable image of brands in the minds of customers which starts with its position in the marketplace through a creative rebirth of the dying brand's identity by adopting tactful strategic brand management tools and techniques. According to Aaker (1991), brand rejuvenation possesses comparatively less risk and cost than adopting a process for developing new brand, the cost of which is hundred times greater than rejuvenating the old brands equipped with possibly higher probability of failure. Rejuvenation of established brands leads to elicit customers' purchase intentions and increase customer loyalty (Kolbl, Ruzzier & Kolar, 2015). Brand rejuvenation on narrow spectrum means to recreate the identity of brand for the purpose of regenerating the flow of sales and giving life to brands that are about to dye on the growth slope again.

Rejuvenating brand identity for its visual aspects is important for maintaining the competitive position of a brand. Successful brands are eternal but need rejuvenation when getting sick. Famous brands maintain their identity in terms of differentiation, recognition, esteem, and prestige for its sustainability in long run. Maintaining this identity needs continuous focus on renovating the brand offerings according to the changing preferences of target market (Nasreen, Chen, Shereen & Abdullah 2019). Brand rejuvenation is the major refurbishing of a brand starting with its positioning and goes through rebuilding the lost concept of the brand in terms of brand identity. Reviving brand image in consumers mind is achieved by revising and integrating all forms of communication with customers and the social influences which can influence the intention of customers to purchase. Hong and Ping (2012) Studied the connection among brand rejuvenation values and purchase intention of consumers, the paper focused on innovative features of dying brands and consumer purchasing intention which results that brand manager should focus on the functions and symbol innovation for regenerating the consumer purchase behaviour because these can arise consumers emotions.

Brand Attitude

Attitude is defined "as umbrella expressions covering feelings, preferences, desires, emotions, beliefs, expectations and judgments of consumers regarding life and its approaches" (Madhavan & Chandrasekar, 2015). Attitude direct customers to behave fairly in a consistent way by expressing their feelings, priorities, emotions, beliefs by putting it in a framework of likes and dislikes which form the behavior of individual relevant to purchase intentions. Attitudes towards objects are shaped by customer's beliefs, wants, desires, expectations, and judgments which are learned by society and cultural norms. Values directly influence customer choices of products and brands. Belief about a product is a descriptive thought of consumer which leads to purchasing behavior. Beliefs and values form favorable or unfavorable attitude towards buying specific product (Bansal, 2016).

Brand attitude is related to customer overall assessments of the brand features, attributes, style, symbols, attitudinal and emotional attachments which leads to behavioral intentions of customers. Theory of Reasoned Action (TRA) explained the relationship of attitude and purchase intention, these two concepts are positively correlated with each other. Attitude exhibit performance of specific behavior. The study shed light on attitude towards favorable brand and purchase intention, consumers will likely to buy brands if they have positive attitude towards brands. A lot of studies have investigated the relationship of brand attitude and purchase intention based on the model of TRA. Brand attitude stimulates behavior which is the enduring evaluation of all the important factors comprising a brand.
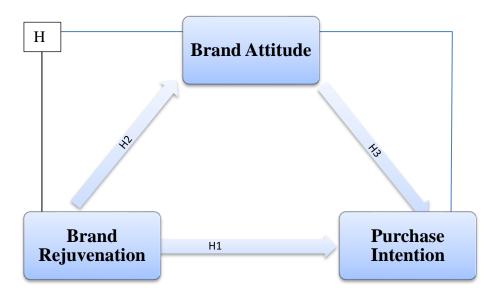
Shiffman and Kanuk (2007) developed a model of attitude which is based on three pillars of attitudes namely cognitive, affective and conative. Cognitive component depends on knowledge gained by having direct experience with product and services and accordingly forming attitude based on cognitive thinking. The affective component of the model is directly linked with emotional appeals while the last component deals with desire to behave in particular way towards objects.

Purchase Intention

Arsalan and Zaman (2014) investigated purchase intention as the main determinant of marketing literature and evaluative criteria upon which companies sales depends, consumers with favourable attitude towards brands are more likely to purchase a firm's products thus adding to their revenues. Dehghani and Tumer (2015) explored the concept of Purchase intention and tied it with behaviour of customers which includes buying a specific brand without any doubt, thinking indisputably about a purchase of specific brand and strong motivation to acquire a specific brand in the upcoming future. Purchase intention is the forecasted behavior based on interpretation of customers for buying a brand. Favorable attitude towards brands leads to purchase intention. Bataineh, A, Q (2015). There are various theories based on consumers purchase decisions and reasons for their purchases. Ajzen (1991) explains the Theory of Planned Behaviour which depicts that the intensity of motivational factors stimulates intentions to perform certain behavior. These intentions to perform and behave in a certain way is influenced by three important determinants namely behavioral beliefs, normative beliefs, and control belief. Behavioral belief is individual perception towards the outcomes of eliciting a specific behavior, a person's actions and behavior is directly dependant on what is already stored in their mind. Normative belief is related to exertion of social pressure that will exhibit a specific behavior. It's an individual perception of how society expects them to behave. Ajzen (2015) explains that control belief or self-efficacy which explain certain factors influencing consumer intentions to perform in a particular way.

Conceptual Framework

Based on previous work, a theoretical framework was built for the purpose of scrutinizing the relationship of brand rejuvenation on consumer purchase intentions and consumer brand attitude. The mediating role of brand attitude was investigated between brand rejuvenation and consumer purchase intention.

Statement of research hypotheses
Based on previous researches following hypotheses are developed

   H1: Brand rejuvenation has a significant and linear effect on Purchase intention
   H2: Brand rejuvenation has a significant and linear effect on Brand attitude
   H3: Brand attitude has a significant and linear impact on purchase intention
   H4: Brand attitude mediates bonding connection between Brand rejuvenation and Purchase intention

Method

Research Type

Quantitative research was carried out for understanding the rationale behind consumer brand preferences, their attitude, and purchase intentions. Quantitative research helps in quantification and generalization of results collected from sample through questionnaire survey.

Research Paradigm

This study employed positivism; deductive approach in which collected quantitative and numerical data were tabulated and analyzed statistically in order to facilitate and test the detail set of hypotheses for the purpose of reaching objective truth. Consumer's responses via questionnaire were measured objectively and empirically tested in the study. The deductive approach aims at testing theory with main emphasis on causality. Positivist paradigm provides explanation of the fact that real-life events can be observed empirically with logical explanation. Factual knowledge gained through observations, questionnaire, and other data collection tools is considered for interpretations through statistical techniques in positivism approach (Bryman & Bell, 2015).

Data Type and Data Collection Tool

For the purpose of reaching specific conclusions based on hypotheses testing, primary data were collected via structured close-ended questionnaire from target group regarding variables under considerations. Secondary data were collected through published journals and books. A survey instrument based on adoption of existing validated scales in the literature relating to brand rejuvenation, brand attitude, and consumer purchase intention was developed. The first section consists of questions ranging from 1-5 about demographic profile of the respondents while section B contained 14 questions related to brand rejuvenation, brand attitude and consumer purchase intention. Five questions related to the construct brand rejuvenation were adopted from Soomre, Kaimkhani, Hameed, and Shakoor (2013). Five questions about attitude were adopted from Ganapathi (2015) and George (2004). Four questions related to consumer purchase intentions were adopted from Adnan (2014). All the variables were measured by 5 points Likert scale ranging from strongly disagree to strongly agree.

Table 1. Adoption of questions details

Variable	Source	Question
Brand rejuvenation	Soomre, Kaimkhani, Hameed and Shakoor (2013)	5
Brand Attitude	Ganapathi (2015) George (2004)	5
Consumer purchase intention	Adnan (2014)	4
Total number of questions		14

Sampling and Target Population

Sampling is simply a tool which is utilized for the collection of units to be studied from large population for fair generalization of research outcomes (Bryman & Bell, 2015). General consumers were selected as sample for testing the hypotheses of this study. SWAT region of KPK was selected for the study, selecting Swat city of KPK helped in attaining the objectives of the study because as beauty and cultural hub it attracts a large number of tourists from worldwide. A sample of 300 consumers was selected on convenient sample base. The sample size of 300 as determined by Raosoft software an online calculator (raosoft.com) was used for data gathering.

Data Processing, Analysis Technique, and Interpretation

SPSS computer software was employed for analysis of data gathered through a questionnaire, frequency distribution tables were used for analysis of demographic profile of respondents. Multiple regression and correlation analysis were carried out for testing and checking hypotheses and model fitness respectively. Dual statistical techniques i.e. Barron and Kenny's (1986) and Preacher and Hayes (2008) were applied for checking mediation effects of the study.

Results

Reliability Statistics

Reliability is the measure of consistency, stability, and similarity of output when a process is repeated again and again under similar situations and conditions but the circumstances can vary (Raubenheimer, 2004). Reliability represents the degree of freedom from random error, it is meant for measuring internal consistency. Internal consistency refers to the situation of getting same results in repeated administration of same sample size by using same test tools.

Table 2. Reliability of Variables

Constructs	No of items	Cronbach's Alpha
Brand Rejuvenation	5	0.80
Brand Attitude	5	0.71
Consumer purchase intention	4	0.72

The reliability coefficient Cronbach alpha values range from 0-1, 1value refers to high consistency while closer to 0 indicates poor consistency or no consistency at all. The acceptable range of reliability is .7 or above. SPSS was applied for testing

the reliability of the questionnaire constructs. Table # shows the reliability of each construct, which explains that each variables reliability is greater than .7 which lies in the domain of acceptable range.

Hypothesis Testing (Multiple Regression Analysis)

Multiple regression is used for identification of predictive capability of independent variables on criterion validity and utilized for testing the link between a set of independent variables on one dependent variable. The technique of multiple regression is used to forecast the value of one variable in terms of another variable. The predictor variable is used for prediction of value of criterion variable. It helps in identifying the variance in criterion value with reference to predictor variable. It helps in explaining the variance, how much variance independent variable is caused by independent variable.

H1: Brand rejuvenation has a significant and linear impact on Purchase intention

Model	Unstandardized coefficients		Standardized coefficients		T	Sig
	B	Std. Error	Beta	Std. Error		
(Constant)	4.573	.686			6.670	.000
Brand Rejuvenation	.359	.028	.582	2.12	12.778	.000

Note. N=320, R square =.339, Adjusted R square =.337, F=163.280, (P< 0.01),

Predictor variable= brand rejuvenation Criterion variable= purchase intention
Hypothesis 1 of the study assumed a positive impact of brand rejuvenation on purchase intention which was tested by regressing brand rejuvenation on purchase intention. The resultant figure of R square (34%) described the variation in purchase intention which was explained by brand rejuvenation. 34% variance in the dependent variable was explained by brand rejuvenation. The beta coefficient value of .582 was found statistically significant because its p-value of .000 was less than 0.01. On the basis of findings of the study, hypothesis 1 was accepted.

H2: Brand rejuvenation has a significant and linear impact on Brand attitude

Model	Un-standardized coefficients		Standardized coefficients		T	Sig
	B	Std. Error	Beta	Std. Error		
(Constant)	6.189	.868			7.127	.000
Brand rejuvenation	.414	.036	.547	2.689	11.645	.000

Note. N=320, R square =.229, Adjusted R square=.297, F=135.611, (p<0.01),

Predictor variable = brand rejuvenation, Criterion variable =brand Attitude
Hypothesis 2 of the study assumed a positive impact of brand rejuvenation on brand attitude. This relationship was tested by regressing brand rejuvenation on brand attitude. The resultant figure of R square 23% described the variation in brand attitude which was explained by brand rejuvenation. The beta coefficient value of .547 was found significant at.0.000. On the basis of results hypothesis 2 was accepted.

H3: Brand attitude has a significant and positive impact on purchase intention

Model	Un-standardized coefficients		Standardized coefficients		T	Sig
	B	**Std. Error**	**Beta**	**Std. Error**		
(Constant)	3.888	.664			5.857	.000
Brand attitude	.380	.027	.624	2.041	14.237	.000

Note. N=320, R square = .389, Adjusted R square =.387, F=202.698, (p<0.01),

Predictor variable = brand attitude, Criterion variable = purchase intention
Hypothesis 3 was checked by regressing brand attitude on purchase intention. The findings of the study showed the value of R square 0.389, which yielded that 39% variation in purchase intention was explained by brand attitude. The beta coefficient value .624 was found significant on the basis of which hypothesis 3 was accepted.

Mediation Analysis

Mediation is applied based on Barron and Kenny (1986). Moreover for enhancing the statistical power of mediation analysis, Preacher and Hayes (2008) using bootstrapping method was employed for analysis of mediation effects of attitude on the relationship between online marketing mix components (product, price, and promotion) and online consumer buying behavior.

H4: Brand attitude mediates the relationship between Brand rejuvenation and Purchase intention.

Table 3. A Mediation analysis of Attitude between Product and Online consumer buying behavior (n=320)

Model	IV	DV	B	SE	β	T	R^2	F	ΔR^2 square
M 1	Brand R	P.I	.36	.028	.582	12.778**	.339	163.28	,
M 2	Brand R	B.A	.58	.036	.547	11.645**	.299	135.611	,

M 3	Brand R	P.I	.18	.021	.147	6.3649**	.5407	163.28	.20
	Brand attitude		.55	.023	.435	12.778**			

Note. **p < 0.01, consumer purchase intention

According to Baron and Kenny (1986) for carrying out mediation three criteria needs to be fulfilled. For hypothesis 4th variations in brand rejuvenation significantly accounts for purchase intention. Model 1 confirmed that the overall effect of brand rejuvenation on purchase intention was statistically significant (F=163.28, p<.01, β.582=, R²=.339). In second stage regression analysis was carried for predicting the effects of brand rejuvenation on brand attitude. The results provide (F=135.611, p<.01, β=.547, R²=.229). Third regression analysis was carried for predicting purchase intention from both brand rejuvenation and brand attitude perspective (F = 163.28, p<.01, β=435, R²= 5407). When brand rejuvenation and brand attitude were regressed together on consumer purchase intention, it was observed that regression coefficients β significantly reduced from .582 to .170, the value of R² was increased from .33 to .54 from model 1 to model 3. Based on change in values of β and ΔR², it is concluded that brand attitude partially mediates the relationship between brand rejuvenation and purchase intention.

Discussion

Discussion section provides a detailed explanation of facts and findings of the results of the study. This study has 4 hypotheses results of which has proved positive and significant influential connection with each other. 34% variations in purchase intention are explained by brand rejuvenation. The beta coefficient of .58 was found statistically significant because of its p-value of .000 is less than significance range which is 0.01. Hypothesis 1 is accepted which reflects the significant and positive relationship of brand rejuvenation and purchase intention. Hypothesis 2 of the study assumed positive impact of brand rejuvenation on brand attitude. The R square 23% described the variation in brand attitude which was explained by brand rejuvenation. The beta coefficient value of .547 was found significant at.0.000. Hypothesis 3 was checked by regressing brand attitude on purchase intention. The findings of the study showed the value of R square 0.389, which yielded that 39% variation in purchase intention was explained by brand attitude. The beta coefficient value .624 was found significant on the basis of which hypothesis 3 was accepted. For last hypothesis it was observed that regression coefficients β significantly reduced from .582 to .170, the value of R² was increased from .33 to .54 from model 1 to model 3. Based on change in values of β and ΔR², it is concluded that brand attitude partially mediates the relationship between brand rejuvenation and purchase intention

Conclusions

Brand rejuvenation is a concept which gives a second life to a brand, products are just a commodity, branding efforts pushes this commodity in to well define meaningful artifacts by integrating it with perceptual reasons to buy and use the product. Brand rejuvenation injects energy into lifestream of brand because it doesn't change with overall corporate rebranding. More than 80% of the brands that are commercializes undergone failure which needs strategic considerations for revitalizations. This paper investigated the impact of brand rejuvenation and brand attitude on purchase intention. It also identified the mediating effects of brand attitude on brand rejuvenation and purchase intention. Consumer purchase intention is influenced when marketers rejuvenate their brands. All the variables were significantly correlated with each other which clearly indicates the importance of brand rejuvenation, brand attitude and purchase intentions. Competitive firms in fashion industry should continuously adapt their offerings according to changing needs and preferences of their target group of customers. This research will provide guidance to the marketing practitioners in understanding the strategic importance of brand rejuvenation, its connection with brand attitude and purchase intention. These variables are previously studied with different combination of influencing factors, this research added to the literature in terms of brand rejuvenation and purchase intention with moderator brand attitude in fashion industry. This research can help fashion industry owners and researchers in understanding the background of rand rejuvenation and related factors.

Future researchers can add brands dimensions and brand personality aspects as a moderator in relationship with brand rejuvenation strategies, the same variables can be applied to larger samples in other geographical territories.

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