



Validity Of Factors of Brand Deformity- A Study Concerning Chennai City

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Abstract

The brand deformity is a marketing strategy in which a brand of a product or service is changed into totally different products or services. This brand deformity concept is created for an established brand to develop a new product or service, and differentiated identity in the minds of consumers, investors and competitors. The main aim of this research is to ascertain the validation of factors of brand deformity create influence on consumers. The research is based on primary data obtained from 572 usable responses from all the fifteen zones of Chennai city. The researcher used confirmatory factor analysis, and linear multiple regression analysis under a structural equation model. The results revealed that brand deformity depends upon the six predominant factors namely Changes in the product or services, Brand identity, Marketing improvement, Integrating system, Brand reputation and customer attraction strategies respectively.

Introduction

The brand deformity is a marketing strategy in which a brand of a product or service is changed into totally different products or services. For example, the Adani brand involves in the production of many products and services arbitrarily. Videocon TV is a brand of a product and it is deformed into a service-oriented DTH service. BlackBerry: From Mobile, Phone Giant deformed into Cyber Security Specialists, Amazon: Online Book Seller deformed into Streaming and Cloud Computing, Nokia brand is deformed from Finnish Mill to Mobile Phones to Telecommunications Infrastructure. The manufacturer used the term, symbol, or design, of one product or service brand into totally unrelated products or services. Sometimes brand equity would wipe out the reputation of brands and also will stand

testimony that too much involvement in different types of business would lead to failure at some point due to lack of integrity Aaker, Jennifer (1997).

This brand deformity concept is created for an established brand to develop a new product or service, and differentiated identity in the minds of consumers, investors and competitors. Manufacturers or service providers of one brand are involved in the radical changes in the logo, name, legal name, image, marketing strategy, and advertising themes. They make these changes to reposition the brand/company to remove the stain of the negative connotations of the previous brand and create strategies to move the brand to the new market. Brand deformity forces the organizations to communicate a new

message to the customers and they have a new board of directors to govern the new brand or services Chai-Lee Goi, Mei-TehGoi (2011).

The brand deformity can be applied to new products or services, mature products, or even products involved in the process of change in marketing strategy. There are various reasons the companies met such that corporate restructuring, union busting, or bankruptcy. Brand deformity can also refer to a change in a company or corporate brand that has several brands for products or services. The process of brand deformity has become popular something in the millennium; with some companies have situations several times to change the form of the brand. Brand deformity has proved its importance to augment the business without affecting the reputation of the brand. It constitutes the actual marketing strategy without changing the corporate reputation and enhancing, regaining, transferring, and recreating the corporate brand equity in the marketing domain Dhruba Kumar Gautam & Sajeed Kumar Shrestha (2018)

According to Sinclair (1999), business in the world depends on the popularity as well as the reputation of brands. The main theme of Brands is to establish the trademarks and business offers to steadfastly fix in the minds of consumers. Therefore it is necessary to relook at their brand deformity in terms of its relevance to consumers and their changing marketplace. A successful brand deformity process can yield a brand better-performance of the brand in the backdrop of new products or services. The present study is intended to identify the factors responsible for brand deformity and its subsequent impact on business strategies.

Literature Reviews

Abraham Joseph et al (2021) investigated the effect of rebranding on the employees in the organization. They use communication

as a tool to distribute the effects of rebranding. This process affects the brand identification phenomenon and observed the change in the behaviour of employees. It is found that the employees are willing to promote the rebranded products.

Catarina Marques et al (2020) estimated the impact of brands changing their form in the form of rebranding on brand equity. The consumers observed the brand performance before and after rebranding on private label brands. The result ascertained that the rebranding process made significant changes in brand equity and identified the difficulties of consumers to identify their brands and their image after rebranding.

Musa Pinar et al (2020) revealed the role of brand dimensions in higher education. The universities require dynamic dimensions in creating the brand. As far as the point of view of students is concerned that all the dimensions of brand equity are found to influence the students in the form of increased learning capacity and pride to be a student of the university for its reputation. This perception of brand equity is affected by rebranding and the brand deformity process.

Pham Hung Cuong et al (2020) measured the association between brand equity and contingent value equity of brands. The study found that relationship equity is predominant in determining brand loyalty. It is also identified that the value equity of rebranded products creates a moderating effect on the brand equity to highlight the significant mediating effects.

Joyeeta Chatterjee (2019) observed the existing rebranding process of reputed brands in the market. The consumers' perceived the rebranding phenomenon gives them more offers and marketing mix in favour of them. The researcher identified the reputation of the brands and made important conspicuous changes to make their brands more attractive after rebranding. The

companies of the new brands have taken efforts in the effective marketing mix and promotional offers. The companies practice their rebranding exercise to reach a bigger domain of consumers and also to find new consumers.

Marta Blazquez et al (2019) investigated the factors responsible for the process of rebranding in the luxury fashion market. Brand deformity or rebranding has a significant effect on customer-based brand equity. The research found that obsolete image is the main reason for rebranding followed by the poor financial performance of the brand. The main drivers for rebranding in the luxury fashion market are brand reputation and brand popularity. There is a radical approach is required to carry out brand repositioning in the luxury fashion market.

Dhruba Kumar Gautam & Sajeed Kumar Shrestha (2018) measured the influence of Rebranding on the purchase intention of smartphones. The research revealed that brand loyalty and brand awareness are the major factors leading to rebranding any product or service. The rebranding significantly influences the purchase intention of smartphones and changes the consumer attitude.

Das et al (2018) investigated the impact of rebranding on brand loyalty in the network communication business. The results indicated that the majority of the customers are informed about the rebranding and able to gain good customer relations. The rebranded services provide adequate services for their customers.

Mohammad Shariq (2018) estimated the dimensions of the rebranding process and its influence on the quality product and strong consumer proposition. The rebranding motivate customers to a careful plan for the purchase and a long-term commitment to purchase the products. The brand elements with creative design and attraction have the

powers and consumer cooperation to make the brands stronger.

Research Gaps

After reviewing the intensified research works on the brand deformity and rebranding as well as their subsequent impact on brand equity, loyalty and purchase intention, the researcher identified two unaddressed issues namely

- 1 what are all the factors responsible for brand deformity in the marketing arena?
2. How the validation of factors of brand deformity creates an influence on the consumers.

Therefore the present research is focusing towards strategies to validate the factors of brand deformity in the perception of customers.

Objectives of the Study

1. To identify the factors responsible for brand deformity in the perception of customers.
2. To validate the factors of brand deformity and their influence over customer perception.

Hypothesis

1. The changes in the product or services always imply a brand deformity.
2. Brand identity always reveals brand deformity.
3. Marketing improvement supports brand deformity.
4. Integrating system implies the brand deformity,
5. Brand reputation is correlated to brand deformity.
6. Customer attraction strategies are essential for brand deformity.

Research Methodology

In this section, the researcher presents a detailed methodology for the validation of factors of brand deformity. After removing

the national and international literature researcher identified six predominant factors responsible for brand deformity in the marketing arena namely Changes in the product or services, Brand identity, Marketing improvement, Integrating system, Brand reputation and customer attraction. From the customer's point of view, the brand deformity and its impact on marketing are ascertained through the six factors. The researcher constructed these constructs into 5 statements each for all six constructs. Besides these statements the researcher also presented optional type questions about the demographic details of the customers. All these five statements for all the six constructs are responded to by the customers on Likert's five-point scale which ranges from strongly agree to strongly disagree.

Pilot Study

After framing the questionnaire, the researcher conducted a pilot study using the convenience sampling method and the responses are collected from different parts of Chennai city. This pilot study is conducted to check the reliability and validity of the questionnaire, particularly statements in Likert's five-point scale. After collecting the responses the application of the Cronbach alpha method revealed the value 0.901, which implies the reliability of all the statements regarding brand deformity is well understood by the respondents at a 90.1% level. After conducting the pilot study with high reliability the researcher intended to collect the responses to the main study.

Data Collection

To collect the responses for the main study the researchers visited all 15 zones of Chennai city and circulated 50 questionnaires in all 15 zones. After circulating 750 responses the researcher can

obtain only 572 usable responses. The sample selection is done through the convenience sampling method, particularly for the respondents who were well aware of brand deformity and can identify the deformity brands from one product to other services or uncorrelated products. After collecting the 572 usable responses the researcher entered those data and coded them with numerical values.

Data Analysis

After recording the data they are subject to both univariate and multivariate statistical analysis. The researcher exploited the notions of confirmatory factor analysis, and linear multiple regression analysis under the structural equation model to analyze the primary data obtained from the respondents in Chennai city.

Analysis and Discussion

In the first stage of analysis, the researcher intended to confirm and validate the factors of brand deformity namely Changes in the product or services, Brand identity, Marketing improvement, Integrating system, Brand reputation and customer attraction strategies. The total average scores of all six factors are computed and used for the application of confirmatory factor analysis. The following diagram and model and table indicated the fit indices more suitable appropriate for the validation of six factors of brand deformity.

The six fit indices are expected to satisfy the required benchmark values. In the table, the respective benchmark values are given. The satisfied benchmark values reveal the confirmation and validation of six factors of brand deformity. The popular fit indices comparative fit index, normed fit index, the goodness of fit index and root mean square error of approximation values are obtained from the confirmatory factor analysis.



Table-1 MODEL FIT INDICES AND BENCH MARKS FOR THE FACTORS BRAND DEFORMITY

S.NO	Fit indices	Values	Benchmark values
1	Chi-square	9.124	-
2	P-value	0.666	>.05
3	Goodness of fit index(GFI)	0.978	>.9
4	Comparative fit index(CFI)	0.976	>.9
5	Normed fit index(NFI)	0.974	>.9
6	Root Mean Square Error of Approximation(RMSEA)	0.07	<=0.08

After validation of these factors, a linear multiple regression analysis is carried out by considering six factors Changes in the product or services, Brand identity, Marketing improvement, Integrating system, Brand reputation and customer attraction strategies as independent variables and

customer perception of brand deformity as a dependent factor. This confirmatory factor analysis also supported all six hypotheses proposed in this research. The application of linear multiple regression analysis on these set of independent and dependent factors revealed the following results

Table 2-Correlation between Brand deformity and customer perception

STP	SQRTCOR	CORRELATES	CORRELATES	EST
1	.723 ^a	.523	.517	.79420

a. Predictors: (Constant), Convenience, Mall loyalty, Customer experience, Mall affect, Tenant mix, Amenities

From the above table, it is found that the R-square value which is expressing the nature of the relationship between the six factors of brand deformity and the overall perception of customers on the brand deformity. This

implies that the six brand deformity factors influence the customer perception of brand deformity. The collective relationship is established through the following F-test analysis

Table 3-ANOVA for Brand deformity and customer perception

STP	SOS	df	MSQ	F	Sig.
1 Regression	341.150	6	56.858	90.143	.000 ^b
Residual	310.962	493	.631		
Total	652.112	499			

a. Dependent Variable: customer perception

From the above table, it is found that the F-value is statistically significant at 5 percent level and revealed that the six factors Changes in the product or services, Brand identity, Marketing improvement, Integrating system, Brand reputation and

customer attraction strategies are collectively influencing the customer perception on the brand deformity. The individual influence of brand deformity factors on customer perception is established in the following table

Table 4-Individual influence of Brand deformity on customer perception

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.960	.313		3.072	.002
Changes in the product or services	.008	.056	.005	.142	.000
Brand identity	-.437	.073	-.232	-5.983	.000
Marketing improvement	.260	.061	.146	4.239	.000
Integrating system	-.070	.064	-.040	-1.088	.007
Brand reputation	-.248	.063	-.141	-3.965	.000
customer attraction strategies	1.249	.056	.773	22.391	.000

a. Dependent Variable: customer perception

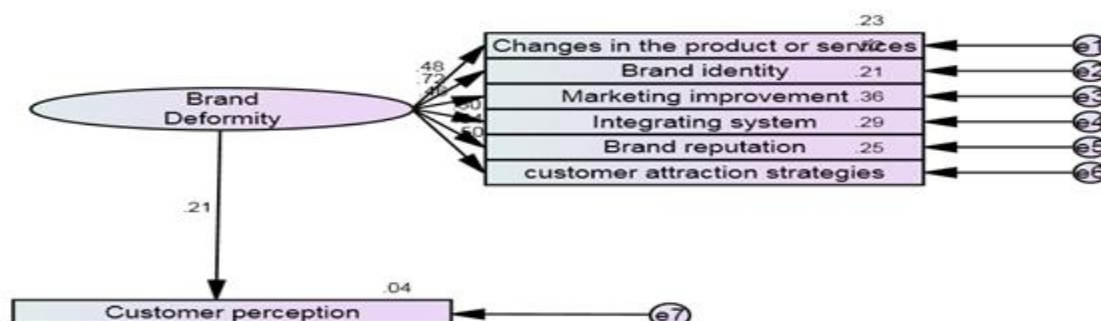
It is indicated that Changes in the product or services, Brand identity, Marketing improvement, Integrating system, Brand reputation and customer attraction strategies are statistically significant at 5 percent level. This implies among the six factors Changes in the product or services are a highly influencing factor on the brand deformity and brand reputation is the least influencing factor on customer perception.

After estimating the influence of factors of brand deformity on customer perception, the whole research is validated and presented in the form of a model using the structural equation model. This structural equation model is a combination of confirmatory factor analysis and linear multiple regression analysis.

Table 5-MODEL FIT INDICES AND BENCH MARKKS FOR OVERALL MODEL.

S.NO	Fit indices	Values	Benchmark values
1	Chi-square	5.901	-
2	P-value	0.561	>.05
3	The goodness of fit index(GFI)	0.981	>.9
4	Comparative fit	0.979	>.9

	index(CFI)		
5	Normed fit index(NFI)	0.977	>.9
6	Root Mean Square Error of Approximation(RMSEA)	0.08	<=0.08



The best fit of the model and goodness of fit can be identified through six fit indices namely chi-square value, p-value, comparative fit index, normed fit index, the goodness of fit index and root mean square error of approximation values. All these six fit indices satisfy the benchmark value and prove the best fit of the model. It implies that brand deformity can be identified through the six predominant factors Changes in the product or services, Brand identity, Marketing improvement, Integrating system, Brand reputation and customer attraction strategies and they have the power to change the customer perception prevailing in the marketing arena. The model diagram and values of fit indices are given below for the structural equation model.

Findings, Suggestions and Conclusions

It is found from the study that brand deformity depends upon the six predominant factors

namely Changes in the product or services, Brand identity, Marketing improvement, Integrating system, Brand reputation and customer attraction strategies respectively. Many marketers change their products and services uncorrelated with previous products or services in the marketing arena. It gives rise to doubt the customers whether the marketer will be successful in the newly introduced products or services. At the same time, the manufacturers need strenuously keep the brand identity and strategies for the new marketing improvement. The manufacturers also require an integrating system to keep the brand reputation of newly introduced products or services. It is concluded that the manufacturers have separate and innovative customer attraction strategies to successfully run their business with the deformed brand of product or services.

Based on these finds and conclusions it is suggested that the manufacturers should know

the viability and possibility of their successful business venture. The result of this research proved that brand deformity is a negative concept and an indicator of risk in the business venture of the manufacturer. Therefore it is suggested that marketers create customer attraction strategies to give confidence about the deformed and newly introduced brand.

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