

To Renew the Brand. Rebranding Results and Effects

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Abstract

The current highly turbulent environment forces changes, often of a strategic nature, in almost all aspects of business activity, including the brand image, often leading to the process of rebranding the company's brand. Rebranding changes are introduced in order to maintain or create consumer loyalty and trust within a given brand, which also affects the reputation of a given brand. Researchers dealing with the issues of rebranding are still in search of the factors for the effectiveness of this process, which is defined as the effects of change in the company's branding and their reception both in the external dimension (relations with employees) and internal (with company stakeholders). The purpose of this article is to fill this gap by identifying the importance of corporate rebranding effectiveness factors identified through a systematic literature review process, developing a model of the impact of these factors on rebranding outcomes, and verifying this model among entities that have actually undergone a rebranding process.

Keywords: rebranding, branding, brand strategy, rebranding models