



Consumer Responses to "Rebranding". The Concept of Brand Equity Transfers and Four Different Consumer Response Scenarios

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Bachelor Thesis from the year 2014 in the subject Business economics - Company formation, Business Plans, grade: 1,3, University of Bayreuth (Rechts- und Wirtschaftswissenschaftliche Fakultät), course: Abschlussarbeit am Lehrstuhl für Marketing, language: English, abstract: Rebranding is a frequently used marketing measure whenever corporations strive for changes in the physical elements of their brands or their brand management. This paper analyzes how consumers' brand awareness and brand image is affected, when consumers are confronted with altered brand names and symbols. By elaborating the concept of brand equity transfers and four different consumer response scenarios, psychological theories and effects are derived and related to prevalent findings of rebranding-caused brand equity loss.

"Rebranding" ist ein vielfach-angewandtes Marketinginstrument für den Fall, dass Unternehmen Veränderungen in physischen Markenmerkmalen oder ihrem Markenmanagement anstreben. Diese Arbeit untersucht wie Markenbekanntheit und Markenimage von Konsumenten beeinflusst werden, wenn Konsumenten mit veränderten Markennamen und –symbolen konfrontiert werden. Anhand der Ausarbeitung des Konzepts von Markenwert-Transfers sowie vier unterschiedlichen Konsumentenreaktionen werden psychologische Theorien und Effekte abgeleitet und in Zusammenhang mit verbreiteten Forschungsergebnissen über "Rebranding"-induzierte Verluste im Markenwert gesetzt.

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