

# The Impact of Changes in bank after Rebranding and its outcomes on customers

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## **ABSTRACT:**

In today's highly competitive environment, the Indian consumer acts as the biggest opportunity for the Indian Banking system. In the last few years we have seen that banks in India have become more conscious about their brands, and have started to protect, differentiate and take care of their brands in the market. Thus, re-branding has emerged and changes in logo have been incorporated. This paper study helps to determine the respondents' level of awareness in changes, of logo and name the impact of re-branding and consumer perceptions, and also determines the importance of brand name over other factors, which are taken into consideration by the consumers, before establishing a customer relationship. The result shows a positive impact on customer satisfaction and statistically significant making unique contribution in predicting customer satisfaction

Key words: Meaning, rebranding changes, customer satisfaction on changes of logo and name

## **INTRODUCTION:**

Brands have become one of the most discussed phenomena of market research in recent years. Branding, Therefore, has become a very significant concept in just about all organizations. However, its emphasis is more in the private sector than public due to the nature and levels of competition. Branding has been around for centuries as a means to distinguish the goods of one producer from those of another (Kotler, 2001). Branding has become one of the most important aspects of business strategy yet it is also one of the most misunderstood. In the competitive market, branding is a valuable intangible asset of a company. Branding plays an important role because positive brands will enable customers to better visualize and understand products, reduce customers' perceived risks in buying services and help companies achieve continued superior performance. Service quality perceptions however; positively and significantly impact customer loyalty. And customer satisfaction significantly and positively impact on

customer loyalty. It was recommended that, rebranded should avoid spending huge sums of money influence customer service quality perception and satisfaction.



### Literature review

Fredrik ,Olsson,Daniel Osorio and Thomas Jensen (2008) in the topic “rebranding in service sector” he examined the recently rebranding bank brand and find that value connected to intended image pursued by the bank management correlate with the individuality held by employee to a relatively large extent. They concluded if customer do not like this style then they probably not select accurate bank.

Bonsu, E. H. (2016). Stated that rebranded customer service approaches had a negative effect on customer satisfaction in the banking industry, but organizational rebranding had no significant effect on customer satisfaction. Bonus identified the lack of proper communication as the factor influencing the negative relationship between the rebranded customer service and customer satisfaction in the industry. In the advertising industry, studies indicates that, corporate rebranding had no significant effect on customer satisfaction

Charles oseiwusu , 2016 ,” interrelationship between corporate rebranding , service customer satisfaction , customer loyalty” he examined corporate rebranding at GCB bank service quality perception significantly and positively impact on customer loyalty the study found that the corporate rebranding does not effect relationship between service quality and customer satisfaction study failed to find enough the evidence is to support that corporate effect and customer satisfaction

### Effect of Re-branding on customer Satisfaction

The result shows that, color as an organizational rebranding at Bank impacted positively on customer satisfaction and statistically significant. With respect to change in name and logo, the result shows a positive impact on customer satisfaction but not significant. The result shows that, the coefficient value for customer service approach as an organizational rebranding shows an inverse relationship on customer satisfaction but statistically significant.. The result shows that, the coefficient value for organizational rebranding products negative showing an inverse relationship on customer satisfaction however,

statistically significant. The result shows a positive impact on customer satisfaction and statistically significant making unique contribution in predicting customer satisfaction.

### **Objectives of the study**

1. To examine customer satisfaction on rebranding
2. To assess customer satisfaction level with banking services
3. To determine challenges that customers as result of rebranding at bank

### **.Research Hypothesis**

The study tested the following hypotheses;

H<sub>0</sub> 1a: There is no significant relationship between factors of services and Customer satisfaction

H<sub>1</sub> 1a: There is a positive relationship between factors of services and Customer satisfaction

H<sub>03</sub>: there is no significant relationship between the gender and responsiveness of the customer.

H<sub>04</sub>: Customer characteristics do not have a significant moderating effect on the relationship between product rebranding and organizational performance .

### **STATISTICAL TOOLS FOR ANALYSIS**

The collected data were classified, tabulated and analyzed with some of the statistical tools like,

- **Chi – square method**
- **KMO**
- **Correlation**
- **Regression**

H<sub>0</sub> : there is no significant relationship between the gender and responsiveness of the customer.

**TABLE – 1: PERSONAL FACTOR VS. RESPONSIVENESS OF THE CUSTOMER**

<b>Personal factor</b>	<b>Calculated X<sup>2</sup></b>	<b>Degree of freedom</b>	<b>Table value of X<sup>2</sup></b>	<b>5% level of significance Ho is</b>
Gender	8.9972	4	9.488	Accepted

It implies that there is no relationship between gender and responsiveness of the customer.

**CORRELATION**

**OBJECTIVE 1: To study the significant relationship between the factors of services and Customer satisfaction**

**H<sub>0</sub> 1a:** There is no significant relationship between factors of services and Customer satisfaction

**H<sub>1</sub> 1a:** There is a positive relationship between factors of services and Customer satisfaction

\*\*Correlation is significant at the 0.01 level (2-tailed).

\*\*Correlation is significant at the 0.05 level (2-tailed).

From the above table, it can be seen that the correlation coefficient  $r = 0.970$ , and  $p$  value =  $0.000 < 0.001$ , indicating a strong relationship between faithfulservices and Customer satisfaction

**OBJECTIVE 2: To study the significant relationship between the factors of services and Customer satisfaction**

**H<sub>0</sub> 2b:** There is no significant relationship between factors of services and Customer satisfaction

**H<sub>1</sub> 2b:** There is a positive relationship between factors of services and Customer satisfaction

**TABLE Pearson correlations between factors of services and Customer satisfaction**

		<b>Expertise</b>	<b>Intention</b>
<b>Service</b>	Pearson Correlation	1	.904**
	Sig. (2-tailed)		.000
	N	100	100
<b>Customer Satisfaction</b>	Pearson Correlation	.904**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\*Correlation is significant at the 0.01 level (2-tailed).

\*\*Correlation is significant at the 0.05 level (2-tailed).

From the above table, it can be seen that the correlation coefficient  $r = 0.904$ , and  $p$  value =  $0.000 < 0.001$ , indicating a strong relationship between services and customer Satisfaction.

**REGRESSION**

**OBJECTIVE 2: To find out the relationship between services and customer satisfaction**

**H<sub>0</sub> 1b:** There is no significant relationship between factors of services and customer Satisfaction

**H<sub>1</sub> 1b:** There is significant difference between factors of services and customer Satisfaction

**TABLE COEFFICIENT OF DETERMINATION AND F VALUE**

<b>Model</b>	<b>R</b>	<b>R square</b>	<b>Adjusted R square</b>	<b>Std. error of the estimate</b>	<b>F value</b>	<b>P value</b>
1	0.972 a	0.944	0.944	0.1417	1393.56	0.000 b

This table given the R-value which is represented the correlation between the observed value and predicted value of the dependent variables. Here the value of R-square is 0.944 that means the independent variable of model can be predicted 13% of the variance is dependent variables

### **CONCLUSION:**

Rebranding is a complex process that companies should be extremely cautious when performing. However, it might be a necessary exercise when regional companies are trying to make a global expansion. In order to achieve the goal of this thesis there were two main points which had to be performed: first, a descriptive literature review in order to help with the theoretical explanation of the problem. Formulation and analysis is given in order to give more practical and industry-oriented point of view. The study concludes that though Re-branding seems to be a composite operation the customers take it in a positive way. They adapt themselves for the changes as far as they are satisfied with the service provided by them are improvised and satisfactory. The results generally show that the effect of rebrand on customer satisfaction play a significant role in assisting service organizations to offer and deliver services that meet customer's requirement and expectation. Bank serves as a means of rebranding made changes to its color, name and logo, customer service delivery practice, technology improvement and opening new branches. On a whole, customers have welcome rebranding at controlled to continue receiving banking services. The result shows a positive impact on customer satisfaction and statistically significant making unique contribution in predicting customer satisfaction.

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