

UNIVERSITI TEKNOLOGI MARA

**THE ADVANTAGE OF REBRANDING
FOOD AND BEVERAGE BUSINESS**

NURELYZA SHAHEERA BINTI ANWAR FUAD

Thesis submitted in fulfillment of the requirements
for

Bachelor Degree (Hons) in Graphic Design

Faculty of Art & Design

February 2022

CONFIRMATION BY EXAMINER

I certify that an examiner has met on 6th February 2022 to conduct the final examination of Nurelyza Shaheera Bt Anwar Fuad on her Bachelor Degree (Hons) in Graphic Design thesis entitled The Advantage of Rebranding Food and Beverage Business in accordance with Universiti Teknologi MARA Act 1976 (Akta 173). The examiner undersigned recommends that the student be awarded the relevant degree.



Rafuzan Bin Jaafar
Senior Lecturer
Faculty of Art & Design
Universiti Teknologi MARA
Cawangan Melaka
(Internal Examiner)
Date: 6 February 2022



Azahar Harun, PhD
Assoc. Prof. Dr.
Academic Writing Coordinator
Faculty of Art & Design
Universiti Teknologi MARA
Cawangan Melaka
Date: 6 February 2022

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student : Nurelyza Shaheera Bt Anwar Fuad
Student I.D. No. : 2020991767
Programme : Bachelor Degree (Hons) in Graphic Design- AD241
Faculty : Art & Design
Thesis Title : The Advantage of Rebranding Food and Beverage Business

Signature of Student :



Date : February 2022

ABSTRACT

Rebranding is about an identity that sets apart from the competition and present the memorable impression and give an advantage to refreshing the look and feel with the ability to reach others. The purpose of this study is to focus on the advantage of rebranding food and beverage business. Every company has an identity but some company facing such fears to undertake the effort or rebrand. It demands internal reflection and a level of self-awareness, as a successful rebrand takes about the existing brand to be proceed as more of an evolution. To obtained information for this study, researcher used quantitative method to get respondent from target audience regarding to the issue. Researcher also used secondary data such as books, journals, articles, news and internet sources. This research will examine on how rebranding can be as advantages of food and beverages business to stay ahead from other competitors. At the end of this study, that rebranding has positive effects on consumer perceptions and can be used as a marketing tool in order to gain competitive advantages.

ACKNOWLEDGEMENT

Firstly, I wish to thank God for giving me the opportunity to embark on my Bachelor's Degree and for completing this long and challenging journey successfully. My gratitude and thanks go to my supervisor Fazlina Binti Mohd Radzi. Thank you for the support, patience, and ideas in assisting me with this project. I also would like to express my gratitude to the University Teknologi MARA (UiTM) who provided for offering us with the opportunity to pursue writing academic writing through the subject THE659 and provided the facilities and assistance during sampling. Special thanks to my colleagues and friends for helping me with this project. Finally, this thesis is dedicated to the loving memory of my Rozita Binti Zakaria and Anwar Fuad Bin Mohamad Nor. This piece of victory is dedicated to both of you. Alhamdulillah

TABLE OF CONTENTS

| | | | | | |
|--|----------|-----------------------------|----------|-----------------|----------|
| CONFIRMATION BY EXAMINER | 1 | AUTHOR'S DECLARATION | 2 | ABSTRACT | 3 |
| ACKNOWLEDGEMENT | 4 | TABLE OF CONTENTS | 5 | | |
| CHAPTER ONE: INTRODUCTION | | | | 6 | |
| 1.1 Research Background | | | | 6 | |
| 1.2 Problem Statement | | | | 9 | |
| 1.3 Research Objectives | | | | 10 | |
| 1.4 Research Question | | | | 10 | |
| 1.5 Significance of study | | | | 11 | |
| CHAPTER TWO: LITERATURE REVIEW | | | | 12 | |
| 2.1 Introduction | | | | 12 | |
| 2.2 Design Logo and the level rebranding of the consumer perspective | | | | 12 | |
| CHAPTER THREE: RESEARCH METHODOLOGY | | | | 14 | |
| 3.1 Sample Study/Artwork | | | | 14 | |
| 3.2 Design and Development Process | | | | 16 | |
| 3.3 Analysis | | | | 18 | |
| CHAPTER FOUR: FINDINGS AND DISCUSSION | | | | 21 | |
| 4.1 Design Output | | | | 21 | |
| 4.2 Introduction | | | | 22 | |
| 4.3 Questionnaire | | | | 22 | |
| CHAPTER FIVE: CONCLUSION | | | | 33 | |
| 5.1 Conclusion | | | | 33 | |
| 5.2 Recommendation | | | | 33 | |

CHAPTER ONE INTRODUCTION

1.1 Research Background

Branding in a food business can create an identity of the business among the consumer. First impression of the consumer is the main point that they know well about the business product. Branding is a way to communicate to consumer that deliver a message through the well design brand.

Brands are emblems of ownership, associated with value, image boosting tools, and a method of developing unique identities, as well as a channel via which customers can have rewarding experiences. Nowadays, business journalists frequently report about corporations changing their brand names, logos, slogans, colours, and packaging, but this miracle has received little educational attention.

When necessary, some corporations alter their sole emblem or slogan, while others change their colour or name. A corporate sort is the visual, verbal, and behavioural manifestation of a company's one of a kind subject model (Abratt and Kleyn,2012). It can be challenging to make the decision to rebrand, especially considering the passion and personal involvement that goes into the brand from the beginning. Evolution, like everything else in life, is required.

The logo is an important trademark feature that acts as a means of identification and a quality mark. For logos to be effective, they must be plainly related to the company and what it stands for. Logos have a hair trigger role since they serve as a visual expression of the brand's message. The benefits of establishing a clear corporate logo, according to literature on corporate trademark features, include a positive corporate image and reputation, familiarity, and recognise worthiness of the corporate trademark. The business logo is a language that transmits to consumers self-sustaining of spoken information in today's commercial environment, which has gotten increasingly visually oriented. Huge sums of money are invested on creating appealing logos for firms, as they are viewed as important visitors (Foroudi et al.,2014).

Rebranding

Despite the fact that rebranding is not a new occurrence, there is little literature on the subject, and no uniform definition has evolved (Goi and Goi, 2011; Miller et al., 2014; Yakimova et al., 2016). Muzellec et al. (2003, p.32) rebranding is defined as "the process of creating a new name that represents a separate stance in the minds of stakeholders and a distinct identity from competitors". Rebranding is the process of discovering new sources of brand equity and, as a result, raising brand awareness and image (Keller, 2013). Leading brands have maintained their dominance by creatively expressing crucial features that successfully generate a specific amount of 'advertising equity' (Keller, 2013). Brands, on the other hand, rebrand themselves in response to external market conditions or internal strategy changes in order to recover, maintain, or increase their brand equity (Merrilees and Miller, 2008). According to Keller (1999), a brand can be revitalised by focusing on brand meaning and product uniqueness, which is fueled by brand image and awareness. Product innovation, production, product design, and merchandising must all be improved in order to strengthen a functional brand's performance associations with potential customers.

Keller (1999), Aaker (1996b) recommends focusing on the brand's heritage, which allows a brand to be revitalised by using current values. This is known as retro branding, which is defined as "the revival or relaunch of a product or service brand from a previous historical time, which is usually but not always modified to modern standards of performance, functionality, or taste" (Brown et al., 2003, p.20). This description aligns with Aaker's (1996a) belief that brand rejuvenation is based on the brand's legacy and associated associations. Rebranding has grown in popularity around the world, despite the fact that it poses a challenge to traditional marketing practises. Changing or reshaping any or all of an organization's brand elements goes against standard marketing practise, which is to keep the brand stable. With the rapid growth and change in customer behaviour, extensive rebranding plans are required. It also gives a company a competitive advantage. Important components of the brand are undergoing rebranding in an attempt to entirely alter the company. When a company rebrands, the logo, packaging, and property are usually changed or improved. These are crucial aspects that have an impact on the company's brand. Brand equity and customer satisfaction are so important to business, rebranding and repositioning might harm the company's equity and customer demand (Stuart,2003).

1.2 Problem Statement

According to Ing (2012) claimed that under the business squeeze, corporate rebranding was a time consuming technique of rebranding that clashed with basic advertising theories and norms. Despite the fact that greater costs and unclear outcomes were prevalent, there was no research on the consequences of this strategy on customer attitudes. The consumer side of rebranding, on the other hand, has gotten less attention. Several studies on logos, in particular, have shown the necessity of receiving customer feedback on logos and logo revisions, which can sometimes be missed (Kohli, Suri, and Thakor, 2002; Hem & Iversen, 2004). Little has been done so far in terms of logo alterations in general, which is the topic of this study.

Having saying that, there are occasions when a rebrand is necessary. The rebranding process can be seamless and quick with a comprehensive rebranding strategy and the assistance of skilled brand strategists. However, it's critical to comprehend the benefits and drawbacks of rebranding. It's also vital to realise the value of having a well thought out rebranding plan, as well as a well organized timeframe for putting the rebranding process into action. Assess motives for rebranding and whether going through the process is genuinely necessary. The challenging part about rebranding the business is that it entails a lot of change at once. This is never an easy situation for a business, its staff, or its consumers. When things don't go according to plan, there are a few concerns that can arise.

When considering rebranding, management should issue trademark repercussions and thus the effects the new modifications can have on customers (Jo Hatch and Schultz, 2003). The colour and logo were employed to rebrand the beverage industries. Color and logo are significant aspects of a brand, as are plans for changing the company name. This strategic decision will undoubtedly necessitate more industrial resources, mostly business resources, in order to transfer the new name. Given the time and money spent presenting the new colour, logo, name, and slogan, it is evident that implementation will be pricey. The issue that occurs in the beverage industry is so significant, why consider rebranding by changing the name, colour, and logo (Gotsi et al., 2008).

Current rebranding can take many forms and should not be limited to a name change. Rebranding occurs when customer perceptions, demeanors, and practises change as a result of a change in a brand that leads to a good market development. The scope of such adjustments

could range from simple tweaks to the organization's drawings and logo to a complete rebranding. Rebranding is the process of changing the visual elements of a brand, such as the logo and colour. Publicizing, bundling plans, corporate stationery and writing, staff regalia, vehicle uniforms, or the company character and brand should all be possible (Singh et al.,2012).

1.3 Research Objective

The section of this paper is to discuss of the research objective. Researcher is determine to achieve these following aims:

1. To rebrand a logo of food and beverage business.
2. To see the level of rebranding can change the consumer perspective.

1.4 Research Question

The section of this paper is to discuss of the research question. Researcher is aiming to find answers for these following question:

1. What is the purpose of rebranding in food and beverage business?
2. Is the consumer able to change their perspective about rebrand is important?

1.5 Significance of study

The importance of branding in the commercial world cannot be overstated. It is company identity, it distinguishes the company from the competitors, and it leaves a lasting impact. This acknowledgment enhances the company's worth, gives information, establishes expectations, and makes it simpler to acquire new consumers.

As a business matures, it expands in the marketplace, evolves over time, and becomes something very different than it was when it initially started. The company's original identity could become a burden and a stumbling block. The brand is seen in a new light when the focus shifts. There are rebrand flops for every successful rebranding attempt. Examine company organisation, brand, and unique requirements. Although rebranding might be a difficult undertaking, it has various benefits.

The potential to reach new customers is the most significant benefit of upgrading company brand's appearance and feel. Others will notice when the company concentrate on new elements of business and advertise them well. Rebranding can provide the momentum of company needs to expand in an ever changing industry. When the brand are not represent company's growth, it's difficult to convey how far it's come. Rebranding is a great method to communicate that company firm is evolving whether have expanded to offer new items, expanded to include additional services, or set new goals for company.

The advantages of rebranding will improve not overall inbound strategy, but also the company bottom line. Reaching new potential consumers, distinguishing out from company competition, demonstrating expertise, and growing the influence and reach of products and services are all efficient methods to boost earnings just by changing the design of business.

CHAPTER TWO LITERATURE REVIEW

2.1 Introduction

In this section, the researcher will discuss past studies, research or articles. The research discussed is related to the study conducted. Analysis is done on the rebranding of the logo food and beverage business, the characteristics of the rebranding logo that can attract the consumer perspective changes. Research is also done on the designing the new logo style of the food and beverage business. The study is important to be used as a guide for researchers to obtain information.

2.2 Design Logo and the level rebranding of the consumer perspective

According to Matt Ellis (2021), when a corporation rebrands, it simply redoes or improves any of its branding aspects, such as its logo, colour palette, or typography. The concept is that if a company is changing, they want everyone to know. Minor touches, such as modernising individual components of the logo or slightly adjusting the hues of colour palette, are the only changes make.

Muzellec et al. (2003) propose a four-stage 're-branding mix,' each of which can be customised sort of re-branding. Stage 1 focuses on repositioning, which involves identifying a new target client while maintaining the brand's key values (Merrilees and Miller, 2008). Stage 2 is focused with the visual identity adaption, which connects to stage 3's total brand redesign. The brand is re-launched in Stage 4. Changing a brand's visual identity has the most noticeable effects on its environment and conveys a powerful message to its customers, thus it should be done with caution (Melewar et al., 2006; Keller, 2013).

Corporate rebranding is costly and time-consuming, and as the number of rebranding activities grows, there appear to be more mistakes than triumphs. There is a valid rationale for corporate rebranding, which is to convey a clear signal to the marketplace that the company has improved. More stunning corporate rebranding instances may be found as corporate

rebranding has gotten more popular and has been employed as a tactic to change something about the organisation instead. A great place to start any corporate rebranding process would be to look at the organisation holistically and evaluate the likely impact on the other identities of the organisation. To change strategy, a marketing communication technique is insufficient (Anil Kumar Singh,2015).

Although the range of marketing objectives and the consequent suitability of design dimensions may appear difficult, it highlights the lack of universally applicable guidelines. Logo elements should be picked and designed with a focus on relevant and specific marketing goals. Objects that are shown for the first time may appear to be dangerous. With repeated exposures to the stimuli, the threat is decreased and viewer liking increases (stimulushabituation). When there are too many exposures, however, the boredom effect occurs, and liking drops. As a result, customers may get dissatisfied with outdated logo designs. After people have been accustomed to a stimulus (a logo), a slightly altered version of it may produce a novelty effect, causing them to prefer the new picture over the old. Seeing the stimulus as a new image if it is modified too much, and prefer the former (Connors,1964).

However, an additional analysis that might be used as a logo design guide by displaying the percentage of logo design shapes classified by company. More consumer centered companies are more likely to favour round logos, whereas more technological industries are more likely to favour angular logos, according to the finding of (Walsh, Winterich & Mittal, 2011). The conclusion that the tendency in logo design will return to angularity only if the global economy improves and customers no longer feel the necessity or comfort of rounded shapes. For the time being, the round and curvy shape is the most popular.

CHAPTER THREE RESEARCH METHADODOLOGY

3.0 Introduction

The researcher will detail the methods used to conduct the complete investigation in this chapter. The researcher will go over how to find the data and data collection methodologies in great detail. In addition, the researcher discusses the research technique and research methodology that will be applied in this study. Qualitative and quantitative research methodologies are the two most common categories. Research methodology, according to Jameel (2018), is a term used to describe the procedures that can be employed in conjunction with the research.

Quantitative and qualitative methodologies are two distinct approaches. Quantitative research targeted at measuring numerical variables is used to do methodology study. Then, to test the notion, compile a statistical report using these variables. Measurement or survey methods are used to produce the product. For qualitative research that documents individual perspectives, experiences, thoughts, and behaviours using methodologies focused at capturing individual perspectives, experiences, thoughts, and behaviours. Consider other people's perspectives and experiences (Jameel, 2018).

3.1 Research Approach

3.1.1 Descriptive Research

One of the methodologies employed in this study is descriptive research, which combines qualitative and quantitative methods. The study used mixed research to acquire data through both ways. Data is collected concurrently or sequentially, and data integration occurs at one or more stages during the study process. By noticing trends and generalisations, as well as in-depth understanding of participants' perspectives, this strategy is designed to assist researchers in answering unanswerable issues and providing a more complete picture.

3.1.2 Secondary Data

Secondary data, according to Martins et al., (2018), is a set of data or analytical data obtained in prior research. This secondary data is employed in the researcher's study to help the researcher collect important information, comprehend the study, and back up the researcher's claims.

3.1.3 Questionnaire

They were given a set of questionnaires to fill out in order to elicit feedback. The answers to the questionnaire will be collected via online platforms such as Google Form. The goal of this Google form is to get input on the use of the Food and Beverage Business Rebranding Perspective. A total of 13 questions were developed by the researcher to be answered.

The questionnaire is split into three sections: demographics, perspectives on rebranding the food and beverage business, and opinion and perception. The demographics section of the questionnaire was the first section that the respondents responded. These demographic questions are used to determine the respondents' gender, age, ethnicity, occupation, and educational level.

The second section discusses several ideas on rebranding the food and beverage industry. In this section, the researcher inquired about the significance of rebranding in the food and beverage industry, as well as issues associated to rebranding. In general, this section inquires about the content and significance of rebranding in business.

The final section is on perceptions and opinions. The question in this final portion intends to respondents as well as perceptions about a company's rebranding. There is a front page and a photo layout of the rebranding business in this area to collect the respondents' comments and perceptions.

3.1.4 Data Collection

This part is a compilation of all information and responses. Respondents findings, as well as their impressions and opinions, were gathered through questionnaires. The results of the questionnaire responses can aid researchers in making an analysis and forming a judgement on the findings of the responses. Mixed research data collecting helps researchers in gathering information that can assist in the design of a larger study. Researchers also apply the outcomes of studies conducted through reading material sources such as books, journals, articles, bulletins, and newspapers because these sources can prove and support the study. This strategy can assist researchers in gaining a better understanding of the study.

3.2 Sample Study/Artwork





Image 1: Research and sample

The sample is Kopitiam Kita which is a restaurant for breakfast and lunch. The brand logo were crowded and also repeating the same thing. For the study, the researcher need to comprehend the brand's core personality. It will be lot to make design decisions that complement and complete that picture to have a clear sense of what makes the sample special and what the brand is all about.

A classic style has more longevity and might help to reach a larger audience for the brand. This style keeps things simple and avoids using extravagant colour palettes, images, or fonts. Customer will perceive the company as trustworthy and down to earth if designing the brand with this idea theme. The combination mark that combines a symbol with a word mark to create a logo were instantly identifiable. Either next to the emblem or as part of the graphic element, the brand name is shown. Both parts will be associated with the brand, allowing to use separately or together.

3.3 Design and Development Process

The researcher design and development procedure for creating a rebrand for a new look for the business includes vector illustration to create a logo and vector illustration of the owner business that must be observed. For the final logos, sketches are made and then digitalized. When rebranding a company, vector illustrations are used in conjunction with an appropriate design.

3.3.1 Layout Sketches

A drawing is used to begin the process of creating a new logo. Prior to the digital and colour processes, sketches are created. There are various logos to choose before deciding on the best one for the company.





Image 2: Logo Sketches

3.3.2 Digital (Colour)

The procedure for selecting a logo in terms of typography, the type of element, and colour. The logo is related to the packaging and signboard required by the corporate brand identity in sketches and digital (colour).



Image 3: Digitalize Logo

CHAPTER FOUR ANALYSIS AND FINDINGS

4.1 Design Output

The logo brand created and illustrate of a piece of bread and combine with the word mark. The use of the colour with appropriate colour to grab the consumer attentions. Simple brand logo without crowded with many element can be easy for the customer to remember the brand.

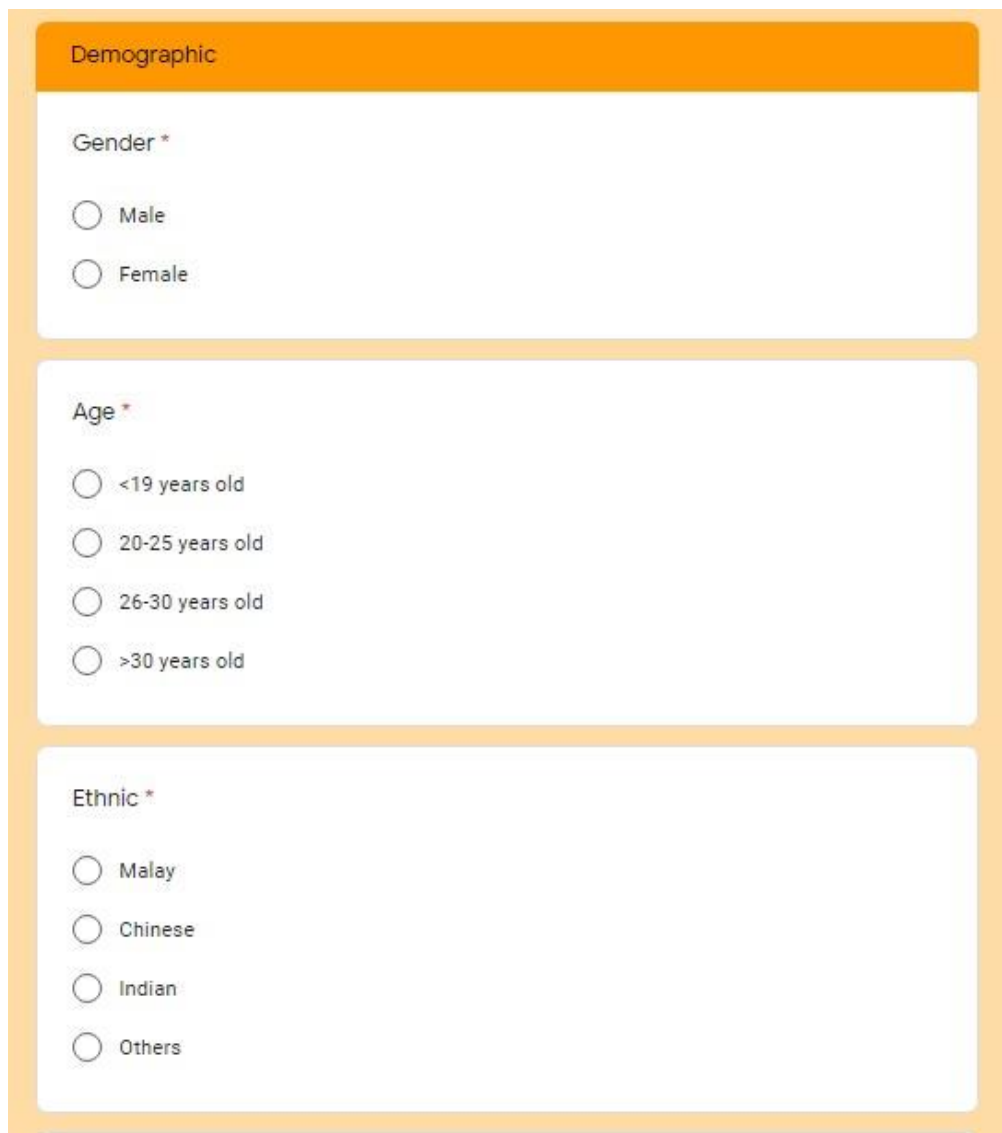


Image 4: Digitalize Logo

4.2 Introduction

In this section, the researcher will provide the final results and assess the data analysis performed using the method outlined in Chapter 3. Respondents were given sources of reading materials and questionnaires to answer and express their ideas and perceptions based on the findings of prior studies. To find out how the respondents felt about the end of the brand look at the final result. The researcher choose English that the respondents could understand to answer the questions in the questionnaire.

4.3 Questionnaire



The image shows a screenshot of a questionnaire form with an orange header and three distinct sections. The first section is titled 'Demographic' and contains a 'Gender *' question with two radio button options: 'Male' and 'Female'. The second section is titled 'Age *' and contains four radio button options: '<19 years old', '20-25 years old', '26-30 years old', and '>30 years old'. The third section is titled 'Ethnic *' and contains four radio button options: 'Malay', 'Chinese', 'Indian', and 'Others'.

Demographic

Gender *

Male

Female

Age *

<19 years old

20-25 years old

26-30 years old

>30 years old

Ethnic *

Malay

Chinese

Indian

Others

Occupation *

- Student
- Employee
- Self Employment
- Unemployed

Education Level *

- SPM
- STPM
- DIPLOMA
- DEGREE and above

Knowledge about Rebranding business

Do you know about rebranding? *

- Yes
- No

Have you seen a company or f&b business that rebrand for new looks? *

- Yes
- No

Do you know the advantage of rebranding f&b business? *

- Yes
- No

Do you know the process needed in rebranding? *

- Yes
- No

Do you believe with rebranding the brand can change the consumer perspective? *

- Yes
- No

Opinion & Perception

Do you think rebranding is suitable for f&b business? *

- Yes
- No

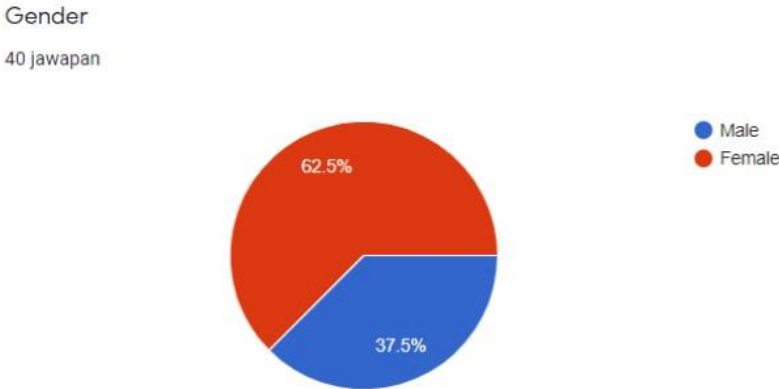
Do you think a brand need to rebrand a new look for their company? *

- Yes
- No

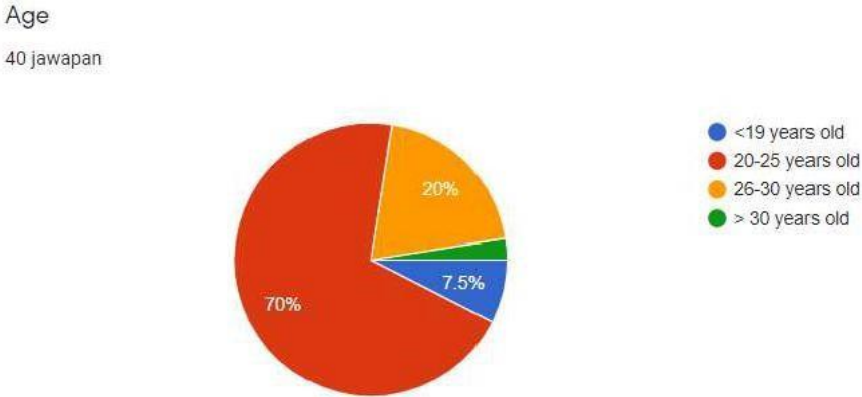
4.4 Discussion

Respondents for the questionnaire were total of 40 respondents where they were target in the age of 19 up to over 30 years old.

4.4.1 Demographic

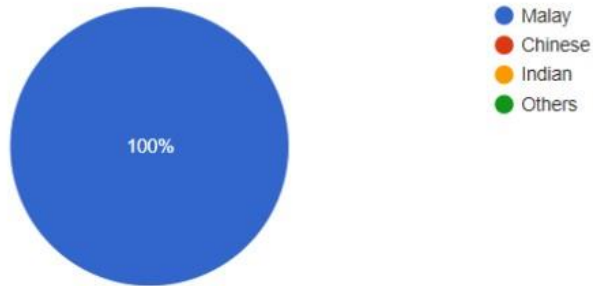


The total number of male respondents is 15 respondents and female respondents are 25 people.



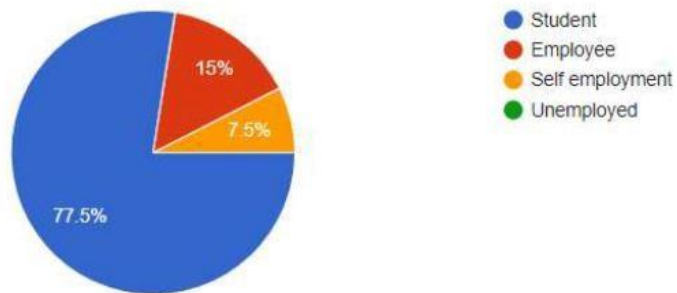
There were 4 age groups in the questionnaire. The first group is 19 years and under with a total of 3 people. The second age group between 20 and 25 years old is 28 people. The third age group is between 26 to 30 years old as many as 8 people and the last age group which is 30 years and above as many as one respondent.

Ethnic
40 jawapan



40 respondents were answering the questionnaire is a Malay.

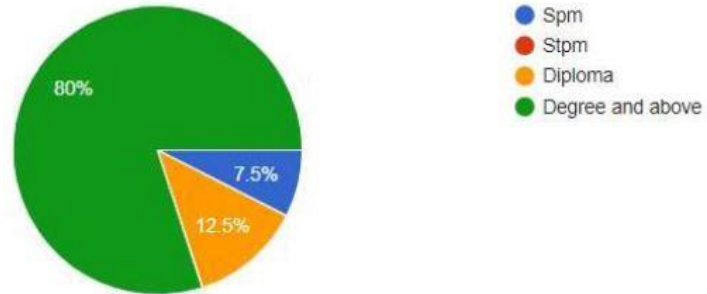
Occupation
40 jawapan



A total of 31 respondents who answered the question were students and a total of 6 people were employees. 3 respondents are self employed and 0 are unemployed.

Education level

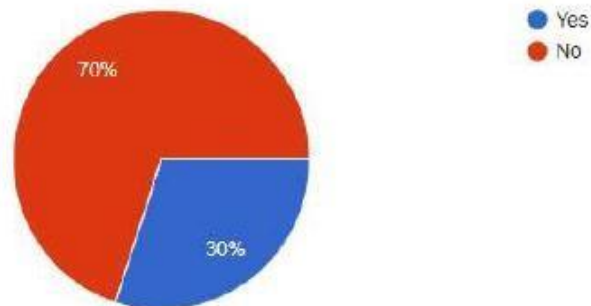
40 jawapan



32 people have a degree and above, 5 people have a diploma level and 3 people have SPM level.

Do you know about rebranding

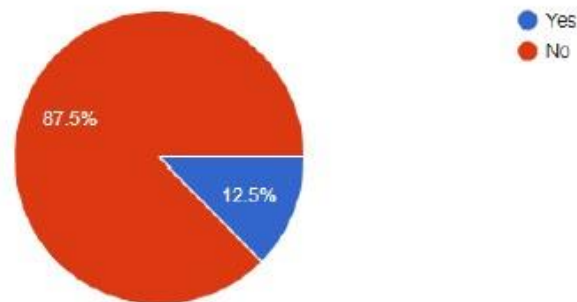
40 jawapan



A total of 12 people knew about rebranding and 28 people did not.

Have you seen a company or f&b business that rebrand for new looks

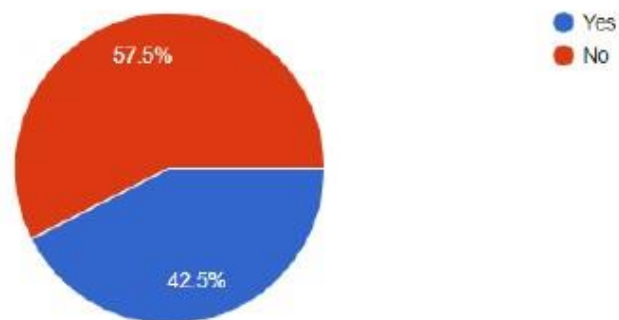
40 jawapan



Total of 35 people have never seen the rebrand for new looks and only 5 people have ever seen it.

Do you know the advantage of rebranding f&b business

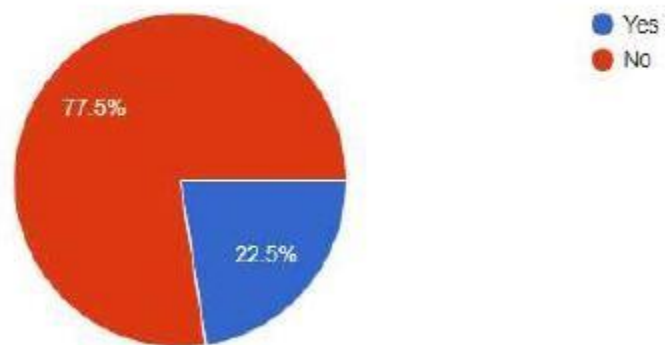
40 jawapan



17 people knew about the advantage of rebranding and 23 people did not know about it.

Do you know the process needed in rebranding

40 jawapan



9 respondents knew about the process needed in rebranding and a total of 31 people did not know.

Do you believe with rebranding the brand can change the consumer perspective

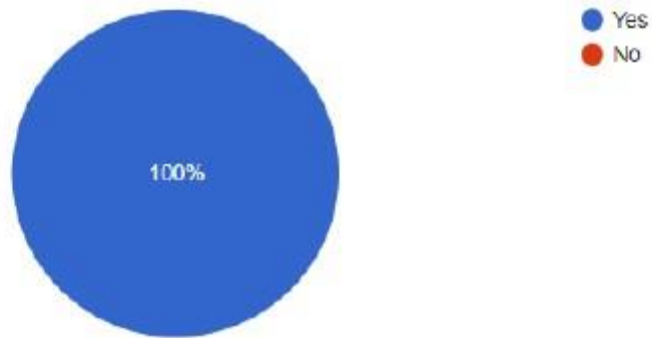
40 jawapan



A total of 39 people believe with rebranding the brand can change the consumer perspective and only one thought otherwise.

Do you think rebranding is suitable for f&b business

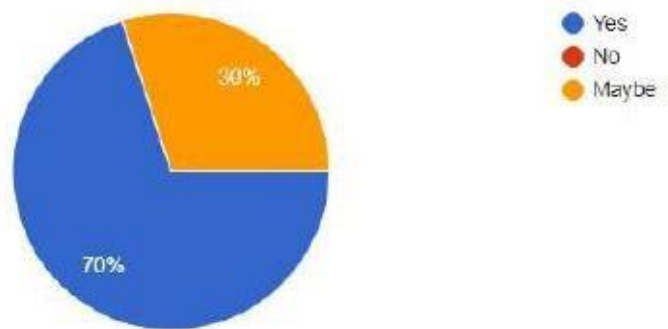
40 jawapan



All respondents think that rebranding were suitable for f&b business

Do you think a brand need to rebrand a new look for their company

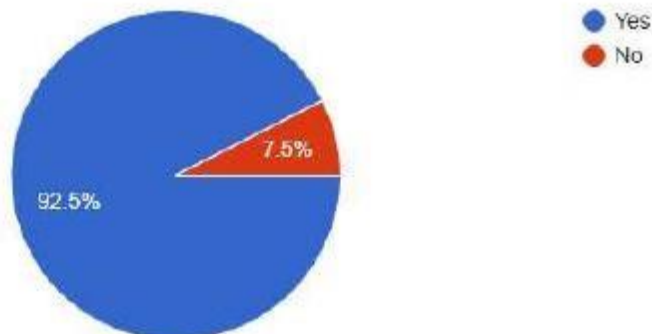
40 jawapan



28 people said yes that they thought a brand need to rebranding a new look for their company and 12 people thought that said no.

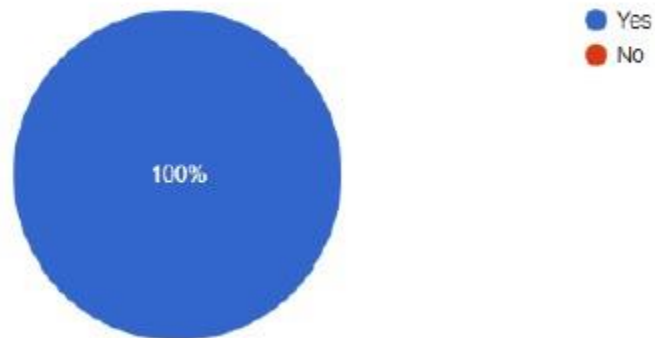
Do you find this logo is interesting

40 jawapan



37 respondents answered yes about this logo is interesting after rebrand and 3 respondents answered no.

Do you think this logo rebranding can make the company know well to attract consumer
40 jawapan



All respondents said yes this logo rebranding can make the company know well to attract new consumer.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

The study's conclusion discusses the advantage of corporate rebranding on consumer happiness. The findings show that corporate rebranding dimensions such as renaming the brand, redesigning the logo, rephrasing the tagline, reshaping colour, and changing the packaging have a considerable impact on customer happiness. The company benefits from corporate rebranding since it allows them to better serve their customers by changing the name, logo, slogan, colour, and packaging.

Furthermore, the findings of this study imply that businesses should first assess the impact of corporate rebranding before focusing on improving long term consumer happiness. The study's findings also revealed that if a firm is consistently selling a product and the client dislikes it, it can rebrand, move things to a new location, change colours, present other logos, and bring and do anything it wants. Building and maintaining a solid brand image is crucial. Customers can help beverage companies maintain their brands by bringing change. Similarly, similar study can be carried out in other industries in the future by adding more variables to test the robustness of our suggested framework.

5.1 Recommendation

As a result of the findings from the study, the researcher can see that rebranding food and beverage business needs to be expanded in Malaysia company, whether it is the famous or non famous business. Moreover, by rebranding the business can be used as a reference by other competitors or future business that will be growth. For other businesses that using old brand and did not receive response from consumer can rebrand their new strategies for the company to make other consumer response to the changing.

References

Jo Hatch and Schultz. (2003). *Bringing the corporation into corporate branding*.

<https://www.emerald.com/insight/content/doi/10.1108/03090560310477654/full/html>

Anon. (2021). *The shape of a logo has a powerful impact on consumers*

<https://jurcon.ums.edu.my/ojums/index.php/GA/article/view/3277>

Antonia Gesch. (2019). *How to logo design a log: the ultimate guide*.

<https://99designs.com/blog/logo-branding/how-to-design-logo/>

Abratt and Kleyn. (2012). *Corporate identity, corporate branding and corporate reputations: Reconciliation and integration*.

<https://www.emerald.com/insight/content/doi/10.1108/03090561211230197/full/html>

Foroudi et al. (2014). *Linking corporate logo, corporate image, and reputation: An examination of consumer perceptions in the financial setting*.

<https://www.sciencedirect.com/science/article/abs/pii/S0148296314002124>

Goi and Goi, (2011); Miller et al., (2014); Yakimova et al., (2016). *The role of brand equity in a new rebranding strategy of a private label brand*.

<https://www.sciencedirect.com/science/article/abs/pii/S0148296320303982>

Muzellec et al. (2003). *Coporate rebranding-an exploratory review*.

<https://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.133.5491&rep=rep1&type=pdf#page=33>

Gotsi et al., (2008). *Corporate re_branding: is cultural alignment the weakest link?*

<https://www.emerald.com/insight/content/doi/10.1108/00251740810846734/full/html>

Appendices

Demographic

Gender *

Male

Female

Age *

<19 years old

20-25 years old

26-30 years old

>30 years old

Ethnic *

Malay

Chinese

Indian

Others

Occupation *

- Student
- Employee
- Self Employment
- Unemployed

Education Level *

- SPM
- STPM
- DIPLOMA
- DEGREE and above

Knowledge about Rebranding business

Do you know about rebranding? *

- Yes
- No

Have you seen a company or f&b business that rebrand for new looks? *

- Yes
- No

Do you know the advantage of rebranding f&b business? *

- Yes
- No

Do you know the process needed in rebranding? *

- Yes
- No

Do you believe with rebranding the brand can change the consumer perspective? *

- Yes
- No

Opinion & Perception

Do you think rebranding is suitable for f&b business? *

Yes

No

Do you think a brand need to rebrand a new look for their company? *

Yes

No