IJAAR PUBLISHING®

Open Access Journal of Business and Entrepreneurship | ISSN: 3027-0855
Vol. 2, Issue 1 (January-March, 2024) | www.ijaar.org

REBRANDING STRATEGIES AND CUSTOMER PATRONAGE OF SAMMIES RESTAURANT IN CHOBA, PORT HARCOURT, RIVERS STATE.

EZEMA-KALU, NNAEMEKA BENNETT.
DEPARTMENT OF MARKETING,
UNIVERSITY OF PORT HARCOURT,
RIVERS STATE, NIGERIA.
nnaemeka.ezema-kalu@uniport.edu.ng. 08131044528, 08159064820.

OZURU, HENRY N. (Ph.D)
DEPARTMENT OF MARKETING,
UNIVERSITY OF PORT HARCOURT,
RIVERS STATE, NIGERIA.
henry.ozuru@uniport.edu.ng
08036685054

Abstract

This work is an investigation into the impact of a rebranding strategy on the customer patronage of Sammies Restaurant in Choba, Port Harcourt. Our research population consisted of customers of Sammies Fast Food, in which we applied convenience sampling method, thus fifty (50) questionnaire were purposively distributed to customers of Sammies Fast Food in Choba. The research design applied for this study is across-sectional survey design. To test our hypotheses, the Multiple regression was applied to reveal the causal relationship that exists between the measures of the predictor variable (Rebranding strategy) and the criterion variable (Customer patronage). The findings suggest that changing a company's image and reputation can be a valuable activity in organizations such as fast food restaurants in Nigeria. Without such actions, customers will continue to wallow in their ignorance and make decisions based on their previous experiences, which eventually leads to cognitive dissonance.

Keywords: Rebranding Strategies, Customer Patronage, Brand Attachment, Company Image Rebranding, Company Reputation Rebranding

Ezema-Kalu, N. B. & Ozuru, H. N. (2024). Rebranding Strategies and Customer Patronage of Sammies Restaurant in Choba, Port Harcourt, Rivers State. *Open Access Journal of Business and Entrepreneurship*. 2(1), 13-24.

1. Introduction

In Nigeria, it is clear that the fast food industry has seen significant growth over the years. Indeed, many city dwellers are now choosing to eat some of their meals outside the home to accommodate the increasingly busy lifestyles of urban areas. To meet the demand, many restaurants have been established across Nigerian cities to serve this working class. The size of the informal fast food sector is estimated at 600,750 million USD per year (Eihab & Aydin, 2018). Over the past decade, modern fast food restaurants have experienced rapid growth of nearly 30%, achieving total sales of about $400 million from about 800 stores since 2009. In 2006, Nigeria's fast food industry was worth about 190 billion naira (Food Institute Report, 2006). The fast food industry is estimated to be worth over N1 trillion and contributes about 4.6% to the country's GDP (flandersinvestmentandtrade.com, 2020) The Confectionery and Snack Food Association of Nigeria (AFFCON) stated in 2009 that the Nigerian snack industry is worth about N190 billion and has the potential to grow. The fast food industry has proven to be very attractive as it is considered one of the major employers, considering the food supply chain from farm to fork and the importance of food as a need. Human physiological needs (Report of the Food Institute, 2006). The competition that exists in this industry is monopolistic competition where rival companies in the fast food sector compete for the same cognitive space by adopting different strategies. Factors responsible for the growth of the fast food industry in Nigeria include: the reduction in cost difference between home-cooked meals and restaurant meals, the busy lifestyles of current and potential customers are rapidly increasing, thereby significantly reducing the time spent cooking at home (Eihab & Aydin, 2018). Although the fast food industry appears to be growing, these businesses still face challenges, including: poor infrastructure and lack of basic public services, inadequate food processing facilities, high capital costs, multiple taxes, informal activities, among others. These challenges can reduce the speed at which fast food companies satisfy customers if appropriate strategies are not applied in their operations. Customer satisfaction is the central goal of any marketing-oriented business (Ilieska, 2013). A satisfied customer will always demonstrate behavioral action by showing emotional attachment to a certain brand, repeat purchases of that brand, which increases the company's profits (Kalu and Onuoha, 2022). Customer satisfaction is essential to the survival of a business. This is why many researchers have proposed different definitions of customer satisfaction. Unfortunately, there is a challenge for firms who cannot adapt to changing trends. Those whose customers prefer to patronize fast food firms who constantly rebrand their offerings stand a chance of experiencing a nose dive in sales and customer switch if they remain complacent about this fact.

Oliver (1980) states that CS is a post-purchase evaluation or analysis of the performance of a good or service. CS simply meets and exceeds customer expectations. CS can be considered an overall evaluation of a product or service based on purchasing and consumption experiences over time (Zhong and Lune, 2020). In general, meeting and exceeding customer expectations is a common goal of fast food organizations. Therefore, in our perspective and context, we believe that customer satisfaction is the process of meeting and exceeding customer expectations, leading to their loyalty, repeat purchases, brand attachment and active loyalty.

The scholarly literature and plethora of case studies on rebranding pose an intriguing conceptual challenge for marketing research. As market conditions change and grow, repositioning a brand through a progressive revision of the brand statement and marketing promise may be considered as an inevitable and essential component of the brand management work (Kapferer, 1998; Aaker, 1991). A shift in a brand's qualities might indicate

a deterioration in the ideals that the previous features helped customers associate with. Thus, this calls into question conventional marketing knowledge on brand equity. Research on buyer behavior and consumption has largely helped marketing-oriented organizations as well as organization management understand the need to continuously rebrand their products in order to reposition the organization.

The Rebranding strategy functions as a value creator in the minds of consumers or target markets. This article focuses on the phenomenon of rebranding, as evidenced by the changing characteristics of Sammies fast food at Choba. Several researchers have conducted scientific investigations on rebranding strategies, and customer patronage. However, no research has been conducted on the rebranding and customer patronage of fast food outlets in Choba Port Harcourt, applying the measures of Souiden and Kassim (2006), which include changing brand name corporate image and rebrand corporate reputation. This is because we intend to empirically validate these measures in a rebranding strategy in a different geographical area. Therefore, this study applies the brand equity model proposed by Esch et al. (2006) as the basic theory for this study.

Rebranding in the field of marketing research has become necessary as every marketing organization at one time or another has had to rebrand its products or services with the aim of repositioning the product or service in the minds of consumers and possess a distinct "unique selling concept" different from that of competitors, which allows organizations themselves to gain a strategic competitive advantage. However, this study aims to reveal how rebranding strategies affect the customer patronage of Sammies Restaurant in Choba Port Harcourt.

2. Literature Review

Customers are said to be the life blood of every organization, in that they decide which brand survives or faces enthropy. Therefore every marketing oriented organization is believed to include in their strategic orientation, the three cardinal points on which marketing exists. This includes customer sovereignty, customer satisfaction, customer orientation. Customer’s tastes and preferences change overtime due to the increase in competition between similar organizations striving for a particular perceptual space. However customer patronage and loyalty is the motivating factor that drives organizations at one point or the other to rebrand their offerings in order to reposition themselves in the marketplace. Hence it has remained a challenge for most fast food firms who have failed at one point or the other to rebrand their promise, hereby making it almost impossible to maintain, and enhance their customer patronage. According to Sameer (2012), rebranding simply is engaged in by marketing oriented organizations in order to reposition its organization in the minds of target market as value adding. This includes the process of changing some features and modifying the offerings of an organization in order to revitalize the firm’s position in the minds of customers. This position could be market leadership, cost effectiveness etc. In an effort to assess the goals of McDonald's repositioning strategy, Sameer (2012) acknowledged that the "promise of American fast food everywhere" that is McDonald's has had to reevaluate and reinvent its brand in various nations. The menu has been updated, yet certain favorites like Ronald's remain the same. For instance, meat is not served in India since eating beef is not regarded as spiritually appropriate. As part of the "Make Room for Happiness" campaign and to commemorate McDonald's 20th anniversary in China, the company's logo was changed to read, "They have everything you want from a coffee refill." The design of the restaurant has been updated to include Wi-Fi. Specifically for China, this is done. Where McDonald's advertises itself as a place to unwind and get away from the demanding demands of everyday life in China. I adore it was replaced by "Make room for happiness," and McDonald's evolved

into a location where stressed-out young Chinese people could unwind after a hard day at the office. As a consequence, McDonald's sales in China increased by 18% and its fan base expanded. Therefore; it can be said that a rebranding strategy allows organizations to reposition themselves in the minds of the target market, as can be seen in the case of McDonald's quick service restaurants in China. In the case of Sammies fast food restaurant, some changes in features and offers can be seen. For example, the addition of a Blue bar as a novelty will attract a certain clientele as will a change in furniture and overall service. The idea behind this is to reposition the organization in the minds of customers.

2.2 Theoretical Review

The underpinning theory of this study is the "Brand Equity theory" proposed by Esch, (2006). This theory asserts that brand knowledge actually influences consumer response via brand relationship dimensions. However, Esch (2006) States the fact that consumers, (actual and potential) tend to build relationship, trust, loyalty with brands by developing relationship In a like manner similar to the way they relate with other individuals in a social system. Esch developed a model for brand equity as in fig.1.

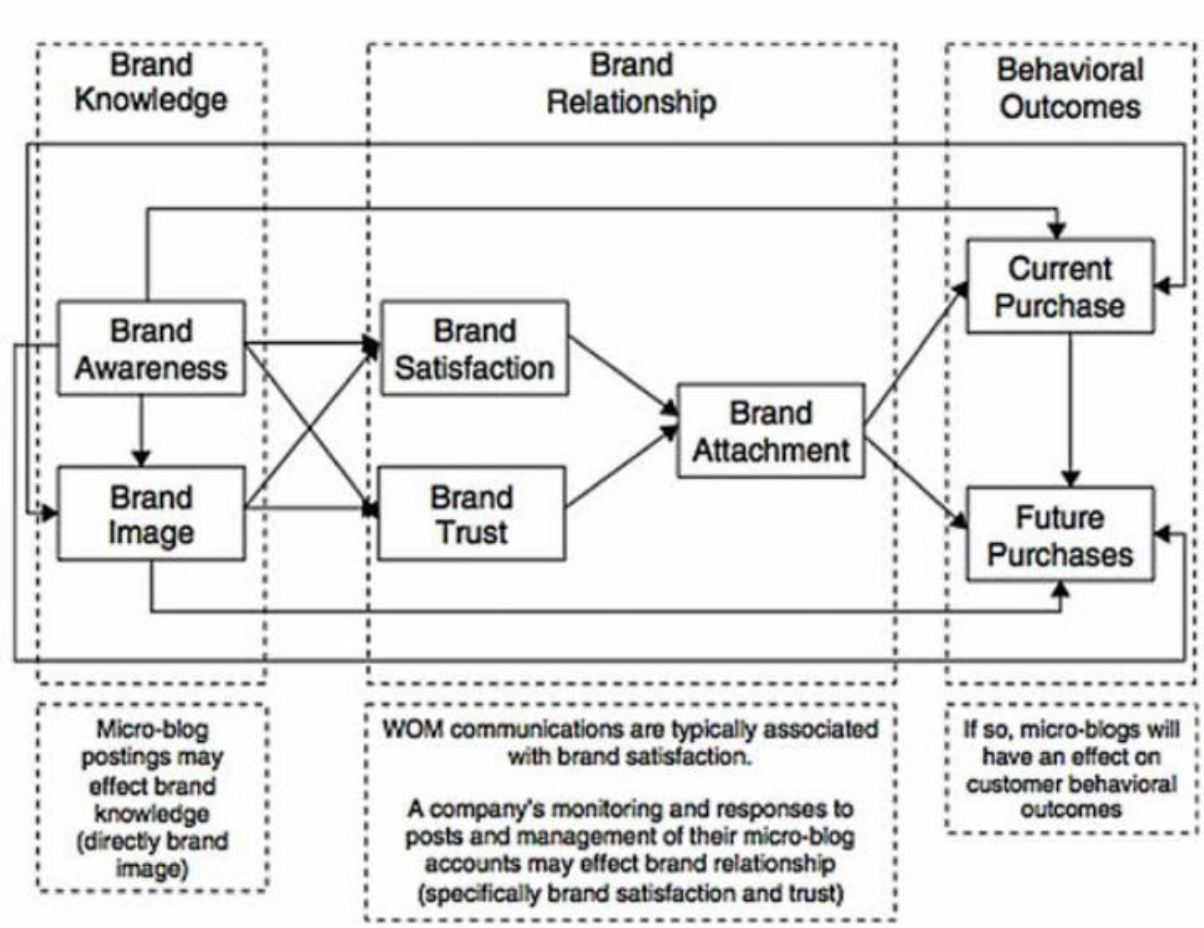


Fig. 1 Source: Esch Et al (2006) "Model for brand equity"

Conceptual framework for Rebranding strategies and Customer Patronage of Sammies Restaurant

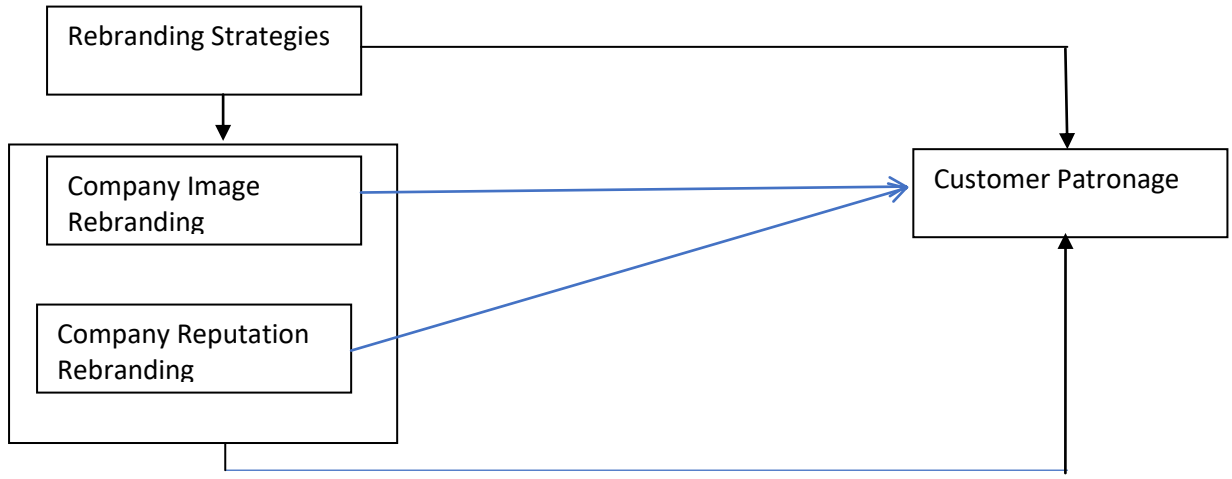


Fig.2 **Source**: Authors' Conceptualization, 2020

In Fig. 1 as proposed by Esch, (2006), He asserts that brand knowledge could bring about an immediate development of brand equity. He states that brand knowledge affects customer response through the brand relationship also the brand relationship argues that consumers also build relationship in like manner with the brands themselves this model argues that when customer possess knowledge about a product, they build a relationship around it, the experience while relating with a brand influences their current and future purchases. If they experience a cognitive dissonance, they tend not to repeat purchase, but if they are satisfied, future purchase can be guaranteed. This model also explains that consumers would always love to associate with a well-known established brand with a strategic competitive advantage. Hence brand equity is simply a commercial value that derives from the customers' perception of a brand name of a particular product, rather than from the product itself. Marketing organization adopt rebranding strategies with the main aim of achieving a winning strategy by repositioning product as value adding in the minds of consumers in order to achieve brand equity and compete effectively.

Empirical review

A lot of scientific investigations have been done in the area of rebranding strategy, in the course of this study we reviewed the works of scholars.

In their study "The Effect of Corporate Branding Dimensions on Consumers' Product Evaluation," Souiden, Kassim, and Hong (2006) conducted a cross-cultural investigation to look into both Western and Eastern perspectives on corporate branding, as well as the relationships between the four elements of corporate branding (company name, image, reputation, and loyalty) and how they all work together to influence how customers view a product. Hypotheses were tested using structural equation modeling and general linear model analysis on a sample of 218 Japanese and American customers. Findings show that customers in Japan and the United States perceive business image and corporate loyalty differently. Both company reputation and corporate loyalty were found to be significantly impacted by the corporate name, according to research. Additionally, it is discovered that the effect of the corporate image on consumers' opinions of the products is mediated by the company reputation. This study reveals that when developing their branding initiatives, marketers should carefully examine the firm name. In order to limit consumer switching behavior,

marketers are also expected to modify their company branding strategies to meet each marketing context.

In their study "Corporate rebranding: destroying, transferring or creating brand equity?" by Muzellec and Lambkin in 2006, they asked this question aimed to analyze the impact of such methods on corporate brand equity and to identify the dynamics behind the corporate rebranding phenomenon. The context in which rebranding takes place was described using data from a cross-sectional sample of 166 rebranded businesses. Two case studies give more information on how the rebranding process is handled. Findings show that structural changes, notably mergers and acquisitions, which fundamentally alter the corporation's identity and main strategy, are what most frequently prompt a choice to rebrand. Additionally, they contend that other elements, such as staff behavior, have a greater impact on brand equity than changes in marketing aesthetics. These academics suggested a conceptual framework that incorporates several aspects of corporate rebranding. An intriguing direction for future research is to analyze the rebranding phenomena by measuring the leverage of brand equity from one level of the brand hierarchy to the other. According to the study's recommendations, managers should be aware that corporate rebranding requires comprehensive management and cooperation from all stakeholders, with special consideration for employees' emotions.

The primary goal of Nana et al.'s study on "The impact of corporate rebranding on brand equity and firm performance" was to ascertain how rebranding affected brand equity and firm performance. The nature of this investigation was quantitative. Using questionnaires that were filled out anonymously, data were gathered from 372 respondents. On the basis of earlier work, operationalization of research scales was done. The appropriate adjustments were made to meet the context and goals of the investigation.

Five-item scales were used in the rebranding measurement, five in the store layout measurement, three in the franchising measurement, five in the brand equity measurement, five in the perceived quality measurement, five in the firm performance measurement, and six in the customer experience measurement. All measuring items were evaluated using a five-point Likert scale, with 1 denoting strong agreement and 5 denoting strong disagreement, to represent the degree of agreement. Empirical tests were conducted on the seven proposed hypotheses. The findings significantly rejected four hypotheses while supporting three of them. Rebranding had no impact on the firm's brand equity, despite brand equity having an impact on the performance of the firm, according to the study's findings, which is significant. Notably too, the relationship between customer experience and firm performance is robust. This finding indicates that brand equity can have a strong influence without the influence of rebranding. A major implication for this study is that rebranding is a risky operation that needs to be carefully managed.

2.3. Conceptual Review

2.3.1. Rebranding strategies:

Ovidu (2006) asserts that a company's brand, which conveys a set of values to consumers, workers, investors, and stakeholders, is one of its most significant intangible assets. A name, sign, symbol, or mix of these that distinguishes a marketer's products from those of rivals on the market is called a brand. However, altering this identity entirely or in part should be viewed as a major strategic choice needing due consideration, planning, and execution. Before implementing a rebranding approach, which frequently entails replacing a company name, logo, or historical symbol, it is important to do a thorough analysis. This article sees

rebranding as a continual process that can range from reinvigorating an existing brand to changing the brand's name entirely, occasionally entailing alterations to the brand's values and promise. The definition of rebranding involves changing the identity and perception that customers have about an organization, modifying part of the brand including service context, additional features as in the case of Sammies Fast food Choba. However, this should be considered a seriously strategic decision, requiring careful planning. Therefore, strong brands must evolve to maintain desirability

2.3.2: Company image rebranding

Organizations establish brands with the aim of achieving or attaining brand equity therefore the image of a product simply is the perception of consumers, and stakeholders about a product. Therefore organizations at regular intervals ought to modify a feature of their brand, promise and offerings in order to create, maintain and enhance the customers perception about the product. Corporate image implies information and inferences about the organization as an employee, employer, client, community, supplier, and as a corporate citizen, according to Adeniji, A. (2015). Although prior research has shown that an organization's corporate image significantly affects stakeholders' behavior, organizations still work to develop and manage their image for a variety of reasons, some of which include: enhancing the company's competitive advantage, which increases profitability; establishing a corporate goodwill for the company; and creating a positive identity for its employees, which increases employee satisfaction. According to Murray, (2003) corporate image gives a firm a competitive advantage over its rivals, hence increasing its strategic worth. Martineau (2000) connected an organization's reputation with a customer's sense of who they are as a person, proposing a model for how reputation influences consumer behavior by stating that individuals become clients when a provider's reputation is consistent with their own sense of who they are. Rebranding a company simply entails changing a brand's qualities in order to instill a new, positive perception of the brand in the minds of its target audience.

2.3.3: Company Reputation Rebranding

A company's reputation is simply people's collective opinion of an organization or business. The growth of societal marketing has to some extent impacted the operations of organizations. Periodically, organizations should rebrand their strategies to improve the overall perception of customers and host communities. This could be in the form of faster customer service to reduce queues or the availability of small denominations of the naira to deliver customer funds at the point of sale. Thereby strengthening the collective image of the fast food brand-Sammies. Wartick, (1992, p.34) defines company's reputation as “the aggregate of a stakeholder's perception of how the organization's responses meet the needs and expectations of multiple stakeholders within the organization”. This is a more realistic and practical definition because it takes into account the perceptions of a group of stakeholders about the company's activities that impact the expectations of many stakeholders within the organization. It can be argued that because different stakeholders have different expectations and attitudes, their interpretations and perceptions of a company's performance will vary, with many works discussing the difficulties involves synthesizing and exchanging assessments of the organization by various stakeholders. Corporate reputation is described by Souiden and Kassim (2006) as the perception of a company's main attributes and "focuses on what the organization does and how it operates". It may also be described as the level of trust (or lack thereof) in a company's capacity to live up to expectations. client anticipations for a specific quality (Leblanc and Nguyen, 2001). According to Fombrun (1996), a company's

reputation is the general standard that its stakeholders hold for it. The perception that consumers have of a company's place in society and how it treats its customers, according to marketers, is one of the major elements that significantly affects consumers' purchase decisions (Kowalczyk and Pawlish, 2002).

2.3.4: Customer patronage

A customer is defined as "someone who consumes something" or "a person who purchases goods or services for personal consumption or use" by the Oxford English Dictionary (2008). Therefore, having a compelling reason to repeatedly buy a brand's goods or services is referred to as consumer patronage. At some point or another, people frequently give businesses their business. Since loyalty comes before client patronage, the terms "customer patronage" and "loyalty" are interchangeable in the context of this study. The two have a close connection: loyalty and patronage. Customer loyalty suggests a high motivation to engage in ongoing brand repurchases.

2.3.5: Company image rebranding and customer patronage: Corporate image of a firm simply refers to the perception customers have about a firm, its practices and offerings. Souiden et al, (2006) described corporate image as an overall impression made in the minds of the public about a firm, and its offerings. However, it has become paramount for organizations to at different time intervals adopt the rebranding strategies in order to add a new flavor to its offerings and achieve a positive perception of the firm as well as customer satisfaction at a profit. A renowned scholar Neil Borden in his work “concept of the marketing mix” described the marketing manager as “a mixer of recipe” which implies that every marketing firm at some point adopt different ingredients in the marketing mix, all aimed at achieving customer satisfaction at a profit. Organizations improve on their products and service by repackaging a new feature in an organization. For Sammies fast food additional features were added such as a Bluewine bar located at the top floor. Such features tend to improve customer patronage. Thus our hypothesis

$H0_1$: There is no significant relationship between corporate image rebranding and customer patronage.

2.3.6: Company reputation Rebranding and customer patronage: Company reputation refers to a perception of customers on how an organization behaves, its timely response to customers, as well as the trust that an organization will meet the needs of customers. Active delivery to customer orders is a key success factor every restaurant must possess. Nguyen and Leblanc, (2001) refers to company reputation as the overall standard in which a company is held by its constituents. The total perception of customers about an organization and how it treats its stakeholders as well as its host community goes a long way in influencing the success of the firm itself. Therefore marketing organizations must rebrand its reputation at all times by adopting innovative strategies on how to treats its stakeholders, customers in turn would always patronize fast food restaurant that are proactive and constantly seek better ways of satisfying its customers such strategies include adopting a more effective set of frontliners who attend to customers orders to reduce the queues at the paypoints. Another queue management technique involves providing entertainments such as music videos to keep the customers entertained while on a queue waiting for their orders to be attended to.

$H0_2$: There is no significant relationship between company reputation rebranding and customer patronage.

This study is focused on revealing how rebranding strategies have influenced customer patronage of Sammies restaurant in Choba Port -Harcourt. Souiden et al (2006) measured corporate branding with four measures, they include corporate name, corporate image, corporate reputation, and corporate loyalty. This study adopts two measures of corporate branding by Souiden et al (2006) for the purpose of revealing how rebranding strategies influence customer patronage of Sammies restaurant in Choba, Port Harcourt, these measures include: Company Image Rebranding, Company Reputation Rebranding.

Our hypotheses for this study can be stated thus:

$H0_1$: There is no significant relationship between company image rebranding and customer patronage.

$H0_2$: There is no significant relationship between company reputation rebranding and customer patronage.

3.0: Methodology

This research is a survey which also adopts the cross-sectional survey research design that enabled the researcher collect data from respondents at a single point in time. This is chosen because of the elements under study are humans who have diverse idiosyncrasies whose behavior change overtime, Our study population are the customers of the Sammies Fast Food in choba, hence with the convenience sampling, 50 copies of questionnaire will be purposively distributed to customers of Sammies Fast Food in Choba. Our sources of data are the primary data and secondary data. The primary data will be gathered through the questionnaire distributed among customers of Sammies fast food restaurant, while the secondary data was accessed through journal articles and publications by previous scholars on rebranding strategies and customer loyalty and patronage. For testing our hypotheses, multiple regression will be adopted so as to reveal the cause effect relationship existing amongst variables.

4.0: Data Analyses and Findings

Table 1.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761[a]	.580	.577	2.667

a. Predictors: (Constant), Contrary_reputation_rebranding, Corporate_image_branding

Our model summary reveals that a regression coefficient of 0.761 is obtained which is very strong. It also revealed a coefficient of determinant (R square) of 0.580 which indicates that our independent variables account for over 58% of the outcome of our dependent variable. Hence a significant relationship can be said to exist between our predictor variable (rebranding strategies) and our criterion variable (customer patronage). Therefore, the model is accepted.

Table 2

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2965.305	2	1482.652	208.387	.000[b]
	Residual	2148.695	302	7.115		
	Total	5114.000	304			

a. Dependent Variable: Constomer_patronage

b. Predictors: (Constant), Contrary_reputation_rebranding, Corporate_image_branding

In our ANOVA table, we also realize that a p-value of 0.000 is obtained which is less than alpha of 0.05 (margin of error). Therefore, this also indicates that our null hypotheses would be rejected while accepting the alternate.

Table 3

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.540	.967		8.833	.000
	Corporate_image_branding	.472	.060	.423	7.812	.000
	Contrary_reputation_rebranding	.377	.052	.396	7.310	.000

a. Dependent Variable: Constomer_patronage

Our first hypothesis reveals a regression coefficient of 0.423 and a p-value of 0.000 which is less than alpha of 0.05. Therefore, we reject the stated null hypothesis and accept the alternate.

Therefore, our accepted alternate hypothesis for this study is stated thus;

$H0_1$: there is a significant relationship between company image rebranding and customer patronage

Hypothesis two also reveals a regression coefficient of 0.396 and a p-value of 0.000 which is also less than 0.05. We also reject the stated null hypothesis.

Therefore our accepted alternate hypothesis is stated thus;

$H0_2$: there is a significant relationship between company reputation rebranding and customer patronage.

5.0: Summary of findings

These findings reveal that company image rebranding and company reputation rebranding could be a valuable activity within organizations such as fast foods in Nigeria. Without such actions, the customers would always continue to wallow in their ignorance and make

decisions based on previous service experiences and hearsay. Therefore, conscious organizations would always be proactive in ensuring that the information about their products and services are experienced firsthand by customers rather than from other sources that may be competitive with their organizations. When such actions are carried out, customer loyalty would be achieved.

Conclusion

In our analysis, we were able to detect and reveal that rebranding has a significant influence on customer patronage. This study therefore concludes that rebranding strategies have helped Sammies restaurant achieve customer patronage. Also, organizations at regular intervals must rebrand and reposition their offering in the minds of customers through value adding offerings.

Recommendation

This study recommends organizations at regular intervals rebrand their products in order to re-capture the interest of consumers and improve customer patronage, improve customer retention, loyalty, and market share.

References

Aaker, D. (1991), Managing Brand Equity: Capitalizing on the Value of a Brand Name, The Free Press, New York, NY.

Adeniji, A., A. O. Osibanjo, A. J. Abiodun, and E. E. Oni-Ojo. 2014. "Corporate Image: A Strategy for Enhancing Customer Loyalty and Profitability." Vision 2020: Sustainable Growth, Economic Development, and Global Competitiveness - *Proceedings of the 23rd International Business Information Management Association Conference, 1* 1687–95.

Adiele, K.C.; Miebaka, D.G. and Ezirim, A.C.(2015) Physical Evidence and Customer Patronage: An Empirical Study of Nigerian Banking Sector. *British journal of economics, management and trade, 7*(*3*) 188-199.

Borden, N.H., (1964) "The Concept of the Marketing mix" *journal of advertising research 2*,7-12

Eihab F. & Aydin B. (2018). Use of social media to enhance consumers' options for food quality in the United Arab Emirates (UAE). *Urban Science, 2,* 701-9.

Esch, F.R., Langner, T., Schmitt, B.H., and Geus, P.(2006) "Are Brands Forever? How brand knowledge and relationships affect current and future purchases". *Journal of product and brand management 15(2)* 98-105

Fombrun, C.J., 1996. Reputation: Realising Value from the Corporate Image. Boston*: Harvard Business School Press*.

Food Institute Report (2006). Quick-service goes upscale…., February 6. 1-5

Ileska, K. (2013). Customer satisfaction index as a base for strategic marketing management", *TEM Journal, 2*(*4*), 327-331

Kaikati, J.G. (2003). Lessons from Accenture's 3Rs: rebranding, restructuring and repositioning. *Journal of Product & Brand Management, 12*, 477-490.

Kalu N. B & Onuoha O. A. (2022) Social Media Adoption and Customer Satisfaction of Fast Food Firms in South-South Nigeria. *International journal of Advanced Academic Research 8*(11) 86-104

Kapferer, J.-N. (1998), Les Marques, Capital de l'Entreprise, Editions d'Organisation, Paris.

Kowalczyk, S.J. and Pawlish, M.J. (2002), "Corporate branding through external perception of organizational culture", *Corporate Reputation Review, 5*(2/3) 159-74.

Murray, K. (2003). "Managing the Single Greatest Risk Facing Business Today," *Communication Management*. *8*, 142

Muzellec, L., Doogan, M., Lambkin, M. (2003) "Corporate rebranding -an exploratory review" *Irish marketing review 16*, 31-40

Nana, Sohini & Tobias-Mamina, Rejoice & Chiliya, Norman & Maziriri, Eugine. (2019). The impact of corporate rebranding on brand equity and firm performance. *Journal of Business & Retail Management Research. 13*. (10).24052/JBRMR/V13IS04/ART-08.

Nguyen,N., and Leblanc, G., (2001) "Corporate image and Corporate reputation in customer retention decisions in services. *Journal of retailing and consumer services8*, 227-236

Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research, 17*(4), 460–469.

Ovidiu M.L.,(2006) Aspects regarding rebranding strategies - A conceptual and practical approach Moise *Munich Personal RePEc Archive* 719-721.

Oxford Advanced Learner' Dictionary,(2008)

Sameer, S. K. (2012). Strategy and Repositioning the Brand McDonald"s in India. *International Journal of Scientific and Research Publications, 2*(9), 1-5.

Souiden, N., Kassim, N.M., and Ja Hong,H. (2006)"The effect of corporate branding dimensions on consumers product evaluation. A cross cultural analysis" *European journal of marketing 40*(7/8)825-845

Wartick, S. L. (1992). The relationship between intense media exposure and change in corporate reputation. Business & Society, *31*, 33-49.

Zhong, Y., Oh, S. & Moon, H. C. (2021). Service transformation under industry 4.0: Investigating acceptance of facial recognition payment through an extended technology acceptance model, Technology in Society, *Elsevier*, 64.