

Antecedents and Consequences Brand Revitalization: A Meta-Synthesis Approach

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Abstract

The aim of this study is to study the antecedents and consequences of brand revival with a meta-synthesis approach. For this purpose, the seven-step method of Sandievsy and Barroso was used to extract data from scientific and research articles over a 23-year period (1990-2023). After initial studies, 32 articles were selected for a more detailed study. Using the conceptual model and inference from the results, the MAXQDA 2020 software was used to analyze the data. The results showed that 44 indicators and 4 dimensions were extracted and presented in two general concept factors. Finally, considering the frequency and intensity of the indicators of each dimension, a comprehensive conceptual model of Iranian brand revival was designed. In examining the factors affecting the revival of lost brands, from the aspect of brand re-creation; indicators such as nostalgic feeling, authenticity, heritage, story, and the attractive past of the brand have had the greatest impact. In terms of brand modernization, indicators such as innovation, excellence, advertising appeal, and adaptability to consumer expectations have been assigned the most frequent. In terms of the consequences of reviving extinct brands, in terms of consumer minds and emotions; brand awareness and image indicators have been the most important, and in terms of consumer behavior; loyalty, market share, and brand value indicators have been the most important.

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Extended Abstract

Introduction

Brands, like living organisms, have their own life cycle, which consists of various stages such as introduction, growth, maturity, and decline. If the brand cannot adapt to market conditions, it enters the decline stage and is eventually removed from the market. It is important to note that not all brands go through this complete cycle. Some brands may disappear quickly after the introduction stage, while others may remain in the maturity stage for years. Brand revitalization is a process that seeks to restore the lost value and credibility of a brand that is in decline (Jin, 2013). Brand revitalization is a concept that gives a new life to a brand. Brand revitalization injects energy into the brand life cycle because it is different from a total brand change of the company. More than 80% of brands commercialized fail, requiring strategic considerations for revival. (Akbar et al, 2017). Brand revitalization can be necessary for various reasons, such as changing consumer tastes, the entry of new competitors, or public scandals. Even well-known brands are at risk of decline over time (Gilal et al, 2021). In other words, brand revitalization is a strategic process to return a brand to the path of success after a decline or recession. Its ultimate goal is to prevent further decline in brand value and achieve its previous or even stronger position in the market. Brand revitalization can help to renew brand value or improve brand image. The survival of companies in a competitive market depends on their ability to adapt to changes. Brand revitalization can help companies to remain in this market (Toivola, 2016). Ultimate increasing sales and brand awareness and attracting new generations and new target markets (Beckers et al, 2017) are some of the key benefits of brand revitalization. However, brand revitalization can be challenging, especially for brands that are weak or damaged and may take years to revive. Despite these challenges, brand revitalization can be very beneficial. Given the increasing importance of brand revitalization in practice, it is surprising that scientific research in this area is limited (Brown et al, 2017). Researchers and practitioners have recognized the importance of reviving dead brands and are calling for innovative and practical concepts in this area (Gilal et al, 2021). Understanding the variables that lead to brand revival is important because these brands often have lasting value, such as a high level of brand awareness and a positive brand image among customers (Handique & Sarkar, 2020). Given the above, the question can be asked: What is the pattern of antecedents and consequences of brand revival with a meta-synthesis approach?

Theoretical Framework

Brand Revival

Brand revival is a complex and arduous process of returning a declining brand to its previous position or promoting it to a higher level. It is like rising from the ashes like a phoenix and brings with it numerous challenges, as Stratton et al, (2023) point out that reversing the decline of a brand is difficult and there are few solutions for it, let alone a definitive solution. Brand revival is a complex process with numerous obstacles.

Molazadeh Shirepezi et al, (2023) investigated the identification of dimensions and components of brand revival in the textile industry. The findings showed that in the qualitative section, after coding the data obtained from interviews and reviewing library resources, 166 concepts and 114 components were categorized into 16 dimensions, and in the quantitative section, the extracted model was tested in the qualitative section, which showed that the concepts and components obtained from coding are fully compatible with the dimensions. In this study, for the first time, the brand revival structure in the textile industry was designed and tested, which is completely different from previous studies designed to identify the prerequisites and dimensions of the brand. Finally, a fourteen-factor model was

presented in the form of 114 components for brand revival in the textile industry, which can be an effective framework in the growth and development of textile industry brands. Stratton et al, (2023), examined the revival of declining brands using the leverage of the brand's obsolescence. They stated that in order to revive the brand and maintain its position in the market, it is essential to address the problem of brand obsolescence. In fact, brands must meet the needs and expectations of the new generation of consumers with their innovation and updating and be at the forefront of competition with emerging brands.

Research Methodology

For this purpose, the seven-step method of Sandievsy and Barroso was used to extract data from scientific and research articles over a 23-year period (1990-2023). By initial reviews, 32 articles were selected for a more detailed study.

Research Findings

Using the conceptual model and inference from the results, MAXQDA 2020 software was used to analyze the data. The results showed that 44 indicators and 4 dimensions were extracted and presented in two general concept factors. Finally, considering the frequency and intensity of the indicators of each dimension, a comprehensive conceptual model of the revival of Iranian brands was designed. In examining the factors affecting the revival of lost brands, from the aspect of brand re-creation, indicators such as nostalgic feeling, originality, heritage, story and attractive past of the brand have had the most impact. From the aspect of brand modernization, indicators such as innovation, excellence, advertising attractiveness and adaptability to consumer expectations have had the most frequency. In the context of the consequences of the revival of lost brands, from the aspect of consumers' minds and emotions, brand awareness and image indicators and from the aspect of consumer behavior, loyalty, market share and brand value indicators have had the most importance.

Conclusion

The present study was conducted with the aim of examining the pattern of antecedents and consequences of brand revival with a meta-synthesis approach. The results of this study are in line with the results of Molazadeh Shirepezi et al, (2023), Stratton et al, (2023), Almazyad et al, (2023), Zhu (2023), Xiang (2023), Asgarnejad Nouri et al, (2022), and Tripathi et al, (2020). Stratton et al, (2023) stated that in order to revive the brand and maintain its position in the market, it is necessary to address the problem of brand obsolescence. In fact, brands must innovate and update themselves to meet the needs and expectations of the new generation of consumers and be at the forefront of competition with emerging brands.

Revival of extinct brands can be challenging, but it is possible with the right strategies. One important strategy is to focus on nostalgia, by evoking emotions through advertising and content marketing, using old brand elements, and telling compelling and authentic stories from the brand's past. Also, adhering to brand authenticity by rediscovering core values and offering products and services that align with these values is very effective.