ANTECEDENTS AND MEDIATORS FOR BUILDING AND INTEGRATED RESEARCH FRAMEWORK TOWARDS SUCCESSFUL BRAND REVITALISATION

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Abstract

The true identity of brands fades with changes in the market environment. Growing concerns regarding the decline of long-established brands have caught the attention of academicians and practitioners both. There is undivided attention witnessed in literature to develop a research framework to identify antecedents and intervening factors and their impact on Brand Revitalization. The primary aim of the study is to categorise identified variables into different approaches and integrate intervening variables to propose a research framework for empirical validation. Based on the systematic literature review approach, 93 studies from more than three decades (1984 to 2021) were undertaken after applying inclusion and exclusion criteria. 62 per cent of qualitative research and 27 per cent of empirical and mixed research papers were obtained. A total of 63 variables from 18 empirical studies were categorised into two approaches 'Brand re-enchantment' and 'Brand modernity', which significantly influenced brand revitalisation. 9 mediators and 12 moderators were obtained from which 'Advertising' was introduced as a mediator for effective brand revitalisation. The research paper provides a scope to empirically validate the proposed research framework in different sectors and industries to carry the domain of brand revitalisation to an advance level.

Implications for Central European audience: According to Eurostat[1], the Annual inflation rate in the Euro Area increased from 4.1% in 2021 to 8.9% in 2022. Price has been accelerated for food, beverages, industrial goods and services. This has declined the purchasing power of consumers while making goods and services more expensive. As a result, demand-side is slowing down and consumers are shifting to low or no-frills brands making it challenging for brands to capture the likely brand decline. However, mature or declining brands often enjoy strong brand equity and there is residual salience which can be leveraged to retain existing consumers. The study offers guidelines to recognize the

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[1] *Euro Area Inflation Rate - July 2022 Data - 1991-2021 Historical - August Forecast. (2022). Retrieved 31 August 2022, from https://tradingeconomics.com/euro-area/inflation-cpi*

acute and latent signs of brand decline and provide possible revitalization strategies to increase market share, aid in internationalization, and strengthen the perceived brand image of Central European brands. Advertising illustrates the brand's features, benefits, and uses, which may help in conveying the desired image of brands to the audience of central European countries.

Introduction

Brand and branding have emerged as eminent concept in marketing management that distinguishes products and services from their competitors (Aaker, 1996). Kapferer (2008) emphasised a brand as more than a product, and it is defined in terms of identity, meaning, and essence in a particular time and space. According to Keller and Kotler (2015), "Branding is endowing products and services with the power of a brand." Saxena (2012) described branding as a process of identifying organisations, products, and services by specifying a term, name, symbol, or trademark to make it recognisable among the competitor brands available in the market. Keller (2013) proposed that branding places greater value on sustainability and long-term loyalty between organisations, customers, and external stakeholders. A brand may rise, fall, or be superseded by a superior brand. Stanton (1984) stated that in the era of dynamic environments, a brand evolves from birth to death and has to go through different phases in the product life cycle. Seamless adaptation of a brand to such dynamism determines its success, yet very few brands survive the test of time and remain relevant in the marketplace for a long time. Other brands may struggle to maintain their market share due to the strategic neglect of the organisations and consumers' lack of interest (Davis, 2010; Kapferer, 2012). However, extensive evidence suggests that neither the ultimate fate nor the life cycle of a brand is predetermined and that the process of brand decline can be reversed (Thomas & Kohli, 2009) if the cause of the decline is known.

For example, Lightfoot (2000) emphasised that a brand's product life cycle can be shortened if left unattended. A shift in consumer preferences, increase in competition (Calantone et al., 2010), inadequate management, environmental and competitive measures, poor corporate governance and poor employee attitudes towards work (Thomas & Kohli, 2009); loss of emotional attachment and uniqueness to the brand (Suresh, 2008); changes in the marketing environment inside and outside the company (Andrews & Kim, 2007); poor brand communication, brands that refuse to renew, price rise and poor distribution networks (Kapferer, 2008) are certain causes that head the brand in the direction of fall off. Hence, procuring the residual sources of brand equity for faded brands has become a significant concern for organisations.

Keller (1999) refers to brand revitalisation as a company's attempt to regain lost equity of the brand through some marketing activities since the brand becomes ageing or in the decline phase. Hallegatte (2014) considered that a brand is revitalised through managerial

activities, which include utilising past associations of a brand to re-launch its updated version. Thakur and Muralikrishna (2017) suggested that brands need to revitalise when the product offerings remain no longer attractive to consumers. Babu (2006) interchangeably used brand rejuvenation in place of brand revitalisation and considered it as a source of revamping the lost identity of brands. Kolbl et al. (2015) mentioned some elements that influence the brand's external or internal personality, including re-discovering the brand's lost identity, refreshing the brand's visual attributes, brand repositioning, innovative advertising, and expanding the brand's portfolio.

Dutta and Pullig (2011) pointed out that regaining brand equity and consumer trust through effective marketing communication strategies can bring back the lost brand. Advertising, sales promotion campaigns, direct marketing, personal selling, and public relations are some of the well-known marketing communication tools. The successful integration of these marketing communication tools increases sales in the short term and leads to the long-term survival of the brand (Luo & Donthu, 2006; Osinga et al., 2011). Indeed, what marketing communications can accomplish has been debated for decades (Ambler, 2000) that advertising in mature markets is increasingly recognised as a reminder function to protect existing market share or gain market share from competitors, rather than simply being persuasive in nature. It is believed that most companies discontinued their brands more because of inadequate advertising and minor because of customer rejection (Davari et al., 2017; Kumar, 2003).

A growing concern regarding the deterioration of established brands underscores the necessity to shed light on the emergent strategies, antecedents, and intervening/mediating variables stated in prior studies on brand revitalisation. The paper aims to fulfil the multipronged goals of categorising the variables into antecedents and mediators through a systematic literature review approach, developing an integrated research framework for successful brand revitalisation, and drawing out research gaps and future research directions.

To achieve the research goals, the following research questions were addressed by the researchers after an extensive literature review:

RQ1. What are the antecedents that contribute to successful brand revitalisation?

RQ2. What are the different mediating variables affecting brand revitalisation?

RQ3. What are the research gaps and potential research directions in the domain of brand revitalisation?

To answer these questions, deep insight into existing literature is taken to get comprehensive information on the antecedents and mediators that contribute to brand revitalisation. An integrated research framework is proposed based on collected data from previous studies to suggest research implications and potential research directions.

The remaining part of the paper is described as follows: Section 1 continues by discussing the methodology adopted for literature selection. Section 2 states the research models and outlines the antecedents and intervening variables to develop an integrated framework. Section 3 consists of findings and discussions. Section 4 highlights the research gaps and provides the scope for future research direction. Theoretical contributions and managerial implications are also mentioned. Section 5 mentions the conclusion.

1 Research Methodology

A Systematic Literature Review (SLR) process was adopted to make the results replicable in future research. SLR is more of a research synthesis carried out with the help of an automated search technique to amalgamate all relevant information from various sources into a single document to bring out different perspectives of a given domain.

1.1 Search Strategy and Selection Process

The five-step process suggested by Bodolica and Spraggon (2018) was followed to commence the systematic literature search. In the first step topic of brand revitalisation using the keywords, the technique was searched to access literature from databases like Proquest, Science Direct, Emerald, and Google Scholar. Keeping in mind the accessibility, popularity, and credibility of available literature on brand revitalisation, these databases were chosen. The term "Brand Revitalization," if used interchangeably by various authors, was undertaken to obtain optimal information. Therefore, we researched the topic using keywords: "Brand Revitalization," "Revitalising brands," "Brand revival," "Brand rejuvenation," and "Brand reinforcement." These keywords were entered in the field of title, keyword, and abstract of the database. At this level, 605 research papers were retrieved that served as the background for further analysis. The study authored by Sheth and Morrison in 1984, published in the Journal of Consumer Marketing, is the initial relevant content that was accessed on brand revitalisation. The time frame for the literature search was maintained from 1984 to 2021. In the second step, these research papers were examined against the inclusion and exclusion criteria listed in Table 1.

1.2 Defining Inclusion and Exclusion Criteria

Tranfield et al. (2003) pointed out that inclusion criteria aid in delimitating the boundary of systematic search. Imprecise implementation of the idea could either eliminate relevant studies or encompass unnecessary information. The selection criterion was kept broad enough to include brand revitalisation in different contexts. Articles published in a language other than English were excluded. Care was taken to also remove any close duplicates. Searching through these specifications reduced the count of documents to 93. Thirdly, the emerging knowledge on brand revitalisation was arranged chronologically in an excel table to structure the literature. After refining 69 research papers, 17 theses, 3 book chapters, 3 proceedings, and 1 report were obtained.
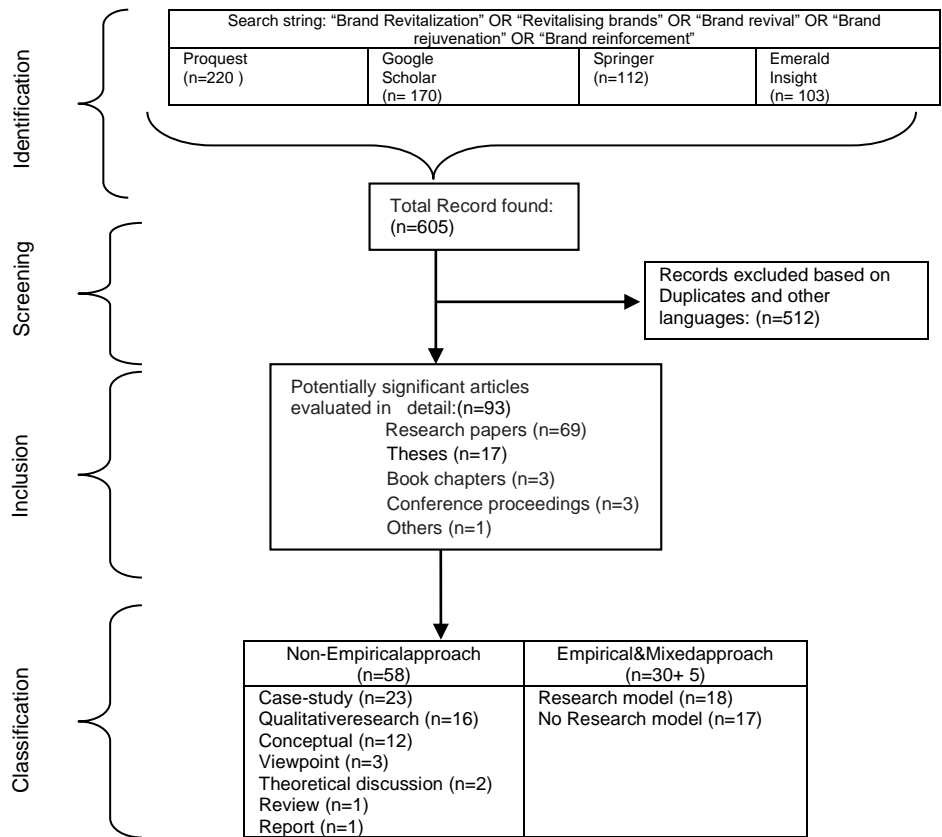
Table 1 | Inclusion and Exclusion criteria

S.No.	Inclusion Criteria	Basis of inclusion
1	Peer-reviewed articles	Peer-reviewed articles provide validated information
2	Theoretical papers	Provide theories applied in the studies
3	Various sectors	Examined what are the brand revitalisation strategies applied in various industries and sectors
4	Qualitative and Quantitative method based articles	Capture research methodology from all types of empirical studies
5	Conceptual Papers	Capture the relationship among variables
6	Imminent studies	Exploring new concepts and the most recent trends in the field

S.No.	Exclusion Criteria	Basis of exclusion
1	Other than the topic of brand revitalisation	Exclude the studies that do not focus primarily on the brand revitalisation topic
4	Non-peer-reviewed articles	Non-Peer-reviewed articles that do not provide validated information
2	Studies of other languages and duplicates	Exclude studies not published in English and replicas of original studies
3	Non article documents	Difficult to cite the studies

Source: author's own compilation from literature review

Fourth, the retained studies were classified based on non-empirical and empirical methods applied in prior studies. Figure 1 shows that, out of 93, 58 papers (62 per cent) were carried out with non-empirical research methods, and 35 articles (38 per cent) adopted empirical and mixed research methods. Further, out of 58 non-empirical studies, (40 per cent) of the papers were based on case studies, 16 (27 per cent) were based on qualitative research (no numerical data used), (20 per cent) of papers were conceptual in nature, and (5 per cent) papers were based on viewpoints, with (1 per cent) review and (1 per cent) report. Similarly, out of 35 articles, (85 per cent) were based on empirical research, and (14 per cent) adopted a mixed research method. Further categorisation showed that 18 papers (51 per cent) consisted of research models, and the remaining 17 papers (48 per cent) were without research models. Following this analytical exercise, Table 2 was prepared after a critical evaluation of the validated research models to highlight the antecedents and consequents used in the reviewed research. Any intervening variables (mediators), moderators, and demographic variables were also reported. The fifth step involved structuring thoughts and ideas to build an integrated research framework.

Figure 1 | Flow chart for the literature search (PRISMA)

Identification

Search string: "Brand Revitalization" OR "Revitalising brands" OR "Brand revival" OR "Brand rejuvenation" OR "Brand reinforcement"

| Proquest (n=220) | Google Scholar (n= 170) | Springer (n=112) | Emerald Insight (n= 103) |

Total Record found: (n=605)

Screening

Records excluded based on Duplicates and other languages: (n=512)

Inclusion

Potentially significant articles evaluated in detail:(n=93)
Research papers (n=69)
Theses (n=17)
Book chapters (n=3)
Conference proceedings (n=3)
Others (n=1)

Classification

Non-Empiricalapproach (n=58)	Empirical&Mixedapproach (n=30+ 5)
Case-study (n=23) Qualitativeresearch (n=16) Conceptual (n=12) Viewpoint (n=3) Theoretical discussion (n=2) Review (n=1) Report (n=1)	Research model (n=18) No Research model (n=17)

Source: author's own compilation from literature review

Table 2 | Critical review of variables extracted from prior research models in different contexts

S/No.	Studies	Contexts	Antecedents	N*	Mediators/ Moderators/ Demographic variables	Significant consequents
1.	Andrews and Kim (2007)	Consumer durable industries (Automobiles and Electronics)	*Innovative product improvements* (Nowlis and Simonson, 1996), *Warranty programs* (Blair and Innis, 1996), *Third-party appraisals* (Dean, 1999), *Advertising communications* (Chaudhuri, 2002)	*(n=4)*	-	Revitalising *Brand image, Brand attitudes* and *Brand associations* (Keller, 1993) of consumer durables.
2.	Wardanna (2013)	President University Student lounge in Indonesia	Favorability of brand association, Strength of brand association, Uniqueness of Brand Association	*(n=3)*	-	Revitalisation of brand image of President University Student lounge in Indonesia
3.	Kumar and Febiansyah (2014)	Low-Cost airline in Indonesia	*Warranty Programs* (Chu and Chintagunta, 2011), *Innovative Product Improvements* (Gallouj and Savona, 2009), *Advertising Communications* (Gruner and Homburg, 2000), *Third-Party Appraisals* (Andrews and Kim, 2007), *Tangible*, *Reliability*, *Responsiveness*, *Assurance*, *Empathy Aspects* (Aydin and Yildirim, 2012)	*(n=10)*	-	Revitalisation of brand images of Low-Cost airline in Indonesia
4.	Nassimi et al.(2015)	Bank of Mellat, Iran	Brand Rejuvenation	*(n=1)*	-	Customers' Attitudinal and *Behavioral loyalty* (Keller, 2001) and *Attitudinal loyalty* (Anisimova, 2007) towards Bank of Mellat, Iran
5.	Davari et al. (2017)	-	**The rational/intentional reasons for consumers' participation:** *Functionalutility* (Stokburger-Sauer and Teichmann, 2013), *Value-expressive utility* (Grewal et al., 2004) *Social-adjustiveutility* (Bhat and Reddy, 1998), *Perceived Brand Superiority* (Kapferer, 2012; Keller, 2003)	*(n=5)*	**Moderating variable** *Nostalgia* (Holak and Havlena, 1998)	Participation of Millennials from Southwestern, USA in brand resurrection of a dead brand through SocialMedia
6.	Florea et al. (2018)	Romanian football and handball clubs	**Naik and Gupta's (2013) model of brand resonance with four antecedents:** *Brand salience/ identity*, *Brand meaning*, *Brand response*, *Brand relationship*	*(n=4)*	**Moderating variables:** *Owner-to-owner relationship*, *Brand name*, *Historic figures*, *Brand legacy*, and *Faded brand loyalty*	Fans' favorable reaction towards *Merchandise sales*, *Jersey rights*, *Media exposure*, *Ticket sales* of sports organisations
7.	Hallegatte et al.(2018)	Retro or Contemporary song set list/band lineup	Retro-branding	*(n=1)*	**Moderating variable:** *Nostalgia proneness* (Rutherford and Shaw, 2011)	Consumers' favorablebehavior towards Retro or contemporary song set list/band lineup in terms of

					Demographic variables: Age and Gender	Intentions to attend, Willingness to pay, and positive Word of Mouth
8.	Ali (2019)	Apparel industry, Pakistan	*Social media communication* (Chahal and Rani, 2017)	*(n=1)*	**Mediating variables:** *Brand trust* (Ha, 2004) *Brand equity* (Han et al., 2015)	Revitalisation of brand loyalty of apparel industry of Pakistan through social media communication
9.	Nasreen et al.(2019)	Private universities in Malaysia	*Interactive marketing communication* (Mongkol, 2014), *Consumption experiences* (Sirapracha and Tocquer, 2012), *Social media influence* (Hutter et al.,2013), *Corporate culture* (Yang, 2010)	*(n=4)*	-	Rejuvenation of brand image of private universities in Malaysia
10.	Niemelä (2019)	Nokia 3310, Crystal Pepsi, and Levi's	*Brand heritage* (Hallegatte, 2014), *Nostalgia* (Holbrook, 1993), *Brand superiority* (Keller, 2001)	*(n=3)*	-	Brand revitalisation of iconic brands through consumer participation on social media (Twitter) in terms of *Looking for information,sharing, and advocating* (Brodie et al.,2013), *brand publics* (Arvidsson and Caliandro, 2016), and *brand resurrection movements* (Davari et al., 2017)
11.	Srivastava (2019)	Maggie	*Communication*(Benoit, 1997) *Social media*(Christ, 2007) *Advertisement*	*(n=3)*	**Moderating variables** *Brand perception of quality, price, brand image* (Cronin et al., 2000), *Brand reliability* **Demographic variable:** *Age*	Rebuilding the Maggie under brand crisisin terms of *Brand Sentiment, Switch Over Intentions, Purchase Intentions*
12.	Tinashe (2019)	Unilever's Omo detergent	Consumers Beliefs: *Brand function* (Kimpakorn and Tocquer, 2010), *Brand value* (Aaker, 2022)	*(n=2)*	-	Brand revitalisation of Unilever's Omo detergent through significant influence of consumer beliefs in terms of *Brand packaging* (Kimpakorn and Tocquer, 2010), *Brand performance* (Netemeyer et al., 2004), *Brand image* (Aaker and Joachimsthaler, 2000)
13.	Gilal et al.(2020a)	-	*Personal nostalgia* (Stern, 1992), *Historical nostalgia* (Zhao et al., 2014), *Cultural nostalgia* (Baker and Kennedy, 1994), *Non-nostalgia* (Kessous et al.,2015)	*(n=4)*	**Moderating variables:** *Age and Gender*	Consumers' engagement in brand resurrection movements
14.	Gilal et al.(2020b)	-	**Endorser type** (Fireworker and Friedman, 1977) *Celebrity* (Winterich et al., 2018), *CEO* (Saldanha et al., 2018), *Experts* (Fireworker and Friedman, 1977; Saldanha et al., 2018) **Product type** (Holbrook and Hirschman, 1982) *Hedonic*	*(n=5)*	**Mediating variables:** *Self-brand connection* (Gaustad et al., 2018; Tan et al., 2018; Park et al., 2010), *Perceived product attachment* (Pedeliento et al., 2016) Source credibility	Significant role of endorser type and product type on Pakistani millennials' participation in Brand Resurrection Movement

#	Author (year)	Context	Antecedents	n*	Moderating/Mediating	Outcome
			Utilitarian			characteristics: *Source attractiveness* (Trivedi, 2018; Yang, 2018; Wang and Scheinbaum, 2018), *Trustworthiness* (Friedman et al., 1976; Hovland et al., 1953), *Expertise* (Choi and Rifon, 2012)
15.	Netek and Carbone (2020)	Heritage luxury fashion brands and youth brands	*Brand identity* (Tarnovskaya, 2017), *Brand image* (Anselmsson and Bondesson, 2017) Consumer-Company Identification framework (Bhattacharya and Sen, 2003): *Identity knowledge, Identity coherence, Identity trustworthiness*	*(n=5)*	-	Favorable Millennial's opinions on rejuvenation of luxury fashion brands in collaboration with youth brands acknowledging tradition and history of brands
16.	Handique and Sarkar (2020)	-	Functional utility Value-Expressive Utility Social-adjustive Utility Brand Superiority		**Moderating variable** Nostalgia	Participation of Millennials from urban agglomerations/cities of Assam in brand resurrection
17.	Lee and Seong (2021)	Health & Beauty (H&B) stores, Korea	Perceived Value (Sweeney and Soutar, 2001) : *Functional value* (Zeithaml, 1988), *Emotional value* (Asshidin et al., 2016), *Social value* (Nia and Zaichkowsky, 2000), *Economic value* (Zeithaml, 1988)	*(n=4)*	**Mediating variables** Store satisfaction Store Trust	Revitalisation of the Health & Beauty stores
18.	Descubes and McNamara (2015.)	Yes (Edibles manufacturer), Bonux (Households) and Pschitt (Soft drinks)	Consumers with developed knowledge about the brand (CDKB): *Nostalgia, Affective Commitment, Customer Participation, Intention to WOM* Consumers with poor or no knowledge about the brand (CPKB): *Involvement, Consumer participation, Influence of WOM, Calculative Commitment*	*(n=4)*	-	Brand Revival through consumer engagement process in terms of word-of-mouth, loyalty and trust

Source: author's own compilation from literature review

Note: * Total number of variables in each study.

2 Analysis

Identified antecedents (refer to Table 2) were further categorised based on their key characteristics. These characteristics befitted two approaches of Brand re-enchantment as coined by Hartmann and Brunk (2019) and Brand Modernity, defined by Heine (2010). These approaches were identified to develop a theoretically grounded research framework.

(a) Brand re-enchantment approach: According to Hartmann and Brunk (2019), the approach encompasses marketing activity that presents typically emotional, exciting, and appealing market resources. Dion and Borraz (2015) suggest that the relationship between branding and re-enchantment is implicated in brand heritage, through which brands amaze consumers with their past. Several researchers have used brand re-enchantment as a strategy to revive those brands associated with retro or past eras or as updated heritage brands (Brown et al., 2003b; Dion & Mazzalovo, 2016; Närvänen & Goulding, 2016). The retro-brands are valued by consumers because they integrate the contradictions between the past by contrasting positioning with nostalgia (Davari et al., 2017).

(b) Brand modernity approach: Heine (2010) opined that a sequential view of a brand that can lie in the past, present, or future defines the Brand modernity approach. Dabhade and Singh (2020) described brand modernity as a combination of unique insights, creativity, and brilliant ideas that focus on uncovering a brand's current values to achieve long-term growth. They added that marketers must be able to modernise old forms of brand values that can bring advancement to the firm and its customers. The significance of brand modernity has been found in the visual revitalisation of brand logos (Müller et al., 2013).

2.1 Defining antecedents under Brand re-enchantment approach

Nostalgia: Sierra and McQuitty (2007) define nostalgia as a longing for the past or a preference for material or invisible possessions connected to the past that can be experienced when a person feels alienated from the time in which they lived. Three types of nostalgia are identified in the literature: Personal nostalgia is longing for the deceased personally experienced (Stern, 1992); Historical nostalgia is longing for times before living memories, more often before an individual's birth (Muehling et al., 2014); and Collective nostalgia is the socio-cultural persistence of social traditions (Brown & Humphreys, 2002). Cattaneo and Guerini (2012) identified nostalgia as the primary driver of brand revitalisation, potentially illustrating consumers' personal and communal associations. Nostalgia proneness has a favourable impact on product quality assessments, corporate identity, and attitudes toward the brand (Reisenwitz et al., 2004). Sensory stimuli such as music (Barrett et al., 2010), scents (Reid et al., 2015), unfavourable psychological effects such as loneliness (Zhou et al., 2008), environmental factors (Van Tilburg et al., 2019) often instigate nostalgia by triggering on emotions.

Brand Heritage: Hudson (2011) viewed brand heritage as an emerging concept in classic branding. Brand heritage or branding history guides companies to return to their roots and identify their uniqueness through a better understanding of consumers' past connections with the brands (Aaker, 2004). Wiedmann et al. (2011) mentioned key features of brand heritage as longevity, symbol usage, core values, the importance of history to one's identity, and track record. Brown et al. (2003a) overlapped the concept of brand revitalisation with brand heritage, as both stimulate the nostalgic feelings of consumers. Hallegatte (2014) recognised brand heritage as the facet associated with brand revival. Ogechukwu (2013) noted that brand heritage includes the revival of past activities into the present. Aaker (1996) argued that the path to rejuvenation lies in harnessing the attributes associated with brand heritage. Castellano et al. (2013) suggest that brand heritage plays an important role when it comes to considering the valuable history of companies and gaining a sustainable competitive advantage.

Retro-Branding: Sullivan (2009) defines retro branding as a re-launch of a product or service from a historical period that uses the brand's unique history that is not updated based on performance standards, features, or consumer preferences. Cattaneo and Guerini (2012) added that the retro branding strategy applies to brands between traditional and modern trends and has some nostalgic elements. Kolbl et al. (2015) found that retro branding involves reviving specific attributes from the past to adapt the brand to a more modern market. "Retro branding" prevents imitation made either by market leaders or by followers and thereby helps companies create a strong brand identity (Dutta, 2014). Cattaneo and Guerini (2012) focused on retro-branding practices as a revitalisation strategy for brands' nostalgic associations. Hallegatte (2014) described the role of retro-branding in reviving the past associations of brands.

Storytelling: McLellan (2006) defined storytelling as an aspect of the human intellect and imagination, and it is an influential source of brand communication that requires audience attention and participation. Simmons (2006) claimed that storytelling gives the brand a more profound meaning by revealing its true identity. Wolstenholme (2008) found that storytelling is an effective form of marketing communication that aims to get the story of a brand to express the core values and characteristics of the company. Kolbl et al. (2015) argued that storytelling is a revitalisation strategy where brand ambassadors narrate unique past stories of declining brands based on their achievements and excellence. Adamson et al. (2006) suggested that storytelling differentiates the brand from others and inspires the consumers to involve in the brand narration and build a unique brand identity.

2.2 Defining antecedents under Brand Modernity approach

Brand Salience: The core component of managing brands is their salience, which consists of consumers' ability to quickly recall and recognise a brand among competitors' brands with the least effort (Keller et al., 2008). Salience is most commonly defined as the brand's position in buyers' memory (Fishbein & Ajzen, 1980; Alba & Chattopadhyay, 1986; Fazio, 1990). Salience is described as being based on depth and breadth. The depth describes a consumer's favorability in remembering the brand in alternative situations and recognising it based on its elements, whereas the breadth measures the range of customers' ability to recall a brand (Naik & Gupta, 2013). Brand salience is increased through familiarity, repeated observation, and strong perceptions from post-purchase experiences (Keller et al., 1998). Keller (1999) argued that brand fortune must come from brand salience to reverse the dissolution of brand identity.

Brand Utilities: A consumer perceives a brand depending upon the sets of tangible (utilitarian/functional) and intangible (Value-expressive/hedonic) elements (Żyminkowska, 2018). (a) Functional utility refers to tangible benefits related to brands (Bhat & Reddy, 1997; Grewal et al., 2004; Geiger-Oneto et al., 2013). They include the physical characteristics, design, and performance of the brand (Stokburger-Sauer & Teichmann, 2013). Generally, consumers abandon those brands whose functional utility failed to perform according to their expectations (Park et al., 2013). But, if the opinion of consumers regarding the functional utilities of a declining brand is positive, it is expected that consumers will want that product again. (b) Hedonic utility refers to the value-expressive benefits that the brand is embedded with (Bhat & Reddy, 1997; Holbrook & Hirschman, 1982). Grewal et al. (2004) stated that value-expressive utilities comprise the subjective

cause for consumers' involvement in brand resurrection movements by generating brand loyalty. (c) Social-adjustive utility refers to the indulgence of the consumer with the brand in a social context. Social-adjustive utility encourages consumers to fit according to different social circumstances (Grewal et al., 2004; Keller, 1993, 2003). Keller (1993) mentioned that social-adjustive utility is based on societal norms rather than on the core benefits of brands.

Brand Associations: Aaker (1996) defined brand associations as anything related to a consumer's memory of a brand, such as symbols, brand personality, product attributes, organisational affiliation, and prominent speakers. Brand associations help consumers evaluate products and their choices (Van Osselaer & Janiszewski, 2001). Brand associations are connected through new ideas, instincts, episodes and facts that establish a collection of brand knowledge (Yoo et al., 2000). Kotler and Armstrong (2010) measured brand associations in terms of strength, favorability, and uniqueness. Strength stands for the quantity and quality of information about products, services, brands, or organisations. Favorability exists when the brand offers superior features and benefits that meet customer needs. The uniqueness of associations consists of different characteristics that cannot be shared with competitors. Keller (2003) classified three types of brand associations based on the degree of abstraction: Attribute: a product's descriptive characteristics and properties; benefit: the perceived value that a consumer attaches to products and services, and Attitude: the consumer evaluation of a brand. The brand association acts as an information-collecting tool to execute brand differentiation and create an effective brand extension (Van Osselaer & Janiszewski, 2001). Andrews and Kim (2007) have considered brand association an essential contributor to brand revitalisation.

Brand Repositioning: Groucutt (2006) suggested that repositioning guides businesses in terms of brand life expectancy. Aaker (1991) believes repositioning is a way to revive a mature brand. Cattaneo and Guerini (2012) and Bellman (2005) suggest that it is not enough to target nostalgic elements; a brand has to be repositioned in the current market to become relevant and contemporary to customers. Doyle and Stern (2006) suggested that a company reposition its brand for three reasons: firstly, if the target markets are no longer attractive due to competition, homogeneity of characteristics, are unprofitable or are declining. Second, increase in brand cost versus quality. Third, when the product or service's performance no longer appeals to the target market. Repositioning is the perception of a product that the consumers build in their minds when it is presented in front of them (Saleem & Raja, 2014). Hawkins et al. (1992) mentioned that brand repositioning is the process of carefully manipulating facets of consumer information without changing product design, quality, and brand communication. Karantza and Vlachakis (2021) referred to repositioning a brand as an option for companies to "breathe a new life into a stagnant product or service."

Brand Extensions: Arslan and Altuna (2010) suggested that brand extension is a branding strategy in which a company uses its existing brand name to offer new products in related categories. Bhat and Reddy (1997) used the term "brand extensions" for new product categories (product extensions) and new developments within the original class (line extensions). Aaker (1997) viewed brand extension as a panacea, namely using the sub-brand as a tool to revitalise the core brand. Nijssen (1999) pointed out that the goal of introducing the brand extension is not limited to generating additional sales and profits but also improving the existing version of the brand.

Table 3 depicts the list of antecedents that have contributed to the domain of brand revitalisation. Content analysis shows that researchers have utilised these antecedents in different contexts with brand revitalisation (as outcomes), such as various industries, products or services, beverages, soft drinks, music and entertainment, banking, multinational brands, dead brands, and the sports and fashion sector.

Table 3 | Antecedents and their content analysis

Antecedents	Total no. of articles	Studies	Contexts
Antecedents for Brand re-enchantment			
Nostalgia	2	Hallegatte*et al.* (2018)	The effect of nostalgia proneness on retro-music concerts
		Gilal *et al.* (2020a)	The effect of nostalgic ads on consumers' participation in the resurrection movement
Brand Heritage	3	Dion and Mazzalovo (2016)	Revitalisation of Monyat, the luxury leather goods industry
		Frösén and Laukkanen (2016)	Heritage brand resurrection of Petrodvorets watch factory
		Li et al. (2019)	Revitalisation of declining heritage enterprises in the digital era of Fengtong Antique Inkstone Co. Ltd. China
Retro-Branding	1	Ogechukwu (2013)	Revitalising brands, products, and services in Nigeria
Storytelling	1	Kolbl*et al.* (2015)	Reviving Slovenian brands (Cockta& Argeta)
Antecedents for Brand modernity			
Brand Salience	1	Florea et al. (2018)	Brand resurrection of sports club brands
Brand Utilities	3	Davari et al. (2017)	Millenials participation in resurrection movement of dead brands through social media
		Gilal et al.(2020b)	Millennials' participation in Brand Resurrection Movement
		Lee (2021)	Revitalisation of the Health & Beauty stores
Brand Associations	1	Andrews and Kim (2007)	Revitalisation of multinational brand which were negatively perceived by the local consumers
Brand Repositioning	2	Shin and Cha (2013)	Revitalisation of Korando sports
		Jeon (2014)	Revitalisation of Parkland, pioneer brands in men's fashion in Korea
Brand Extensions	2	Supphellen et al.(2004)	Revitalisation of Flagship products
		Munthree*et al.* (2006)	Revitalisation of the South African drinks sector

Source: author's own compilation from literature review

2.3 Mediating the role of Advertising as key component of integrated marketing communications

A mediator (mediating variable) is a hypothetical Variable used to explain the causal pathway between an independent and dependent variable. The inclusion of a mediator converts the relationship between two variables into a distinct model and determines the direction or strength of the relationship. The mediator brings variation to the dependent variable, which is affected by the independent variable. The mediator is also an intervening variable because it connects causes and effects.

The critical review of prior research models on brand revitalisation has shown numerous variables - Brand Attitude, Brand Modernity, Brand Trust, Brand Equity, Self-Brand Connection, Perceived Product Attachment, Source Attractiveness, Expertise, and Satisfaction exist in the form of mediators.

Integrated marketing communication (IMC) is an emerging communication concept that not only focuses on the coordination and integration of communication tools but also on dealing with organisational, managerial, and personnel challenges (Finne & Grönroos, 2017). Delgado-Ballester et al. (2010) stated that IMC strategies could succeed in brand revival by arousing the lost attention of the consumers towards the brand again. Doyle and Stern (2006) said that IMC initiatives boost the success of the brand revitalisation process by updating, comforting, and reminding consumers about the brand offerings. Pattuglia (2011) stated the company should strategically develop an integrated marketing strategy for brand re-establishment. The IMC approach encourages managers in achieving multiple goals of integration of functions and communication messages in an organisation. Therefore, researchers regard IMC as a forward step in marketing evolution that has the potential to change the older sense of communication (Dewhirst & Davis, 2005; Grove et al., 2002; Kliatchko, 2005; Phelps & Johnson, 1996). Advertising is a crucial marketing communication tool that reflects the essence of a confident and booming brand (Ewing et al., 1995). The primary purpose of advertising is to convey information related to products and brands (Anderson & Renault, 2006). Being a recognisable communication tool, the authors have also mentioned advertising in the definitions of IMC. For instance, Researchers (Caywood et al., 1991; Duncan, 2002; Percy, 2008; Schultz & Kitchen, 1997) defined IMC as an advanced notion that recognises the added value of a comprehensive marketing communications plan and evaluates the strategic function of various communications disciplines such as advertising, sales promotion, direct responses, and public relations. Combining these disciplines maximises the communication impact by developing clarity and consistency in messages. Nowak and Phelps (1994) suggested that when different promotional activities are integrated, IMC is used at the strategic level, whereas advertising is taken at the tactical level.

Prior research models of brand revitalisation have used integrated/advertising communication as an antecedent, but its intervening role has not been identified. Advertising is considered a more popular, powerful, and expensive marketing communication tool. In addition to informing, persuading, and reminding the audience, advertising also distinguishes product offerings from that of competitors. Optimum literature has been obtained that has interlinked the advertising (as an essential IMC tool) with antecedents of the brand re-enchantment and brand modernity approach to brand re-building. Therefore, taking into account the applicability of replacing various promotional efforts with advertising, the present study chose to introduce advertising as a mediating/intervening variable.

Weilbacher (2001) suggested that organisations can present authentic and compelling information about a brand by using effective advertising as an IMC approach, which aids in the resurrection of brands. It is also stated that advertising increases brand reputation. Researchers showed that advertising appeal positively influences brand outcomes by enhancing customer loyalty, brand love, and customer engagement (Kim & Ko, 2010) and enhancing brand evangelism (Dhaoui, 2014). Marketers have conceptualised emotion as

either a mood associated with viewing advertisements (Friestad & Thorson, 1986; Srull, 1983) or a mental state related to cognitive assessments of advertisements (Bagozzi et al., 1999; Friestad & Thorson, 1986). Boerstler and Madrigal (2007) pointed out that advertising creates an emotional bond between a brand and its consumers by triggering nostalgic feelings. Bauer and Greyser (1968) stipulate that messages delivered through advertising perform the functions of entertaining consumers by activating pleasure experiences held with the brands. Padgett and Allen (1997) claimed that storytelling is also an effective advertising method because it provides a "direction and intention of meaning", and also storytelling makes the brand stand out from others of a similar nature and creates a positive image of the brand. Brand salience is considered a consequence of effective advertising (Ehrenberg & Goodhardt, 2000; Miller & Berry, 1998) and is also part of the discussion from a brand management perspective (Ehrenberg et al., 1997). There is growing evidence which suggests that brand salience is a significant factor in branding and advertising literature. Furthermore, Aaker and Biel (1993) reported that advertising influences perceived quality, brand attitudes, associations, and images. Further, literature (Bagwell & Bernheim, 1996; Holbrook & Hirschman, 1982) supports the notion that advertising should be effective because it contributes to building and fortifying the functional and symbolic value of the product. Several authors have verified that advertising effort positively correlates with brand extension success (Nijssen, 1999; Taylor & Bearden, 2003). Smith and Park (1992) found that brand extensions maximise advertising effectiveness because the marketing effort directed to one product stimulates the demand for any products under that brand.

Brand equity is an essential element that provides many competitive advantages for the organisation to succeed (Hanaysha, 2016). The competitive advantages include maintaining consumer loyalty for existing brands, more accessible brand extension, effective brand communication, higher market share, and customers' acceptance of the new brand. Guitart et al. (2018) mentioned that organisations are using advertising as a tool to promote the effectiveness of their brand in the short run and enhance brand equity for brand survival in the long run. Brands are easily resurrected/revived if they have traces of brand elements, advertisements, jingles, slogans, etc., in consumer memories. An effective advertising strategy is said to have a positive influence on brand revitalisation.

3   Findings and Discussions

Brand revitalisation is a multifaceted and complex concept evolving over the years in its nature of assessment in different contexts. The study points out the causes of brand decline and the need for revitalisation. A detailed analysis of collected research papers is done by adopting a systematic review approach to identify antecedents, intervening variables, and consequents of brand revitalisation to propose a multidimensional framework of brand revitalisation (shown in Figure 2). The proposed research framework suggests a dyadic connection between antecedents of brand re-enchantment and brand modernity approaches, conveying their unbiased contribution toward successful brand revitalisation. It is believed that the critical characteristics of brand re-enchantment, along with brand modernity, lead to specific outcomes. For example, nostalgic elements and past heritage attributes bring old brand associations to the present. Retro branding and storytelling help express its true identity in terms of vision, mission, core values, and characteristics. Brand awareness extends the product life cycle of brands by enhancing brand familiarity and

knowledge. Brand utilities grab the attention of utilitarian, hedonic, and social-adjustive motives associated with the brands. Favourable brand associations aid in regaining lost consumer interest. Repositioning helps in recovering lost market share. Brand extensions enhance the existing version of the brand and diversify product offerings. Further introduction of advertising as an intervening variable suggests its importance in the success and failure of a business.

Figure 3 | Integrated research framework for successful Brand Revitalisation
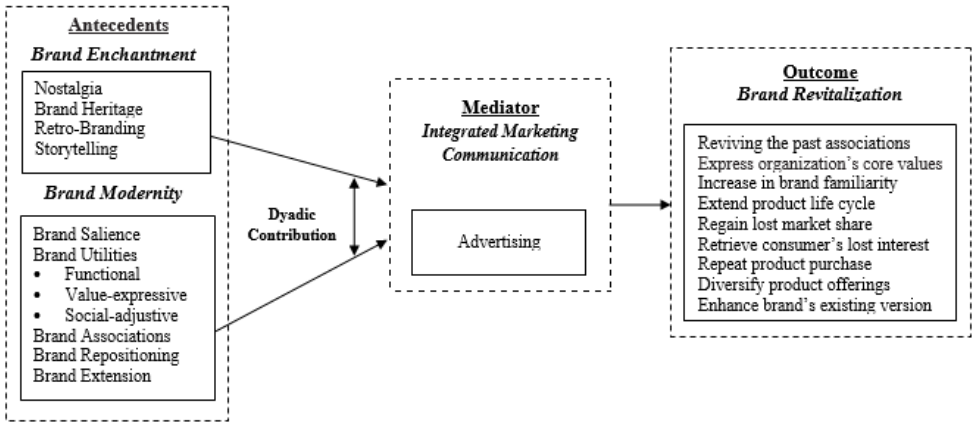
Source: Author's own compilation from literature review

4   Research gaps and future research directions

The study has acknowledged the research gaps explored from prior literature and accordingly provides potential research directions (shown in table 4).

Table 4 | Research gaps and future research directions

S/No	Research Gaps	Future research directions
1.	A systematic review of obtained studies suggested that non-empirical research methods have dominated the literature (62 percent) compared to empirical and mixed research methods (38 percent), representing little quantitative validation.	The research provides a scope to conduct more empirical work on brand revitalisation. This research also provides a platform to conduct meta-analysis from quantitative studies on validated/ tested relationships to calculate the effect sizes.
2.	Prior research models are tested in different sectors such as music and entertainment, sports and fashions, banking, airlines, etc.	The proposed research framework may be empirically validated in other sectors like FMCG, skincare product category, etc.
3.	The research pointed out the interchangeable nature of nostalgia. For example, the research conducted by Davari et al. (2017), Hallegatte et al. (2018), Handique and Sarkar (2020) and considered nostalgia as a moderator, whereas, Gilal et al. (2020a) felt nostalgia as an antecedent, Similarly, Nassimi et al. (2015) explained the effects of brand revitalisation on consumers' attitudinal and behavioural loyalty.	The current research provides a scope to examine the interchangeable nature of nostalgia as an antecedent and moderator as well. Similarly, the impact of consumer attitudinal loyalty and behavioural loyalty (as antecedents) on brand revitalisation (as an outcome) can also be examined by reciprocating the relationships.

4.	An opportunity lies in modifying the proposed integrated framework by exploring missing variables. For example, Keller (1999) argued that identifying neglected market segments based on the demographic profile is one way to learn more about brand revitalisation. Researchers have only used demographic variables *age* and *gender* (as moderators) (i.e., Hallegatte *et al.,* 2018; Srivastava, 2019; Gilal et al., 2020a).	Other demographic variables (*such as occupation, income, geographic location, and ethnicity*) could be added as moderators in the proposed integrated framework. The response of specific segments towards brand revitalisation strategies may give a clear direction for implementation.
5.	Zhang and Sood (2002) suggested that a company has a higher chance of success through brand extension if it relies on its benefits, such as consumer familiarity and the positive image associated with the brand. However, Vazifedust *et al.* (2009) asserted a contrary opinion that a parent brand can suffer revenue losses due to the cannibalisation of its core brand value and the decreasing importance of the parent brand, and negative feedback from customers as a result of the brand extension.	The positive and negative aspects of brand extension on brand revitalisation can be examined.
6.	Advertising communication was more prominent as an antecedent in the research of Andrews and Kim (2007), Kumar and Febiansyah (2014), and Nasreen et al. (2019). The intervening role of advertising in enhancing brand revitalisation was not found.	The research provides a scope to empirically evaluate the mediating effect of advertising on brand revitalisation.
7.	Marketing communication offers the medium by which a commodity turns into a brand and then a successful brand (Fill, 2009). Marketing communications promote the uniqueness as well as benefits of products and services.	Empirical evaluation of the mediating role of marketing communication tools *(i.e., sales promotions, personal selling, public relations, and direct marketing)* other than *advertising* could be discussed, which were not addressed in the proposed framework but helped bring back defunct brands.

Source: Author's own compilation from literature review

4.1 Theoretical contributions

The main contributions of this paper are as follows:

1. The study consolidated a broad knowledge of brand revitalisation in a structured and systematic way by considering studies of more than three decades (i.e., from 1984 to 2021) from multiple databases.

2. A total of 63 variables from 18 empirical studies have been classified into two approaches consisting of nine antecedents that are further built into an integrated research framework and provide a scope for further empirical validation.

3. The methodology adopted to build the research framework revealed that the scope of publication on the topic of brand revitalisation lies in journals of different contexts, such as pharmaceutical and healthcare marketing, environmental, biological science, brand management, marketing communication and new media, services marketing, engineering technology science and research, sports marketing and sponsorship.

Therefore, it shows that the proposed research framework is a multidimensional structure that could be applied in different domains of revitalisation.

4. An attempt has been made to document all types of non-empirical and empirical research methods, which could add substantially to retaining academic rigour in brand revitalisation.

5. For the first time, advertising as an intervening variable has been introduced to highlight its importance in brand revitalisation.

6. This study expanded the current literature by finding research gaps and suggesting future scope for academicians and marketing professionals that could deepen their understanding of the variables of brand revitalisation.

4.2 Managerial implications

Over time, brands are built by establishing a consistent point of differentiation/ positioning and no longer remain mere identities for a product. It is the signature that must be renewed continuously through creative programs to yield brand equity. Products are launched, sustained, or may disappear, but a brand endures forever. Rigid brands can become irrelevant in the face of changing consumers' priorities, technological changes, and competitive strategies. Mature brands often enjoy strong brand equity, and bringing back a famous but dormant brand in a new era might save a lot of money due to its residual salience. Organisations realise the importance of bringing declined heritage brands back to the target market; therefore, the study offers progressive implications to brand managers.

1. The brand re-enchantment approach suggests that nostalgia, brand heritage, retro-branding, and storytelling evoke memories from the past experiences the consumers might have had with the brand. Reminding the consumers about these experiences/ memories with brands may add to the diminishing brand equity and aid in brand revitalisation.

2. The brand modernity approach suggests that by enhancing brand salience, utilities, and associations, introducing brand extensions or repositioning declining brands can be helpful for organisations to make such brands relevant to contemporary consumers.

3. Advertising is a marketing communication tool that acts as a connecting link between the company and consumers through its critical functions of informing, persuading, and reminding about a brand. Incorporating an effective advertising strategy as per the focus of brand revitalisation approach of brand re-enchantment or brand modernity may support reviving the faded brands.

5   Conclusion

Brands are short-lived in today's intensely competitive marketplace. Product life Cycles have shortened due to the higher emphasis of customers on variety and unique personalised offerings. Any leading brand can be discarded by the customers on account of mismatched tastes and preferences. Continuous research and improvement of brand attributes are necessary to retain customers. Brand revitalisation is an outcome of creative thinking, problem-solving, and the urge to make improvements. A synergistic effect must be

created between branding and continuous innovation that could engage and enchant consumers to strengthen their trust in the brand. Re-enchantment is more than persuasion. In a world of overload information and brand clutter, brand re-enchanting is a source of emotional delight through invigorating delightful experiences from the past. Customers endure and internalise a brand through re-enchantment. The brand modernity approach is more user-centric and adds value to the brand by becoming contemporary and relevant to present-day customers by addressing their demands and preferences. Integrated Marketing Communication assures the linking of all sources of communication tools across multiple channels into one solution. It is desirous to integrate all promotional tools well to convey similar messages and commitment to customers. One of the most significant elements of integrated marketing communication is advertising. The important role of advertising is to create awareness and remind consumers of delightful past experiences or the brand's presence in the market. Advertising also has the ability to evoke desired feelings and nostalgia to let the consumers remain connected with the brand. The study sought to identify the determinants necessary to revive mature or declining brands. A method of systematic literature review was adopted to produce reliable results. A sample of suitable studies was undertaken through a rigorous selection process of inclusion and exclusion criteria. The study attempted to find answers to all research questions raised at the beginning of this work. Studies based on the empirical method were chosen for further analysis. All the antecedents from existing empirical studies were extracted and categorised into two approaches (i.e., Brand re-enchantment and Brand modernity) to answer RQ1. The mediating variables were also notified in the research paper. Based on the interlinking property of Adverting (as a key element of IMC), it was introduced as an intervening variable and answered RQ2. After combining all the antecedents and mediating variables, an integrated research framework was drawn to fulfil our research objective. After analysing the brand revitalisation literature with the help of the systematic literature review, the research gaps were identified, and some future research directions were provided to answer RQ3. It is believed that the development of an integrated research framework would provide a platform for academicians to empirically test the direct impact of these antecedents in reviving faded brands. The introduction of IMC as mediating variable also provides a scope to extend the model by validating the impact of advertising as well as other marketing tools on successful brand revitalisation. The topic of brand revitalisation offers brand managers an opportunity to refocus on the determinants that could be fueling the growth of neglected brands. With these concluding remarks, we hope that this paper will inspire academicians and business practitioners to examine the current state of this topic and carry the domain of brand revitalisation to a more advance level.

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