

Corporate Renaming and Their Impact for Products on Brands and Markets: Twitter, Redmi and KFC as Examples

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Abstract. Following technological development, brand names have become more important in a competitive environment. Some brands try to increase their product's force of competitive by changing product names. However, if a company changes name, then the company may meet some challenges. Brand needs comprehensive marketing as well as user guide to make up for the loss of user activity [1]. The essay will review literature to discuss the influence of renaming on the company culture as well as user acceptance. In detail, this essay will discuss influence of brand image and sales for renaming through Twitter renamed to X, Hongmi independent as well as changing name to Redmi, Kentucky Fried Chicken simplified to KFC.

1 Introduction

Flowing development of technology as well as the intensification of competition, the name of products becomes significant for a company. A good name not only can attract customers but also convey core value and uniqueness of products for the public. This article discusses name of products as well as background, the sales changes before and after the name change, and the impact of naming and renaming for corporate culture as well as user acceptance.

2 The Actual Case of Three Companies Changing Name

2.1 Twitter Renamed X

2.1.1 Formatting the title

Twitter was renamed X in the year 2023. The main reason is that company hopes to convey new brand image for users through this event of rename (the sense of technology and endless possibilities). The new name X symbolizes the direction of development in the future, and the company hopes for brand new image building in furious competition.

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Renaming influences Twitter revenue. Firstly, before renaming, Twitter has a huge user base globally, and it is one of the main social media platforms. Its user activation and advertising income always has been high level. According to statistical data from Sensor Tower, the user activation of Twitter has decreased to 16 per cent. Secondly, according to vote of users on Twitter, about 90% of users feel dissatisfied. Before Twitter was renamed X, although company hoped new brand image to increase market competition, users' activation as well as market performance, was unable to meet expectations. This is consistent with the challenge of rebranding, which requires comprehensive marketing and user guidance to make up for the loss of initial user activity decline [1].

2.2 Redmi Independent of Hongmi

The text of your paper should be formatted as follows:Background: Redmi is a subsidiary corporation of Millet, focusing on high-quality-price ratio smartphones. In order to intensify brand positioning and increase market competition, Millet not only decides to separate the Redmi brand but also the original Chinese name "hongmi" renamed English name "Redmi". The purpose of renaming is to enable Redmi to be independent, better satisfy market demand, and improve brand influence.

Rename has influence for Redmi indecent and revenue. Firstly, before renaming, Redmi series has been selling well in the market. For example, fourth quarter of 2017, the sales number of Millet smartphones (including Redmi series) is 28.5 million units. Although Redmi brand has been achieving some degree of impact in the market, as a subsidiary corporation of Millet, its market awareness is still limited. After changing the name, the data of sales for Redmi Note 7 series outstripped 10 million units, and the sales volume of the first month outstripped 1 million units. In the year 2022, Redmi K60 series sold 300,000 units within 5 minutes of its debut. In the year 2023, Redmi K70 series sold 600,000 units. Redmi quickly built its influence force before changing its name, and it became high-quality-price chose who are customers. After Millet enabled "红米" to change the name "Redmi" as well as independent of its operation, the brand quickly established the influence force of market. Rebranding is able to significantly improve competition and value of brand [2].

2.3 Kentucky Fried Chicken Simplify (KFC)

Kentucky Fried Chicken decided to simplify its name to KFC, and its main reason is its long name. Long name is not able to promote of international market as well as memorize. Flowing promotion of brand globally, simplified name is cleaner and more modern, and it is easier to memorize as well as promote. This is suitable for global promotion. This abbreviation KFC not only retains the core competitiveness of the original brand but also enables the brand to have a new modern sense as well as the image globally.

There are some changes to influence KFC. Before changing its name, Kentucky Fried Chicken became a famous brand in America. However, a long name is not good for international promotion. After changing the name, the brand cognition has been further improved especially among young people, and the name of KFC has more influential. After changing name, the expansion rate of KFC has quickened in the global market. This brand achieves great success in Asia Europe and America. Post-renaming KFC not only remains an original brand influence force but also attracts more customers by concise and easy-to-remember improving market shares. Simplifying the brand name is an effective strategy and is able to improve brand recognition as well as attraction to improve sales and market expansion [2].

3 The Impact of Corporate Changing

3.1 The impact of a changing name on a product or corporate culture

Renamed has profound influence on corporate as well as product[3]. It not only serves as a name change but also establishes brand image and definition of the market, etc. Changing a name is a double-edged sword. On the one hand, corporation is able to change its core values and culture[4]. Such as Twitter changing its name in order to convey the feeling of technology as well as show infinite possibilities. This added a new connotation to the enterprise. The company can also attract new users. For example, KFC enables its name to become easier to remember, and this attracts more young people.

Furthermore, due to brand changing names always causes wide-ranging public opinion discussions [5]. This can bring new concerns. For example, in Twitter's changing name event, there are many converges and discussions. Although there are both positive and negative aspects in these discussions, this also improves the popularity of Twitter. However, on the other hand, after the corporation changes the name, the original brand's inimitable symbol as well as the force of influence may decline, and users need some time to adapt to new name. The process of user adaptation may affect the profits of enterprises. In addition to this, the brand may need to influence emotions of some old users for products, and it can even affect the loyalty of users to the brand. Companies changing names also increase some marketing costs because public need uses a lot of marketing costs to enable public to understand product after renaming. Corporations need more activity to improve brand cognition to enable users can smooth transition.

3.2 The Acceptability of Product Acceptability in User Group

Regarding the acceptability of brand renaming, users will be influenced by many different elements, including brand loyalty, emotional connection [6], propaganda, the reason and goal of renaming, media reaction, the consistency of user experience before and after renaming, or cultural and geographical factors[7].

Firstly, the users' emotional connections may get damaged after the renaming. Many users have deep emotional connection for original brand. After the renaming, the users may feel confusion or even complaints. For example, 90% of the users felt dissatisfied after Twitter changed name to X. Besides, brand loyalty has significant influence in the user acceptance of brand renaming. Users with high brand loyalty will more likely to accept brand renaming because they have stronger relationship bond with the brand. This leads to support when renaming [8]. For example, after Chinese brand “红米” changed to Redmi, users easily accepted the renaming because most users had high brand loyalty to the original brand[3].

Secondly, company needs more effective propaganda strategy. Users will have better recognition of the decision if company explains the reason and goal of renaming. Clear explanations can help users understand the meaning of renaming and reduce emotional resistance. For instance, by holding multiple activities, KFC emphasized the reason for renaming and gained recognition from users. Meanwhile, a clear reason for renaming can better convey brand value. Users will have more trust and sense of safety. After Redmi changed its name and became independent brand, the goal was to attract more young buyers and emphasize high-cost performance products. This strategy gained market success.

Next, the market and social media can also influence users' reactions to brand renaming. Positive media reports can help improve the acceptability of users. Reversely, negative media reports will reduce the support of users [9]. After the rename of Twitter to X, market analysts and media comments gave different opinions, and these commentaries directly influenced the thoughts of users. Also, maintaining user experience and service quality is important too. If

the product experience and service quality become worse after the renaming, users will fastly form negative impression about the new brand name.

Finally, different regions and cultures have different acceptability of renaming. Before renaming, company need to consider the cultural and geographical differences of the market and adjust details based on the region. For example, KFC had wide acceptance worldwide because it properly considered different cultures and language difference before renaming. Thus, cultural and language differences will significantly influence global acceptance and client satisfaction [10].

4 The Aspects that Company can Consider before and after Renaming

4.1 The impact of a changing name on a product or corporate culture

Understanding target market and user demands is the foundation of renaming success. Company needs to dive into the market to analyze and discover potential risks and opportunities, making an effective strategy of renaming. Marketing research can help company to understand the recognition and expectations of users towards the brand. The research can provide scientific evidence for the decision-making.

4.2 New Market Brand Relocation

After the renaming, the brand needs a clear target group to enable the consistency of the brand recognition in the market. New brand targeting can convey the core value and the advantages in competition. It enables users to quickly understand the new brand.

4.3 Effective Marketing Promotion

Successful renaming has to do with strong marketing promotion strategy. Company needs to use many methods to promote activities and guide users to improve the brand recognition. These methods include advertisement, social media, public relationship, etc.

4.4 Maintaining the Experience Consistency of User

In order to reduce the confusion and complaints of users, company needs to ensure the service quality and product quality not decrease after the renaming. For instance, Redmi kept its high standard in product quality after renaming, and this ensured the brand recognition in market competition [11].

4.5 Considering Cultural and Geographical Factors

To enable the acceptance of renaming, company should avoid cultural conflict and geographical disadvantage before executing renaming plan. The company should compose an adaptive renaming strategy. For example, KFC considered the differences before conducting renaming plan to ensure the name could be widely accepted after the renaming.

5 Conclusion

The name of production has significant main in brand development of a company, company can convey brand core value as well as culture, and improve market recognition through name or rename. Successful renaming not only can attract a new user base but also can bring new market opportunities. However, renaming has some risks, and it needs to consider market trends, user demand and brand history.

Through, the case analysis Twitter, Redmi and KFC, we can see that successfully changing name need deep regard for market reach, clear brand relocation, effective market promotion, the continuity of uses experience, and culture as well as geographical reason. Company needs comprehensive planning after being renamed, and company should enable the brand to gain market recognition, and improve the force of market influence as well as competition.

All in all, name and rename is the significant segment of the company brand. The company needs to use scientific decisions to enable the brand changing name success. This can inject new vitality into company development and market expansion.

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