KEY SUCCESS FACTORS IN REVIVING GRAVEYARD BRANDS

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INTRODUCTION

A brand is a shortcut to retain and attract customers through differentiation(Kim et al., 2018). In fact, knowledge and awareness of brand names and logos affect the consumer's purchase decision. With these interpretations, in some cases, it is difficult to remind the brand name in the mind of the consumer (Keller and Brexendorf, 2019). The current research has focused on the death of the brand where the organization is weak in creating recognition and awareness of its brand and thus endangers its competitive position (Soltani Nejad , Nowrozi,2016). Graveyard brands are those brands that, although customers or consumers have heard the name of that brand, they do not think about it spontaneously and unconsciously without the help of any external force when purchasing (Mousavi and Ghafourian Shagerdi, 2017). Accordingly, the main goal of the current research is to identify and analyze the key success factors in reviving cemetery brands by rebranding using the Delphi Fuzzy technique. This research is applied in terms of purpose, and in terms of the way of collecting data is descriptive survey, and in terms of research typology, it is among mixed researches with a qualitative and quantitative approach. In the qualitative part, the qualitative data obtained from the interview were analyzed using Atlas.ti software and the key factors of success in reviving cemetery brands using rebranding were identified. In addition, in the quantitative part of the research, using the fuzzy Delphi method, the priority of the key success factors in the revival of cemetery brands was determined using rebranding, and the most important factors were identified.

MATERIALS AND METHOD

This research is conducted based on qualitative and quantitative mixed approach in an inductive comparative paradigm, which is applied in terms of purpose and descriptive survey in terms of nature and method. The statistical population of the research in the qualitative part consists of marketing managers and university professors in Lorestan province, The statistical population of the research is the experts, that in the qualitative part 12 members of the sample and in the quantitative

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part 12 members of them were selected using the purposeful sampling method based on the separation of the field of activity. In the qualitative part of the research, the data collection tool is a semi-structured interview, the validity and reliability of which was confirmed using the CVR coefficient and the Kappa-Cohen test. The tool for collecting information in the quantitative part is a paired comparison questionnaire, whose validity and reliability were confirmed using content validity and retesting. The tool for collecting information in the quantitative part is a paired comparison questionnaire, whose validity and reliability were confirmed using content validity and retesting. The qualitative data obtained from the interview were analyzed using Atlas.ti software and the coding method, and the key success factors in reviving cemetery brands with rebranding were identified. In addition, in the quantitative part of the research, using the fuzzy Delphi method, the priority of key success factors in reviving cemetery brands with rebranding and the most important factors were determined.

RESULTS AND DISCUSSION

The ultimate goal for building brand value is to deliver brands that last for decades. In the meantime, many brands have not been able to create association and awareness of the brand for their customers (Choon Hee et al., 2022). In other words, these companies have not made the necessary effort to maintain their brand position. Because of this, the name and reputation of the brand will gradually be dragged down and forgotten. This makes that brand among the cemetery brands. In the qualitative part of the research, the key factors of success in the revival of cemetery brands were identified using thematic analysis. In this way, redefining goals and programs, updating technology, updating products, creating differentiation from competitors, rebranding program, researching customer tastes and interests, reminder advertising, mentioning past honors, highlighting changes, using the communication capacities, fixing the shortcomings of the past, changing the visual characteristics of the brand, changing the brand slogan and changing the logo and color of the brand are the key success factors in the revival of cemetery brands. In the quantitative section, the goal was to prioritize these factors, and determine the importance of each one by using the fuzzy Delphi method. According to this; Redefining goals and plans, updating technology, updating products, creating differentiation from competitors, rebranding program, researching customer tastes and interests, reminder advertising, mentioning past honors, highlighting changes, using communication capacities, Fixing the shortcomings of the past, changing the visual features of the brand, changing the brand slogan and changing the logo and brand color are the key success factors in the revival of cemetery brands.

CONCLUSION

Graveyard Brand is a dangerous phenomenon that some organizations, despite spending a lot of money on acquiring raw materials, recruiting staff, etc., hope to have a quality product and not fall behind the competition, but failing in some cases such as advertising (Morrissey, B. 2008). The findings of this research can be a useful and fruitful way to overcome this dangerous problem. For example, the findings showed that updating technology is an important factor in the revival of cemetery brands. This means that the organization or company cannot constantly use traditional techniques and tools to introduce, recognize and remind the brand and it must use modern technology such as virtual space to make known and remind its brand. Also, in advertising, it is very important to know and be aware of the interests of customers. In fact, it is necessary to explore and examine the needs and demands of the customer well and based on that try to provide a better understanding of the brand as a factor to meet the customer's needs.

Keywords: Brand, Graveyard Brands, Rebranding, Fuzzy Delphi analysis.

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