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X Platform Users' Attitudes toward Rebranding and its Relationship to Perceived Brand Equity (*)

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Abstract

This study aims to evaluate, monitor, describe, analyze, and measure the attitudes of X (formerly Twitter) platform users toward the X platform's brand building process and its relationship to the overall perceived value of the X platform, including awareness, perceived quality, mental associations, and loyalty. Based on the model developed by Thuy Dao Cam et al. (2026), an online survey methodology was employed, utilizing a convenience sample of 319 X platform users aged 18 and above. The results showed that most X platform users were long-standing users, having been active since the platform's inception before its transformation from Twitter. This indicates that long-standing users constitute the vast majority of the platform's user base. A key motivation for X platform rebranding was the desire to establish a new brand position. The efficiency of the X platform rebranding process was characterized by neutrality, reflecting the uncertainty inherent in the rebranding process. One of the most important sources of information regarding the X platform's rebranding was other social media platforms, highlighting the importance of social media as a source of information. The time it took users to become familiar with the X platform's rebranding (formerly Twitter) ranged from one day to one week, indicating the rapid spread of the new X platform brand. The results of the rebranding factors showed a growing trend towards a gradual repositioning strategy for the brand. Regarding the renaming and design, users preferred the "blue bird" logo of the former Twitter platform. The reasons for this preference are that the logo is strong and easier to remember. As for the renaming, the results indicate that users in Egypt did not accept the platform's name change from Twitter to X platform. The relaunch of the new brand did not completely erase the old Twitter brand. Regarding the assessment of perceived value by X platform users, the results were as follows: awareness of the new brand (68%), mental associations with the new brand (including cognitive and behavioral associations) (70.3%), perceived quality of the new brand (73.3%), and finally, loyalty to the new brand (67.1%). The model hypotheses were confirmed, most notably the statistically significant positive impact of rebranding on user loyalty to the Twitter brand after its transition to X. The

(*)The Paper was received on May 03, 2026, and accepted for publication on June 30, 2026.

study results confirmed a statistically significant positive impact of the rebranding process on the overall perceived value of the brand. No statistically significant differences were recorded based on demographic variables. The study offered several recommendations, the most important of which are for companies and brand managers to consider the impact of rebranding on current and future customers and ensure that changes align with their values, preferences, and interactions to guarantee a cohesive brand identity.

Keywords: Rebranding - X platform -Twitter - Brand Equity -
Brand Redesigning - Visual Identity - Brand Repositioning -
Brand Relaunching - Brand Awareness - Brand Image -
Brand Quality - Brand Loyalty.