The Effect of Logos in Marketing Communications on Consumer Behavior

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ABSTRACT

The purpose of this study is to research customers behavior on product representation by a company's logo and emblem (logo with text), with a particular emphasis on whether logos or emblems influence brand awareness from a consumer standpoint. This study's methodology is exploratory in nature, using a focuss group discussin approach as part of qualitative descriptive methods that includes a reference of the relevant literature related to branding. A focus group discussion is held in preparation for the two focus groups that will be held. The first focus group identified a logo with no brand name or logo text, while the second group identified the identical (original) logo with logo text or an emblem. This study's sample consists of students from the Bandung area, the majority of whom represent the target demographic., that the majority of whom represent the brand's target market segment. When the logo includes the brand text, the brand's awareness is best represented. The text's presentation of descriptive information about the brands was chosen by the consumer. As an example, the multi-national brand logo was used in this study. More trials with different brands are needed to generalize and corroborate the findings. Furthermore, the limitation of this study constraints, its only based on two small sample groups represented as potential consumer. The findings of this article imply that logos containing text influence consumers more perceptions of a brand's information and should thus be taken into account when altering a company's logo. Although there is a trend toward dressing-down logos in response to internationalization and digitization industry, it is beneficial to use brand logos that combine logo and emblem, rather than only pictorial logo marks, to communicate desired attributes of their brand personality.

Keywords: Marketing Mix, Branding, Brand, Logo, Consumer Behaviour

INTRODUCTION

Competition in the market is increasing day by day on a domestic and international economic scale, this is due to increasing economic development, this development has started rapidly since the industrial revolution to digital disruption, this is of course a big challenge for companies in maintaining their existence. Therefore, companies carry out marketing activities with the aim of creating consumer trust and making their products stand out from other competitors' products, so that they can win a place in the market in a different way compared to their competitors.

Branding has been used from a long time ago, since more than 4000 years ago when first civilization and market of trading growing, an owners of products marked their belongings to diferentiate their product from others product (Moller up, 2002). It called symbol back then and in today market it called logo or branding, is a form of visualization that indicate the products or services origin, patenting its value and differentiating it from competitors it could be in its name, sign, symbols and design (Kotler, 1991), working as a seal of guarantee, risk reducer and image creator (Mollerup, 2002; Kapferer, 2012). The history of branding and logos is a long journey that spans thousands of years, from ancient civilizations to the modern era. The concept of branding can be traced back to ancient civilizations such as the Egyptians, who used hieroglyphics and symbols to mark their property and goods. Ancient Roman and Greek societies employed distinctive marks, often called "hallmarks," on pottery and metalwork to indicate the maker's identity and quality.

During the Middle Ages, guilds and craftsmen began to use marks, or "brands," on their products to signify their origin and quality. These marks were often simple symbols or initials carved or stamped onto goods like textiles and metalwork. With the rise of mass production and the industrial revolution, branding became more significant. Companies needed ways to distinguish their products in a crowded marketplace. Early logos began to emerge, including typographic logos, often using the company's name in a distinctive font or style. The late 19th century saw the development of modern branding strategies. Companies like Coca-Cola and Kellogg's introduced iconic logos and packaging to differentiate their products.

Trademarks and intellectual property laws were established to protect brand identities.

The mid-20th century marked the golden age of logo design, with companies like IBM, Nike, and Apple creating enduring and iconic logos. Logos became increasingly stylized and symbolic, using design elements to convey brand values and identity. The digital revolution brought new opportunities and challenges for branding. Logos needed to be adaptable to various digital platforms and screens. Branding expanded into the online world, with websites, social media profiles, and digital marketing becoming essential components. Brands continue to evolve, reflecting changes in consumer preferences, cultural shifts, and technological advancements. Companies invest in rebranding efforts to stay relevant, adapting their logos and branding to meet the needs of contemporary consumers.

Globalization has led to the creation of multinational brands with logos designed to appeal to diverse cultural audiences. Logos often need to be adapted or localized for different markets while maintaining brand consistency. In recent years, there has been a trend toward minimalist and simplified logo designs. Companies like Google and Airbnb have embraced this approach, focusing on clean, memorable logos. Today, branding and logo design continue to play a vital role in business and marketing. Logos have evolved from simple marks of ownership to powerful symbols that convey a brand's identity, values, and promise to consumers in a visually compelling way.

As a result, the purpose of this paper is to investigate if simplification of a logo could influence brand awareness by comparing consumers' perceptions of a brand logo with text versus the identical brand logo without text. Two focus groups are conducted and analyzed in order to investigate this topic, using Aaker's (1997) five aspects of brand personality model and multi national brand as an example.
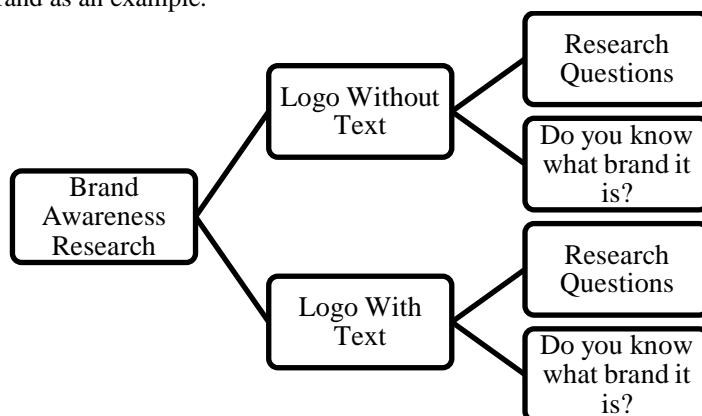

Graphic 1. Research Questions

Literature Review:
Marketing Communications

Marketing communication is a process stage or steps that cannot be underestimated in the implementation of a marketing strategy program. This is because regardless of the effectiveness of a marketing approach strategy is designed to correspond with the conditions and competitive advantage of a product's industry, if the marketing communication process is not carried out efficiently and effectively, the target market (target market) does not know that the product that consumers want and demand exists. Branding is a fundamental aspect of marketing communications, encompassing the strategies and activities aimed at establishing and promoting a strong brand identity. It involves creating a distinct and memorable image of a company, product, or service in the minds of consumers. Here's how branding fits into marketing communications:

According to Philip Kotler and Kevin Lane Keller (2009), marketing communications is a method by companies use in attempt to inform, convince, and remind consumers about their products and brands they sell, either directly or indirectly. Marketing communications, in essence, presents the perspective of the company and its brand and is a tool for businesses to generate dialogue and interactions with consumers. According to Kotler and Kevin (2009), marketing communications provide a variety of tasks for customers. Marketing communications can inform or demonstrate to consumers how and why a product is utilized, by whom, and when and when. Consumers can learn about the product, who manufactures it, what brand it is, who it is appropriate for consumption by, what its benefits are, where it can be bought, and how to receive it.

Therefore, marketing communication contributes an essential part in assisting companies communicate the products they are marketing to a wider audience, and it can even contribute to brand capital by embedding the brand in memory and creating a perception of the company, as well as pushing sales and expanding the market. The role of marketing communications in establishing brand equity will be formed by a marketing communication mix and the fundamental framework of general communications (advertising, sales promotion, events and experiences, public relations and publicity, direct marketing & interactive marketing, word of mouth, and personal selling).

| Marketing Communications | → | Marketing Mix 4P | → | Promotion | → | Logo Publication |
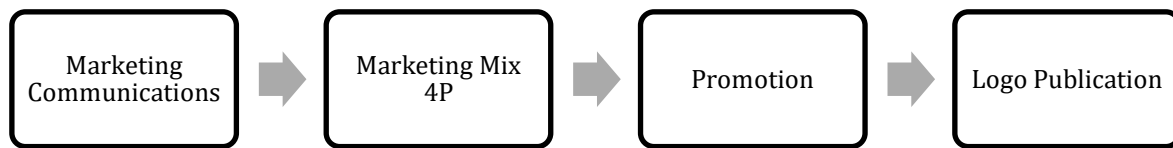
**Graphic 2**. Marketing Communications of Logo Publication

Branding

Branding begins with brand identity development that is the creation of a brand identity, which includes the brand's name, logo, tagline, colors, typography, and overall visual and verbal style. These elements should reflect the brand's values, personality, and positioning in the market. Branding ensures consistency in messaging and design across all marketing channels and touchpoints. This consistency reinforces the brand's identity and helps consumers recognize and trust it (Kotler, 1991). Branding plays a crucial role in defining the brand's messaging. It involves crafting a compelling brand story, mission, and values that resonate with the target audience. This messaging guides all marketing communications efforts. Branding influences the creation of marketing collateral such as brochures, advertisements, websites, and social media profiles. These materials should consistently reflect the brand's visual and verbal identity.

Branding informs the development of advertising campaigns, ensuring that they align with the brand's identity and message. Advertisements should evoke the desired emotions and perceptions associated with the brand. Content marketing efforts, including blog posts, articles, videos, and social media content, should all adhere to the brand's voice and style. Content should reinforce the brand's expertise and values. Branding extends to product packaging, where the logo, colors, and design elements should create a consistent and memorable brand experience for consumers.

Branding goes beyond visuals and messaging. It encompasses the entire customer experience, from the first interaction with the brand to post-purchase support. Every touchpoint should reflect the brand's promise. Effective branding efforts can lead to brand loyalty and advocacy. When consumers have a strong emotional connection with a brand, they are more likely to become repeat customers and brand advocates. A well-established brand can weather crises more effectively. Branding strategies may include crisis communication plans to maintain trust and reputation during challenging times. Branding helps position the brand in the market relative to competitors. It defines what makes the brand unique and why consumers should choose it over alternatives.

Branding efforts can be informed by data and consumer insights. Feedback and analytics help refine branding strategies to better meet consumer preferences and expectations. In summary, branding is an integral part of marketing communications that shapes how a brand is perceived by its target audience. It provides the framework for creating consistent and compelling messaging and design across all marketing efforts, helping build brand recognition, trust, and loyalty. A strong brand identity can differentiate a company or product in a competitive marketplace and drive consumer behavior.

In order to measure into what dimensions one should place a specific brand, Aaker (1997) suggests that the traits are measured through a likertscale, from 1 (strongly disagree) to 5 (strongly agree).
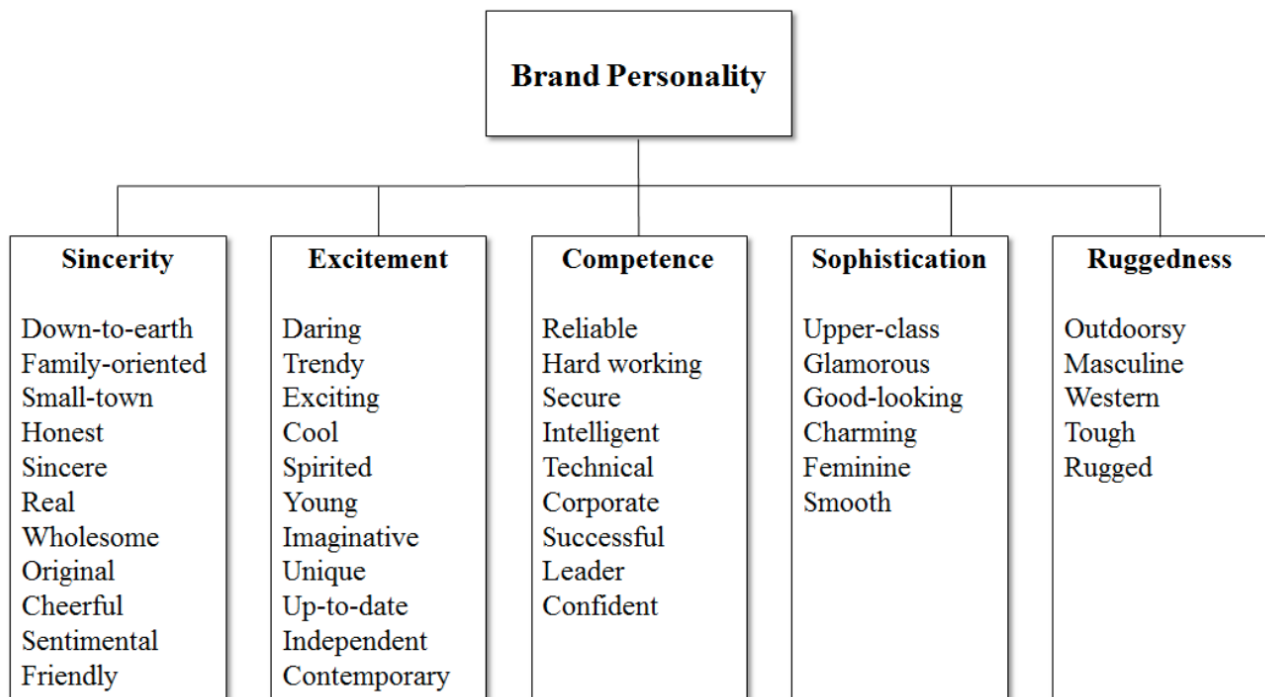
Graphic 3. The 5 Dimensions of Brand Personality, inspired by Aaker (1997)

Brand Awareness

Brand awareness is a critical concept in marketing that refers to the level of recognition and familiarity that consumers have with a particular brand. It plays a significant role in influencing consumer behavior in various ways:

1. **Product Consideration:** When consumers are in the market for a particular product or service, they are more likely to consider brands they are aware of. Brand awareness can influence their initial consideration set, making them more inclined to explore and purchase products from well-known brands.
2. **Trust and Credibility:** Consumers often associate brand awareness with trust and credibility. A brand they are familiar with is more likely to be perceived as reliable and trustworthy. This perception can influence their purchase decisions, particularly for products with which they have little prior experience.
3. **Decision Making:** Brand awareness can simplify the decision-making process. In situations where consumers face multiple choices, they may opt for the brand they recognize simply because it's a familiar name, reducing the cognitive effort required to make a decision.
4. **Price Sensitivity:** Brands with high awareness may have the ability to command premium prices. Consumers are often willing to pay more for products or services from well-known brands because they believe they are getting a higher level of quality and reliability.
5. **Word of Mouth:** Brand awareness can also influence word-of-mouth recommendations. Consumers are more likely to discuss and recommend brands they are familiar with, leading to positive referrals and increased sales through word-of-mouth marketing.
6. **Customer Loyalty:** A strong brand awareness can foster customer loyalty. Consumers who have positive experiences with a brand they know well are more likely to become repeat customers and brand advocates.
7. **Perceived Quality:** Even when consumers have limited information about a product, brand awareness can influence their perception of its quality. They may assume that a well-known brand delivers a certain level of quality and value.
8. **Market Entry and Expansion:** For new products or brands entering the market, building brand awareness is a crucial initial step. It allows them to gain a foothold, attract consumers' attention, and compete effectively with established brands.
9. **Brand Extensions:** Brands with high awareness can more easily introduce new products or services under the same brand name. Consumers are more receptive to these extensions because of their trust in the brand.
10. **Emotional Connection:** Brand awareness can lead to emotional connections. Consumers may feel a sense of attachment or loyalty to brands they have known for a long time, even if they have other options available.

Perception of Image-Driven Logos

Image-driven logos, also known as pictorial or symbol logos, rely on visual symbols or icons rather than text to represent a brand. These logos convey meaning and identity through imagery alone. The perception of image-driven logos can vary depending on several factors (Pittard, Ewing & Jevons, 2007; Devlin & McKechnie, 2008; Machado et al., 2012). Simplicity and clarity of image-driven logos are often designed to be simple and clear. When perceived as such, they can convey a brand's message or essence in an easily recognizable and memorable way. Universal appeal is crucial part since image-driven logos use visual symbols, they can transcend language and cultural barriers. A well-designed image-driven logo can be universally understood, making it effective in global markets. Distinctiveness the perception of an image-driven logo's distinctiveness is crucial. A unique and original symbol can set a brand apart from competitors and leave a lasting impression on consumers.

Relevance the effectiveness of an image-driven logo depends on how well it relates to the brand's identity and values. A symbol that is relevant to the brand's products, services, or mission enhances the logo's perception. Memorability: A strong image-driven logo should be memorable. Consumers should be able to recall and recognize the logo easily, associating it with the brand it represents. Emotional Impact of mage-driven logos have the potential to evoke emotions or convey specific messages through visuals alone. The perception of the logo's emotional impact can shape how consumers feel about the brand. Adaptability is essential in image-driven logos should be adaptable to various applications, from digital screens to product packaging. A logo's adaptability affects how consumers encounter and interact with it.

Timelessness of logos that withstand the test of time are perceived as more valuable. A well-designed image-driven logo can remain relevant and effective for decades. Brand recognition gives power over time, a strong image-driven logo can become synonymous with the brand it represents. It fosters brand recognition and may even become an iconic symbol. A logo's consistent use across all marketing and branding materials enhances its perception. Inconsistencies in color, design, or usage can dilute the logo's effectiveness. Perception can be influenced by cultural nuances and symbolism. What may be positive in one culture could be interpreted differently in another, so cultural sensitivity is crucial in logo design. The perception of an image-driven logo can be influenced by how it compares to competitors' logos. A logo should stand out and communicate the brand's unique selling points within its competitive landscape. In summary, the perception of image-driven logos is shaped by their simplicity, clarity, relevance, uniqueness, and adaptability. A well-designed image-driven logo that aligns with the brand's identity and values can be a powerful tool for conveying meaning, building recognition, and influencing consumer perceptions.

A word-driven logo, also known as a logotype or wordmark logo, is a type of logo that primarily relies on text or typography to represent a brand. Unlike image-driven logos that use visual symbols or icons, word-driven logos use carefully crafted typography, fonts, and letterforms to create a distinct and recognizable brand mark. Word-driven logos place the primary emphasis on the brand's name or a specific word or phrase. The text is typically the central element of the logo. The choice of fonts and typography is crucial in word-driven logos. The typography should align with the brand's identity and convey its personality. Whether it's a classic, modern, playful, or elegant font, it should reflect the brand's values and target audience. A well-designed word-driven logo should be distinctive and memorable. It should stand out from competitors and leave a lasting impression on consumers.

Many successful word-driven logos are simple in design. Clarity and legibility are essential to ensure that the brand's name is easily recognizable and readable, even at small sizes. The choice of color or color combinations can further reinforce the brand's identity and evoke specific emotions or associations. The color palette should align with the brand's overall visual identity. Spacing and layout proper spacing and layout of the text elements are essential for visual balance and readability. The arrangement of letters should be carefully considered. Word-driven logos should be versatile and adaptable for various applications, including print materials, digital media, signage, and product packaging. Consistency in the use of the word-driven logo across all brand assets is crucial to maintain a cohesive and recognizable brand identity. In a crowded marketplace, a unique word-driven logo can help a brand stand out and differentiate itself from competitors. The choice of words, typography, and overall design should align with the brand's story, values, and positioning in the market.

Consideration of cultural nuances and symbolism associated with the text is important, especially for brands operating in diverse global markets. Word-driven logos that withstand the test of time are often seen as more valuable. A classic and timeless design can remain relevant for years or even decades. Examples of word-driven logos include those of well-known brands such as Coca-Cola, IBM, FedEx, and Disney. These logos rely on text and typography to create a strong and memorable brand identity.

Logo Without Text	Logo With Text

Graphic 4. Logo Comparisons

Companies today acknowledge the value of logos for their brands, and that's the reason they spend both time and money finding and continuously update a proper logo. However, few studies have been conducted on the impact of specific logotypes on customer perception of the brand and its unique personality (Machado et al., 2012). Until now, most studies have focused on image-driven logos; Henderson and Cote (1998), for example, discovered a fundamental link between a logo's design attributes and its influence on cognitive and affective consumer reactions, i.e., consumers form opinions about a brand based solely on the logo attributes, even before any marketing activity has been implemented. Affective reactions, in particular, are the most crucial since they transfer connections to the product or brand with minimal or no conceiving (Henderson & Cote, 1998).

A logo is not just a visual element; it is a powerful branding tool that communicates a company's identity, fosters recognition and trust, and helps differentiate it in a competitive landscape. A well-designed logo contributes to a company's overall success by influencing consumer perceptions, behavior, and loyalty. (Henderson et al., 2003).

Logos can have a significant influence on sales for a company. While a logo alone may not be the sole driver of sales, it plays a crucial role in shaping consumer perceptions, building brand recognition, and ultimately impacting purchasing decisions. (Kapferer, 1997; Pittard, Ewing & Jevons, 2007; Müller, Kocher & Crettaz, 2013). A well-designed and consistently used logo is a visual symbol that consumers associate with a specific brand. Over time, as consumers see the logo repeatedly, they develop brand recognition. When faced with a purchasing decision, consumers are more likely to choose a brand they recognize and trust, which can lead to increased sales.

METHOD

Multiple methodologies had to be used in this study in order to achieve the study's goal. The findings of the literature review were applied to a case study of brand logos and students, which served as the framework for the interview and focus groups. The term focus group discussion, commonly known as Focus Group Discussion, refers to a method of gathering social research data that offers advantages in obtaining qualitative data. This strategy is widely used since it makes it easy

for researchers to build openness, trust, and comprehension of perceptions.

Focus group discussion, abbreviated FGD, is a qualitative research approach that, aside from the interview method, is the most well-known. FGD is a concentrated discussion in a group to discuss specific topics in an informal and comfortable setting. This debate typically has 8-12 participants and is moderated. Semi-structured interviews on pre-determined themes, moderated by an expert. In accordance with earlier agreements or with the product to be generated, this form of discussion is included in qualitative research in the social sciences.

The discussion begins with questions asked by the moderator, then responded to and discussed among the participants. Moderators have an important role because they function to produce maximum useful discussions and opinions within a certain period of time. The discussion was also relaxed, so that each participant would not feel pressured in expressing their opinions.

Determining candidates is based on various types of considerations and what is currently being done. If the aim is to conduct market research, the company will look for candidates who match the target demographic. Demographics is an analysis of the characteristics of groups of individuals, generally determined based on age, race and gender.
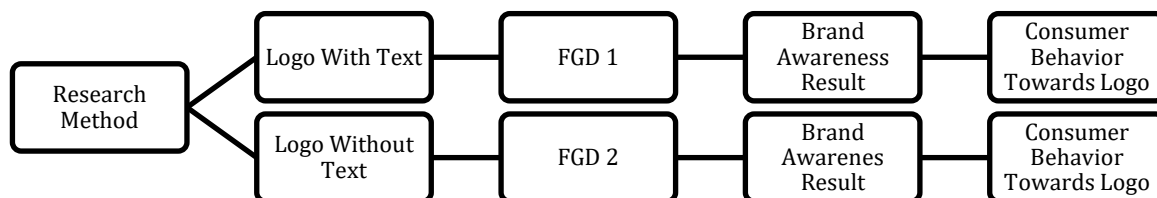
Graphic 5. Research Method

RESEARCH RESULTS AND DISCUSSION

Exploratory data collection methods must be applied because this study is exploratory in nature and covers a research gap with no prior knowledge. Thus, using focus groups to understand the why behind consumer perception, attitude, and behavior (Greenbaum, 2000) provides a deeper comprehension of customer opinion (Malhotra, 2010; Krueger & Casey, 2009). Participants were carefully chosen based on their (non-existent) understanding of the Product brand and logo to minimize falsification and assure the validity of the focus group results.

The ideal first step in our study was to conduct a literature review. The review of the literature assists to comprehend the most significant aspects of the phenomenon of simplification a brand emblem. Furthermore, Aaker's discovery of five dimensions of brand personality has been found to be an important foundation for interpreting the findings of this study and has become the theoretical approach for analyzing the impact of simplification logos on the consumer's perception of brand personality. This strategy also clearly implies a scarcity of scholarly study in this field.

Two indicators are choosen to determined the scale of brand awareness and brand personality, the reaction from consumer area divided into 4 groups, the groups randomly consisted from students with range age from 17-21 years old men and women and live around Bandung Area, that most of the brand product in this research are marketed. the reasearch divided into two FGD, the first is FGD with the object are logo without text or pictorial, and the second are FGD with the object logo with text or emblem. Both FGD participated by 40 persons divided into 4 groups. The individual from FGD 1 and FGD 2 are totally different person in groups. There are some guidelines of FGD (1) Respectful and constructive discussions are encouraged, (2) Participants should'nt prepare by researching the logos and their associated brands (3) Participants are encouraged to share their personal insights and opinions, (4) The moderator will guide discussions, ensure equal participation, and maintain focus.and here are the result of FGD:

Focuss Group Discussion 1

Group Name: "Logo & Brand Awareness Analysis 1"

Objective: To analyze and discuss the impact of logos with and without text on brand awareness, considering design elements, recognition, and consumer perception.

Participants: 40 Students at Bandung Area, Consist of Men and Women Range Age 17-21 Years Old divided into 4 groups.

Session Structure:
Session 1
Moderator: Rizqi Muttaqin
Focuss: How much do you know about the logo?
Every person had 3 minutes to explain what they know about the 12 logo that has been choosen as research

Likert Scale	1 Strongly Disagree	2 Disagree	3 Netral	4 Agree	5 Strongly Agree
Brand Awareness	Very Unaware	Unaware	Neither Aware	Ware	Very Aware

Logo Without Text (Pictorial)				
Brand	Group 1	Group 2	Group 3	Group 4
Nike	100%	100%	100%	100%
Adidas	100%	100%	100%	100%
McDonnalds	100%	100%	100%	100%
KFC	90%	100%	100%	100%
Hilton	40%	30%	30%	40%
Holiday Inn	30%	50%	55%	50%
Apple	100%	100%	100%	100%
Microsoft	20%	40%	10%	20%
Dior	10%	20%	0%	20%
Channel	0%	20%	20%	30%
Toyota	80%	90%	100%	80%
Volkswagen	50%	30%	20%	50%

Table 1. FGD 1 Session 1 Result

Session 2
Moderator: Rizqi Muttaqin
Focuss: What kind of product does this brand represent?
Every person had 3 minutes to explain what products represented by the 12 logo that has been choosen as research

Likert Scale	1 Strongly Disagree	2 Disagree	3 Netral	4 Agree	5 Strongly Agree
Brand Personality	Very Unfamiliar	Unfamiliar	Somewhat Familiar	Familiar	Very Familiar

Logo Without Text (Pictorial)				
Brand	Group 1	Group 2	Group 3	Group 4
Nike	100%	100%	100%	100%
Adidas	100%	100%	100%	100%
McDonnalds	100%	100%	100%	100%
KFC	100%	100%	100%	100%
Hilton	20%	30%	30%	40%
Holiday Inn	30%	50%	55%	50%
Apple	100%	100%	100%	100%
Microsoft	20%	20%	10%	20%
Dior	10%	20%	0%	20%
Channel	0%	20%	20%	30%
Toyota	80%	90%	80%	80%
Volkswagen	50%	30%	20%	20%

Table 2. FGD 1 Session 2 Result

Focuss Group Discussion 2

Group Name: "Logo & Brand Awareness Analysis 2"

Objective: To analyze and discuss the impact of logos with and without text on brand awareness, considering design elements, recognition, and consumer perception.

Participants: 40 Students at Bandung Area, Consist of Men and Women Range Age 17-21 Years Old divided into 4 groups.

Session Structure:
Session 1
Moderator: Rizqi Muttaqin
Focuss: How much do you know about the logo?
Every person had 3 minutes to explain what they know about the 12 logo that has been choosen as research

Likert Scale	1 Strongly Disagree	2 Disagree	3 Netral	4 Agree	5 Strongly Agree
Brand Awareness	Very Unaware	Unaware	Neither Aware	Ware	Very Aware

Logo With Text				
Brand	Group 1	Group 2	Group 3	Group 4
Nike	100%	100%	100%	100%
Adidas	100%	100%	100%	100%
McDonnalds	100%	100%	100%	100%
KFC	90%	100%	100%	100%
Hilton	90%	80%	70%	80%
Holiday Inn	100%	90%	90%	90%
Apple	100%	100%	100%	100%
Microsoft	90%	100%	100%	90%
Dior	80%	80%	80%	70%
Channel	80%	60%	80%	90%
Toyota	80%	90%	100%	80%
Volkswagen	80%	80%	80%	60%

Table 3. FGD 2 Session 1 Result

Session 2
Moderator: Rizqi Muttaqin
Focuss: What kind of product does this brand represent?
Every person had 3 minutes to explain what products represented by the 12 logo that has been choosen as research

Likert Scale	1 Strongly Disagree	2 Disagree	3 Netral	4 Agree	5 Strongly Agree
Brand Personality	Very Unfamiliar	Unfamiliar	Somewhat Familiar	Familiar	Very Familiar
Logo With Text				
Brand	Group 1	Group 2	Group 3	Group 4
Nike	100%	100%	100%	100%
Adidas	100%	100%	100%	100%
McDonnalds	100%	100%	100%	100%
KFC	100%	100%	100%	100%

Hilton	90%	80%	90%	90%
Holiday Inn	80%	100%	90%	80%
Apple	100%	100%	100%	100%
Microsoft	100%	100%	90%	100%
Dior	90%	90%	80%	80%
Channel	90%	90%	80%	60%
Toyota	80%	90%	80%	80%
Volkswagen	50%	70%	60%	50%

Table 4. FGD 2 Session 2 Result

CONCLUSIONS

There are several findings from the results of this FGD,

1. There are several brands that are easily recognized in FGD 1 and FGD 2, the influence of logos without text and logos with text does not really affect brand strength (Nike, Adidas, McDonnalds, KFC, Apple).
2. There are brands that are difficult to recognize in FGD 1 but easy to recognize in FGD 2. Brand name information with text helps brand strength to be more easily recognized (Hilton, Holiday Inn, Microsoft, Dior, Channel, Volkswagen).
3. Logo without text is more efficient way to present if the brand has already brand power to be recognized.
4. Logo without text tend to be more helpfull if the brand dificult to recognized.
5. The information of name of the brand really help to present what kind of products the brand had, especially if the name consists of the product (Kentucky Fried Chicken)

Logos are important for consumer behavior because they serve as a visual representation of a brand's identity and play a crucial role in shaping consumer perceptions and decisions. Here are several reasons why logos are significant in influencing consumer behavior:

Instant Recognition: Logos are designed to be easily recognizable symbols or marks. When consumers see a logo, they are familiar with, it triggers immediate recognition, creating a sense of familiarity and trust. This recognition can influence purchasing decisions

Brand Identity: Logos are a fundamental part of a brand's visual identity. They encapsulate the brand's values, personality, and message. A well-designed logo communicates what a brand stands for and what it offers to consumers.

Consistency: Logos provide consistency across a brand's various touchpoints, such as advertisements, packaging, websites, and social media profiles. This visual consistency helps consumers associate a logo with the brand, building a sense of reliability and dependability.

Emotional Connection: Logos can evoke emotions and feelings. A logo's design elements, colors, and style can trigger positive emotions and create a connection with consumers, which can influence their loyalty and repeat business.

Differentiation: In crowded markets, logos help brands stand out. A unique and memorable logo can differentiate a brand from its competitors, making it easier for consumers to identify and choose that brand over others.

Perceived Quality: A well-crafted logo can convey a sense of quality and professionalism. Consumers often associate a visually appealing and polished logo with higher quality products or services.

Trust and Credibility: Logos from well-established brands or those with a strong reputation can convey trust and credibility. Consumers are more likely to trust and buy from brands they perceive as reputable.

Purchase Decisions: Logos can influence purchase decisions at various stages of the consumer journey. From initial awareness to the final purchase, a logo can serve as a visual cue that guides consumers through the decision-making process.

Word of Mouth: Consumers are more likely to recommend brands with logos they like and trust. A well-designed logo can enhance word-of-mouth marketing as satisfied customers share their experiences with others.

Brand Loyalty: Over time, a logo can become synonymous with a brand, fostering brand loyalty. Consumers may develop strong attachments to brands based on their positive experiences with the brand's products or services.

Brand Extensions: Logos can facilitate brand extensions by providing a recognizable foundation for new product lines or services. Consumers may be more open to trying new offerings from a brand they already know and trust.

Research indicates that logos with text, also known as logotypes or wordmarks, are often easier to recognize than logos without text, such as abstract symbols or icons. Several factors contribute to this phenomenon:

1. **Clarity of Brand Name:** Logos with text typically include the brand's name, making it explicitly clear which brand the logo represents. This can be especially helpful for new or less-established brands as it aids in brand recognition and recall.
2. **Immediate Brand Identification:** When consumers see a logo with text, they can instantly associate it with the brand. The inclusion of the brand name acts as a direct identifier, reducing any ambiguity or confusion.
3. **Communication:** Text in logos can convey essential information about the brand, its industry, or its

products/services. This communication can help consumers quickly understand the nature of the business, which can be beneficial in crowded markets.

4. **Consistency:** Logos with text often provide a consistent visual representation of the brand, reinforcing the brand's identity over time. Consistency is key in building and maintaining brand awareness.

5. **Reinforcement of Brand Values:** The choice of fonts, colors, and design elements in text-based logos can reinforce the brand's values and personality, helping consumers form emotional connections with the brand.

6. **Universal Understanding:** Text-based logos are language-neutral. While symbols and icons may carry cultural or regional connotations, text is generally understood across different cultures and languages.

7. **Enhanced Recall:** The combination of text and graphics in logos can enhance recall. People tend to remember words and images together better than standalone images.

8. **Legibility:** Well-designed text-based logos are typically more legible than complex symbols, especially when scaled down or viewed from a distance. This legibility aids in recognition across various applications, from billboards to small product labels.

9. **Marketing and Advertising:** Logos with text are often more versatile for marketing and advertising purposes. They can be easily integrated into slogans, taglines, and marketing materials.

Branding and logos are closely related elements of a company's visual identity and overall brand strategy, but they serve different purposes within that strategy. Branding is the comprehensive process of defining, creating, and managing a brand's identity and perception in the market. The purpose of branding is about shaping how a company is perceived by its target audience. It encompasses everything from a company's mission and values to its visual identity, messaging, culture, and customer experience. Branding includes elements such as brand strategy, brand positioning, brand personality, brand messaging, brand culture, and visual identity (which includes the logo). Effective branding builds a strong and consistent brand image, fosters emotional connections with consumers, influences purchasing decisions, and contributes to long-term brand loyalty and advocacy.

A logo is a specific visual element that represents a brand. It can be a symbol, icon, or logotype (wordmark). The purpose: The primary purpose of a logo is to provide a recognizable and memorable symbol that represents the brand. It acts as a visual identifier and shorthand for the brand. A logo typically consists of design elements, colors, typography, and possibly a symbol or icon. It should align with the brand's identity and values. A well-designed logo contributes to brand recognition, fosters trust, and enhances the visual appeal of marketing materials. It serves as a critical element in the brand's visual identity.

Relationship Between Branding, Logos and Consumer Behavior:

Logos are a Component of Branding: Logos are one of the visual elements within a brand's broader identity. They are a key part of the visual representation of the brand but are just one piece of the larger branding puzzle. Logos play a crucial role in ensuring visual consistency within a brand. They are used across various touchpoints, from business cards and letterheads to websites and advertisements, to create a consistent brand image. This consistency is an essential aspect of branding. Logos often incorporate design elements and symbols that are chosen to represent the brand's identity, values, or mission. These symbols can reinforce the broader messaging and positioning established through branding. Logos are instrumental in building brand recognition. When consumers see a well-recognized logo, they associate it with the brand and its values, contributing to the overall brand perception cultivated through branding efforts.

Alignment with Brand Identity: Effective logos should align with the brand's identity, personality, and messaging, as defined by the branding strategy. They should reflect the brand's core values and resonate with the target audience. Branding encompasses a wide range of elements, including strategy, messaging, culture, and visual identity (which includes logos). Logos are a vital component of a brand's visual identity and contribute to the overall perception and recognition of the brand, aligning with the brand's identity and messaging as established through branding efforts.

It's important to note that the effectiveness of logos, whether with or without text, depends on various factors, including the brand's goals, target audience, industry, and design quality. Some highly recognizable logos, like the Apple logo (without text) or the Coca-Cola logo (with text), have successfully employed both approaches. However, the research suggests that, in general, logos with text have advantages in terms of immediate recognition and conveying brand identity. While logos are just one component of a company's overall branding and marketing strategy, they play a vital role in influencing consumer perceptions and behavior. A well-designed logo contributes to brand recognition, trust, and credibility, ultimately impacting sales by increasing consumer preference and loyalty.

. The relationship between branding, logo, and consumer behavior is intricate and influential. Each element plays a significant role in shaping how consumers perceive and interact with a brand, ultimately impacting their behavior. Consumer behavior refers to the actions, decisions, and choices made by individuals or groups when purchasing and using products or services. Consumer behavior can be influenced by branding and logos in several ways. Consumers often choose brands they recognize and trust. Effective branding and logos can influence these choices. A positive branding experience, along with a recognizable logo, can lead to brand loyalty, encouraging repeat purchases. Satisfied consumers are more

likely to recommend brands they have positive experiences with, enhancing word-of-mouth marketing. Consumers who have strong emotional connections with a brand may become advocates, promoting the brand to others and influencing their behavior.

The relationship between a logo and brand awareness is closely intertwined. A well-designed logo is a visual symbol that plays a crucial role in building and reinforcing brand awareness. a logo is a visual cornerstone of brand identity, and its role in building and reinforcing brand awareness is central. When a logo is thoughtfully designed, consistently applied, and memorable, it becomes an effective tool for creating consumer recognition and awareness of the brand. This awareness, in turn, can drive consumer preference and loyalty, ultimately impacting a brand's success in the market.

In summary, branding and logos are essential components of a brand's strategy to shape consumer behavior. Effective branding creates emotional connections, builds trust, and influences perceptions, while logos facilitate recognition and differentiation. Together, they impact how consumers perceive and interact with a brand, influencing their purchasing decisions and long-term loyalty. Consumer behavior has a profound impact on a company's sales. Understanding and influencing consumer behavior is a central focus of marketing and sales strategies. Understanding consumer behavior is critical for businesses to develop effective marketing and sales strategies. By aligning products, services, and marketing efforts with consumer needs, preferences, and behavior, companies can increase sales, build customer loyalty, and achieve long-term success in the marketplace.

ACKNOWLEDGEMENTS

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