

Studying the role of brand logo to create loyalty in consumers of different products in Tehran

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Abstract. This study was conducted to investigate the role of brand logo to create loyalty in consumers of different products. In this study, a questionnaire with 55 questions was used for variables. Population of research consisted of all consumers of brand products (Clothing - Food - electronics - Health) in Tehran that among them, 377 were selected by cluster sampling method to answer a research question. To assess the validity of the questionnaire, the content and construct validity was used and its reliability was measured by Cronbach's alpha that the reliability of the questionnaire is 0.954. Based on the results of the investigation, stating the identity of the customer in logo and functional benefits have impact on customers' logo on cognitive benefit but had no impact on the profit variable aesthetic perception of the brand logo. So cognitive benefit variable of brand Logo has positive and significant impact on customer loyalty.

Keywords: Identity expression, functional benefits, aesthetic, benefit brand logo, customer loyalty

1. INTRODUCTION

Design makes objects change the current state to a better state." (Graser, 2000) Brand is important intangible assets that affects on company's business performance. (Morgan & Rego, 2009; Rao, Agarwal, & Dahlhoff, 2004) Undoubtedly, customers can have a significant and profound relationship with a brand) (Fournier, 1998; Park, Jaworski, & MacInnis, 1986) which will lead to more purchases (Park, 2010), this brand and less sensitivity to customers to its price (Ailawadi, Lehmann, & Neslin, 2003), as well as reduced marketing costs. (Mizik & Jacobson, 2008). Brand that customers know it conventional and non-detectable, it is a sad fact of business. Business logo usually as a means to solve the problem of undiagnosed customers. As an important meeting for the brand (Wallace, 2001), facilitate the logo, brand recognition and its difference with other competitors. (Janiszewski & Meyvis, 2001; MacInnis, Shapiro, & Mani, 1999). Throughout history, the Logos as the identification (for example, ancient Chinese emperors used the dragon symbol of the imperial power) groups and movements (like the sign of the cross at the top of the church building and a swastika on some Buddhist temples) but logos not only a means to identify and distinguish. Christian cross, a symbol of sacrifice and triumph of life over death. While in Buddhism, Swastika shows a happy life and good luck. As a result, the underlying concepts and information about the brand logo can be used for it are created. This research proves that customers' points of views business logo represents its meaning. And therefore as a summary of information about an attempt to brand marketing. (Henderson & Cote, 1998) The key issue in this study was about how this information is summarized affect the brand relationship with customers. Since the brand's logo is a visual brand understanding and consumer judgments about a relationship with a brand logo to be effective. First, today's brand image is presented to the customer in different and sometimes

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conflicting messages to its customers. (Luo & Bhattacharya, 2006). In such environments, often to customers by facilitating identify brand logos and easier decision-making power to create value. (Henderson & Cote, 1998; Janiszewski & Meyvis, 2001). Brand has the ability to help to explain the definition of the person (. (Chaplin & John, 2005; and distinguishes itself from other customers (Kleine, Kleine, & Allen, 1995). For example, they can show a different part of the identity of customers. As core beliefs / values and pro-life cycle of it. (Escalas & Bettman, 2005).

Brands also connected by connecting people who have the same values and beliefs. (Schau et al., 2009). Park, MacInnis, and Priester show that the brand could be managed to reduce uncertainty in people's lives and enable them to facilitate effective control to achieve desired results. So the brand can be a sense of influence that help people to better perform their daily activities. Logos are a visual representation of a brand can remind the functional benefits to customers. And these benefits are related to them. For example, a business logo hiss and scratches with a form that shows a preference for trying to athletes or considering Red Bull logo that two attackers in front of the bull with the sun shining, the brand ensures that this product gives life to the mind and body. As Goldman (2005) says that businesses have more customers can connect to their aesthetic appeal to those who are not with them. Commercial logos such as Walt Disney, which is a picture of a fairy castle significant impact on the enjoyment and emotional connection with customers. In the same way, Hello Kitty with a picture of a cute white cat that has a pile of red on its head and mouth shape without deep ties with customers around the world based on the designs and shapes Kwai (in Japanese means funny). (Economist, 2011) Therefore aesthetic tendencies but of the ability of a show business logo to attract customers and establish an emotional connection with it that way increase customer loyalty. Business logo to help customers to easily identify and select the brand. In general, there are several factors involved in the survival of the company as a brand. Brand logo as a distinctive feature of the brand from competitors and similar products can be considered as a key factor in developing and maintaining a brand and since consumer loyalty is very effective in the development of the brand and the unit is undeniable; here we look at the effect of three factors: the benefits of their logo (identity / function / aesthetic benefits) on consumers' loyalty.

2. LITERATURE REVIEW

Mehdi Baradaran, Abbas Abbasi and Hassan Safarnia, in 2011 conducted a study entitled "Factors affecting customer loyalty (Case Study: Tejarat Bank of Shiraz). In general, the results emphasize the existence of an acceptable level of balance between factors that influence customer loyalty and according to the results of opinion in the customer loyalty that is acceptable. The results of Shiva Choupani in 2013 show that two factors are a direct expression of love for their significant relationships with loyalty and brand loyalty among consumers. But the relationship between the concepts of brand loyalty in this study was rejected and was not approved. Hossein Vahabi in 2006 provided "a case study as ethical aspects of the brand to increase the company's reputation in the community ". He concluded in this study that naming of the company itself is neither good nor bad, but the decisions that will determine its value. The results of Park et al. in 2011 showed that brand using the symbol as their logo more effective in identifying benefits / interest to show that their name is their logo. They also communicate with the benefits of better performance. Finally, the results of aesthetic tendencies Logos reinforces customer loyalty to a brand respond to the needs of the business academy for testing positive effect on its visual appeal. In sum, these results clearly demonstrate the added value of using visual symbols to indicate commercial purposes. In addition, Michael Walsh and colleagues in 2011 showed that those who are interested to have a great commitment to redesign the logo of a negative assessment of their favorite brand. This research also showed that those who are considered to have little commitment to the redesign of the brand they represent a positive assessment.

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3. HYPOTHESES

A) Main hypothesis

H1: The benefits of brand logo has a direct impact on consumer loyalty.

B) Secondary hypotheses

H1a: Express identity / expression of interest, from the logo of the brand logo, brand loyalty has a direct impact on the interests of consumers.

H1b: Functional benefits of the logo brand logo, brand loyalty has a direct impact on the interests of consumers.

H1c: The aesthetic dimensions of logo brand has a direct impact by creating brand logo in loyalty of consumers.

4. RESEARCH METHODOLOGY

This survey according to the purpose is considered applied research and the type of research, is considered descriptive survey. Data collecting tool, including secondary data used in this study can be pointed to library resources and the Internet. To collect secondary data from the questionnaire. Territories where the survey is in Tehran. Population study are all consumers of different products brand (clothes - food - electronics - Health) in Tehran. The sample size was calculated 384 persons using the formula Cochran. Sampling method in this study is as stratified random sampling. To analyze the data, appropriate descriptive and inferential statistical tests will be used. In this study, to analyze the data, SPSS software was used.

5. FINDINGS

A) Descriptive findings

The results showed that more men than women have participated in this study. Also, the highest percentage of respondents older than 40 years have the lowest percentage of younger than 20 years. In terms of education, a high percentage of respondents participating in the survey received have BA degree and the lowest percentage have PhD degree. Cost of living of very high percentage of respondents is more than 2 million toman. The results of the study showed that most people use the brand Louis Vuitton and then use an iPhone.

B) Illative findings

The main hypothesis of the research: The benefits of the brand logo has a direct impact on consumer loyalty.

Table 1. path coefficients, t statistics and the coefficient of determination (Dependent variable: Loyalty)

Predictor variables	Path coefficient (β)	T-statistics	Coefficient of determination (R^2)
Brand logo interests	1.03	14.23**	0.89

** $p < 0.01$ * $p < 0.05$

Predictor variables	Path coefficient (b)	T-statistics	Coefficient of determination ()
Brand logo interests	1.03	14.23**	0.89

The main hypothesis of this study was to test the effect of interest logo brand loyalty. According to the path coefficient 1.03 and t-statistics on the amount of 14.23 can be said: logo interests are at 99% confidence level and significant positive impact on loyalty, so the main hypothesis of this study is significant and is confirmed.

First hypothesis: the expression of identity / expression of interest, on the part of the brand logo, brand logo have a direct impact on the interests of consumers.

Table 2. path coefficients, T-statistics and the coefficient of determination (dependent variable: Brand logo interests)

Predictor variables	Path coefficient (β)	T-statistics	Coefficient of determination (R^2)
Expressing identity	0.37	4.44**	0.84

** $p < 0.01$ * $p < 0.05$

The first hypothesis of this study was to test the effect of the expression of the brand identity logo interests. According to the path coefficient 0.37 as well as the value of the t-statistic 9.33 can be said: expressed confidence level of 99% identity in a meaningful and positive impact on the interests of their logo, so the first hypothesis of this study is significant and is confirmed.

The second hypothesis of the study: The functional benefits of the brand logo have a direct impact on brand logo in the interests of consumers.

Table 3. path coefficients, T-statistics and the coefficient of determination (dependent variable: Brand logo interests)

Predictor variables	Path coefficient (β)	T-statistics	Coefficient of determination (R^2)
Functional benefits	0.63	7.43**	0.84

** $p < 0.01$ * $p < 0.05$

The second hypothesis of this study was to test the effect of functional benefits to the interests of the brand's logo. According to the path coefficient 0.63 as well as the value of the t-statistic 7.43 can be said: operating profits 99% confidence level and significant positive impact on the interests of their logo, so significant is the second hypothesis is confirmed.

The third hypothesis of research: Aesthetic dimensions of brand logo has a direct impact on consumers with the brand logo advantage.

Table 4. path coefficients, T-statistics and the coefficient of determination (dependent variable: Brand logo interests)

Predictor variables	Path coefficient (β)	T-statistics	Coefficient of determination (R^2)
Functional benefits	-0.02	0.1	0.84

** $p < 0.01$ * $p < 0.05$

The third hypothesis of this study aesthetic impact of the test brand logo brand logo interests. According to path coefficient -0.02 and t-statistics on the amount of 0.1 which is in the range of -1.96 to 1.96 can be said: logo aesthetic dimensions are not significantly impact on the interests of their logo, so the third research hypothesis is rejected.

Analysis of the coefficient of determination

This factor considers the ability to predict the dependent variable by variable or independent variables. This factor examines what percentage of variability explained by the independent variables. The independent variables and large research could explain 84% of variations of their logo interests. 16% remaining of the forecast error and could include other factors affecting the interests of the brand logo. It is also based on the overall research variables could explain 89% of variations of loyalty. 11% remaining of the forecast error and can include other variables are influencing loyalty.

6. DISCUSSION AND CONCLUSION

The purpose of this research is to gain insight into larger issues of marketing thinking can do. This study clearly shows the importance of the logo on customer loyalty. The study of factors affecting customer loyalty, manufacturers find that how they can about the products, with the laying on of hands on the dimensions that the customer is more important in attracting customers and creating loyal customers to achieve greater success. Marketers have wants, needs, perceptions and buying behavior of customers are studied to help in the development of market share to the competition, new product development, price changes, changes in product characteristics and advertising decisions. These are all issues that reveal the necessity and importance of this study for us. Logo Design is a creative work that allows companies through a graphic design to convey your message. Companies can by size, color and shape as the three key features are designed to create a sense of interest of their customers and in this way to have loyal customers. Through colors, shapes and fonts with different meanings, customers have a clear judgment about the company's image logo design is created. As a result, managers should pay attention to the importance of the logo in the minds of customers. Managers need to consider their logo as a powerful and effective tool for customer relationship management - brand. In particular, the recognition of the brand from the logo does not mean that it will be lasting customer relationships with the company and brand. As a result, easily recognized brand logos, functional benefits for customers, and to consider the customer's identity, can make the customer feel that they benefit the brand and help attract customers. As a result, the brand logo helps to create customer loyalty. The results indicate that the brand with a symbol, such as a logo to express the identity of the customer is more effective than a logo that is the only brand name. So logo in connection with functional benefits is more effective than the logo with brand name.

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