

A Study of the Relationship between Brand Usage and Memorability of the Brand Logo

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Abstract

The purpose of the paper is to explore whether there is any relationship between the frequency of product use and the memorability of its company's logo. It becomes important for a company to gauge that whether audiences are being able to recognise their products in a clutter of various products available in their product category. Also, we would like to inquire if audiences are being able to identify a company's product logo even without being its active user. This in turn would throw light on the success of the company's advertisement and promotion activities. To collect the data, a questionnaire was used for a sample size 400. The result suggests that almost everyone can remember the brand logo irrespective of the product usage.

KEYWORDS: product use, user, logo, advertisement, promotion

Introduction

A logo can be designated as the face of a company. Usually, it is the first thing that a likely consumer will see about the corporate. The brand, that point of association between enterprise and customer, has become one of the crucial cultural forces of our time and one of the most important means of globalisation. (Lury,2004). A logo is way more than a mere image; it is a one point of identification for customers and an important foundation for the branding of an organisation. Symbols can be iconic and precious shorthand for communication meaning, or they can be inane and needless marks that cannot stand up on their own and have not much relationship to life (Wolff, 2016). The constructive effects of brand **logos** on patron brand commitment and business performance originate not from permitting brand identification, as is presently understood, but primarily from simplifying customer self-individuality/expressiveness, representative of a brand's practical benefits, and offering aesthetical appeal.(Park et al, 2012).A well-constructed logo is an easy way to communicate to the potential clients that a company is professional, reliable, and provides quality goods or services. A well-constructed logo will be recalled for several years and shall remain etched in the memory of viewers. Several people clearly recollect and recognize the logo of say, a Mercedes Benz, probably because it is a very well- designed logo and has been strongly conveyed in all the advertisements & promotions of the company. It will not be false if we assume that most people who happen to recognise the logo of Mercedes Benz may not have been active users this product. However, what needs to be found is whether the opposite of the above argument is true. That is, can we also infer that a user of a product will identify the logo of the product that he/she is using. Also, would the frequency of the product use affect the memorability of the said logo?

Review of Literature

(Westgarth, 2018) A logo is not just about what it looks like but also how it draws interest from existing and possible customers. The appropriate logo says a lot without

saying anything verbal. It connotes feelings of respect, trust, pride, excellence, and integrity. It expresses a sequence of qualities and a set of ideals without pages of copy and a team of copywriters. It evokes a sense of connect between a brand and customers. It creates a bond between a business and its group of fans, friends, critics, supporters, and champs. (Tailor Brands,2022) Logos are a point of recognition; they are the mark that customers use to identify your brand. Preferably, you will want people to immediately connect the picture of your logo with the retention of what your company does and how it makes them feel. A good logo is a visual, aesthetically pleasant component, it generates positive recall of your brand that the name of your company alone may not create. (Stewart Design,2020) The effectiveness of a logo is hinged on ability to be remembered. The memorability of a logo walks a thin line between familiarity and uniqueness with an image that is simple enough to easily recall and unusual enough to persist in one's mind. The best logos are easily remembered after being seen and recognized when seen again.

Objectives of the Study

- To understand the relation between the frequency of brand engagement and memorability of the brand logo
- To understand the relation between the consumer's awareness of the meaning of the logo and his/her memorability of the logo.
- To understand if brand users and non-users identify a brand's logo differently.

Research Hypothesis

H⁰: There is no effect of frequency of brand usage on the memorability of its logo

H¹: An increase in frequency of brand usage leads to increased memorability of its logo

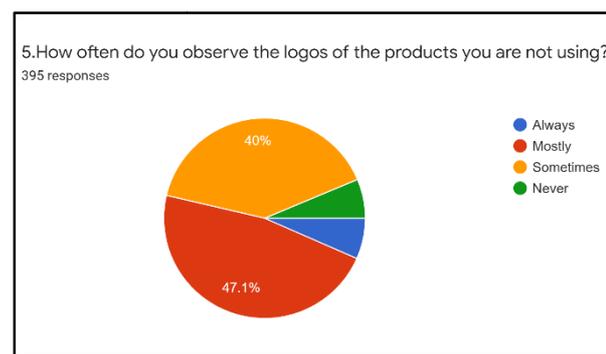
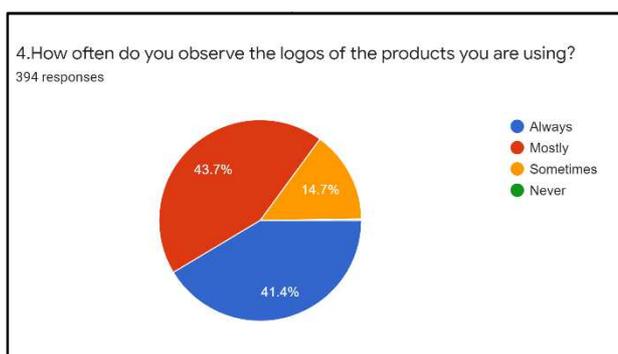
H⁰: There is no relationship between a consumer's awareness of the meaning of the logo and his/her memorability of the logo

H¹: The increased consumer's awareness of the meaning of the logo leads to an increase in his/her memorability of the logo

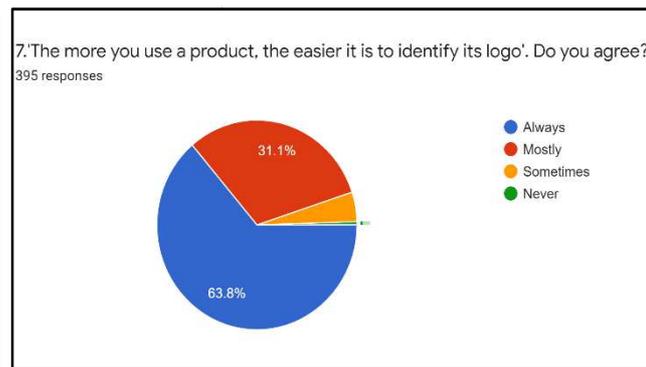
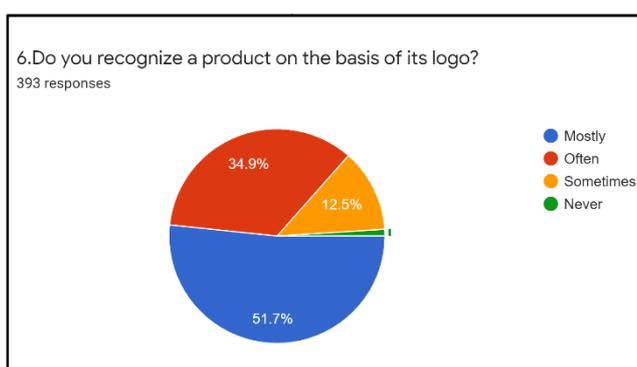
Research Methodology

Secondary sources of information were used to collect the review of literature. Various media like online and offline journals, books and magazines were referred for the purpose. The paper is majorly based on primary data collected through a close ended questionnaire. The questionnaire was prepared, and data was collected using Google Forms. The sampling method used is Convenience Sampling and the sample size is 400 respondents across all age groups. The data is tested for correlation using MS-Excel.

Results, Analysis and Discussion



The first pie chart represents that maximum respondent i.e., 43.7% observe the logos of the product mostly followed by 41.4% who always observe the logos. This implies that maximum respondents observe the logos of the brands they use. On the other hand, the second pie chart represents that maximum respondent i.e., 47.1% mostly observe the logos of the products even if they do not use it. This implies that brand logos are being observed by people irrespective of their use.



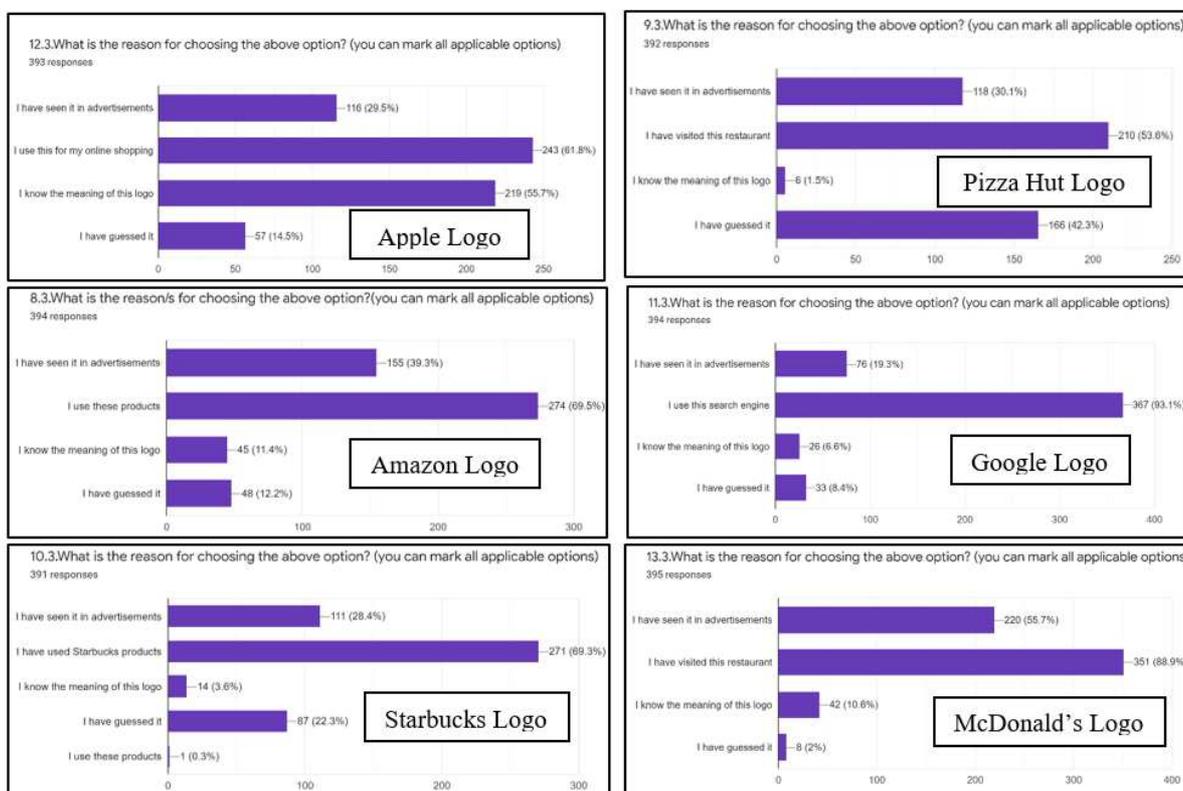
The first pie chart represents product recognition among the respondents based on the logo and it is observed that 51.7% respondents mostly recognise the products based on the logo followed by recognising it often. This implies that attractive logos help build customer loyalty towards a product. The second pie chart represents recognition of logo based on the frequency of use of the product. It is observed that 63.8% respondents feel it is always so followed by mostly. It means that the more the product is used the more will one be able to remember and recognise the brand logo.

Table no. 01
Responses to Questions Related to Memorability of Brand Logos

Question	Maximum	Minimum
No. of Apple (Mac) products used	All of them	More than one
Identification of Apple logo	Correct	Correct
Frequency of visiting Pizza Hut	Rarely	Never
Identification of Pizza Hut logo	Correct	Correct
Frequency of visiting Starbucks Coffee Shop	Very frequently	Never
Identification of Starbucks logo	Correct	Correct

Frequency of using Google search engine	Very frequently	Frequently
Identification of Google search engine logo	Correct	Correct
Frequency of using Amazon	Very frequently	Never
Identification of Amazon logo	Correct	Correct
Frequency of visiting McDonald's outlet	Very frequently	Less frequently
Identification of McDonald's logo	Correct	Correct

Table no. 01 represents the responses to questions related to memorability of brand logo among frequent users, average users, and non-users of the product/service. It is observed that whether respondents use a brand frequently or rarely, they can identify the correct logo out of the several options given to them.



The above bar graphs represent the reasons for which the respondents have chosen the logo from the options given to them. It is observed that in most of the cases, it is either the use of the product or visit to the restaurant which has helped the respondents identify the logo. It is followed by advertisement and knowledge of meaning of logo. Only a few respondents have guessed the answer. This implies that product usage plays an important role in memorability of brand logo. This further implies that if advertising is strongly planned through appropriate media channels, it may lead to registration of the brand in the minds of audience irrespective of them being users or non-users of the product/service. For example, in the above table, though the respondents are rare visitors of Pizza Hut, 58% could still manage to identify the correct logo of the same

To prove the relationship further, hypothesis have been formulated and tested statistically. The results are as follows:

H: An increase in frequency of brand usage leads to increased memorability of its logo

H⁰: There is no effect of frequency of brand usage on the memorability of its logo

Table no. 02: Correlation Output

N	r	Df	p
400	0.25	1	3.84 (0.05)
			6.63 (0.01)

By referring to the table of critical (p) values at one degree of freedom the critical (p) value at 95% is 3.84 and that at 99% is 6.63. This means that the calculated value of correlation i.e., 0.25 is insignificant at 99% because the value is smaller than the critical (p) value at 99%. In other words, it can be said that the null hypothesis is accepted at 99% confidence. This implies that there is no effect of frequency of brand usage on the memorability of its logo. Logos are remembered by non-users also.

H: The increased consumer’s awareness of the meaning of the logo leads to an increase in his/her memorability of the logo

H⁰: There is no relationship between a consumer’s awareness of the meaning of the logo and his/her memorability of the logo

Table no. 03: Correlation Output

N	r	Df	p
400	0.05	1	3.84 (0.05)
			6.63 (0.01)

By referring to the table of critical (p) values at one degree of freedom the critical (p) value at 95% is 3.84 and that at 99% is 6.63. This means that the calculated value of correlation i.e., 0.05 is insignificant at 99% because the value is smaller than the critical (p) value at 99%. In other words, it can be said that the null hypothesis is accepted at 99% confidence.

Conclusion

The study concludes that logos play an essential role in the sale of a product. Consumers remember products with the help of logos. However, the study shows that both users and non-users of the product remember its logo due to continuous exposure through media, in supermarkets and perception skills. Therefore, they can identify logos of brands they have or are using or never used. Thus, it can be said that logos-the face of the company must be well designed and meaningful so that it can attract maximum consumers. It throws a light on the advertising strategy too. Since the advertising strategy is strong enough to attract people’s attention towards the brand and its products, it may be continued to gain maximum attention and profits.

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