

Review of the Relationship between Brand Logo with Customer Repurchase Intention

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ABSTRACT

In today competitive situation and while economic crises have a negative impact on the purchasing power of people, companies' success will largely depend on maintain customers in the long run. Cost of persuading a customer to repurchase from the company is far less than the costs and difficulties we face to attract a new customer. Also the customers committed to a brand, will bring many benefits to the organization. Customer commitment to a particular brand will support the brand and defend the company reputation against negative propaganda. They also ignore the advertising of competitors and overlook the attractiveness of the competing brands. On the other hand, by introducing the brand to others will reduce the cost of advertising for company. In this study, the researcher came to some conclusions based on 220 distributed questionnaires. Based on the findings of this study, it was found that a significant relationship exists between the brand logos and customers' repurchase intention. The results show the advantage of logo self-declaration makes consumer to consider the brand as part of himself and express himself according to the logo specification. Thus, he will have a greater sense of belonging and attachment to it and will be committed to the brand. On the other hand, exchanging the functional advantages of logo attracts the customers' trust to the cell phone capabilities and its quality. In this case, the customer commitment to the brand will be increased and will be more willing to keep in touch with it. In this study, it was also found that the attractiveness and beauty of logos has a significant relationship with customer commitment to the brand, because aesthetic sense in people leads to an emotional bond between them and the brand.

KEYWORDS: customer commitment, repurchase intention, advantage of identifying brand logo, logo type, logo self-declaration advantage

1. INTRODUCTION

Due to the effect that logos and consequently the value of brand have, they are considered as one of the strongest elements of the brand. In fact, logos are one of the main tools for transferring image, attracting attention, increasing understanding and making difference among brands [1]. Logos often act as a way to solve the problem of indistinguishably. Logos are as one of the most striking visual elements of a brand [2]. However, the researches show that the logo can be something more than a simple tool for identifying and introducing brand. Because, logos transfer meaning and concept to the customers visually, intentionally or unintentionally convey important information regarding the brand capabilities to the audience and thus they can communicate with them. So, it seems that logos have the ability to introduce and express hidden aspects of brand and also evokes customers' emotional response and will affect their purchasing behavior [3]. Moreover, the development of different categories of product causes additional connect and consumption experience which should not weaken the positive effects of brand logo advantages, but should strengthen it. The study is expected that the number of development of a brand affect the positive impact of brand logo advantage on the company's performance directly or through customer commitment. Particularly, expose most their customers to the symbolic meaning and aesthetic appeal of the brand and make them more committed to it, as people enjoy or gain value added by getting close to the brand which they share with their link [4] or praise its beauty [5]. Likewise, when the people involved in continuing and doing different daily tasks and often feel defeated, they should be committed to a brand that seems it makes work in different areas easier and more bearable. Such an increase in customer commitment should in turn increase the company's performance.

Statement of problem

Logo or trademark is considered as one of the most striking visual elements of the brand which facilitates distinguishing it from its competitors. But, logos can be something more than a simple tool for detection [3]. Also, this unfortunate fact always exists for some companies that customers see their brands as

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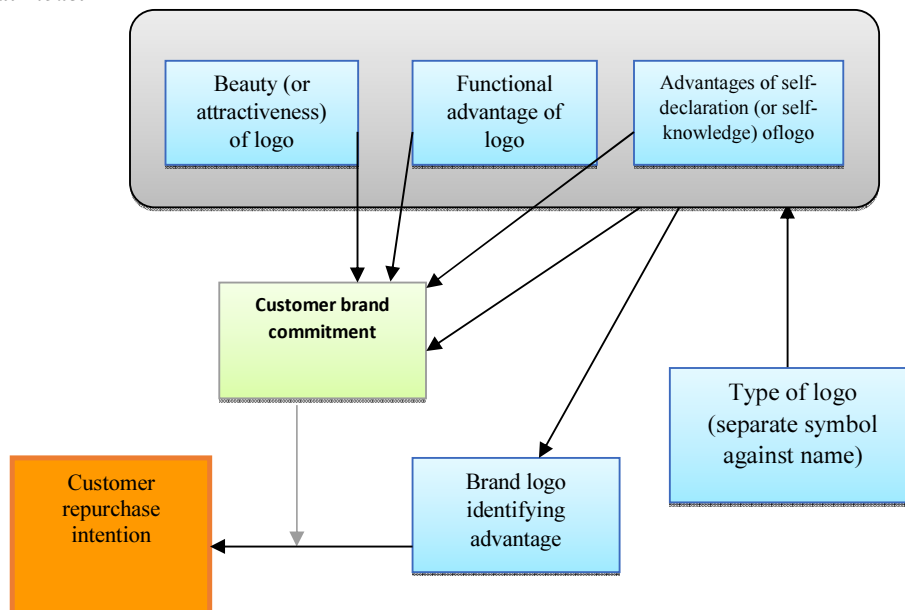
indistinguishable, mundane and undervalued. Previous studies on the brand show that the logo transfer the public image of brand and its meaning to the audience [6].

In this situation, create a strong brand in the market has become a major objective of many organizations. Because such a brand can increase consumer trust when purchasing goods and services and help them to better understand the intangible factors [7]. Also, the previous studies proved a relationship between the logo advantages and customer brand commitment [3].

From another perspective, most theories suggest that a relationship exists between the brand commitment and customers repurchase intention. If this is true, it is expected that the benefits of (self-declaration, aesthetic and operational) of logo along with the logos identification advantage is associated with customer repurchase intention. In the meantime, one of the key challenges faced by many companies is how to make customers committed to their brand, so that the commitment causes repeated purchase again and again. On the other hand, this question has attracted the directors' attention that how logos as one of the most important elements of the brand, can be effective in customers' repurchase intentions. Because, if a brand logo is not welcomed by the customers, it may lead to its rejection. Accordingly, the research question arises as follows:

What is the relationship between the brand logo and customers repurchase intention?

Conceptual model



(Figure 1. Conceptual model of research) [3]

2. Theoretical principles and hypotheses

2-1. Self-declaration or self-awareness advantage of logo

The advantage that logo provides in the introduction of values, lifestyle and expressing identity or description of the real self (favorable) of individuals. It states that logos can distinct their customers from others. The brands also have the ability to express and describe the real or favorable self of people and helps customers to distinguish themselves from others. In other words, a brand may represent different parts of customer's identity, such as beliefs, values or personal lifestyle which follow. Rolex, for instance, is known for accuracy or *Quick Silver* represents the lifestyle of youth life [6]. Throughout history, logos caused effective identification of individuals, groups or movements. For example, in the ancient China, emperors use dragon as a symbol of imperial power. Cross and swastika on top of church buildings or some Buddhist temples are also included [3]. Based on the above discussion, the first hypothesis is as follows:

First hypothesis: the advantage of self-declaration (or self-awareness) of brand logos have a significant impact on customer brand commitment.

2-2. Logo operational advantage

The advantage suggests that how much logos can remind the operational and functional advantages of brand as well as the product capabilities to the customer by concepts they transfer to customer. Brands can be managed in a way that reduce uncertainty in people's lives and by providing the required information, helps

them in decision making. Logos as a visual mirror of brands are able to remind customers about the operational brand advantages or transfer such benefits to them. For example, Nike logo suggests a top physical form that athletes are trying to achieve. Or consider the Red Bull logo that shows two attacking cows in front of the rising sun, which reflects "it brings body and mind happiness and joy." Customers, understand companies that meet their needs and facilitates their lives, so they are less likely to dismiss such companies. Many researchers believe that the logos transfer the functional benefits of brand and encourage customers to exchange. Thus, the brand logos can have the potential to transfer, exchange and strengthen brand commitment to help customers in their daily lives and thereby, the logos strengthen the relationship between brand and the customer [3]. Based on the above discussion, the second hypothesis is as follows:

Second hypothesis: the operational advantages of brand logos has a significant impact on customer brand commitment.

2-3. Aesthetic (or attractiveness) of logo

Here, the apparent attractiveness and beauty of the logo is desire that attracts the customers' attention and makes them to pay attention to the logo and brand more than ever [3]. Attractiveness and design is of interest to mankind throughout the history and has used their imagination. Crafts and praising the idols with attractive forms is as long as human civilization [5]. According to the Goldman proposal (2005), brands that have high aesthetic attractiveness are more likely to connect with their consumers than those who have less aesthetic qualities. For example, logo of Walt Disney which includes fairies castle image effectively and efficiently provide customers with attractive visual and emotional connection. Similarly, Hello Kitty, a cute white cat with red ribbon and no mouth establish deep relationships with customers worldwide which is based on design and appearance of Kawaii (Japanese word meaning attractive) [8]. Based on the above discussion, the third hypothesis is as follows:

Third hypothesis: aesthetic (or attractiveness) of brand logos has a significant impact on customer brand commitment.

2-4. Customer commitment to brand

Commitment to brand is expressed as customer desire and satisfaction to stay with brand and maintaining a relationship with it. Brand commitment is defined as a mental or emotional connection with the brand in the class of a product. Brand commitment usually focuses on emotional component [3].

Walsh et al (2010), in his study examined the role of customer commitment to harm or help brand logo redesign. In this field study, a survey was conducted in a 632-subject sample for two brands: Adidas and New Balance. The results indicate a significant relationship between customers with a high commitment to brand and disagreement with changing logo. Also, a significant correlation exists between customers with low commitment and satisfaction to change the logo. The researchers also found that a significant positive relationship exists between brand logo self-declaration and customer commitment to brand, and concluded that a brand logo can be an essential tool for the transmission of link between the brand and the person which in turn can help individuals to see brand as part of themselves [9].

Park et al (2013), in a study investigates the role of trade marks (Brand Logos) in the company performance and examined the advantages of logo and its role in customer brand commitment and the company performance. The researchers stated that the advantages of logos can result in customer commitment and increasing the referring and buying which will lead to an increase in the company's performance. So, they collected research data from a 242-subject sample. The results of this study indicate a positive relationship between advantages of self-declaration, esthetic, operational or performance and recognition of brand with customer commitment to the brand. The results also show that the customer brand commitment is modulating the relationship between logo recognition advantage and company performance. Other results of the study indicate a stronger relationship of visual logo with logo advantages compared with logos with no picture (letters as logos) [3]. Based on the above discussion, the fourth hypothesis is as follows:

Fourth hypothesis: Three advantages self-declaration, operational and aesthetic of brand logos have a stronger relationship with customer brand commitment than brand logo recognition advantage.

2-5. Separate visual symbols as logo

This concept refers to the brands that use images, geometric shapes and visual symbols in designing their logo [3]. Since the logos, visually propose the brand and its meaning, so they have the potential to act as the main point of connection for the customers through exchanging and strengthening the core values of the brand. In other words, a brand logo can be an essential tool for the transmission of link between the brand and itself, which in turn helps people see it as part of themselves [9]. Moreover, since the logos provide a look for

brands, they may increase the validity and originality of the brand and as a result increase its inner and fundamental attractiveness for customer [1].

Attractiveness and aesthetic was of interest for human throughout human history and used their imagination. Considering crafts and praising attractive forms lasts for a long time as human civilization. So it is not surprising that the brand logo designs is prominent in providing aesthetic aspects and to attract the customer satisfaction and attention. But in addition to providing visual pleasure and satisfaction, brand logos that looks attractive and striking, can make customers to make an emotional bond and commitment with what is close to them [3].Based on the above discussion, the fifth hypothesis is as follows:

Fifth hypothesis: The symbol as a logo than name as logo have a stronger relationship with self-declaration, operational and aesthetic.

2-6. Intention to repurchase

The intention to repurchase is repeating purchases by consumer from a specific brand after using it or customer belief to continue the purchase from a particular company in the future. Intention to repurchase is the motivational state of customers to repeat purchase behavior which is known as a consequence of the perceived value of the product or service brand [10].

Intention to repurchase is an incentive for customers to repeat purchasing behavior which is known as the result of perceived value of product or service brand. So, activities related to brand with increasing perceived value of brand ultimately leads to repurchase behavior [11].Brands that have a unique personality have a distinct look the minds of customers than rivals and have stronger emotional bonds with customer which ultimately leads to customer loyalty and commitment [12].

The importance of creating a symbolic link with the brand can be particularly important in an environment where customers do not like the partnership and even attack to that consider it as anonymous and away from the customer, but creates significantly stronger correlation with the brands that grow the relationships between themselves and their customers [6].

Sixth hypothesis: customer brand commitment has a significant impact on relationship between brand logo recognition advantage and customer repurchase intention.

3. Results

As shown in Table 1, 114 people with the maximum frequency are related to male respondents and minimum frequency with 106 is related to females.

As shown in table,172 cases with the maximum frequency are related to the type of letters and the lowest frequency with 48 is related to image logo (symbol).

Table 1: Frequency distribution of logo type

Type Logo	Frequency	Percentage
Letters	172	78.2
Symbol	48	21.8
Total	220	100

Table 2: Descriptive statistics of the studied variables

The variables	Mean	Standard deviation	Variance
Self-declaration advantage	3.2171	1.13780	1.295
Operational advantage	3.2398	1.05815	1.120
Aesthetic advantage	3.5097	.99635	.993
Recognition advantages	3.4364	.94842	.900
Customer brand commitment	3.3563	1.14523	1.312
Repurchase intention	3.3569	.93268	.870

Table 2 shows the average research variables. According to this table, aesthetic has devoted the greatest average to itself.

First hypothesis: the advantage of self-declaration (or self-recognition) of brand logos has a significant impact on the customer brand commitment.

Table 3. Regression analysis for the first hypothesis

Model	Correlation coefficient	Coefficient of determination	Adjusted	Error
1	.861	.742	.741	.58306

Table 4: beta coefficient of self-declaration

Model		Non standardized coefficient		Standardized coefficient	t	Significance level
		B	Error	Beta		
1	(Constant)	.567	.118		4.800	.000
	Self-declaration	.867	.035	.861	25.038	.000

The results in Table 4 show that the independent variable of self-declaration has a significant impact on the dependent variable of customer brand commitment. The obtained beta value is 0.86 i.e. a unit change in the independent variable results in 0.86 unit change in the dependent variable and the adjusted coefficient of determination is 0.74. This shows that the dependent variable is influenced by the independent variable which is desirable.

Second hypothesis: the operational advantages of brand logos has a significant impact on customer brand commitment.

Table 5: Regression test for second hypothesis

Model	Correlation coefficient	Coefficient of determination	Adjusted	Error
1	^a 0.691	.478	.475	.82957

Table 6: Beta coefficient of operational advantage

Model		Non-standard coefficient		Standardized coefficient	t	Significance level
		B	Error	Beta		
1	(Constant)	.933	.181		5.168	.000
	Operational	.748	.053	.691	14.120	.000

The results in Table 6 show that the operational advantage has a significant impact on the dependent variable customer brand commitment. The beta value obtained is 0.74 i.e. a unit of change in the independent variable causes 0.74 unit change in the dependent variable. And the adjusted coefficient of determination is 0.47 which shows the influence of the independent variable from independent variable that is at relative appropriate level.

Third hypothesis: the aesthetic (or attractiveness) of brand logos has a significant impact on the customer brand commitment.

Table 7: Regression test for third hypothesis

Model	Correlation coefficient	Coefficient of determination	Adjusted	Error
1	^a .481	.231	.228	1.00632

Table 8: beta coefficient of aesthetic

Model		Non-standardized coefficient		Standardized coefficient	t	Significance level
		B	Error	Beta		
1	(Constant)	1.416	.249		5.687	.000
	Aesthetic	.553	.068	.481	8.101	.000

Results from Table 8 shows the aesthetic variable (or attractiveness) of brand logos have a significant impact on the dependent variable of customer brand commitment. The beta value obtained is 0.55, i.e. a unit of change in the independent variable makes 0.55 change in the dependent variable and adjusted coefficient of determination is also 0.22 showing that the dependent variable is influenced by the independent variable which is weak.

Fourth hypothesis: Three advantages of self-declaration operational and aesthetic of brand logos have stronger relationship with customer brand commitment than the brand logo recognition advantage.

A. Relationship between advantages and customer brand commitment

Table 9: Regression test for fourth hypothesis (relationship between advantages and customer brand commitment)

Model	Correlation coefficient	Coefficient of determination	Adjusted	Error
1	.542	.294	.291	.96458

Table 10: beta coefficient of advantages

Model		Non-standardized coefficient		Standardized coefficient	t	Significance level
		B	Error	Beta		
1	(Constant)	1.129	.243		4.654	.000
	Advantages	.644	.068	.542	9.524	.000

B. Relationship between advantages and logo recognition advantage

Table 11: Regression test for fourth hypothesis (advantages with logo recognition advantage)

Model	Correlation coefficient	Coefficient of determination	Adjusted	Error
1	.400	.160	.156	.87137

Table 12: beta coefficient of advantages

Model		Non-standardized coefficient		Standardized coefficients	t	Significance level
		B	Error	Beta		
1	(Constant)	2.077	.219		9.472	.000
	Advantages	.393	.061	.400	6.437	.000

The results of the above tables show that the advantages (self-declaration, operational and aesthetic) have a significant impact on customer brand commitment and logo recognition advantage. The adjusted coefficient of determination of brand commitment is 0.29 and the adjusted coefficient of determination for recognition advantage is 0.15 showing that the dependent variable are influenced by the independent variable. So, three advantages, as self-declaration, operational and aesthetic of brand logos have stronger relationship with customer commitment than brand logo recognition advantage and the hypothesis is confirmed.

Fifth hypothesis: the symbol as logo compared to name as logo has a stronger relationship with three advantages as self-declaration, operational and aesthetic.

A. Correlation of symbol as logo with three advantages

Table 13: Regression test for hypothesis five (symbol as a logo with three advantages)

Model	Correlation coefficient	Coefficient of determination	Adjusted	Error
1	.567	.322	.319	.79599

Table 14: beta coefficient for symbol

Model		Non-standardized coefficient		Standardized coefficient	t	Significance level
		B	Error	Beta		
1	(Constant)	1.131	.235		4.813	.000
	Symbol	.615	.061	.567	10.170	.000

B. Correlation of name as logo with three advantages

Table 15: Regression test for hypothesis V (connection of name as a logo with three advantages)

Model	Correlation coefficient	Coefficient of determination	Adjusted	Error
1	.396	.155	.152	.94365

Table 16: Beta coefficient of the variable name

Model		Non-standardized coefficient		Standardized coefficient	t	Significance level
		B	Error	Beta		
1	(Constant)	2.351	.344		6.828	.000
	Name	.384	.087	.396	3.273	.001

The results of the above table show that both variables of symbol as logo and name as logo have a significant impact on the advantages. The adjusted coefficient of determination for symbol as logo is 0.3 and the adjusted coefficient of determination for name as logo is 0.15 that shows the influence of independent variable from the dependent variable. So, the symbol as logo has a stronger relationship with advantages and the hypothesis is confirmed.

Sixth hypothesis: customer brand commitment has a significant impact on the relationship between the advantage of brand logo recognition and customer repurchase intention.

Table 17: Hierarchical regression test for the sixth hypothesis

Third stage	Second stage	First stage	Variable
0.43	0.63	0.60	Brand commitment
0.39	0.41	-----	Recognition advantage
0.29	-----	-----	Commitment × Advantage
0.55	0.25	0.11	R ²
0.30	0.14	0.11	DR ²
6.8	15.8	12.9	F

Hierarchical regression analysis revealed that 30% of the variation in the repurchase intention is due to the modulatory effect of customer brand commitment. In other words, variable of customer brand commitment that indicates the moderating effect in the regression analysis, constitutes 30% of the variation in repurchase intention and the hypothesis is confirmed.

Rating variables

To investigate whether the research variables are the same or different, analysis of variance is used. To this end, the following hypotheses are evaluated:

H0: Variables' average scores are equal

H1: At least a couple of average ratings of factors have significant differences

Results of this test in Table 18 and 19 have two outputs and determine that the importance of studied factors or independent variables was not equal from the viewpoint of respondents, since the significance level is smaller than 0.05. Therefore, the dimensions' mean rate is not the same. In the second output, the mean scores of the factors are shown. The advantage of self-declaration had the highest average.

Table 18: Results of Friedman test

Calculated square test	chi-	Degrees of freedom	Significance level	Error rate	Test result
18.1		5	0.003	0.05	H1 confirmed

Table 19: Friedman test and average score of factors

Dimensions	Average score
Advantage of self-declaration	3.66
Operational advantage	3.32
Aesthetic advantage	3.17
Recognition advantage	3.02
Brand commitment	2.50
Repurchase intention	2.44

Recommendations

1. Performing similar research in other regions and industries (to assess the external validity of the study).
2. Recognition and ranking the most important advantages of brand logos in customer repurchase intention (in different industries).
3. Studying the relationship between other brand elements (e.g., characters, slogans, echo, etc.) in customer repurchase intention.

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