

An Empirical Study on Effectiveness of Logos in the Digital World

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Abstract

Logos have played an important role in brand building efforts. Thus, the primary research problem in this effort is to understand the effectiveness of logos in the digital business ecosystem today and if they are effective, how do they manifest in influencing consumer behaviour? Logos offer several benefits that need articulation. Logos strengthen the brand image and are an integral part of an organisation's communication protocols. Factors crucial in designing a logo need an understanding considering that firms often make massive investments to develop a logo. Changing a logo is a sensitive issue and firms have to approach attempts to change the logo with abundant tact and caution. This study has deployed a causal research design to address the research question and empirical evidence was collected. The results of the study, while interesting, have addressed the need for a more comprehensive study in the future. This study can be of use to marketers who wish to design a logo for products that are gender sensitive and also for organisations who may wish to study the risks involved before redesigning the logo. The study also highlights the mediating impact of logos in engendering positive emotions to influence consumer behaviour.

Keywords: Logos, Brand image, Brand Reputation, Brand Awareness, Colors, Emotions, Buyer Behavior.

Introduction

In a crowded market space, every organisation strives to carve out its own niche. Since time immemorial brand equity has played an influential role in motivating customers to buy a product or service. A brand is the sum total of several attributes that represents what an organisation stands for. Products with a strong brand image have a greater consumer appeal. Brand image, logo, slogan, color, mascot are the many influences on buyer behavior. Organizations are now striving hard to create a distinctive, competitive edge in the market using advanced technologies and sophisticated communication platforms to market and sell their products. Mention of a brand leads us to vital components like logo and mascot. Logos have a strategic association with the company as they represent the values and beliefs of the firm.

A review of literature has revealed that there have been diverse studies to study the effectiveness of logos – however most research studies have focused on either understanding the benefits of logos or selection of the right design for a logo; however only a few research efforts have made attempts to study the effectiveness of logos in today's digital marketing ecosystem.

Digital technologies have led to brands vying for attracting mind share of customers through various means. Digital marketing techniques have evolved in the last few years. It will be of interest to know if logos still play an important role in influencing buyer behavior amidst all the digital clutter that customers are exposed to.

Before studying the effectiveness of logos, it is imperative to study its definition so that there is a common ground and greater understanding about what a logo actually constitutes. Further the benefits of a logo in terms of its impact on brand personality needs articulation. Businesses will also need to know the criteria for selection of the right logo design.

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The paper is organised as follows. We begin by documenting a review of literature to arrive at definitions of logos as arrived at by academic researchers. This is followed by analyzing the benefits that logo offer an organization. This is followed by reviewing the criteria for selecting the right design for a logo. This is followed by providing the framework of research by stating the research methodology and formulation of hypotheses. This is followed by analysis of primary data based on which findings and suggestions are presented and conclusions are drawn.

Review of Literature

A logo represents the personality of the organisation and the values that the organization represents to its stakeholders (Bernstein, 1986) (Balmer, 2008) (Cian et al, 2014). Logo influences the company reputation (Bernstein, 1986) (Foroudi & Montes, 2017) (Girard et al, 2013) and is part of corporate visual identity (Balmer, 2001) (Ashworth & Kavaratzis, 2010) Schechter (1993). Name, logo and slogan together represent a brand's identity (Kohli & Suri, 2002). A logo also represents the distinctive manner in which an organisation's name is recollected (Balmer, 2008).

Thus, the **operational definition of logos** can be arrived as:

A logo is defined as a corporate visual identity of an organisation, representing its personality, values, image and reputation and something that enables the organisation to distinguish itself from other market players by influencing and shaping consumers' attitudes and aligning buying behaviors.

Logo represents a brand's personality and acts as a visual cue (Cian, Krishna & Elder, 2014) and provides an assurance to a customer (Kay, 2006). A logo can be considered a strategic tool to manage brand reputation and enhance a brand's visibility to consumers (Grund, 1996).

Color, typeface, name and design are the various elements of a logo that make products and services visible to customers. Logos also enable an organisation to differentiate its products and services from customers (Alessandri, 2001) (Girard et al, 2013).

Logos make a company's products more prominent in the market place giving them a distinct competitive edge (Stuart, 1998) (Brachel & Earles, 1999) (Henderson & Cote, 1998) and also establish an emotional connect with consumers (Alessandri, 2001). This sets the tone for meaningful relationships between an organisation and its customers (Bhattacharya & Sen, 2003). In the digital world, spontaneous purchase decisions are driven more by a positive association with the brand and logo than just with the product.

A logo helps an organisation to build and maintain communication links with external and internal stakeholders (Balmer, 1998) (Van den Bosch et al, 2006). Consumers can have emotional connections with a logo (Alessandri, 2001) and this can set the tone for fostering meaningful relations with them (Bhattacharya & Sen, 2003). Consumer's buying decisions can often be influenced by logos and brand; this makes logos influential tools to succeed and sustain in the market. This is the reason why logos must be chosen and designed to attain specific marketing objectives (Kohli, 2002).

Logo is the building block of a company's corporate identity, supports the organisation's communication agenda and appeals to its stakeholders (Ashworth & Kavaratzis, 2010) (Van den Bosch et al, 2006) (Balmer, 1998) (Gyambrah & Hammond, 2017).

Well-designed logos have a greater consumer recall as the design assists in brand recognition influencing purchasing decisions (Govers, 2013). Research has revealed that consumers spend less than 15 seconds to arrive at a decision to buy. Logos expedite the consumer's decision making process by stimulating the memory of a brand.

Design of a logo must consider developing a design that stands out in the market (Krishna, 2013) and take into account specific marketing objectives (Kohli, 2002). Logos should use characters, graphs, signals and colors so that consumers can readily identify with them (Li, Chen, Su et al, 2014). The characteristics of a brand coupled with a logo's dynamism play a crucial role in designing a logo (Cian, Krishna & Elder, 2014). A logo should create a distinct image from competitors (Singla & Aggarwal, 2016).

Designing of a logo is a process that is time consuming and resource intensive. There is a risk that a logo may not be liked by consumers or it may evoke a negative emotion or it may simply fail to connect with the consumers (Jabbar, 2014).

Designing a logo need not be an expensive affair considering the crowd sourcing approach adopted by organisations. Twitter incurred an expense of \$ 15 for its logo while Nike paid \$ 35 for its logo.

Logos should be created keeping in mind specific marketing communication objectives. Marketers often test slogans as part of advertising campaigns. But the testing of logos is seldom given the importance that it deserves. Consumer inputs can add value to the efforts of designers who design a logo.

Henderson and Cote (1998) argued that there are four aspects that make a logo appear good – recognizability, familiarity, meaning and affect. Shape of logos also provides customers information about characteristics of the company. The round shape was a design dimension that affected consumer response to logos. Dimensions like elaborateness, naturalness and harmony impacted consumers' affective responses. In addition to shape, content and style were other vital elements. Content refers to text and graphic while style refers to how these elements are presented. All these elements and dimensions make people search for meaning in logos (Kohli & Suri, 2002).

All elements of brand identity have to be consistent so that brand image is strengthened. Let us take the example of oil company Exxon (that was earlier called as Standard Oil Company). The company introduced tiger as a symbol to send a strong message that the brand symbolized power. The initial slogan was – “Put a tiger in your tank”. A cartoon version of the logo was launched in 1962. Standard Oil Company became Exxon in 1972. Though the name of the company was changed, the tiger logo helped ensure continuity and consistency during this transition. The slogan read – “We have changed our name, but not our stripes”. In the 1990s, the slogan became – “Rely on the tiger”. The logo gave a suggestion about how Exxon had enriched the lives of customers. Logo and slogan complemented the brand name.

Selection of the Right Color for a Logo

Colors have a physiological and psychological impact on consumers and their preferences and can enliven the customer experience (Singla & Aggarwal, 2016) (Hynes, 2009). Color enables a logo to convey a message to a consumer in a spontaneous fashion. Colors in logos lead to emotional attachment of the consumer with the brand (Singla & Aggarwal, 2016). Emotional traits associated with different colors of a logo can influence consumer perceptions. Companies like Airtel, Hero Moto Corp, Microsoft and Google have carefully used colors in their brand communication strategy.

Selection of color relies on organizational culture, marketing and communication strategies of the organisation and the extent to which the organisation's customer relationship management strategy is embedded within the overall business strategy. Decisions about color in a logo need a higher degree of involvement from designers and top management (Foroudi et al, 2014) (Grossman & Wisenblit, 1999) (Aslam, 2006). The table below shows how each colour has a different meaning. Thus, while selecting the design of a logo, choice of the right color is important. The color chosen must match the brand attributes.

Colour	Meaning
Blue	Protective, stability, prestigious, secure, reliable.
Purple	Passionate, playful, visionary, truth, justice, exciting
Orange	Fun, playful, Happiness
Red	Passionate, Exciting, Dynamic
Yellow	Fun, Energetic, Cheerful, Imaginative
Green	Stability, Contemplative, Healthy
Pink	Truth, Justice, Homely, Protective
Brown	Earthly, Nature, Warm, Dependable

Source: Hynes (2009); Clarke & Costall (2008)

Research Methodology

The proposed research questions for the study are

1. How do logos influence consumer behavior?
2. How can a logo impact brand personality of organizations?
3. *What are the factors that influence the choice of a logo?*
4. How do logos enable communication of an organization's corporate identity to its clients?

The research objectives are delineated below:

- (1) To examine the factors influencing the choice of Logo/symbols.
- (2) To find out how logo communicates the corporate identity of the organization to clients.
- (3) To determine the influences of logo on brand image of an organization.
- (4) To identify the impact of logos on brand awareness and brand reputation.

To address the research questions and test the hypothesis, causal type of research design was adopted. Questionnaire was prepared and it was pre-tested with 25 sample respondents; based on the feedback, the questions were *fine tuned*. Convenience sampling method was used to draw responses from the survey. All questions used in the questionnaire are adapted from various studies discussed in the literature review. Most of the items representing the constructs and their sub components were generated from existing literature.

Of the 150 responses solicited, 147 responses were received. Three of these responses were incomplete and had to be rejected. Thus, the survey elicited responses from 144 respondents. Of these, 65 respondents were female and 79 respondents were male. The data so collected was fed into SPSS package to conduct statistical analysis. The results are presented under the Data analysis and interpretation section.

Formulation of Hypotheses

Null Hypothesis 1: *Factors that attract an individual to a logo (logo features) are gender neutral.*

Null Hypothesis 2: Preferences for shape in a logo are gender neutral.

Null Hypothesis 3: Preferences for color in a logo are gender neutral.

Analysis of Data

The scale reliability of the questionnaire was measured using SPSS. It was found to be 0.794 (Refer Table 1) and this indicated good scale reliability. If the Cronbach alpha value is greater than 0.7 then this is considered good enough (Hair, 2015). It indicates that the strength of association is good. The gender wise analysis of attributes is revealed in Table 2. Majority of respondents (63%) have assigned a higher rank to Quality of the products and services that they buy.

Respondents were asked to identify the logo that shows a man slightly bending forwards and eager to help with the tagline "A friend you can bank upon". The logo and the tag line belonged to that of Vijaya Bank, a leading PSU bank in India. 84% males and 94 % females were able to identify the logo of Vijaya Bank correctly. The recall value of Apple logo was 100%. 97% males and 95% females were able to recall the Nike swoosh correctly. The logo of fast food chain Mc Donald's also had a high recall value with 100% respondents correctly identifying it. *These results highlight the importance of devoting enough time to arrive at the right logo design.*

Respondents were asked a question – "What attracts you to a logo?" (Table 3). An equal number of male and female respondents replied that all the three attributes namely color, design and content was what attracted them to a logo. While 11% females said that it was color that attracted them to a logo, only 3% males expressed a similar opinion. Males have given greater weightage to design of logo than females. Thus, if we look at individual attributes, the preferences of male and female respondents vastly differ.

When reading table 5, we are interested in the results of the "Pearson Chi-Square" row. We can see here that Chi Square value is 6.975 and $p = .073$. This tells us that there is a statistically significant association between Gender and features in a logo; that is, both Males and Females have different preferences when they see a logo. Phi and Cramer's V

are both tests of the strength of association. We can see that the strength of association between the variables (Gender and features in a logo) is quite strong (Refer Table 6). **This forms the basis for rejecting the null hypothesis 1.**

Respondents were asked a question pertaining to the shape that they desired in a logo. The overall response is displayed in Table 7. The SPSS output shows that almost 60% respondents have expressed their opinion that shape of the logo is not important. Approximately an equal number of respondents (10% each) preferred the shapes curve and circle while 7% respondents preferred a triangular shape in the logo.

54% of males believed that shape of logo was not important; an equal number of respondents (roughly 13%) preferred triangle, curve and circle (Refer Table 8).

As can be seen from Table 9, the triangle shape was not preferred by a single female respondent. This means marketers selling products or services specific to women should desist from using a triangular shape in the logo. 70% of females believed that shape of logo was not important. The curve and circle shapes garnered almost a similar response among the females. It is clear from the SPSS output above that among all the shapes, curve and circle are more preferred shapes in the logo for female consumers. The preferences of shape in a logo are thus gender sensitive. **This forms the basis for rejecting the null hypothesis 2.**

To calculate a summary rank ordering, the attribute with the first rank was given the lowest number (1) and the most preferred attribute was given the highest number (4). The summarized rank order obtained is given in Table 22. The total highest score indicates the first preference ranking. Thus the rank ordering is:

1. Quality
2. Price
3. Brand
4. Logo

This means that logo occupies a role only after quality, price and brand when it comes to a consumer's buying decision.

Table 23 gives cross tabulation of gender versus color. From Chart 4 and tables 24-27, it is clear that the differences are only by chance and they are not statistically significant. Therefore color preferences are gender neutral at 5% significance. However, if we increase the significance level to 10% then it is clear that color preferences become gender sensitive. Since the visual charts clearly indicate a perceptible difference in color preferences between males and females, it will be safe to assume a 10% significance level and conclude that the differences in color preferences are not only by chance and that these are statistically significant. **This forms the basis for rejecting the null hypothesis 3.**

Refer to Tables 28 and 29. A factor analysis was carried out using Principal Component Analysis method of extraction. Two tests that indicate the suitability of data for structure detection are the Kaiser-Meyer-Olkin(KMO) measure of sampling adequacy. The KMO value indicates the proportion of variance in variables that might be caused by underlying factors. The KMO value is greater than 0.5 and this gives assurance that factor analysis can lead to useful results. Bartlett's test of sphericity tests the hypothesis that correlation matrix is an identity matrix which would indicate that variables are unrelated and unsuitable for structure detection. As the p-value is 0, it is an indication that factor analysis is useful with the data collected.

From 21 items, 7 components were extracted using Factor analysis. (Refer Chart 5 for Scree Plot). These factors could explain 62.12% of variance in consumer behavior. All these factors have an Eigen value greater than 1.

- Factor 1: Items 1, 6, 10 (Buyer Behavior)
- Factor 2: Items 4, 14, 20 (Brand Reputation)
- Factor 3: Items 18, 19, 21 (Colours)
- Factor 4: Items 2, 3, 7 (Brand Recall)
- Factor 5: Items 5, 8 (Brand Image)
- Factor 6: Items 15, 16 (Positive emotions towards brand)
- Factor 7: Item 9 (Culture)

These 7 components were used to develop a multiple regression model and the results show that purchasing decisions can be influenced when logos are effective in strengthening brand image and creating positive emotions that motivate a buyer to buy the product or service.

Let us refer to tables 30-33:

The estimated multiple regression model is

$$\text{Decision to buy} = 0.723 + 0.069 (\text{Brand Reputation}) - 0.008(\text{Colors}) + 0.099(\text{Brand Recall}) + 0.299 (\text{Brand Image}) + 0.278 (\text{Positive Emotions}) + 0.023 (\text{Culture}).$$

Of these, the p-values of Brand Image and Positive emotions are lower and this indicates that these two variables have a significant impact on decision to buy.

The regression equation makes use of unstandardized regression coefficients. Results indicate that excepting for color, all other variables have a positive influence on consumer behavior. The R^2 value is 0.183 and this indicates that 18.3% of the variations in buyer behavior are explained by the brand image and positive emotions towards the logo.

If we observe standardized coefficients Beta in Table, then Brand image has the highest value of 0.246 followed by positive emotions with a value of 0.214. The brand image thus has the highest influence on buyer behavior followed by positive emotions engendered by the logo.

Findings

The purchasing behavior is primarily influenced by the quality of products and services followed by price, brand value and logo. This indicates that logos do play a role in influencing buyer behavior. Attributes like price, brand and quality are not gender sensitive i.e. preferences for males and females towards these attributes are the same.

Both male and female respondents gave highest importance to quality (63%).

The recall value of logos was generally high indicating that logo has to be designed in such a way that recall value is high. However, the recall value of logo of foreign brands (Mc Donalds, Apple and Nike) was higher than that of Vijaya Bank, a PSU bank in India. This shows that Indian companies have to make stringent efforts to make consumers aware about the logo. More than 50% respondents opined that color, design and content – all these three attributes attract them to a logo together.

There is correlation between gender and different features in a logo that can attract the buyers. Features in a logo that can attract customers are gender sensitive. Color, design and content are three attributes that attract customers to a logo. Females are attracted to color and content while male members favor an attractive logo design. Marketers may find this information useful while offering products exclusively for women.

More than 60% respondents did not consider the shape of the logo as important in their buying decision. Among the rest, triangle, curve and circle were shapes that males favored while curve and circle were the shapes favored by females. Attributes like price, brand and quality are not gender sensitive i.e. preferences for males and females towards these attributes are the same.

However, the study has revealed that logo designs are gender sensitive. Interestingly, when a consumer decides to purchase a product or service, logo has a dominant influence on buyer behavior only after quality, price and brand (strictly in that order). At 10% significance level, the Phi value and Cramer's value for the association between gender and color is 0.329 and this indicates a strong association between gender and color. Excepting for color, all other variables have a positive influence on consumer behavior. Surprisingly, despite copious research on the importance of colors, the regression model has failed to give insights about the influence of color on buyer behavior. This needs further investigation in future research so that evidence can be more conclusive. We can also analyse if these results are specific to Indian audiences.

18.3% of the variations in buyer behavior are explained by the brand image and positive emotions towards the logo.

Results clearly indicate that logos strengthen the brand image and influence buyer behavior and therefore marketers must ensure that there is synergy between the logo and the brand image. As the logos enable an emotional connect with the audience, it is imperative that this fact is duly given consideration while designing the logo.

Suggestions

Buyer behavior is primarily influenced by the quality of products followed by price and brand equity. Logo comes next in this pecking order. Yet, the importance of logo cannot be undermined. Having the right design for the logo will greatly aid brand recall and influence the purchasing decision. The factors that attract an individual to a logo are gender dependent. Color, design and content in the logo are primary attractions. Though most respondents do not give much importance to shape, it is clear that even the shape of the logo has to be designed carefully by keeping in mind the functional utility of the product. Females have a greater preference for circular and curvy shapes while males are inclined towards shapes like triangle, curve and circle. Marketers must keep these factors in mind while designing gender specific products. In a *likewise manner, the preferences for color in a logo are different for males and females.*

Brand image is a critical determinant of buyer behavior but positive emotions associated with the brand can breed customer loyalty. This is where logos can play an important role in strengthening the brand image and establishing an emotional connect with the customers. A well designed logo can trigger positive emotions in consumers. Marketers must therefore invest sufficient time and resources to design a logo that is effective in influencing buyer behavior.

Conclusions

The most critical factor for choosing a logo is the design of the logo. Recognizability, familiarity, meaning and affect are all vital factors to be considered while choosing a logo. The logo must strengthen the brand and its positioning. The *right color in the logo also plays a role. Substantial time must be invested in designing the logo.* The logo must be well aligned with the marketing objectives of the organisation and must form an integral component of an organization's communication protocol.

A company's logo is the complete embodiment of everything the company stands for. The best logos are easily recognizable and memorable. Sometimes a logo needs change. A brand needs reinvigoration. Companies evolve. Marketing approaches change. Having the right strategy, the right culture and the right story to tell consumers is important. This is the main reason why a company should change its logo if there is a need to do so.

Understanding the impact of logo change on the loyal customer base is a pre requisite for engineering changes in logo design. Pre-testing and trials will give organisations the confidence to proceed with the change. Gap had changed its logo but a consumer backlash online (on Facebook and Twitter) led to the company reverting to its original logo.

The results of the study demonstrate that a logo strengthens the corporate identity and has a profound influence on the brand image. Logos also facilitate awareness about a brand enhancing its reputation. Any decision to change the logo must be made after careful consideration.

Logos thus will continue to play an important role in the digital world today. Businesses must strive to design logos that are effective in terms of supporting the organisation's marketing and communication agenda. Design of the logo must be concomitant with the overall brand strategy.

Directions for further Research

The sample size of 147 respondents is quite limited and with a higher sample size, responses could have been even more meaningful. The regression model explains 18% of the variation in consumer behavior that can be caused by the impact of logos. A future study with a higher sample size and more items/ variables extracted from literature can confirm that this model is robust and fit for purpose. Among the respondents, the number of participants from industry was limited. So, future research can look at further enhancing the representativeness of the sample. Additionally, focus group discussion can be conducted with a bevy of experts in brand management to further add value to the discussion. It would be also interesting to understand the correlation between sales turnover and a change in the company's logo. The impact of digital technology on the effectiveness of logos will also be an exciting avenue for further research. This research has led to mixed opinions regarding the impact of color in logos on buyer behavior. Literature is replete with examples that explain how color plays an important role. This aspect of color as a dimension in influencing buyer behavior is worth investigating further as it will give vital clues to marketers.

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Annexure

List of Tables & Charts

Table 1. Reliability Statistics

Cronbach's Alpha	N of Items
.794	21

Table 2. Gender wise analysis of attributes

% analysis - Gender wise analysis of attributes				
Sex	Quality	Price	Brand	Logo
M	63%	15%	6%	15%
F	63%	12%	5%	20%

Table 3. What attracts you to a Logo?

	Color	Design	Content	All the above
Females	11%	24%	9%	56%
Males	3%	35%	4%	58%

Chart 1. Attraction to a Logo

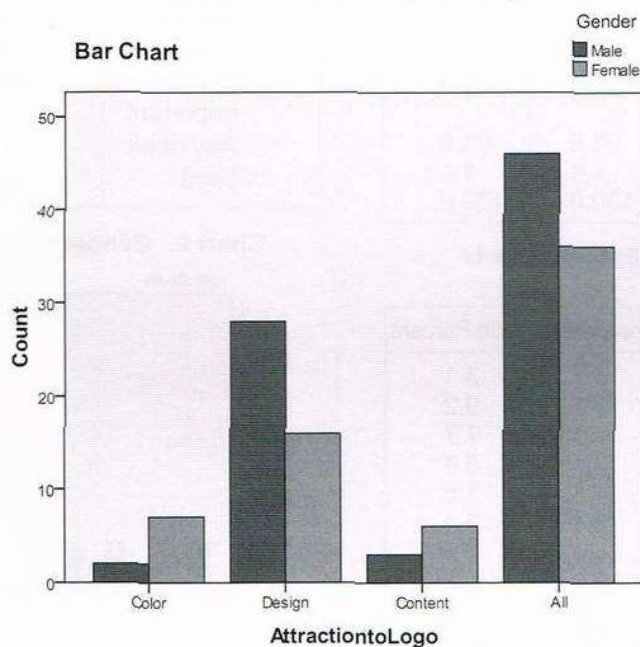


Table 4. Gender * Attraction to Logo Cross tabulation

		Attraction to Logo				Total
		Color	Design	Content	All	
Gender Male	Count	2	28	3	46	79
	% within Gender	2.5%	35.4%	3.8%	58.2%	100.0%
	% within Attraction to Logo	22.2%	63.6%	33.3%	56.1%	54.9%
	% of Total	1.4%	19.4%	2.1%	31.9%	54.9%
Female	Count	7	16	6	36	65
	% within Gender	10.8%	24.6%	9.2%	55.4%	100.0%
	% within Attraction to Logo	77.8%	36.4%	66.7%	43.9%	45.1%
	% of Total	4.9%	11.1%	4.2%	25.0%	45.1%
Total	Count	9	44	9	82	144
	% within Gender	6.3%	30.6%	6.3%	56.9%	100.0%
	% within Attraction to Logo	100.0%	100.0%	100.0%	100.0%	100.0%
	% of Total	6.3%	30.6%	6.3%	56.9%	100.0%

Table 5. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.975 ^a	3	.073
Likelihood Ratio	7.135	3	.068
Linear-by-Linear Association	.231	1	.631
N of Valid Cases	144		

Table 6. Symmetric Measures

	Value	Approx. Sig.
Nominal by Phi	.220	.073
Nominal Cramer's V	.220	.073
N of Valid Cases	144	

Table 7. Preferences of respondents to shape in a logo

	Frequency	Percent	Valid Percent
Valid Triangle	10	6.9	6.9
Rectangle	3	2.1	2.1
Curve	16	11.1	11.1
Circle	15	10.4	10.4
Square	4	2.8	2.8
Hexagon	3	2.1	2.1
Angular	2	1.4	1.4
Shape Not Important	89	61.8	61.8
Any other	2	1.4	1.4
Total	144	100.0	100.0

Table 8. Preferences of male respondents towards shape of logo

	Frequency	Percent	Valid Percent
Valid Triangle	10	12.7	12.7
Rectangle	1	1.3	1.3
Curve	10	12.7	12.7
Circle	10	12.7	12.7
Square	2	2.5	2.5
Hexagon	2	2.5	2.5
Shape Not Important	43	54.4	54.4
Any other	1	1.3	1.3
Total	79	100.0	100.0

Table 9. Preferences of female respondents to shape in a logo

	Frequency	Percent	Valid Percent
Valid Rectangle	2	3.1	3.1
Curve	6	9.2	9.2
Circle	5	7.7	7.7
Square	2	3.1	3.1
Hexagon	1	1.5	1.5
Angular	2	3.1	3.1
Shape Not Important	46	70.8	70.8
Any other	1	1.5	1.5
Total	65	100.0	100.0

Chart 2. Gender wise preferences for shapes

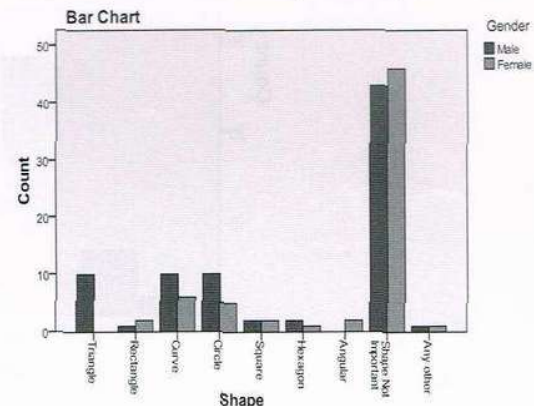


Table 10. Gender * Shape Cross Tabulation

		Shape									Total
		Triangle	Rectangle	Curve	Circle	Square	Hexagon	Angular	Shape Not Important	Any other	
Gender	Male	10	1	10	10	2	2	0	43	1	79
	Female	0	2	6	5	2	1	2	46	1	65
Total		10	3	16	15	4	3	2	89	2	144

Table 11. Symmetric Measures

		Value	Approx. Sig.
Nominal	by Phi	.314	.077
Nominal	Cramer's V	.314	.077
N of Valid Cases		144	

Table 12. Gender versus Price

		Price				Total
		1.00	2.00	3.00	4.00	
Gender	Male	16	21	30	12	79
	Female	10	15	32	8	65
Total		26	36	62	20	144

Table 13. Symmetric Measures : Gender versus Price

		Value	Approx. Sig.
Nominal	by Phi	.115	.592
Nominal	Cramer's V	.115	.592
N of Valid Cases		144	

Table 14. Gender versus Brand

		Brand				Total
		1.00	2.00	3.00	4.00	
Gender	Male	17	32	25	5	79
	Female	10	36	16	3	65
Total		27	68	41	8	144

Chart 3. Gender based differences for shapes

Bar Chart

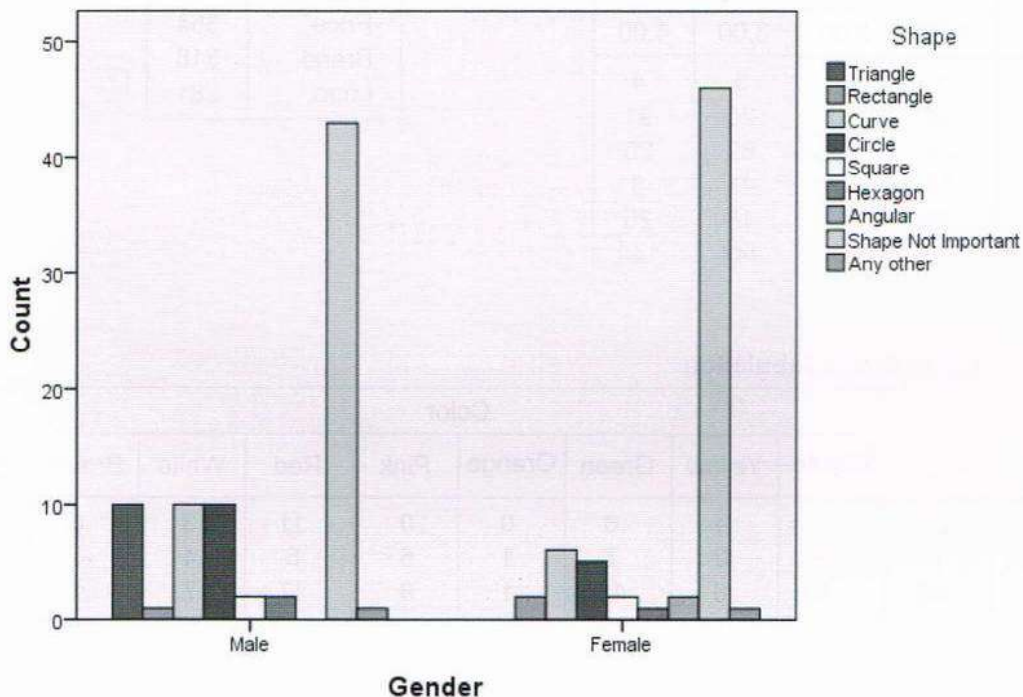


Table 15. Symmetric Measures : Gender versus Brand

	Value	Approx. Sig.
Nominal by Phi	.149	.363
Nominal Cramer's V	.149	.363
N of Valid Cases	144	

Table 16. Crosstab : Gender versus Logo

		Logo				Total
		1.00	2.00	3.00	4.00	
Gender	Male	34	21	12	12	79
	Female	39	9	4	13	65
Total		73	30	16	25	144

Table 17. Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.896 ^a	3	.048
Likelihood Ratio	8.142	3	.043
Linear-by-Linear Association	.725	1	.395
N of Valid Cases	144		

Table 18. Symmetric Measures : Gender versus Logo

	Value	Approx. Sig.
Nominal by Phi	.234	.048
Nominal Cramer's V	.234	.048
N of Valid Cases	144	

Table 19. Cross tab Gender versus Quality

		Quality				Total
		1.00	2.00	3.00	4.00	
Gender	Male	12	5	12	50	79
	Female	6	5	13	41	65
Total		18	10	25	91	144

Table 20. Symmetric Measures : Gender versus Quality

	Value	Approx. Sig.
Nominal by Phi	.105	.663
Nominal Cramer's V	.105	.663
N of Valid Cases	144	

Table 21. Calculating Rank Order

	Rank			
	1.00	2.00	3.00	4.00
Attribute	1	2	3	4
Quality	18	10	25	91
Price	26	36	62	20
Brand	27	68	41	8
Logo	73	30	16	25
Total	144	144	144	144

Table 22. Rank Order Scores

Quality	477
Price	364
Brand	318
Logo	281

Table 23. Gender * Color Cross Tabulation

		Color									Total	
		Blue	Purple	Yellow	Green	Orange	Pink	Red	White	Brown		Black
Gender	Male	31	5	4	6	0	0	11	3	0	19	79
	Female	14	5	2	7	1	6	6	4	1	19	65
Total		45	10	6	13	1	6	17	7	1	38	144

Table 24. Preferences for Color

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Blue	45	31.3	31.3	31.3
Purple	10	6.9	6.9	38.2
Yellow	6	4.2	4.2	42.4
Green	13	9.0	9.0	51.4
Orange	1	.7	.7	52.1
Pink	6	4.2	4.2	56.3
Red	17	11.8	11.8	68.1
White	7	4.9	4.9	72.9
Brown	1	.7	.7	73.6
Black	38	26.4	26.4	100.0
Total	144	100.0	100.0	

Table 25. Descriptive Statistics

	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Skewness		Kurtosis	
					Statistic	Std. Error	Statistic	Std. Error
Gender	144	1.00	2.00	1.4514	.197	.202	-1.989	.401
Color	144	1.00	10.00	5.1389	.158	.202	-1.631	.401
Valid N (listwise)	144							

Table 26. Relation between Gender and Colour

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.565 ^a	9	.077
Likelihood Ratio	18.704	9	.028
Linear-by-Linear Association	2.969	1	.085
N of Valid Cases	144		

Table 27. Symmetric Measures

	Value	Approx. Sig.
Nominal by Phi	.329	.077
Nominal by Cramer's V	.329	.077
N of Valid Cases	144	

Chart 4. Gender Preferences for Color

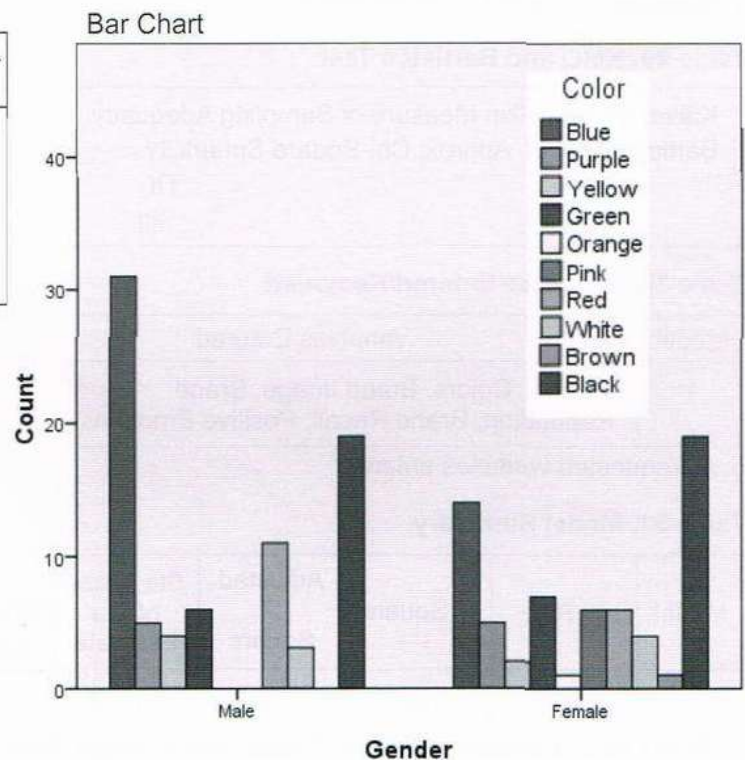


Table 28. Rotated Component Matrix

	Component						
	1	2	3	4	5	6	7
Q1	.675						
Q2				.512			
Q3				.661			
Q4		.560					
Q5					.703		
Q6	.820						
Q7				.628			
Q8					.684		
Q9							.840
Q10	.597						
Q11							
Q12							
Q13							
Q14		.646					
Q15						.773	
Q16						.623	
Q18			.642				
Q19			.636				
Q20		.696					
Q21			.745				

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.
 a. Rotation converged in 30 iterations.

Table 29. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.701
Bartlett's Test of Approx. Chi-Square Sphericity	633.194
Df	190
Sig.	.000

Table 30. Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Culture, Colors, Brand Image, Brand Reputation, Brand Recall, Positive Emotions ^a		Enter

a. All requested variables entered.

Table 31. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.428a	.183	.147	.81638	.183	5.112	6	137	.000

a. Predictors: (Constant), Culture, Colors, Brand Image, Brand Reputation, Brand Recall, Positive Emotions
 b. Dependent Variable: Decision To Buy

Table 32. ANNOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	20.443	6	3.407	5.112	.000a
Residual	91.307	137	.666		
Total	111.750	143			

a. Predictors: (Constant), Culture, Colors, Brand Image, Brand Reputation, Brand Recall, Positive Emotions

b. Dependent Variable: Decision To Buy

Table 33. Coefficients'

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	.723	.393		1.841	.068	-.054	1.500
Brand Reputation	.069	.106	.054	.651	.516	-.140	.278
Color	-.008	.077	-.008	-.100	.920	-.159	.144
Brand Recall	.099	.091	.091	1.079	.283	-.082	.280
Brand Image	.299	.102	.246	2.918	.004	.096	.501
Positive Emotions	.278	.111	.214	2.510	.013	.059	.497
Culture	.023	.073	.026	.322	.748	-.120	.167

a. Dependent Variable: Decision To Buy

CHART 5. SCREE PLOT

