A Study on Impact of Brand Logo In Influencing Consumer Buying Behaviour

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Abstract- *Logos are the visual ambassadors of brands, serving as powerful symbols that communicate a company's identity, personality and values. This study investigates the impact of brand logos on consumer buying behaviour, focusing on the awareness, familiarity and influence of logos on purchasing decisions. Through a descriptive research approach and a sample of 135 respondents, data was collected using structured online questionnaires. Findings reveal a high level of awareness and familiarity with brand logos among respondents, with the majority indicating that logos influence their perception of products or services. Additionally, a significant proportion of respondents have altered their purchasing behaviour due to logo changes, highlighting the importance of logo consistency. The study also explores the role of logos in creating connections between consumers and brands, with brand names being the most influential aspect. Moreover, the study examines the influence of logo design elements on purchase decisions, with brand names and symbols/image ranking highest. Chi-square analysis indicates no significant relationship between age and the effective communication of logo with brand values. Overall, the study underscores the pivotal role of brand logos in shaping consumer behaviour and perceptions, emphasizing the need for businesses to carefully manage logo changes to maintain positive brand perception. the study explains how different logo attributes affect consumer behaviour. This highlights the crucial role that logos play in marketing campaigns.*

Keywords: Brand logo, Buying behaviour, Purchase decision.

I. INTRODUCTION

A logo is like a special picture or icon that represents a company or a brand. It's a unique symbol that helps people recognize and remember that brand easily. It can be a simple shape, a colourful design or even just the name of the brand written in a special way. The main job of a logo is to make a brand stand out and be remembered by people. So when you see that familiar symbol, you know exactly which brand it belongs.

In today's business world, logos do more than just showing which brand is which. They're like visual superheroes that can make people feel and remember things about a brand. Think of a logo as a kind of magic that can affect how we decide to buy things and which brands we stick with.

It is the visual signature of a brand which represents its personality and values. The magic of logos is silently communicating with consumers on a subconscious level. they serve as powerful visual ambassadors influencing consumer perceptions and behaviour, a logo is the friendly face of a brand, capable of sparking emotions and etching indelible memories. The way people decide what to buy has changed a lot. We're all connected through technology and we have lots of information at our fingertips. Logos, the special pictures that represent brands, are crucial in catching our attention and making us like a brand. But in today's world, logos need to be flexible and adapt to what people like because their preferences are always changing. This study is all about figuring out the secret code between logos and how people act when they see them.

II. REVIEW OF LITERATURE

1.Rizqi Muttaqin, Denny Saputera, Rizal Budi Santoso (2023) "The Effect of Logos in Marketing Communications on Consumer Behaviour" The study the impact of logos on consumer behaviour is explored focusing on brand awareness. Using an exploratory approach with focus group discussions, the study finds that logos with text enhance brand awareness. The chosen sample represents the brand's target market. The article suggests that text in logos influences consumer perceptions, emphasizing the importance of considering this in logo design changes.

2. Sarkonda sathish (2020) "The study on brand logos and its importance" The study finds that the logo can expand a brand's product category and influence customer choices. The logo becomes a way for customers to connect with a product and contributing to the brand's future development. A well-designed logo can strengthen customer relationships and positively impact company performance. The study concludes

that logos can effectively manage customer expectations and contribute to brand identity. The was study conducted in Portugal, involving 220 participants, which indicates that branding especially through logos has a short-term impact on consumer behaviour and the importance of creativity in logo design and suggests that plant-based logos have a positive effect on design culture.

3. Venkatesh Ganapathy (2019) "A conceptual study on the effectiveness of logos and their impact on buyer behaviour" The study explores the pivotal role of logos in brand building within the digital business. Focusing on the effectiveness of logos and their influence on consumer behaviour, the research emphasizes the significance of understanding factors crucial to logo design such as colour psychology. It highlights the substantial investments in logo design, underscores the sensitivity of logo changes and how logos contribute to visually representing a brand's values. The cumulative positive impact of logos along with other brand elements in fostering emotional connections with customers, thereby influencing purchasing decisions and cultivating customer loyalty.

4. Zhijuan Zhu (2017) "Research on logo design and evaluation of youth education brands based on visual representation" The research looks at how the design of logos for youth education brands influences how people feel about them. They studied 115 logos, categorized them into types like abstract, natural and text-based and selected 12 as representative samples. They collected feedback using a questionnaire from 120 participants. The results suggest that people tend to like logos more when they give a sense of contemporaneity, aesthetics, interest, and style. The study also found that certain types of logos like natural and English text mark logos, are commonly used in youth education brands. The findings can guide designers and managers in creating logos that receive a positive response. This research is the first to link logo design characteristics with specific industries and contributes to the understanding of how logo characteristics impact liking.

5.Pantea Foroudi, Suraksha Gupta, TC Melewar (2017) "CORPORATE LOGO: History, Definition, and Components" The literature review underscores the historical and ongoing importance of corporate logos for organizations, dating back to 1760. It highlights the lack of a singular definition for corporate logos and focuses on four interrelated dimensions: typeface, design, colour and corporate name. The challenge lies in classifying these dimensions due to their multidisciplinary nature, drawing on fields like graphic design, integrated communication, organizational studies, and marketing. The complexity also arises from the inter-

relationship between logo dimensions and the historical interchangeability of terms like corporate logo, image, and identity. The article claims to contribute by extending knowledge on logos, corporate visual identity, and related elements.

III. STATEMENT OF PROBLEM

In today's competitive market, branding plays a crucial role in influencing customer decision-making and driving business success. Logos as central visual elements of a brand have the potential to significantly impact customer perception and brand recall. This study aims to investigate the relationship between the effectiveness of a brand's logo and its influence on consumer buying behaviour, addressing the current need in understanding the factors that affect consumer choices in terms of visual brand representation and to clarify the lack of comprehensive information available to consumer's understanding of how different logos influence customer preference, brand perception and purchase behaviour of different groups of people like young or old people from different places.

IV. OBJECTIVES

➢ To determine people aware of brand logos.
➢ To understand the role of logos in creating connections between consumers and brands.
➢ To investigate whether logos play a role in impulse purchases.
➢ To understand whether logo consistency contributes to a stronger brand presence in the consumer's memory.

V. SCOPE OF THE STUDY

This study examines how a logo can influence consumer buying habits from the initial impression to the final purchase and also how businesses can create a logo that resonates with customer and helping businesses to better understand their target audience, how to measure the success of a brand logo and create more effective marketing strategies to exploring how logo design can be used to create a memorable and recognizable brand identity.

VI. RESEARCH METHODOLOGY

The research methodology acts as a systematic and structured framework, providing guidance to researchers across different stages of a research study. It functions as a detailed plan for shaping the design, execution and interpretation of research findings. This research is descriptive

in nature. The data used in this study is both primary data & Secondary data. Primary data is collected through well - structured online Questionnaires. The respondents were selected from Random sampling from among 135 respondents. Secondary data was taken from various other websites from online.

RESEARCH DESIGN

This research adopts a descriptive approach and the main purpose of the study is concentrating on analysing objectives and customer behaviour through the utilization of both primary and secondary data sources.
DATA SOURCE – Primary data and secondary data

VIII. LIMITATION OF THE STUDY

* A total of 135 respondents participated in providing their input for this research.
* The findings of this study could have been influenced by the respondents' own biases.
* This study utilized a self-reported survey to collect primary data by using forms. So the result would be varying according to the opinion of individuals.

TOOLS FOR ANALYSIS:

* Percentage analysis.
* Ranking analysis.
* Chi-square analysis.

IX. ANALYSIS AND INTERPERTATION

8.1 PERCENTAGE ANALYSIS:

TABLE: 8.1.1 - DEMOGRAPHIC PROFILE

CATEGORIES	HIGH RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Gender	Female	76	56.30
Age	20-30	75	55.56
Occupation	Student	96	71.11%
Monthly income	Less than 10000	71	52.59%
Area of residence	Rural	83	61.48%

Interpretation:

The above table describes the demographic profile of respondents out of 135 respondents, 76(56.30%) of

respondents are female, 75(55.56%) of respondents are belong to the age group of 20-30. 96(71.11%) of respondents are student, 71(52.59%) of respondents are of monthly income less than 10000, 83(61.48%) of respondents belong to rural area.

TABLE: 8.1.2 - RESPONDENTS AWARE OF BRAND LOGO

CATEGORY	VARIANTS	NO OF RESPONDENTS	PERCENTAGE
Are you generally aware of popular brand logos?	Yes	125	92.59%
	No	10	7.41%
Grand Total		135	100.00%

Interpretation:

The above table represents the awareness of brand logo out of 135 respondants 125(92.59%) are aware of brand logos and 10(7.41%) not aware of brand logos.

TABLE: 8.1.3 - RESPONDENTS FAMILIAR WITH BRAND LOGO

S N O	LOGO	AWARE OF BRAND LOGOS		NOT AWARE OF BRAND LOGOS	
		NO OF RESPONDENT	%	NO OF RESPONDENT	%
1	APPLE	130	96.2	5	3.7
2	AUDI	125	92.5	10	7.4
3	MCDONALD'S	116	85.9	19	14.0
4	ADIDAS	108	80.0	27	20.0
5	PEPSI	106	78.5	29	21.4
6	PUMA	111	82.2	24	17.7
7	SNAPCHAT	109	80.7	26	19.2
8	INSTAGRAM	106	78.5	29	21.4

Interpretation:

The above table represents the respondent familiarity with brand logo. It shows that out of 135 respondents, 130(96.2%) respondents are familiar with Apple logo, 125(92.5%) respondents are familiar with Audi logo, 116(85.9%) respondents are familiar with McDonald's logo, 108(80%) respondents are familiar with Adidas logo,

106(78.5%) respondents are familiar with Pepsi logo, 111(82.2%) respondents are familiar with Puma logo, 109(80.7%) respondents are familiar with Snapchat logo, 106(78.5%) respondents are familiar with Instagram logo.

TABLE: 8.1.4 - ROLE OF LOGO IN CONNECTION BETWEEN CONSUMER AND BRAND

CATEGORY	VARIANTS	NO OF RESPONDENTS	PERCENTAGE
When you see a logo, company what is the first thing that captures your attention?	The brand name	77	57.04%
	The shape or design	39	28.89%
	The colours used	18	13.33%
	The content	1	0.74%
	Grand Total	135	100.00%
Do you think a well-designed brand logo influences your perception of a product or service?	Yes	86	63.70%
	Maybe	40	29.63%
	No	9	6.67%
	Grand Total	135	100.00%
you ever stopped purchasing a product or using a service because of a logo change?	Yes	46	34.07%
	No	89	65.93%
	Grand Total	135	100.00%

Interpretation:

The above table represents the role of logo in connection between the consumer and brand, it shows that out of 135 respondents, 77(57.04%) respondents captured by the company/brand name in the logo, 39(28.89%) respondents captured by the shape or design of the logo, 18(13.33%) respondents captured by colors used in the logo, 1(0.74%) respondent captured by the content of the logo. 86(63.70%) of the respondents thinks a well-designed brand logo influences their perception of a product or service, 40(29.63%) of respondents thinks a well-designed brand logo maybe influences their perception of a product or service, 9(6.67%) of respondents thinks a well-designed brand logo does not influence their perception of a product or service. 46(34.07%) of respondents have stopped purchasing a product or using a service because of a logo change, 89(65.93%) of respondents have does not stopped purchasing a product or using a service because of a logo change.

TABLE: 8.1.5 - ROLE OF LOGO IN PURCHASE DECISION

CATEGORY	VARIANTS	NO OF RESPONDENTS	PERCENTAGE
Have you ever made an impulse purchase influenced by a brand logo?	No	83	61.48%
	Yes	52	38.52%
	Grand Total	135	100.00%
How often do you notice brand logos when making a purchase decision?	Always	38	28.15%
	Never	1	0.74%
	Often	36	26.67%
	Rarely	10	7.41%
	Sometimes	50	37.04%
	Grand Total	135	100.00%
In a market with similar products/services, how important is a brand's logo in influencing your choice?	Important	37	27.41%
	Neutral	48	35.56%
	Not important at all	5	3.70%
	Not very important	6	4.44%
	Very important	39	28.89%
	Grand Total	135	100.00%

Interpretation:

Respondents around 61.5%, have not made an impulse purchase just because they were influenced by a brand logo, about 38.5% of the respondents admit to making impulse purchases influenced by a brand logo. 38 (28.15%) respondents always notice brand logos when they're deciding to buy something, 1 (0.74%) they never notice brand logos, 36(26.67%) most people often notice brand logos, 10 (7.41%) small group rarely notices brand logos, indicating that for some brand logos aren't a significant part of their purchase decision-making process. 50(37.04%) of the respondents sometimes notice brand logos when making a purchase decision. Almost 56% think logos are important to very important, showing many consumers value them when choosing similar products. About 36% are neutral, around 8%, find logos not very important or not important at all, indicating logos don't significantly impact their choices.

TABLE: 8.1.6 - RESPONDENTS BUYING BEHAVIOUR TOWARDS LOGO

CATEGORY	VARIANTS	NO OF RESPONDENTS	PERCENTAGE
If you see two bottles that cost the same amount and one has a logo on it while the other has no label, which one would you choose to buy?	Bottle with a logo label	117	86.67%
	Bottle without a logo label	18	13.33%
	Grand Total	135	100.00%

Interpretation:

This data indicates a strong consumer bias towards products with branding or logos, suggesting that visible branding can significantly influence purchasing decisions. From the above table we can interpret that out of 135 respondents 117 respondents (86.67%) choose the bottle with a logo label and 18 respondents (13.33%) says that they choose bottle without labels in it.

TABLE: 8.1.7 - LOGO CONSISTENCY AND CUSTOMER MEMORY

CATEGORY	VARIANTS	NO OF RESPONDENTS	PERCENTAGE
How likely are you to recall a brand when you see its logo, even if you don't remember the specific product or service?	Likely	53	39.26%
	Neutral	40	29.63%
	Unlikely	4	2.96%
	Very likely	37	27.41%
	Very unlikely	1	0.74%
	Grand Total	**135**	**100.00%**
How do you typically react when a well-known brand changes its logo?	Depends on the changes	43	43
	Negative	13	13
	Neutral	49	49
	Positively	30	30
	Grand Total	**135**	**135**
To what extent does a brand's logo influence your loyalty?	Extremely influenced	20	14.81%
	Influential	65	48.15%
	Neutral	46	34.07%
	Not influential	4	2.96%
	Grand Total	**135**	**100.00%**

Interpretation:

In a survey of 135 people about recalling a brand from its logo, a significant majority indicated they are likely to remember the brand, with 53(39.26%) saying likely and 37(27.41%) saying very likely, 40 (29.63%) were neutral, 5 (3.7%) doubted their ability to recall, with most feeling unlikely or very unlikely. 49 respondents (36%) felt neutral about logo changes, 43 (32%) said their reaction depends on the nature of the changes, 30 (22%) reacted positively, viewing logo changes as a potentially good move for the brand. Only 13 people (10%) had a negative reaction. 14.81% felt extremely influenced by a brand's logo, 48.15%, found logos to be influential, 34.07% remained neutral, 2.96% said logos are not influential to their loyalty.

8.2 RANK ANALYSIS:

TABLE: 8.2.1 - MOST APPEALING ASPECT OF LOGO

SNO	MOST APPEALING ASPECT OF LOGO	NO OF RESPONDENTS	RANK
1	Color	88	1
2	Shape	78	2
3	Typography	41	4
4	Simplicity	69	3
5	Recognizability	69	3

Interpretation:

According to rank analysis the respondents gave colour as 1st rank, Shape as 2nd rank, Simplicity and Recognizably as 3rd rank, Typography as 4th rank as the most appealing aspect of logo.

TABLE: 8.2.2 - ELEMENTS INFLUENCE IN PURCHASE DECISION

SNO	ELEMENTS INFLUENCE IN PURCHASE DECISION	NO OF RESPONDENTS	RANK
1	Color	72	3
2	Shape	61	4
3	Font	45	5
4	Symbol/ image	77	2
5	Brand name	80	1

Interpretation:

The data of the ranking given by respondents to the elements influencing their purchase decision is displayed above. Brand name ranks 1st, Symbol/image ranks 2nd, Colour ranks 3rd, Shape ranks 4th, Font ranks 5th.

8.3 CHI-SQUARE ANALYSIS:

Hypothesis: Level of significance – 5% or 0.05
H_{01}: There is significant relationship between age and importance of brand logo in influencing choice.
To test these hypotheses, the Chi Square test has been used. SPSS has been used to test the statistics of analysis of variance.

TABLE 8.3.1 - RELATIONSHIP BETWEEN AGE AND IMPORTANCE OF BRAND LOGO IN INFLUENCING CHOICE

Age / in a market with similar products/ services, how important is a brand's logo in influencing your choice?	Not Impo rtant At All	Not Very Impo rtant	Neu tral	Impo rtant	Very Impo rtant	Gr an d Tot al
under 20 years	1	2	18	8	12	41
20 - 30 years	1	1	26	25	22	75
30 - 40 years	1	1	2	2	2	8
40 - 50 years	1	1	1	1	2	6
above 50 years	1	1	1	1	1	5
Total	5	6	48	37	39	135

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	21.354	16	0.165
Likelihood Ratio	16.421	16	0.424
Linear-by-Linear Association	2.142	1	0.143
N of Valid Cases	135		

➢ 19 cells (76.0%) have expected count less than 5. The minimum expected count is 0.19.

Interpretation:

The observed value is 0.165 and it is greater than P value 0.05. Hence the hypothesis is rejected. There is no significant relationship between age and importance of brand logo in influencing choice.

X. FINDINGS

1. Majority of respondents (92.59%) are aware of brand logos.

2. Unfamiliarity with logos ranges from (14.0% to 21.4%), indicating a generally high level of awareness for the selected brands.

3. Logos are frequently noticed in daily life by (55.56%) of respondents, with (30.37%) noticing them occasionally.

4. The company/brand name is the first thing that captures attention when viewing logos, cited by (57.04%) of respondents.

5. A significant proportion (63.70%) believes that a well-designed brand logo influences their perception of products or services, underscoring the influential role of logos in shaping consumer opinions.

6. A considerable portion (34.07%) has altered purchasing behaviour due to logo changes, highlighting the potential impact of logos on consumer choices.

7. Respondents exhibit high familiarity with various brand logos, with Apple leading at 96.2%, indicating the prominence of well-established brands in consumer awareness.

8. A notable percentage (38.5%) admits to making impulse purchases influenced by brand logos, reflecting the persuasive effect of logos on spontaneous buying decisions.

9. Brand logos influence purchase decisions with (54.82%) of respondents noticing them always or often.

10. Majority of respondents (86.67%) prefer to buy a bottle with a logo label, indicating a strong trust or preference for branded products.

11. Majority of respondents (66.67%) are likely or very likely to recall a brand from its logo, highlighting the effectiveness of logos in brand recognition.

12. Respondents show varied reactions to brand logo changes: (30.37%) are curious, (19.26%) excited, and (36.30%) indifferent, suggesting a range of responses.

13. (34.07%) of respondents have stopped purchasing a product or using a service due to a logo change, indicating the potential impact of logo alterations on consumer behaviour.

14. Brand name in logo is the most influential element in purchase decisions according to respondents, followed by symbol/image, colour, shape and font, ranked respectively.

15. Findings indicate that across all age groups, the majority (93.33%) agree that logos effectively communicate a brand's values, with the highest agreement observed among respondents under 20 years (92.86%).

XI. SUGGESTIONS

• Brands can enhance their impact by focusing on well-designed logos that effectively convey their values, giving

attention to both brand names and design elements for better consumer connection.

- Targeted marketing campaigns can attract those who haven't made impulse purchases based on logos. For brands with lower recognition, strategies to boost visibility and communication can foster stronger connections.

- When considering logo changes, brands should emphasize positive aspects to minimize negative reactions and see it as an opportunity for positive repositioning. Investing in visually appealing logos is crucial, recognizing their role in shaping brand loyalty.

- Adopting a universal approach in logo design is advisable, as the impact appears consistent across different age groups.

- The significant impact of logo changes on consumer behaviour, businesses should carefully consider logo alterations. Maintaining consistency in logo design can help in preserving positive brand perception and consumer loyalty.

- Logos should effectively communicate a brand's values and identity. This can encourage loyalty among consumers who align with the brand's character and mission.

- Consumer preferences and trends can change fast, Brands need to be flexible in their logo designs to stay current and appeal to evolving consumer tastes.

- Logos play a crucial role in creating emotional connections between consumers and brands. Businesses should focus on designing logos that evoke positive emotions and align with the brand's values and personality.

XII. CONCLUSION

In summary, this study underscores the crucial role of brand logos in shaping consumer behaviour and perceptions. With a high level of awareness among respondents and a significant impact on purchasing decisions, logos serve as powerful tools for building brand identity and fostering consumer loyalty. The study highlights the importance of well-designed logos in influencing consumer preferences and emphasizes the need for businesses to carefully manage logo changes to maintain positive brand perception. The study also found that certain parts of logos, like the brand name and the pictures, are the most important in making people want to buy things. It didn't matter how old people were, good logos still made them want to buy stuff. Basically, this research tells companies that they need to think really carefully about their logos because they're a big part of how they sell things and keep customers coming back.

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