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When logos seem human: Influence of dynamism and product types on anthropomorphised logos evaluations

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Keywords: logo design, dynamic imagery, perceived movement, anthropomorphism, search and credence products, brand attitude, brand engagement, brand attractiveness

Description: This study presents and validates interactive effects between dynamic imagery and anthropomorphic brand logos and their influence on consumer responses.

ABSTRACT

Research Question

This study is primarily to check whether an anthropomorphic logo with perceived movement (dynamic imagery) has an interactive effect on brand attractiveness, brand attitude and brand engagement. Further, it explains how including dynamic anthropomorphised logos in search and credence products (moderating variables) influences consumers' brand evaluations.

Method and Data used

The study used a factorial design with 2 (anthropomorphism vs. non-anthropomorphism) X manipulated 2(dynamic vs. static) X 2 (search vs. credence) - mixed designs. We used pre-tested images of logos as stimuli. The respondents for the pretest were post-graduate students of a leading university in India and the respondents for main study included social media contacts of the five researchers.

Key Contributions to the academy (marketing discipline) and the practice (marketers and managers)

This research studies the ascribing concept of anthropomorphism and dynamic imagery to logo designs which is a novel contribution to the discipline. It further explains the relationship under the moderating effects of product type, viz search and credence products.

This is also one of the first studies which have used brand attractiveness as an outcome variable in addition to brand engagement and attitude. With the outcomes of this study, managers can now make decisions on logo designs by not just incorporating human-like features, but by incorporating a sense of dynamism in them which would be better appreciated by viewers.

Summary of Findings

This study is the first one that explores the interactive effects of dynamic imagery (perceived movement) and anthropomorphic designs in brand logos. The research through an experiment design, establishes that dynamic imagery in anthropomorphized logos are perceived more favorably by consumers than anthropomorphized logos. Further, it also establishes the moderating role of product types and explains how anthropomorphic logos with dynamic imagery are perceived more attractive than anthropomorphized logos in credence products than search products. This is a significant contribution in logo design studies and has implications for managers in terms of designing more attractive and engaging logos for brands.

References are available on request.

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