The Influence of Logo Design Elements on Perceptions of Brand Personality

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Addressing a void in extant branding research, we focus on the connection between logo design characteristics and brand inferences. Based upon literature in branding and design, we suggest that specific logo design elements can be utilized to convey specific brand personality traits, and we present initial research supporting this claim.

[to cite]:

[url]:
http://www.acrwebsite.org/volumes/1012913/volumes/v40/NA-40

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151. The Impact of Luxury Brand-Retailer Co-Branding Strategy on Consumers’ Evaluation of Luxury Brand Image: The Case of the U.S. vs. Taiwan

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This study investigates whether co-branding of luxury brands and retailers negatively affects attitudes toward the luxury brands, and whether solutions can mitigate the negative effect. We empirically test our hypotheses using samples of consumers from Taiwan and the U.S.

152. My Brand and I: The Influence of Personal Pronouns on Brand Name Preference

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In recent years, brand names that include the personal pronouns “I” and “my” have established a unique prevalence in consumer culture. The present research examines if, how, and under which circumstances the usage of “I” and “my” in brand names influences brand perceptions.

153. The Influence of Logo Design Elements on Perceptions of Brand Personality

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Samuel Bond, Georgia Tech, USA

Addressing a void in research on logos in consumer behavior, our research focuses on the connections between logo design elements and brand personality inferences. Basing our ideas in literature on branding and design, we suggest that specific logo design elements can be utilized to convey specific brand personality traits.

154. The Impact of Phonetic Symbolism on Stock Performance: Stocks with Stop-Consonant Ticker Symbols Perform Better Than Stocks with Fricative-Consonant Ticker Symbols during First Year of Trading

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Tina M. Lowrey, University of Texas at San Antonio, USA
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The current research extends the notion of phonetic symbolism to stock performance. Because stop (vs. fricative) consonants and back (vs. front) vowels are associated with larger and stronger concepts, we expected that tickers with stop consonants would outperform those with fricatives, and so too would back vs. front vowel tickers. The hypotheses were supported for consonant effects but not vowel effects.

155. Phonetic Symbolism and Children’s Brand Name and Brand Logo Preference

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Tina M. Lowrey, University of Texas at San Antonio, USA
Min Liu, University of Texas at San Antonio, USA

Phonemes can provide a cue for brand attributes with consumers preferring congruency between a brand’s name-logo and attributes. However, because children do not possess adult-level language skills, they may not attach similar meaning to phonemes. In three experiments, we examine the meanings children draw from phonemes and the implications for branding.