Analysing the Impact of Color and Logo on Brand Recall of Pakistani Customers

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Abstract

Purpose: The study investigates the effect of specific brand colors and logos on brand recognition from the metropolitan customers of Lahore city.

Methodology: The Study is cross-sectional by design and quantitative by methodology. Purposive Sampling was employed considering respondents’ understanding of brands as the brands used in the study are world-renowned and familiar in the day-to-day life.

Results: Findings as an outcome of regression analysis revealed that there exists a statistically significant positive relation between brand colors and logos with brand recognition.

Originality: The study with purposely designed fake logos to check color and logo effect in users’ minds is a rare practice.

Practical Implication: The results can further aid companies to stress a specific combination of brand elements aimed at the optimum level of brand revitalization or brand reinforcement techniques.

Keywords: brand elements; brand colors; brand logos; brand recognition

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Análisis del impacto de los colores y logotipos en el recuerdo de la marca de los clientes paquistaníes

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Resumen

Objetivo: El estudio investiga el efecto de colores y logotipos de marcas específicas en el reconocimiento de marca por parte de los clientes metropolitanos de la ciudad de Lahore.

Metodología: El estudio es transversal por diseño y cuantitativo por metodología. Se empleó un muestreo intencional considerando la comprensión de las marcas por parte de los encuestados, ya que las marcas utilizadas en el estudio son mundialmente reconocidas y familiares en el día a día.

Resultados: Los resultados del análisis de regresión revelaron que existe una relación positiva estadísticamente significativa entre los colores y logotipos de las marcas y el reconocimiento de la marca.

Originalidad: El estudio con logotipos falsos diseñados expresamente para comprobar el color y el efecto del logotipo en la mente de los usuarios es una práctica poco común.

Implicación práctica: Los resultados pueden ayudar aún más a las empresas a hacer hincapié en una combinación específica de elementos de marca destinados al nivel óptimo de revitalización de la marca o técnicas de refuerzo de la marca.

Palabras clave: elementos de marca; colores de marca; logotipos de marca; reconocimiento de marca

Códigos JEL: M36; M37

How to cite:
分析颜色和标识对巴基斯坦消费者品牌记忆的影响

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文章摘要
研究目标:
本研究调查了品牌颜色和标识对Lahore城市顾客品牌认知度的影响。

分析方法:
本研究采用横断面设计和定量为分析方法。考虑到受访者对品牌的理解，因本研究使用的品牌都是世界知名品牌，与在日常生活中都能接触到的，本研究采用了选择性测量。

调查结果:
调查结果表明，统计学角度看品牌颜色和标识与品牌认知度之间存在明显的正相关系。

研究创新
本研究特意设计了假标识来检验用户心目中的色彩和标识效果，这种研究方式并不多见。

实际应用:
本研究结果可以进一步帮助企业强调品牌元素的特定组合，以达到品牌振兴或品牌强化技术的最佳水平。

关键词: 品牌元素; 品牌色彩; 品牌标识; 品牌认识度。

JEL 代码: M36; M37

How to cite:
1. Introduction

The effect of colors and logos on the human mind is obvious with its direct impact on their choice. Be it the selection of clothes, buying a vehicle, choosing paint for home, or interior decor, colors have a definite impact on shaping customer’s opinion and choice. Not only do people relate themselves to colors, but it is also actually their self-realization as well which is associated with their personality (Boudreaux & Palmer, 2007). Therefore, no denying the significance of colors and their attachment with the human mind (Suriadi et al., 2022), bigger brands tend to cash on this color theme to relate with their company value, to convey the brand meaning and their prospective brand positioning (César Machado et al., 2021). Big or small, giant or new entrant – all brands have their color theme to convey what they are all about. More often, this color and mark (logo) becomes so familiar in customers’ minds that a generic product is identified and linked with that theme of brand elements, and all new brands tend to cope with that theme to stay relevant in the business. E.g., the theme of royal blue can mainly be associated with being executive, the use of crescent may ideally be linked with medical and health-related startups, herbal products might rely on green themes whereas books and pens are associated with the education-related sector. Though companies have smartly capitalized on these accepted norms, few renowned brands have mastered this art and have become a source of exceptional brand recall for their users that even a slight display of their color or mark is enough to recognize their brand (Baxter et al., 2018). Such is the power of using the best brand elements though it becomes significant to analyze what if some of these famous brands interchange their logos. Does the impact of theme color or specific design of text stay relevant if mixed with others’ logos? and to what extent there can be an influential impact of brand elements on customer mind for overall brand recognition are some of the questions raised in this research. Continuing with the research theme, it is important to figure out if staying with the acclaimed theme may contribute to brand reinforcement or if a change of them may be required for brand revitalization. This also points out the research gap as analysing the impact of colors and logo on brand recognition is shown in the works of Keller et al. (2011) and Arens (1996), but purposely designed fake logos is one of its kind studies and may be termed as a rare contribution to the field of branding theory.

2. Literature Review

2.1. Brand Elements

Brand elements are defined as factors responsible for distinguishing a specific product/ service from others (Keller et al., 2011). It includes brand names (Mishra & Datta, 2011), Uniform Resource Locators (Wikström & Wigmo, 2010), logos and symbols (Murphy, 1990), characters (Costa, 2010), slogans (Keller et al., 2011),
jingles (Keller et al., 2011) and packaging (Arens, 1996). Brand elements are a strong representative of what the brand is all about (Ishtiaq & Siddiqui, 2016). The classification of brand elements ranges from color, logo, mark, slogan, and tagline to name a few (Hynes et al., 1998). The color can represent a specific theme of brand corporate meaning, whereas a logo can be a representative of the brand’s vision or sensory association. More exactly, the way a slogan may define what a brand aims to do whereas a tagline may consist of brand mantra encompassing brand deliverables (Keller, 1993). Over the years, brands have been consciously making efforts to proceed with their acclaimed and successful brand elements. The brand elements—subject to copyrights, are further categorized under the umbrella of the brand architecture concept. Within the three categories of brand architecture, the first category is the concept of the branded house, i.e., the company aims at using a similar logo to engage customers for additional product lines for the purpose of brand recall (Madden et al., 2000). Then it comes the idea of a “house of brands” in which every SBU (strategic business unit) has its own brand elements (Koschmann, 2019). This might help companies to brand every product differently (Czerniachowska et al., 2022). This strategy is deemed useful in situations when the company is unsure of quality attributes linked with the parent brand or the new product line might be uncertain to be successful, or when top management aims at distinctive branding courtesy share holders’ requirement. In addition to the house of brands and branded house, there is a third category termed “hybrid Branding” which encompasses the features of formerly mentioned concepts (Hong et al., 2023). Here, the company employs a mixed approach and sometimes uses the same brand logo for multiple product lines or at times utilizes separate branding elements, depending upon its marketing need and philosophy.

Summarizing further the discussion on the application of brand architecture, it is significant to focus on the appropriateness of the company’s philosophy with that of brand elements and therefore choosing and using the right set of logos, marks, text, slogans, jingles, etc., accounts for comprehensive marketing thought. This, along with further literature, ensures the viability of study objectives, the essence of which will further be discussed as the study proceeds.

Logos are the source of competitive advantage (Farhana, 2012). This competitive advantage can ideally be based upon quality services and product attributes, though unique logos and the use of color themes can be one such source of competitive advantage. The types of logos include a mention of trademarks in unique text, or an entirely different abstract logo irrespective of the word mark or a corporate identity (Murphy, 1990). There can be an addition of a specific symbol or a character that may best represent human emotions further ensuring the visibility aspect (Costa, 2010). As per Keller (2008), the Nike tick symbol is one of the non-word mark logos, and one may hardly argue that it is aiding the brand to be recognized without alphabets. Similarly, Mcdonalds’ arches are sufficient enough for a brand recall and a full text becomes irrelevant at times. Therefore, logos’ significance can not be undermined while a special emphasis should be made during the designing phase.
The success of formerly mentioned logos and their connection with the audience is proportional to the company’s growth and profitability. Therefore, the intended research can be a useful contribution to identify if the very brands’ logos are equally famous across regions and if mixed with others, how well the respondents recall them.

Color psychology and consumer psychology are no different as color’s emotional appeal is determinant in purchase behavior. As per Riezebos (2003), blood pressure and a rise in appetite can be linked with red color whereas cool colors encompass white and blue colors. While various color combinations give it psychological captivation, marketing practitioners may best employ the color mix to catch customer appeal (Pelet & Papadopoulou, 2011). Once these colors make an impact, it is obvious for companies to seek competitive advantage based on themes at a time. This probably is possible within substitute products where differentiation might account for packaging only. No wonder, kids’ consumption, i.e., jelly, chewing gums, juices, etc., strongly relies on immersive colors with funky characters as a logo to catch the emotional appeal. Baker and Balmer (1997) identified the impact of this color theme on emotional connect way back in the late 90s while its implication on fields other than marketing, though specific experimental results are still inconclusive. Therefore, it is important to analyze the real impact of colors on consumer choice, which may vary from different target markets to different demographics. In this regard, the ongoing study is an attempt to measure the color mix of renowned brands with other established brands to have an idea of color and logo theme with that of brand recognition. So, before the formulation of the respective hypothesis, presented below is the table of studies that have identified the brand element effect on customer decision-making, brand recall, and respective brand recognition.

2.2. Brand Recognition

As brand recognition is about identifying the brand, the idea of successful brand recognition is to impact the brand’s current or future purchases (Chakravarti & Janiszewski, 2003). As the role of brand elements in recognition is vital to incorporate, consumers tend to recognize the products at the time of purchase (Chan et al., 2016). This is where the designing and development of effective logos may take place so as to garner customers’ interest in purchase decision making. There has been research in the past about enhancing brand recognition by traditional marketing techniques encompassing promotion and advertising (Aaker, 1991), the advent of the digital era may further contribute to brand recognition with ease and sufficiency of designing capabilities (Huang & Sarigöllü, 2012). This is how the future of brand recognition can testify to the skill set of resource capability to add to the existing dynamics of brand recognition. Aided with colors and theme options, the scope of brand elements gets bigger and better as far as digitalization in branding is concerned, while Müller et al. (2013) also favor the former argument with aspects
of visual rejuvenation through brand logos. This additionally corresponds to the customer exposure and access to new media technologies contributing to brand recognition (Mburu et al., 2013). Thoma and Williams (2013) have discussed the impact of brand recognition on product ratings, this further signifies the conscious handling of brand elements for its overall recognition. Obvious to imply that a positive recognition reflects a strong positioning in the customers’ minds, further affecting the share of mind and share of wallet in a positive way (Khan & Mujita, 2023). However, it is important to remember that sometimes it becomes a complex task for brands to break their own positioning, as brand recognition in the past might hurt the prospective change in brand positioning. Adding to it, Riezebos (2003) stresses the use of culturally sensitive themes and publicly accepted shapes/ marks as logos where a certain brand recognition delivers a specific brand message/ personality. For instance, an automobile being recognized as an economy brand may have a severe impact on customers’ minds with its established logo, that whenever it tends to act as a premium brand, it might face disappointment courtesy of the brand recognition of its logo/ designs, etc., as an economy provider. Therefore, choosing a combination of logos and theme should be a well-thought-out and diverse practice (Busacca et al., 2009) as brand recognition may have strong associations with these brand elements, having implications for business expansion and growth strategies as well.

The above literature and arguments lead to the development of the following research questions aiming at the objectives of this study.

Q1: How positive relationship between brand colors and brand recognition affect consumers’ perception?
Q2: To what extent do brand logos affect brand recognition positively?

3. Methodology

As the study was an attempt to know about brand recognition of rather renowned brands, the target audience was kept general encompassing diverse demographics. This demanded the use of convenience sampling where respondents accessible online were preferred. A sample comprising 105 respondents was achieved with a response rate of 60%. The result section will encompass an analysis of regional influences on brand recognition as the survey distributed comprised two parts. The first portion of the survey incorporated false logos i.e., logos and colors with wrong brand names so to analyze if respondents recognized the real brand, whereas the second set of questionnaires was tailored to identify the impact of respective independent variables on the dependent variable. The independent variables account for logos and colors, whereas the dependent variable encompasses brand recognition. The questionnaire below will give readers an overview of how the respondents were approached toward a specific set of items. To add to it, the study is cross-sectional as respondents are contacted only once during the study. The following conceptual model is suggested as figure 1 below.
3.1. Questionnaire Items

The response rate of the questionnaire (see appendix 1) was 60% which is an average count despite the questionnaire being interesting apparently. The pictorial questions having color mix and brand recognition will be examined via descriptive analysis so that complications in interpretation may best be avoided whereas the second set of items will best be examined via regression analysis so that statistical significance of the effect and impact of brand elements may best be achieved. Other analyses on a respective set of geographical and demographic influences are discussed in the coming section of findings and analysis.

4. Findings and Analysis

4.1. Demographics

Table 1 above displays the demographics of respondents. An even mix of gender makes the implications reliable whereas fewer numbers of respondents from the European region will ferret out the discussion in terms of comparisons between Asian and European perceptions of brand recall. Though a good number of young respondents justify the repercussions of results for firms’ future strategies encompassing branding strategies.

<table>
<thead>
<tr>
<th>Male</th>
<th>Female</th>
<th>Age 18–29</th>
<th>Age 30–39</th>
<th>Age 40 &amp; above</th>
<th>Asia</th>
<th>Europe</th>
<th>Bachelors or above</th>
<th>Masters or above</th>
<th>O/A Levels, Intermediate</th>
</tr>
</thead>
<tbody>
<tr>
<td>55</td>
<td>50</td>
<td>76</td>
<td>20</td>
<td>8</td>
<td>96</td>
<td>9</td>
<td>52</td>
<td>32</td>
<td>21</td>
</tr>
</tbody>
</table>

Source: Author’s calculations
4.2. Frequency for Brand Identification

Figure 2. Brand Identification

Source: Author’s own

Figure 2 above depicts percentages of brand logos recognized accurately by the respondents. As evident from the figure, 92% of the respondents exactly recognized the McDonalds’ logo demonstrating the brand recall of McDonalds courtesy of its logo and color. Though a satisfying sight for McDonalds, Amazon, and Google, brands like IKEA and Burger King are falling in 80% of recognition. This somehow may be justified by the brands’ less or little to no presence in the sample’s geographic location. Alternatively, it can be seen as a positive sign that despite little or no presence the brands have some international recognition to good numbers, and their advent in the market will not be a tough task at least considering the promotional aspect of a marketing mix. TikTok nearing 90% depicts the usage and familiarity of the brand functions in the target market. Further, Netflix being in the initial 80s reveal more offers and user-friendly packages to have its mark in respondents’ mind.

On the whole, a good sign for brands as all of them have good brand recall that even though their logos were mixed/ faked/ dogged, the respondents recognize the original names in the majority. This further signifies the importance of brand elements for a successful brand positioning.

4.3. Reliability and Validity

Presented below is the reliability table as Table 2.

The ideal reliability value for internal consistency of data is considered 0.70 for Cronbach Aplha. Although the current value after round-off may be taken as 0.70, a value near to or almost 0.7 is marginalized considering the nature of the research at hand.
4.4. Correlation Analysis

Table 3 reveals the correlation score between variables. The existence of a weak relationship between independent variables (brand color and brand logo) minimizes the chances for statistical collinearity. Further to it, both independent variables have a positive relationship with the dependent variable, depicting the association of brand colors and brand logos with brand recognition. However, in contrast, it exists a weak relationship between brand color and brand recognition which means that brand logo forms a rather strong association for brand recognition than what can be experienced among brand colors with brand recognition. This might draw a parallel about focus and effort that firms should aim at while placing logos on the forefront.

### Table 3. Correlations

<table>
<thead>
<tr>
<th></th>
<th>Brand Color</th>
<th>Brand Logo</th>
<th>Brand Recognition</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand Color</strong></td>
<td>Pearson Correlation</td>
<td>1</td>
<td>.432**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.045</td>
</tr>
<tr>
<td><strong>Brand Logo</strong></td>
<td>Pearson Correlation</td>
<td>.432**</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.000</td>
<td>.001</td>
</tr>
<tr>
<td><strong>Brand Recognition</strong></td>
<td>Pearson Correlation</td>
<td>.196*</td>
<td>.332**</td>
</tr>
<tr>
<td></td>
<td>Sig. (2-tailed)</td>
<td>.045</td>
<td>.001</td>
</tr>
<tr>
<td><strong>N</strong></td>
<td>105</td>
<td>105</td>
<td>105</td>
</tr>
</tbody>
</table>

** Correlation is significant at the 0.01 level (2-tailed).
* Correlation is significant at the 0.05 level (2-tailed).

**Source:** Author’s own calculations

4.5. Hypothesis Testing

The values in table 4 and table 5 demonstrate the statistical significance of the regression model with F=6.521, R=0.33, R2= 0.11, and with p<0.05. This clearly
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results in rejecting null for both H1 and H2 statistically and supporting alternative hypotheses as there exists a weak positive relation between Brand Colors and Brand Logos with Brand Recognition. Though results may not be motivating, however justifiable considering the essence of the research object in the respective target market. This further clarifies that even though brands may not be available in the target market, they have a considerable effect on respondents’ minds and their logos and color do have an impact on brand recognition, even if little.

Table 4. Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.337(^a)</td>
<td>.113</td>
<td>.096</td>
<td>2.25190</td>
<td>2.144</td>
</tr>
</tbody>
</table>

\(^a\) Predictors: (Constant), Brand Logo, Brand Color

\(^b\) Dependent Variable: Brand Recognition

Source: Author’s own calculations

Table 5. ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>66.142</td>
<td>2</td>
<td>33.071</td>
<td>6.521</td>
<td>.002(^b)</td>
</tr>
<tr>
<td>Residual</td>
<td>517.249</td>
<td>102</td>
<td>5.071</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>583.390</td>
<td>104</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

\(^a\) Dependent Variable: Brand Recognition

\(^b\) Predictors: (Constant), Brand Logo, Brand Color

Source: Author’s own calculations

Table 6 shows a little variation in results with a statically insignificant relation between brand color on brand recognition. This may be termed as the minor contribution of brand colors on brand recognition as the overall model stands significant.

Table 6. Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig.</th>
<th>95.0% Confidence Interval for B</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td>Lower Bound</td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>8.351</td>
<td>1.990</td>
<td></td>
<td>4.196</td>
<td>.000</td>
</tr>
<tr>
<td>Brand Color</td>
<td>.088</td>
<td>.140</td>
<td>.065</td>
<td>.624</td>
<td>.534</td>
</tr>
<tr>
<td>Brand Logo</td>
<td>.461</td>
<td>.157</td>
<td>.304</td>
<td>2.938</td>
<td>.004</td>
</tr>
</tbody>
</table>

\(^a\) Dependent Variable: Brand Recognition

Source: Author’s own calculations.
5. Conclusion

There is no denying the importance and significance of brand logos and colors as they not only help in remembering the brand, but it does contribute to purchase decision as well, especially when the product is at the point of purchase. This demands an informed and conscious attempt by organizations to adopt a theme as per respective target markets. Further implying that kids might be targeted with bright colors and engaging logos while professionals might be targeted with premium themes, etc. This fact about color and logo has been statistically proved as H1 and H2 in this study, whereas the works of Gray and Balmer (1998) also second the finding that colors and logos have an impact on brand recognition (Adir et al., 2014). Also, it is significant for brands to opt for redesigning brand elements only when needed, i.e., at the revitalization or reinforcement stage. One has to further research the optimum time when a change in brand elements is needed. “Fair N Lovely”, now as “Glow N Lovely” rebranded itself though the timing of change lacks the fact if it is premature, on the spot, or delayed. So some of the questions that brands must ask themselves are when, why, and how the brand elements should be selected and need a change. This also raises the practicality of branding literature on whether companies should go all and all for standardization or with an adaptation strategy when going international. Color themes and logos have definitive meanings that Brands must address when crossing borders. As a matter of fact, quotes like “Think Global, Act Local” are in perfect alignment with respective colors and logo designs. Hence, it can be further concluded that the greater the acceptability of the colors and logos of a brand among consumers, the higher the brand recognition.

6. Research Limitations

Along with the study population and achieved sample, the unpopularity of some of the brand logos in the sample of Lahore city, is one of the major limitations. This specifically counts for the older generation, who might be unfamiliar with the core business activity of the respective brands. Also, the unavailability of sales data and its connection with brand recall could have further altered the results.

7. Future Research

The results give an inclination to future researchers about brand recall based on brand elements. Academic research can be extended to the use of brand logos for further theories in brand revitalization whereas consultancy and marketing firms may further incorporate brand color themes and aid in brand activation, etc. Also, research encompassing qualitative techniques ranging from expert interviews to
projective techniques can further be applied, thus aiding the cause of commercial research as well.

References


Appendix 1

Questionnaire

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Age (in years)</td>
<td>18 – 29, 30 – 39, 40 and Above</td>
</tr>
<tr>
<td>Your Region</td>
<td>Asia, Europe</td>
</tr>
<tr>
<td>Gender</td>
<td>Male, Female, Prefer not to say</td>
</tr>
<tr>
<td>Education</td>
<td>O/ A Levels, Intermediate</td>
</tr>
<tr>
<td></td>
<td>Bachelors</td>
</tr>
<tr>
<td></td>
<td>Masters or above</td>
</tr>
</tbody>
</table>

Please identify the original brand in the picture below:

- **a) Mirinda**
- **b) Mercedes**
- **c) McDonalds**
- **d) None of them**

- **a) Nike**
- **b) Nestle**
- **c) Netflix**
- **d) Nutella**

- **a) Nike**
- **b) National Geographic**
- **c) New Balance**
- **d) IKEA**

- **a) Hardees**
- **b) Burger King**
- **c) Star Bucks**
- **d) None of them**

- **a) Netflix**
- **b) Nescafe**
- **c) Nike**
- **d) New Castle United**
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Colors play a role in brand recognition
a) Strongly Disagree  b) Disagree  c) Somewhat Agree  d) Agree  e) Strongly Agree

The brand theme can best be identified by its colors
a) Strongly Disagree  b) Disagree  c) Somewhat Agree  d) Agree  e) Strongly Agree

The brand colors may impact the brand imagery (*Brand imagery is the visual representation of your brand's core messaging.*)
a) Strongly Disagree  b) Disagree  c) Somewhat Agree  d) Agree  e) Strongly Agree

Logos with text represent a brand in a better way
a) Strongly Disagree  b) Disagree  c) Somewhat Agree  d) Agree  e) Strongly Agree

I can recognize a brand without text but with a logo
a) Strongly Disagree  b) Disagree  c) Somewhat Agree  d) Agree  e) Strongly Agree

The brand theme can best be identified by its logo
a) Strongly Disagree  b) Disagree  c) Somewhat Agree  d) Agree  e) Strongly Agree

The brand colors appeal to me at the point of purchase
a) Strongly Disagree  b) Disagree  c) Somewhat Agree  d) Agree  e) Strongly Agree

The logos make me think of the Brand's benefits/usage at the point of purchase
a) Strongly Disagree  b) Disagree  c) Somewhat Agree  d) Agree  e) Strongly Agree

Logos with marks (symbols) aid in brand recognition
a) Strongly Disagree  b) Disagree  c) Somewhat Agree  d) Agree  e) Strongly Agree

A specific color theme helps me identify the brand quickly in racks/shelves in Supermarkets.
a) Strongly Disagree  b) Disagree  c) Somewhat Agree  d) Agree  e) Strongly Agree