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The impact of brand logo identification and brand logo benefit on Indonesian consumers' relationship quality

The impact of
brand logo
identification

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Abstract

Purpose – The purpose of this paper is to examine the relationships between brand logo identification and brand logo benefit on Indonesian consumers' relationship quality.

Design/methodology/approach – This study utilizes survey data in Indonesia and structural equation modeling. In total, 282 participants responded to the survey.

Findings – Brand logo benefit predicts all three relationship quality constructs, whereas brand logo identification only predicts satisfaction and trust. Out of the two, brand logo benefit is a better predictor of satisfaction, trust, and commitment.

Originality/value – This is a first empirical study to examine brand logo identification and brand logo benefit on Indonesian consumer's relationship quality. In addition, this is the first study to investigate the link between brand logo benefit with satisfaction and trust.

Keywords Marketing, Asia-pacific, Trust, Commitment, Satisfaction, Brand logo

Paper type Research paper

1. Introduction

Branding is considered by firms' senior management to be a top priority because brand is one of the most valuable intangible assets that firms have (Keller and Lehmann, 2006), which significantly impact firm performance (Morgan and Rego, 2009; Park *et al.*, 2013). Branding (i.e. brand orientation, brand repositioning, and brand performance) is also considered to carry benefits to firms who are interested in expanding to an international marketing setting (e.g. Asia-Pacific) due to its immense potential (Wong and Merrilees, 2007). It has been noted that the development of strong brands is prominent in particular in developing market in the region of Asia-Pacific (e.g. Tuan, 2012; Henderson *et al.*, 2003). However, very little is known about branding, particularly brand performance, in the Asia-Pacific context. For instance, Frazer and Merrilees (2012) indicate that information about Asian brand in relation to franchising is close to nothing. This is due to the limited studies on the topic of branding in the international context (e.g. Asia-Pacific) (Wong and Merrilees, 2007).

Recent study on branding in Asia-Pacific context examined the factors that are vital to achieve higher levels of brand performance (Tuan, 2012). However, this study was done through the lens of firms' managers. Balabanis *et al.* (2002) indicate that it is important to investigate consumers' evaluation in order to help practitioners in better creating and managing marketing tools. Thus, the present study focusses on the consumers' lens in particular Indonesian consumers. Indonesia is one of the most attractive countries in the



Asia-Pacific region. Its growth, as indicated by the gross domestic product, is forecasted to be 5.6 percent in 2015 above the average of 5.4 percent for developing countries (The World Bank, 2014). Moreover, according to The World Bank (2014), its population in 2013 was 249.9 million people making it one of the largest markets in the world. Additionally, Indonesia is also expected to double the size of its middle-income segment by 2020 (The Nielsen Company, 2014). According to Nielsen, this Indonesian middle-income segment together with other countries (Malaysia, the Philippines, Singapore, and Thailand) will comprise 52 percent out of the total population in the region in 2020, which offers US\$ 5.3 trillion in household consumption.

A critical part of a branding strategy is its visual stimuli (e.g. logo) (Henderson *et al.*, 2003). Hagtvedt (2011) notes the importance of brand logo in the marketplace as a valuable company asset. Brand logo has been considered as a key component of brand aesthetics, which affect attitude toward the brand (Walsh *et al.*, 2010). In a recent study, Park *et al.* (2013) show that brand logo positively affects firm performance. They suggest managers to consider brand logos as a more effective and powerful tools in the management of consumer-brand relationships than before. Nonetheless, little is known on how the visual aspects of branding can be used to strengthen brand perceptions – particularly in Asia (Henderson *et al.*, 2003). Hence, this study focusses on the visual aspects of a brand – brand logo identification and benefit.

The present research investigates the relationships between overall brand logo benefit and relationship quality. In this paper, we define overall brand logo benefit as the collection of benefits (self-expressiveness, aesthetic, and functional) being perceived by the consumers derived from a logo of a brand. Research has agreed that relationship quality is a metaconstruct composed of satisfaction, trust, and commitment reflecting the nature of relationships between consumers and firms (Hennig-Thurau *et al.*, 2002; Mende and Bolton, 2011). It has been argued that these three constructs are the one that summarize consumers' knowledge and experiences with a particular brand (Garbarino and Johnson, 1999). These authors also argue that these constructs guide consumer in making decisions related to marketing organizations. Moreover, Tuan (2012) suggests that non-financial measures (e.g. trust) should be included in a firm's measurement system in order to optimize brand performance. Additionally, prior research has investigated the antecedents of relationship quality (e.g. Odekerken-Schroder *et al.*, 2003; Mende and Bolton, 2011). For instance, Park *et al.* (2013) put forward brand logo benefit as a predictor of consumers' commitment. However, to the best of our knowledge, there is no research has tested the link between brand logo benefit and relationship quality. In conjunction with that, Ndubisi *et al.* (2011) argue that relationship quality is bound to culture. Thus, it would be prominent to examine relationship quality from Indonesian perspective.

Specifically there are gaps in which this paper contributes to the knowledge in six ways. Research on brand logo benefit is currently at its initial stage. This has created issues that need to be addressed, such as generalizability of the findings. Thus the first contribution of this study is cross-validating Park *et al.*'s (2013) scale. We tested the dimensionality of the brand logo benefit scale and found the scale to be unidimensional than multidimensional. Thus, we named the construct as overall brand logo benefit. The second contribution of this study is confirming that overall brand logo benefit influences commitment and extending previous study by providing empirical evidences from Indonesian consumers. Another knowledge gap is related to the role of brand logo benefit to other key marketing constructs. There is a lack of insight into the relationships between brand logo benefit and other relationship quality constructs

(e.g. satisfaction and trust), which can be considered as one of the key predictors of relationship marketing outcomes (e.g. Rauyruen and Miller, 2007; Sirdeshmukh *et al.*, 2002; Anderson and Srinivasan, 2003; Hennig-Thurau *et al.*, 2002). The third and fourth contribution of this study is empirically display the positive relationships between overall brand logo benefit with satisfaction and trust besides commitment. Fifth, we display that the link between brand logo identification and commitment is fully mediated by trust. Finally, the sixth contribution of this paper is displaying that overall brand logo benefit is a better predictor of relationship quality compared to brand identification.

The present paper is organized as follows. First, we discuss previous work relevant to the focus of this research. Then, the development of the conceptual framework and hypotheses are shown. The findings are discussed. Finally, we provide conclusion, implications, and future research direction.

2. Conceptual background and hypotheses

The focus of this study is brand logo since it has been considered as one of the key components of a firm's visual branding strategy (Henderson *et al.*, 2003). Brand logo has been shown to possess the ability to reflect meaning of a brand and serve as a summary of information of its marketing efforts, which influences consumers' commitment with a brand and subsequently influences firm performance (Park *et al.*, 2013). This study delves deeper into the relationships between consumers and brands by not only examining consumers' commitment, but also consumers' satisfaction and trust (see Figure 1).

In the absence of verbal material, visual aspects of image (e.g. brand logo) can create quality perceptions critical for brand management (Henderson *et al.*, 2003). Keller (2003) argues that brand logo can contribute in building consumer-based brand equity. It has also been argued that a proper brand name can create or enhance brand equity (Keller *et al.*, 1998). Thus, this study posits that brand logo identification has positive relationships with satisfaction (*H1*), trust (*H3*), and commitment (*H5*). It has been documented that brand name attributes can obtain differential advantages (Del-Rio *et al.*, 2001). In particular, recent research (Park *et al.*, 2013) provides evidence that brand logo benefit positively influences consumers' commitment. However, there are no empirical research suggesting on the relationships between brand logo benefit and other relationship quality constructs (e.g. satisfaction and trust). Palmatier *et al.* (2006) note that relationship benefits lead to satisfaction, trust, and commitment. Prior research (Park *et al.*, 2013) suggests that brand logo can incur benefit, such as self-identity/expressiveness benefit. When a brand provides consumers with such benefit, it is more likely that the consumers will exhibit favorable behaviors (e.g. trust toward the brand)

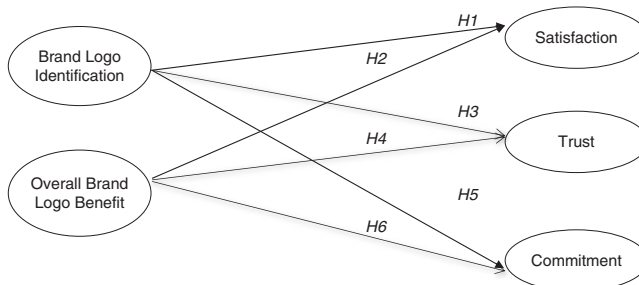


Figure 1.
Conceptual model

(Loureiro *et al.*, 2012). Thus, this study posits that overall brand logo benefit has positive relationships with satisfaction (*H2*), trust (*H4*), and commitment (*H6*).

2.1 Brand logo identification and brand logo benefit

Firms use logo to transmit their unique identity and the ethos of the brand they represent (Buttle and Westoby, 2006). A consistent design in brand name and brand logo can lend support in communicating the predetermined brand meaning (Klink, 2003). A logo refers to “a graphic representation or image that triggers memory associations of the target brand” (Walsh *et al.*, 2010, p. 76). According to Hagtvedt (2011), brand logo is a valuable company asset and is omnipresent in the marketplace. Therefore, the present study focusses on brand logo identification and brand logo benefit. Brand logo identification in this study refers to the extent of which the brand logo is recognizable and attractive to the consumers. Research shows that children as young as three to six years old are able to discern different brand logos (Fischer *et al.*, 1991). A classic literature (Allison and Uhl, 1964) displays that brand identification increases consumers’ overall rating toward the brand.

Brand logo (names only or with symbols) is the key visual representations of a brand since consumers’ understandings and judgments of a brand logo will affect their relationships with the brand (Park *et al.*, 2013). For instance, prior research (Pieters and Warlop, 1999) displays that consumers’ visual attention affects brand choice. These authors suggest that consumers choose a brand based on their visual filtering of the brand’s elements (name or logo). Consumers usually use brand name as a cue to the brand’s perceived quality (Grewal *et al.*, 1998). The importance of brand name or logo increases when there is less available attribute information (Degeeratu *et al.*, 2000). Hence, brand logo helps building brand equity (Keller and Lehmann, 2006).

Brands are ubiquitous in consumers’ daily life (Albert *et al.*, 2008). Consumers create deep relationships with brands since brands are able to become part of consumers’ identity and yield benefits (Batra *et al.*, 2012). Brands can provide three types of elements in relation to consumers’ self: gratifying, enabling, and enriching the self (cf. Park *et al.*, 2006). Moreover, Park *et al.* (2013) posit that brand logo, besides providing consumers with a way to identify the brand and enable faster decision making, can provide three key benefits to consumers: first, self-identity/expressiveness benefit, second, functional benefit, and third, aesthetic appeal. Consistent with Park *et al.* (2013), overall brand logo benefit in this study refers to the extent that consumers’ perceived the brand logo to incur a collection of benefits (self-identity/expressiveness, functional, and aesthetic) to them.

2.2 Relationship quality

Initially, relationship quality has been viewed as the firm’s ability through its employees to reduce consumers’ uncertainties (Crosby *et al.*, 1990). According to these authors, relationship quality consists of two dimensions: trust and satisfaction. However, Hennig-Thurau and Klee (1997) note that relationship quality is beyond reducing uncertainties. They indicate that relationship quality consists of three dimensions: customer’s overall quality, trust, and commitment. Another study (Baker *et al.*, 1999) put forward cooperative norms as one of the dimensions of relationship quality subsequent to satisfaction, trust, and commitment. These differences show that there is not a common consensus on the dimensions of relationship quality. However, it is agreed that relationship quality is a metaconstruct composed of satisfaction, trust, and commitment reflecting the nature of relationships between consumers and firms (Hennig-Thurau *et al.*, 2002; Mende and

Bolton, 2011). Hence, based on previous research, relationship quality in this study comprises of three different dimensions, which are: satisfaction; trust; and commitment.

2.3 Effect of brand logo identification and brand logo benefit on satisfaction

Initially, satisfaction has been defined as the extent of a consumer's judgment that a product or service provides a pleasurable level of consumption-related fulfillment (Oliver, 1997). According to Kotler and Keller (2006), satisfaction refers to the consumer's feelings of pleasure or disappointment as a result of a product's perceived performance to his or her expectation. If the perceived performance meets the expectation, then the consumer is satisfied. In relationship marketing, relationship satisfaction has been defined as consumers' affective state as a result of evaluating the relationship with the seller (Odekerken-Schroder *et al.*, 2003). Following these authors, we define satisfaction in this study as consumers' affective state toward brands as a result of the consumer-brand relationships.

When a brand generate deliberate efforts toward a consumer (e.g. personalization, preferential treatment), that consumer are more likely to be satisfied with the brand (Odekerken-Schroder *et al.*, 2003). Yoon (2002) finds that consumers' awareness toward the brands is positively related to satisfaction. Moreover, consumers exhibit higher satisfaction if they are more familiar with a brand (Ha and Perks, 2005). Additionally, it has been shown that brand image influences brand satisfaction (Esch *et al.*, 2006). Images can be considered as concrete and/or abstract visual information (Keller, 2003). Thus, brand logo identification predicts consumer satisfaction. Consistent with He *et al.* (2012) and He and Li (2011), which find that brand identity relates positively with satisfaction, we posit the following hypothesis:

H1. Brand logo identification associates positively with satisfaction.

In the quest of building a scale to measure emotional attachment, Thomson *et al.* (2005) find support that strong emotional attachment predicts consumers' satisfaction. Moreover, Hume and Mort (2010) suggest that when the performance of a service provider meets consumers' emotional needs, it is more likely that the consumers will exhibit satisfaction. Brand logo can provide self-identity/expressiveness benefit (Park *et al.*, 2013), which is fulfilling consumers' needs (e.g. emotional needs). Thus, the higher the perceived benefit of a brand logo, the higher consumers feel satisfied with the brand. Correspondingly, Brakus *et al.* (2009) suggest that by fulfilling consumers' experience (sensory, affective, behavioral, and intellectual) a brand is able to achieve higher consumer satisfaction. When a brand provides behavioral experiences (e.g. engage in physical actions and behaviors when using the brand) to its consumers, it may help consumers in assisting their daily life (functional benefit). Hence, we posit the following hypothesis:

H2. Overall brand logo benefit associates positively with satisfaction.

2.4 Effect of brand logo identification and brand logo benefit on trust

Moorman *et al.* (1992) advocate that trust occurs when there is a willingness of an individual to rely on an exchange partner in which that individual has confidence on (Moorman *et al.*, 1992). Morgan and Hunt (1994) add by postulating that trust occurs when one individual assures the reliability and integrity of his or her exchange partner. Specific to relationship context, consumer trust is the expectations hold by the consumer that a service provider is dependable and can be relied on to deliver its promises (Sirdeshmukh *et al.*, 2002). Adhere to these definitions; we define trust in this study as consumers' confidence toward a brand that it is honest, dependable, and reliable in keeping its promises.

Brand name and brand logo are two components of brand identities (Keller, 1993). For instance, Adidas includes both its logo and name in their communications and products. Ha (2004) finds that brand name is one of the prominent factors in predicting brand trust. This author argues that when consumers perceived the brand name to be favorable and reputable, they tend to trust the brand more. Comparatively, Yoon (2002) displays that higher awareness leads to greater trust in the context of an online purchase. When consumers are aware and familiar with the brand name, they hold positive associations about the brand in their mind (Keller, 2010; Esch *et al.*, 2006) leading to trusting the brand more. Esch *et al.* (2006) also display that brand image positively influences brand trust. Therefore, consistent with He *et al.* (2012), which find that brand identity relates positively with trust, we posit the following hypothesis:

H3. Brand logo identification associates positively with trust.

As Loureiro *et al.* (2012) suggests, brands that provide self-identity/expressiveness are more likely to build strong feelings (e.g. love toward the brand) of their consumers, which lead to consider that the brand is trustworthy. Ha and Perks (2005) postulate that greater experience, displaying high familiarity with the brand, leads to higher level of trust toward the brand. Positive experience can be perceived as giving benefits to the consumers (Brakus *et al.*, 2009). Hence, we posit the following hypothesis:

H4. Overall Brand logo benefit associates positively with trust.

2.5 Effect of brand logo identification and brand logo benefit on commitment

Pritchard *et al.* (1999) postulate that a resistance to change acquiesces to commitment. Prior research (Moorman *et al.*, 1992; Morgan and Hunt, 1994) suggests that commitment to a relationship refers to an enduring desire to maintain a value relationship. Customers who have a commitment will stay longer, buy more often, buy more (range), spend more (less price sensitive), recommend more, consider competitors less, and feel committed (Hill and Alexander, 2000). Odekerken-Schroder *et al.* (2003) defined relationship commitment as the desire of a consumer to maintain a relationship with a seller by putting efforts to it. Consistent with these studies, we define commitment in this study as the consumers' willingness to maintain relationships with the brands.

In their seminal paper, Bhattacharya and Sen (2003) propose that firm's identity attractiveness (e.g. attractive logo) lead to consumer-firm identification that yields many favorable behaviors, such as becoming committed to the brand. Alwi and Kitchen (2014) display that cognitive brand attribute (e.g. visually appealing) indirectly influences loyalty through satisfaction. Moreover, Tuškej *et al.* (2013) show that consumers identification with a brand lead to affective and social compliance brand commitment. Researchers argue that consumers show commitment toward the brand because they are attached with the brand that they identify with (Japutra *et al.*, 2014; Park and MacInnis, 2006; Bhattacharya and Sen, 2003). Additionally, a study by Bauer *et al.* (2008), in the context of sports, exerts that brand attributes (e.g. logo design) influence brand attitude and behavioral loyalty. Hence, we posit the following hypothesis:

H5. Brand logo identification associates positively with commitment.

Escalas (2004) suggest that when brands are connected strongly to consumers' sense of self, consumers' are more likely to exhibit favorable behavioral intentions. Hence, when a brand logo provides self-identity/expressiveness benefit to them, the connection between

the consumer and the brand is heightened (Carroll and Ahuvia, 2006). This results in a higher level of behavior involving commitment and willingness to sacrifice resources (Loureiro *et al.*, 2012; Park and MacInnis, 2006). By combining design research and visual perception theories, Giese *et al.* (2014) investigate the effect of aesthetic designs on behavioral intentions. These authors find that aesthetic designs influencing purchase decisions, in particular for hedonic products. Similarly, when consumers' finds the brand logo to offer aesthetic benefit for them, they are more likely to be committed to the brand (Park *et al.*, 2013). Hence, we posit the following hypothesis:

H6. Overall brand logo benefit associates positively with commitment.

3. Methods

3.1 Stimuli

For the stimuli, the authors selected brands that are appropriate and highly relevant with the sample (undergraduate students). We chose sporting goods as the product category in this study. Sporting goods (e.g. shoes and apparel) were selected because prior studies (Ahluwalia *et al.*, 2000; Walsh *et al.*, 2010) considered this product category to be relevant to student sample. Following Walsh *et al.* (2010), we selected two brands (Nike and Adidas) as the focus of this study. Moreover, these two brands received awards for their performance in Indonesia for three consecutive years in a row since 2012 (Top Brand Award, 2012, 2013, 2014).

3.2 Measures

For the collection of the primary data, quantitative research methodology was used in this study. Questions used in this study were developed from existing measurements based on review of previous studies. We followed Nasution *et al.*'s (2011) back-translation method – the questionnaire was formulated in English, translated into “Bahasa Indonesia,” and back translated into English – since this study was also conducted in Indonesia using “Bahasa Indonesia.” According to Nasution *et al.*, this system ensures the consistency of the real meaning of each item in the original questionnaires and the real meaning from each item in the questionnaire.

All of the measures within this study were derived from previous studies and were measured using seven-point scale anchored by (1) = “strongly disagree” and (7) = “strongly agree.” Brand logo identification was measured using three items adapted from Park *et al.* (2013). For instance, “[Brand name]’s logo attracts my attention.” Brand logo benefit was measured using nine items adapted from Park *et al.* (2013). For instance, “[Brand name]’s logo provides aesthetic pleasure for me.” The brand logo benefit scale “best reflects these benefits” (Park *et al.*, 2013, p. 183), functional, self-expressiveness, and aesthetic benefit. Satisfaction was measured using three items adapted from Anderson and Srinivasan (2003) and Mende and Bolton (2011). For instance, “I am satisfied with [brand name].” Trust was measured using two items adapted from Chaudhuri and Holbrook (2001) and Mende and Bolton (2011). For instance, “[Brand name] is trustworthy.” Commitment was measured using six items adapted from Park *et al.* (2013) and Gregoire *et al.* (2009). For instance, “I was very committed to my relationship with [brand name].”

3.3 Pretest

The objective of the pretest was to identify whether problems exist on the questionnaire design issues (e.g. wording sequence and appearance). This was also

done to minimize issues with the back-translation method. The initial questionnaire was distributed to academics. In total, 16 academics participated by filling in the questionnaire. After they finished filling in the questionnaire, short interview sessions were conducted with each of them asking on the questionnaire design. Some of the questions being asked were as follows: "Did you find the questionnaire to be readable? Did you find anything confusing? Did you find anything wrong? Did you find anything similar?" Based on the pretest, several changes were conducted (e.g. wording, shading) to ensure that the questionnaire is understandable correctly.

3.4 Sample and procedure

Data were collected from a large private university located in Jakarta, the capital city of Indonesia. The questionnaires were distributed in several locations (e.g. library, food-court, campus park) in the university through an intercept strategy. We distributed the questionnaire in different days for a week, starting from Monday to Friday. The interviewer asked the participants whether they have participated in the survey at the beginning to make sure that they only participated in the survey once. In total, 282 undergraduate students participated in the survey. Most of the participants were male (61 percent), living in West Jakarta (56 percent) and currently in their second year of study (41 percent). The participants evaluated the two different brands on random assignment, where each questionnaire included one logo. In all, 63 percent of the participants have been using the brand between one and six years.

4. Data analysis and hypotheses testing

The conceptual model (Figure 1) was tested by employing a two-stage approach in structural equation modeling, creating the measurement model and then followed by creating the structural model (Anderson and Gerbing, 1988). The analysis was run using AMOS 21 using maximum likelihood method. Before the measurement model was created, normality tests were conducted using the value of skewness and kurtosis of each item. The results suggested that the distribution of the data were normal since the value of the skewness and kurtosis were around the absolute value of -1 and $+1$ (Hair *et al.*, 2010).

Based on the initial confirmatory factor analysis (CFA), the brand logo benefit scale did not load properly into the three dimensions. We conducted exploratory factor analysis (EFA), using principle component analysis with Varimax rotation, to check the dimensionality of the scale. The result from the EFA shows that there were two distinct groups of items. However, it should be noted that one group consists of the reverse coded items. Thus, we eliminated that particular group and named the other group overall brand logo benefit.

4.1 Measurement model

Using CFA, validity and reliability of the scales were assessed. Details of the measurement items are shown in Table I.

The goodness-of-fit (GoF) statistics of the measurement model show that the model fit the data well (χ^2 : 260.92; df: 109; χ^2 /df: 2.39; GFI: 0.90; NFI: 0.92; CFI: 0.95; RMSEA: 0.07; SRMR: 0.05). Table II displays the descriptive statistics and correlations between constructs.

Validity of the measures was assessed following Fornell and Larcker (1981) suggestions. As can be seen in Table II, the average variance extracted (AVE) values were

Scales	Measurement	Factor loadings
Brand logo identification	(Brand name)'s logo attracts my attention	0.86
	(Brand name)'s logo helps me identify the brand	0.57
	(Brand name)'s logo does not attract my attention (reversed)	0.44
Overall brand logo benefit	(Brand name)'s logo ensures me that the brand assists me in handling my daily life competently	0.65
	(Brand name)'s logo provides aesthetic pleasure to me	0.79
	(Brand name)'s logo makes me think that (brand name) expresses who I am as a person	0.66
Satisfaction	I am satisfied with (brand name)	0.92
	I am content with (brand name)	0.88
	I am happy with (brand name)	0.86
Trust	(Brand name) is trustworthy	0.93
	(Brand name) keeps promises	0.83
Commitment	I feel loyal toward (brand name)	0.81
	Even if (brand name) would be more difficult to buy, I would still keep buying it	0.87
	I am willing "to go the extra mile" to remain a customer of (brand name)	0.91
	I was very committed to my relationship with (brand name)	0.87
	The relationship with (brand name) was something I intended to maintain for a long-time	0.84
	I put efforts into maintaining this relationship with (brand name)	0.80

Table I.
Scales and factor loadings

Construct scale	Descriptive		Reliability		Correlations					
	Mean	SD	α	CR	1	2	3	4	5	
1 Brand logo identification	5.77	0.94	0.62	0.67	<i>0.42</i>					
2 Overall brand logo benefit	4.20	1.19	0.73	0.74	0.25	<i>0.50</i>				
3 Satisfaction	5.75	0.96	0.92	0.92	0.33	0.38	<i>0.78</i>			
4 Trust	5.54	1.01	0.87	0.87	0.14	0.19	0.41	<i>0.77</i>		
5 Commitment	3.67	1.39	0.94	0.94	0.17	0.37	0.31	0.25	<i>0.72</i>	

Notes: The diagonal values in italics indicate the average variances extracted (AVE). The scores in the lower diagonal indicate squared inter-construct correlations (SIC)

Table II.
Descriptive statistics and correlations

all 0.5 or above, except for brand logo identification (0.42). However, the AVE values were all above the squared inter correlations. This indicates that validity was achieved. After ensuring validity of the measures, the reliability of the measures was checked. Reliability of the scales was assessed using Cronbach's α and composite reliability (CR). Reliability was achieved since the values of the α and CR were above the threshold of 0.60 (Hair *et al.*, 2010).

4.2 Structural model

After confirming that the measures were valid and reliable, a structural model was built to test all of the research hypotheses. The GoF statistics for the structural model were as follows: χ^2 : 315.13; df: 112; χ^2 /df: 2.81; GFI: 0.88; NFI: 0.90; CFI: 0.94; RMSEA: 0.08; SRMR: 0.06. These fit statistics indicate that the model fits the data well.

4.3 Hypotheses testing

The findings support *H1*, which predicts that brand logo identification is positively associated with satisfaction (path coefficient = 0.35; $t = 3.92$; $p < 0.01$). Greater logo identification means higher satisfaction. *H2* predicts that brand logo benefit is positively associated with satisfaction, and the results support the prediction (path coefficient = 0.53; $t = 6.15$; $p < 0.01$). This also means that the greater consumers perceived the logo to bear benefits for them; they are more likely to be satisfied. It should be noted that overall brand logo benefit is a better predictor of satisfaction compared to brand logo identification.

H3 states that brand logo identification associates positively with trust and *H4* states that brand logo benefit associates positively with trust. The results support both *H3* (path coefficient = 0.21; $t = 2.30$; $p < 0.05$) and *H4* (path coefficient = 0.48; $t = 5.18$; $p < 0.01$). This means that higher logo identification and overall brand logo benefit lead to higher trust. Similar to satisfaction, trust is being predicted better by overall brand logo benefit in contrast to brand identification.

H5 states that brand logo identification associates positively with commitment; the results do not support this hypothesis (path coefficient = 0.11; $t = 1.36$; $p > 0.17$). Although the direction is as expected, greater logo identification does not lead to higher commitment. *H6* states that brand logo benefit associates positively with commitment. The results support *H6* (path coefficient = 0.63; $t = 6.68$; $p < 0.01$), the higher consumers perceived the overall brand logo benefit; they are more likely to be committed.

The findings (see Table III) show that brand logo identification and overall brand logo benefit are two important constructs that explain relationship quality (satisfaction, trust, and commitment). Overall brand logo benefit is a better predictor of satisfaction, trust, and commitment compared to brand logo identification.

Similar to Park *et al.* (2013), we did not find any support to the link between brand identification and commitment. This might be due to the fact that there are mediating effects. For instance, previous research (e.g. Ha, 2004; Chaudhuri and Holbrook, 2002) has shown that commitment is fully mediated by trust. Based on these studies, we created paths between trust and commitment. The path between trust and commitment was supported (path coefficient = 0.21; $t = 2.98$; $p < 0.01$), whereas the path between brand logo identification and commitment was still not supported (path coefficient = 0.09; $t = 1.15$; $p > 0.25$). This corroborates our argument that the relationship between brand logo identification and commitment is fully mediated by trust.

	Relationships	SPC	t-value
<i>H1</i>	Brand logo identification → satisfaction	0.35	3.92**
<i>H2</i>	Overall brand logo benefit → satisfaction	0.53	6.15**
<i>H3</i>	Brand logo identification → trust	0.21	2.30*
<i>H4</i>	Overall brand logo benefit → trust	0.48	5.18**
<i>H5</i>	Brand logo identification → commitment	0.11	1.36
<i>H6</i>	Overall brand logo benefit → commitment	0.63	6.68**
Variance explained (R^2)			
	Satisfaction	0.60	
	Trust	0.37	
	Commitment	0.49	

Table III.
Results of the
hypotheses testing

Notes: SPC, standardized path coefficient. * $p < 0.05$; ** $p < 0.01$

5 Conclusion

5.1 Theoretical contribution

This study adds to the growing knowledge on the topic of brand management regarding brand logo. The present research offers three key main contributions. First, we confirm and expand Park *et al.*'s (2013) study that brand logo benefit leads to commitment in a different cultural context – Indonesian consumers. However, similar to Park *et al.* (2013), we failed to find support for the link between brand logo identification and commitment. Although the direction of the link was as expected, it was not significant. As has been discussed above, this might be due to the fact that the relationships between brand logo benefit and commitment is mediated by other variables. For instance, Ha (2004) argues that trust mediated the relationships between purchase-related factors and commitment. Further examinations confirmed that the relationship between brand logo identification and commitment is fully mediated by trust.

Previous studies (e.g. He *et al.*, 2012; He and Li, 2011; Esch *et al.*, 2006) display the link between brand identity (e.g. brand image) and satisfaction. The second key contribution of our study is that we confirm and extend these studies by showing that overall brand logo identification positively influences consumer satisfaction. Consumers' attractiveness to a brand logo can enhance their satisfaction toward the brand. No studies, as far as our knowledge, have empirically show support to this relationship. Brand logo identification and overall brand logo benefit explain 60 percent of the variance in consumer satisfaction.

Third, the results of this study display positive relationships between overall brand logo benefit and trust. To the best of our knowledge, this study is the first to empirically show support to this link. This result is consistent with Loureiro *et al.* (2012), which argue that trustworthiness is higher when the brand is able to provide self-expressiveness benefit. We extend that not only self-expressiveness benefit, but also other benefits (functional and aesthetic) can improve consumers' trust toward the brand.

The findings also display that overall brand logo benefit leads to commitment, confirming Park *et al.*'s (2013) study. Additionally, we show that both brand logo identification and overall brand logo benefit play a prominent role in predicting relationship quality, except for the link between brand logo identification and commitment. Out of the two, the results show that overall brand logo benefit is a better predictor of satisfaction, trust, and commitment.

5.2 Managerial implication

This study provides a better understanding to managers, especially for firms or brands that operate in the Asia-Pacific region (particularly Indonesia), on the relationships between brand logo and relationship quality. We find support that both brand logo identification and overall brand logo benefit are prominent in building higher satisfaction and trust. For commitment, we only find support that brand logo benefit acts as its predictor not brand logo identification.

Brand logo identification in this study relates to two things, whether the logo can help consumers identify the brand and whether the logo attracts consumers' attention. As we can see from Nike swoosh logo, consumers are able to discern without even the need to put anything besides the swoosh logo. Based on the findings of this study, strong identifiable logo helps in increasing consumers' satisfaction and trust. Hence, managers should pay attention to increasing consumers' awareness and attraction

toward the logo. Creating a catchy tagline is one way to do these. However, Park *et al.* (2013) caution that focussing only on being recognizable alone is not enough. Managers should also focus on the brand logo benefit.

Park *et al.* (2013) propose that brand logo can produce three benefits to consumers: self-identity/expressiveness benefit, functional benefit, and aesthetic benefit. Marketing managers should communicate to its consumers that their brands deliver these three types of benefits. For instance, managers could create a campaign that is related to health consciousness. This campaign will increase consumers' self-identity/expressiveness benefit – "I am a health conscious person." Regarding aesthetic benefit, managers could create a competition in relation to the logo. By doing this, the firm involves consumers in determining the design and caters for their taste and preference.

5.3 Limitations and further research

The present study highlights an advance in understanding the relationships between brand logo identification and brand logo benefit with relationship quality. However, it is not without its limitations. It should be underlined that the data are a cross-sectional survey data. Walsh *et al.* (2010) note the importance of collecting a longitudinal data. Relationships between consumers and brands are not only short-term but also mostly long-term. Hence, it would be fruitful to conduct a longitudinal research on whether these relationships stand through time.

Next, future research should check the dimensionality of Park *et al.*'s (2013) brand logo benefit scale. Based on our data, the scale loaded into a single dimension. It should also be noted that the sample of this research was undergraduate students. Although we make sure that the product category (sporting goods) and brand name (Nike and Adidas) are appropriate for students sample following suggestions of Ahluwalia *et al.* (2000) and Walsh *et al.* (2010), further research should collect responses from other consumers of these brands. It would also be worthwhile to expand it to other categories (e.g. services categories).

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