Coherency of Brand and Logo Personality: Sample of Kahve Dünyası

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Abstract

The aim of this study is to reveal the coherence of brand and logo personality of Kahve Dünyası. For this purpose, using the data obtained from 500 consumers of Kahve Dünyası, the coherence of brand and logo personality of Kahve Dünyası was analysed with t-test. As a result of the study, assessing the brand and logo personality of Kahve Dünyası in terms of brand personality dimensions, it is seen that competence dimension is expressed with the highest value. Therefore, it is understood that brand and logo of Kahve Dünyası are perceived as "competent". On the other hand, analysing the mean values of customer perceptions of the brand and logo personality of Kahve Dünyası in terms of brand personality adjectives, differences stand out in "durable, of high quality, sportive, passionate, tempting, agile, liberal, vivacious, economical, family oriented, thrifty, conservative and rebel" adjectives. It is suggested to take differences about these adjectives into account while redesigning the logo of Kahve Dünyası so that coherence between the brand and logo of Kahve Dünyası will be achieved and the logo's representation competence of brand personality will be enhanced.

Keywords: Brand, Brand Personality, Logo, T-Test

1. Introduction

Visual brand elements play an important role in forming brand value. Logos have a powerful history showing a brand's roots, power and related organizations together (Lombard, 2007:44). Logos are also an important tool in expressing a brand's personality and its difference from its rivals to customers and other stakeholders (Keller and Lehmann, 2004:8). One of the most distinct characteristics of a powerful brand is its powerful logo embraced by customers. For customers, the logo of a brand is the communication path to the brand and gives the brand appeal in terms of the value it presents (Kapferer, 2008:16-24). A powerful logo is coherent to the brand personality and facilitates the acceptance and recognition of the brand. If logos do not fulfil their task of representing and promoting a brand, that brand will miss many opportunities (Kotler and Pfoertsch, 2006:98-99).

Brand personality is definition of a brand arising from consumers' attributing personality characteristics to that brand (Aaker, 1996:112). Aaker (1997:347-355) based brand personality especially on consumers' symbolic assessment of brands and stated that brand personality could be different from one culture to another. Aaker's brand personality scale has contributed to development of many studies.

In this study, coherence between brand personality and logo personality is analysed. For this purpose, to what extent the brand logo of Kahve Dünyası is coherent to the brand personality characteristics will be revealed. The study comprises of five parts.

In the first part, the problem "to what extent the brand logo of Kahve Dünyası is coherent to the brand personality characteristics" is put forth. In the second part, the concepts "brand personality" and "logo" are explained. While in the third part, the aim and method are given, the forth part introduces the findings and the fifth part presents conclusions.

2. Literature Review

2.1. Brand Personality

Brand personality is relating a brand to the personality traits of an individual (Aaker, 1997: 347-356) and the fact that consumers define a brand with these personality traits (Plummer, 1985:27-31). In this respect, brand personality is based on the idea that like humans, brands also have personality traits and create feelings and impressions (Taşkın, 2007:47).

Aaker (1997:347-355), in her study on the US brands to determine brand personality dimensions, determined five basic dimensions: sincerity, excitement, competence, sophistication and ruggedness. Ferrandi et al. (1999:240-259), in his study to determine the brand personality dimensions of French brands, using Aaker's brand personality dimensions, also determined five basic dimensions: sincerity, excitement, sophistication, ruggedness and user friendliness. Aaker et al. (2001:492-508), in her study where she dealt with brand personality in cultural aspect, determined that the US and Japanese brands correspond in sincerity, excitement, competence and sophistication brand personality dimensions while Japanese brands differentiate with politeness and US brands differentiate with ruggedness dimensions in brand personality. In the same study, when the US and Spanish brands are compared, the common brand personality dimensions were determined to be sincerity, excitement and sophistication. Besides, it was also seen that the US brands differentiate with competence and ruggedness dimensions while Spanish brands differentiate with passion dimension. Bosnjak et al. (2007:303-316), using Aaker's scale, defined in their study on thirteen brands in Germany dynamism, responsibility, emotion and superficiality brand personality dimensions. Heine (2009:38), put forward modernism, eccentricity, wealth, excellence and durability brand personality dimensions for luxurious brands in Germany. Geuens (2009:97-107), in the study on Belgian brands considering Aaker and McCrae's scale items, presented dynamism, responsibility, aggressiveness, simplicity and emotionality brand personality dimensions.

Aksoy and Özsomer (2007:1-14), focusing on Aaker's brand personality scale, determined the brand personality dimensions in Turkey as competence, excitement, conventionalism and androgenousity.

One of the major aims of marketing administrators is enabling consumer preferences to be towards a certain brand depending on brand personality traits (Doğanlı and Bayri, 2012:174). Consumers identify their own personality with the brands they prefer and express themselves to their environment with the brands they prefer. The interaction a brand with a powerful personality forms with its consumer yields satisfaction in consumers (Özgüven and Karataş, 2010:1). Brand personality increases trust in a brand, enhances attitudes towards brand associations and achieves brand loyalty (Sung and Kim, 2010:639-661).

2.2. Logo as a Visual Personality Element

Logo is a graphical image of brand name. a well-designed logo includes both graphical and functional responsibilities entirely. The brand's values and characteristics should be reflected within the brand logo (Kotler and Pfoertsch, 2006:98-99). Brands should display their logos in such a fashion that has been designed as meticulously as to attract customers' attention and involves local, folkloric and modern elements. Since customers are overloaded with sensitivity, logos are important for the brand to be recognized in a short time (Ar, 2004:77) and give customers hints about brand quality, power and style. Logo should be designed meaningful in content, update, recollective, unique, easily usable in marketing communication strategies and consistent with the market's demographic and cultural characteristics (Leblebici, 2009:31-35).

Logo accelerates a brand's recognition and acceptance. Logo is seen as a brand's visual treasure, is considered as one of the most important elements of marketing communication process and is used in its original form while the brand is launched to international markets (Henderson and Cote, 1998: 14-30). A careful logo design is crucial in transferring the brand messages to customers efficiently (Heller, 1989:195). Logo forms the long-term visual identity of the brand and involves its cultural meaning (Biricik, 2006: 72). Therefore, the most important point brands should be aware of while designing their logos is to put forward their identity precisely and to internalize this identity wholly.

While designing a logo, a brand identity in which the business history and the place it desires to be in the future are included should be defined. Logos are a powerful tool in supporting the communication strategies sustained to promote brand image (Pohjola 2003:18-33). Logo is especially effective in achieving aesthetic appeal for customers and adds additional value in achieving performance aims of the brand (Park et al., 2013: 180-187). Therefore, logo should be managed as a powerful and effective tool in developing the relation between the brand and the customer.

Logo design should be conducted so as to facilitate the interaction between the customers and the brand. Since customers are generally attracted to simple and plain designs, simplicity is the core of logo design, in which one or two colours are preferred rather than logo complicated colours. Also, logo width and height should be well-proportionate. Logo should be written with such a typeface that is practical, usable and allows easy reading. Logo design cost should also be at an appropriate level. On the other hand, logo should be unique to distinguish its brand from competitors as well as involving the qualities representing the industry it belongs and reflecting the brand identity (Yamankaradeniz, 2007: 23-25).

Because logo is the visual identity of a brand, a weak logo design might be a problem for the brand (Baker and Balmer, 1997:366-383). Logo should be coherent to brand identity. Logo is literally the face or the signature of a brand. Brands which make changes on their logos might cause distrust in consumers. Therefore, if logo change is required, this should be carried out step by step without evoking consumers' attention (Öztürk, 2006:1-17).

3. Methodology

The aim of the study is to reveal how coherent logo, one of the most important elements used in promoting a brand and expressing its differences from its competitors, is with brand personality.

In line with this aim, analysing the logo and brand personality traits of Kahve Dünyası, the coherence of Kahve Dünyası logo with its brand personality is assessed. It is expected that a brand logo is related to brand personality, promotes and reminds the brand, expresses the differences of that brand from its competitors and improves the behaviours and attitudes towards that brand. The similarity between brand and logo personality characteristics shows the level of their coherence. Accordingly, the hypothesis of the study is as follows:

H_0: There is no difference between brand and logo personality adjectives of Kahve Dünyası.
H_1: There is a difference between brand and logo personality adjectives of Kahve Dünyası.

The population of the study comprises of 38.316 students studying at Dumlupınar University in the city of Kütahya during 2013-2014 academic period. In terms of time and cost, sampling was applied and simple random sampling was used. Since the population is 38.316, taking p=0.5, q=0.5, d=0, 10 and z=1,96, with the help of equation (1), the sampling size was calculated as 96 students (Işık A, 2006; 328).

$$n = \frac{Nz^2 pq}{Nd^2 + z^2 pq} \tag{1}$$

While data gathering, survey method was used and the questionnaires were conducted face to face with the students. After one month, sufficient sampling size was reached by gathering 500 survey forms. The questionnaire comprises of three parts. In the first part, there are expressions to determine brand personal characteristics of Kahve Dünyası (Aksoy and Özsomer, 2007:1-17). In the second part, there are expressions to determine logo personal characteristics of Kahve Dünyası (Aksoy and Özsomer, 2007:1-17). The third part consists of questions to determine the demographic characteristics of the participants.

The questionnaire has a 5 Likert type scale with the following expressions; (1) Totally disagree, (2) Disagree, (3) Undecided, (4) Agree, (5) Totally agree. The responses of Kahve Dünyası customers were analysed using SPSS 15.0 for Windows. Initially, the questionnaire had been conducted on 30 sampling unit to test the reliability of brand personality scale used for both brand and logo. As a result of reliability analysis, since Cronbach's Alpha 96.2% showed that the scale was highly reliable, the survey process proceeded. After the questionnaire was conducted on the actual sampling, as a result of reliability analysis on the scale, Cronbach's Alpha was found % 97.1, which showed that the scale was highly reliable. T-test was used to determine the differences between brand and logo personalities of Kahve Dünyası in terms of brand personality dimensions.

4. Findings

4.1. Findings about the Demographic Characteristics of the Consumers

Table 1 presents the demographic characteristics of the participants and shows that 46.8% of the participants were female while 53.2% were male. Also, 79.2% were between 18 and 22 years of age, 19.4% were between 23 and 27 years of age and 1.4% were 28 or above. On the other hand, 79.4% of the participants had an income of 1000 ₺ or less and 20.6% had an income of 1001 ₺ or above.

4.2. Arithmetic Mean and Standard Deviation Values of Brand and Logo Personality Characteristics of Kahve Dünyası

Using the brand personality scale developed by Aksoy and Özsomer (2007:1-14) for Turkish brands, brand and logo personality of Kahve Dünyası were assessed in terms of four main dimensions and related adjectives.

Mean values of the expressions of the participants about brand and logo personality were focused on. During this process, dimensions and adjectives were assessed according to their mean values being more than 3.40 and less than 2.60.

Table 2 presents the arithmetic means and standard deviations of the adjectives of brand and logo personalities of Kahve Dünyası assessed in the scope of brand personality dimensions and shows that the most preferred adjectives of Kahve Dünyası brand personality are "Of high quality 4.16, Having an image 3.98, Successful 3.97, Confident 3.97, Good 3.95, Skilled 3.92, Professional 3.91, Consistent 3.91, Original 3.88, Assertive 3.86, Familiar 3.84, Reliable 3.83, Durable 3.85, Sociable 3.57, Modern 3.73, Open-minded 3.48 and Young-spirited 3.57". The least preferred brand personality adjective is "economical 2.55".

In terms of Kahve Dünyası logo personality, the most preferred adjectives are "Of high quality 4.06, Having an image 4.01, Successful 4.00, Professional 3.98, Confident 3.97, Skilled 3.96, Good 3.95, Original 3.95, Durable 3.94, Consistent 3.94, Reliable 3.90, Assertive 3.88, Familiar 3.87, Sociable 3.56, Modern 3.66, Open-minded 3.50 and Young-spirited 3.57". Since no values below 2.60 were given to logo personality adjectives, it can be said that there isn't a least preferred adjective.

Table 3 shows mean values of brand and logo personality dimensions in terms of brand personality dimensions. According to Table 3, the most preferred brand personality dimension of Kahve Dünyası is "*competence*". Similarly, the most preferred logo personality dimension of Kahve Dünyası was determined to be "*competence*". This analysis shows that brand and logo of Kahve Dünyası is perceived as "*competent*". Also, the least preferred dimension of brand and logo personalities in terms of brand personality dimensions couldn't be determined.

Table 4 shows "*Paired Samples t-Test*" results. This analysis was conducted to determine whether there is a difference between the mean values of perceptions about Kahve Dünyası brand and logo personalities. Table 4 shows that there is a difference between the mean values of perceptions about Kahve Dünyası brand and logo personalities in **"*durable, of high quality*, *sportive, passionate, tempting, agile, liberal, vivacious, economical, family-oriented, thrifty, conservative and rebel"*** adjectives ($p<0.05$).

5. Conclusion

Coherence should be achieved between brand personality and brand logo. Furthermore, brand logo should represent brand personality. Accordingly, it is desired that logo, as a visual expression of the brand, is able to express the basic elements of brand personality to customers.

5.1. Practical Implications

In this study, using brand personality scale of Aksoy Özsomer (2007:1-14) for Turkish brands, Kahve Dünyası brand and logo personalities were analysed in terms of four main dimensions and related adjectives. As a result of the analyses, it was seen that Kahve Dünyası brand and logo personalities are perceived as *competent* and all the adjectives assessed under competence dimension are expressed with high values.

On the other hand, differences were found in certain adjectives between the mean values of customer perceptions about Kahve Dünyası brand and logo personalities. These adjectives are *durable, high quality, sportive, passionate, tempting, agile, liberal, vivacious, economical, family-oriented, thrifty, conservative and rebel*.

For brand personality and logo to be consistent to one another, while redesigning Kahve Dünyası logo, the differences determined in these adjectives should be taken into account, which will enable brand personality of the logo to be expressed appropriately. Thus, the logo will thoroughly fulfil its responsibility in relaying the brand personality to customers.

5.2. Future Research

A wider evaluation with a bigger sample in future studies might reveal more detailed results. Kahve Dünyası operative in London and total 19 cities in Turkey with various educational, artistic and sports activities as social responsibility projects and sponsorships, Analysing the logo and brand personality traits of Kahve Dünyası, the coherence of Kahve Dünyası logo with its brand personality is assessable in England.

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Table 1: Demographic Characteristics of the Participants

		Frequency	%
Gender	Female	234	46.8
	Male	266	53.2
	Total	**500**	**100**
Age	18-22	396	79.2
	23-27	97	19.4
	28 +	7	1.4
	Total	**500**	**100**
Income	1000 and less	397	79.4
	1001 and more	103	20.6
	Total	**500**	**100**

Table 2: Mean Values and Standard Deviations of Kahve Dünyası Brand and Logo Personalities in Terms of Adjectives of Brand Personality Dimensions

Dimension	Perception	Kahve Dünyasi Brand			
		Mean	St. Dev.	Mean	St. Dev.
COMPETENCE	Professional	**3.91**	0.93	**3.98**	1.02
	Successful	**3.97**	0.89	**4.00**	0.95
	Skilled	**3.92**	0.93	**3.96**	0.92
	Reliable	**3.83**	0.93	**3.90**	0.91
	Durable	**3.85**	0.90	**3.94**	0.88
	Good	**3.95**	0.88	**3.95**	0.91
	Self-confident	**3.97**	0.95	**3.97**	0.90
	Consistent	**3.91**	0.94	**3.94**	0.91
	Of high quality	**4.16**	0.92	**4.06**	0.94
	Original	**3.88**	1.05	**3.95**	1.00
	Familiar	**3.84**	1.08	**3.87**	1.05
	Assertive	**3.86**	1.02	**3.88**	1.03
	Having an image	**3.98**	1.03	**4.01**	1.00
	Sociable	**3.51**	1.09	**3.56**	1.06
EXCITEMENT	Young-spirited	**3.57**	1.11	**3.57**	1.06
	Sportive	2.98	1.06	3.22	1.07
	Vigorous	3.36	1.04	3.38	1.01
	Passionate	3.24	1.07	3.37	1.02
	Tempting	2.77	1.14	3.04	1.14
	Agile	3.08	1.04	3.22	1.01
	Liberal	3.21	1.09	3.34	1.03
	Cheerful	3.29	1.11	3.36	1.09
	Amusing	3.30	1.12	3.34	1.11
	Sympathetic	3.27	1.11	3.35	1.06
	Energetic	3.33	1.13	3.34	1.10
	Vivacious	3.19	1.01	3.34	1.05
CONVENTIONALISM	Economical	**2.55**	1.27	2.78	1.29
	Family oriented	3.17	1.16	3.28	1.10
	Thrifty	2.93	1.11	3.08	1.14
	Conservative	2.95	1.13	3.04	1.14
	Traditional	3.10	1.18	3.19	1.17
	Humble	3.32	1.09	3.34	1.03
	Modern	**3.73**	1.03	**3.66**	1.03
	Open-minded	**3.48**	1.06	**3.50**	1.09
ANDROGENOUSITY	Feminine	2.83	1.17	2.92	1.20
	Ostentatious	3.08	1.24	3.08	1.23
	Rebel	2.71	1.17	2.81	1.19
	Masculine	2.62	1.19	2.60	1.19

Table 3: Mean Values of Brand and Logo Personality Dimensions

Brand Personality Dimensions	Kahve Dünyası Brand	
Competence	**3.90**	**3.92**
Excitement	3.22	3.32
Conventionalism	3.15	3.23
Androgenousity	2.81	2.85

Table 4: Differences between Mean Values of Brand and Logo Personality Traits

DIMENSION	ADJECTIVES	Kahve Dünyası Brand and Logo Personality Adjectives t- Değeri ; p-Değeri	
COMPETENCE	Professional	-1.32	0.18
	Successful	-0.50	0.61
	Skilled	-0.93	0.34
	Reliable	-1.79	0.07
	Durable	-2.37	**0.01**
	Good	-0.13	0.89
	Self-confident	0.00	1.00
	Consistent	-0.74	0.45
	Of high quality	2.17	**0.03**
	Original	-1.60	0.11
	Familiar	-0.56	0.57
	Assertive	-0.44	0.66
	Having an image	-0.60	0.54
	Sociable	-0.87	0.38
EXCITEMENT	Young-spirited	0.03	0.97
	Sportive	-5.14	**0.00**
	Vigorous	-0.41	0.67
	Passionate	-2.59	**0.01**
	Tempting	-4.95	**0.00**
	Agile	-3.04	**0.00**
	Liberal	-2.66	**0.00**
	Cheerful	-1.47	0.14
	Amusing	-0.93	0.35
	Sympathetic	-1.67	0.09
	Energetic	.0.17	0.86
	Vivacious	-3.27	**0.00**
CONVENTIONALISM	Economical	-4.50	**0.00**
	Family oriented	-2.69	**0.00**
	Thrifty	-2.99	**0.00**
	Conservative	-2.03	**0.04**
	Traditional	-1.96	0.05
	Humble	-0.26	0.79
	Modern	1.43	0.15
	Open-minded	-0.44	0.65
ANDROGENOUSITY	Feminine	-1.95	0.05
	Ostentatious	0.03	0.97
	Rebel	-2.08	**0.03**
	Masculine	0.48	0.62