



# The Effects of Logo Change: How Logo Preference and Brand Reputation Shape Purchase Intention - A Case of KIA

Barbara Maria Jabłońska

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## **ABSTRACT**

**Title:** The Effects of Logo Change: How Logo Preference and Brand Reputation Shape Purchase Intention - A Case of KIA

**Author:** Barbara Maria Jabłońska

This study explores the impact of logo preference on purchase intention in the automotive sector, using KIA's logo redesign as a case study. It examines whether brand usage and brand reputation moderate this relationship, shedding light on how consumers react to visual identity changes in well-established brands.

A mixed-methods approach was applied, combining qualitative interviews with a quantitative survey (N = 93). The survey assessed logo preference, purchase intention, brand usage, and brand reputation. Regression analysis found no direct effect of logo preference on purchase intention, and brand usage did not significantly moderate this relationship. However, an alternative ANOVA test revealed that brand usage does play a moderating role, suggesting that consumers' previous experience with KIA influences how they perceive and respond to the logo change. Notably, KIA users exhibited lower purchase intention than non-users, indicating that existing customers may be more critical of the logo changes. Additionally, brand reputation emerged as the strongest predictor of purchase intention, reinforcing its crucial role in consumer decision-making.

These findings suggest that while a logo change can shape brand perception, its effect on purchase behavior is limited. Instead, consumer trust and prior experiences with the brand significantly impact their willingness to buy. For marketers, this highlights the need to prioritize reputation management and customer satisfaction over purely aesthetic changes. Future research should replicate this study with a larger sample to better understand the nuanced effects of brand usage and further validate the moderating role observed in ANOVA analysis.

## **Keywords**

Logo change, Logo Redesign, logo preference, brand identity, brand reputation, purchase intention, brand usage, moderation effect, consumer behavior, automotive industry

## **SUMÁRIO**

**Título:** Os efeitos da mudança de logótipo: Como a preferência pelo logótipo e a reputação da marca moldam a intenção de compra - um caso da KIA

**Autora:** Barbara Maria Jabłońska

Este estudo investiga o impacto da preferência pelo logótipo na intenção de compra no setor automóvel, com foco na reformulação do logótipo da KIA. Além disso, analisa se a utilização e a reputação da marca moderam essa relação, fornecendo insights sobre como os consumidores reagem a mudanças na identidade visual de marcas consolidadas.

Foi adotada uma abordagem de métodos mistos, combinando entrevistas qualitativas com um inquérito quantitativo (N = 93). A análise de regressão não encontrou um efeito direto da preferência pelo logótipo na intenção de compra, nem um efeito moderador significativo da utilização da marca. No entanto, uma análise de variância (ANOVA) revelou que a experiência prévia com a KIA influencia a percepção da mudança do logótipo. Curiosamente, os utilizadores da marca apresentaram menor intenção de compra do que os não-utilizadores, sugerindo que clientes atuais podem ser mais críticos. Além disso, a reputação da marca demonstrou ser o fator mais forte na previsão da intenção de compra.

Os resultados sugerem que, embora uma mudança de logótipo possa alterar a percepção da marca, seu impacto direto no comportamento de compra é limitado. Em vez disso, a confiança do consumidor e suas experiências anteriores com a marca desempenham um papel mais significativo. Para o marketing, isso reforça a necessidade de priorizar a reputação e a satisfação do cliente, em vez de mudanças meramente visuais. Estudos futuros devem replicar esta pesquisa com uma amostra maior para compreender melhor os efeitos da utilização da marca e validar o papel moderador observado na ANOVA.

### **Palavras-chave:**

Mudança de logotipo, Redesign de logotipo, preferência de logotipo, identidade da marca, reputação da marca, intenção de compra, uso da marca, efeito de moderação, comportamento do consumidor, indústria automotiva

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## **AI DISCLAIMER**

This thesis was refined using AI tools, including DeepL for translation and ChatGPT and Grammarly for language enhancement, to improve grammatical accuracy and ensure stylistic consistency. The AI-assisted revisions were strictly limited to linguistic refinements, while all content, analysis, and conclusions remain entirely my own work.

## **GLOSSARY**

**ANOVA:** Analysis of Variance

**B:** Regression Coefficient

**CVI:** Corporate Visual Identity

**CSR:** Corporate Social Responsibility

**GLM:** Generalized Linear Models

**HOE:** Hierarchy of Effects

**KIA:** Car Brand name

**SPSS:** Statistical Package for the Social Sciences

**H:** Hypothesis

**RQ:** Research Question

**VIF:** Variance Inflation Factor

**R<sup>2</sup>:** Coefficient of Determination

**p-value:** Probability value

## **CHAPTER 1: INTRODUCTION**

### **1.1 Background**

In today's highly competitive market and with constantly changing consumer preferences, brand identity plays a key role in shaping consumer behavior and brand perception. Among the elements of brand identity, a company's logo is its main visual symbol, enhancing recognition, communicating brand values, and influencing consumer attitudes (Park et al., 2013).

In recent years, many brands have undergone logo changes, from fashion brands such as Burberry, YSL, and Zara to technology companies such as Google, Revolut, and Airbnb, as well as automotive brands such as Jaguar, Volkswagen and KIA. These changes often stem from a desire to refresh their image or are part of a broader transformation.

Consumer reactions to these changes sometimes vary. While by some, the changes are easily accepted, for others, they can be more controversial - especially when the logo is well established in the minds of consumers and strongly associated with the brand. Changing such a logo can affect the brand's reputation and influence how it is perceived and used.

Discussions about new logos frequently arise, particularly after visual changes that stir strong emotions. However, do these changes truly affect consumer behavior and brand reputation? Research suggests that the impact of a logo redesign can vary depending on factors such as brand reputation, the degree of consumer attachment, and the extent of visual identity changes (Peterson & Bishop, 2015). This study aims to explore these relationships, focusing on the impact of logo redesign on purchase intention within the automotive industry.

### **1.2 Problem Statement**

While previous studies emphasize the importance of logos in building brand identity and consumer engagement, relatively few focus on assessing preferences toward new and old logos and their impact on purchase intent. The available literature mainly focuses on general corporate rebranding strategies (Miller & Merrilees, 2008) or perceptions of logo change in the context of brand image (Peterson & Bishop, 2015) but less often directly analyzes consumers' reactions to the logo change itself in terms of their preferences.

This study aims to fill this gap by analyzing how logo preference (old vs. new) influences purchase intention, as well as how brand reputation and level of brand usage (brand usage) can moderate this relationship. Unlike previous studies, which have often treated logos as a fixed part of a brand's visual identity, this analysis focuses on the dynamics of change and how it is perceived by consumers in a real-world decision-making context.

To examine these dynamics in greater depth, this study poses the following research questions:

1. RQ1: Does a preference for a logo (old vs new) influence consumer purchase intention?
2. RQ2: Does a logo preference (old vs. new) affect current and new customers intentions differently?
3. RQ3: How does brand reputation impact a logo preference effect on purchase intention?
4. RQ4: What are the strongest predictors of purchase intention after logo change?

### **1.3 Relevance**

This research delves into how altering a brand's logo influences the way consumers view the brand and their likelihood of making a purchase. By exploring preferences between the original and updated logos, the study investigates how shifts in a brand's visual identity affect customer opinions. While earlier research often treated rebranding as a business strategy or focused on its broader impact on brand image, this study zeroes in on how consumers respond to the logo change itself. It also examines whether favoring one logo version over the other affects their decision to buy.

In addition, the study considers brand reputation as a mediating factor and brand usage as a moderating element, thus examining the conditions that may increase or decrease the impact of a logo change on consumer decisions. The results of the survey are designed to determine the extent to which consumers treat corporate identity changes and whether their experiences with the brand and its reputation mediate them

From a business perspective, the survey provides valuable information for marketers and brand strategists involved in visual rebranding initiatives. By analyzing consumer preferences for different logos, the survey helps assess whether modifying a company's visual identity significantly changes brand perception and purchase intent.

The study also aims to examine the circumstances under which a logo change is more likely to be accepted and what strategies can help reduce potential negative reactions. The results may also include recommendations on how to effectively communicate brand transformation and whether it can foster a smoother transition and greater acceptance of the new identity.

#### **1.4 Research methods**

The study used a mixed-methods approach - qualitative and quantitative research methods. The goal of integrating the two methods was to provide a comprehensive understanding of the impact of consumer preferences for logos before and after the change, brand reputation, and purchase intention. The study was conducted in two phases, beginning with interviews followed by a quantitative survey.

The qualitative phase consisted of interviews to provide a broader picture of consumers' perceptions of the logo change, as well as the brand itself. These interviews allowed some initial conclusions to be made, provided a deeper understanding of the factors that influence brand perceptions, and helped refine the survey structure.

The quantitative phase included an online survey distributed through Qualtrics to measure consumer responses on a large scale. The survey assessed key variables such as brand reputation, purchase intent, and brand usage using validated scales from previous surveys. As part of the initial manipulation, participants were exposed to the old or new Kia logo and asked to respond to which logo they saw. A manipulation check was included to verify that respondents correctly identified the logo, ensuring the accuracy of the data.

After data collection, an analysis was conducted to identify relationships between variables. Descriptive statistics were used to summarize participants' responses, while reliability tests ensured the consistency of measurement scales. To examine differences in perception of the old and new logos, brand perceptions, and purchase intentions, t-tests and ANOVAs were conducted, as well as linear regression. The final model was tested using a stepwise regression approach based on the mediation framework proposed by Baron and Kenny (1986).

## **1.5 Dissertation outline**

This dissertation explores how logo change, brand reputation, and brand usage shape purchase intention in the context of KIA's logo redesign. Chapter 2 reviews existing literature, defining key concepts like logo preference and brand reputation while examining their impact on consumer behavior and purchase decisions. It also introduces the study's hypotheses. Chapter 3 describes the mixed-methods approach, combining qualitative interviews and a quantitative survey. It explains the data collection process, sample characteristics, and analytical techniques, ensuring the study's validity and reliability. Chapter 4 presents the findings, using regression models and ANOVA tests to analyze the data. It examines how brand usage and reputation shape purchase intention, drawing comparisons with prior studies and emphasizing both the theoretical insights and practical applications of the findings. Chapter 5 closes the research by summarizing the key outcomes and their importance for brand management and marketing strategies. The chapter also acknowledges the study's limitations, including constraints related to sample size, and offers directions for further exploration.

In this study, the impact of a logo change is examined through consumer preferences for the old versus the new logo. Since the study operationalizes logo change based on stated logo preference among users, the terms 'logo change' and 'logo preference' will be used interchangeably throughout the analysis, except in the literature review, where they are treated as distinct concepts.

## **CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK**

The purpose of this chapter is to establish the theoretical foundation for understanding the intricate relationships between brand logo, brand reputation, and purchase intention, while considering the moderating role of brand usage. A brand logo serves as a critical visual identifier, influencing customer perceptions, brand loyalty, and purchase behavior. However, changes to a logo can evoke diverse consumer responses, with outcomes shaped by factors such as cultural differences, visual elements, and alignment with brand identity. These dynamics underscore the importance of strategic logo design and visual rebranding efforts.

Building upon established research, this chapter delves into key themes such as the role of brand logos in consumer decision-making, the impact of logo redesign on brand reputation, and how these factors collectively influence purchase intention. It highlights gaps in the existing literature, particularly the interplay between visual branding changes and consumer behavior, providing the basis for the conceptual framework and hypotheses guiding this study. By exploring these dimensions, the chapter aims to offer insights into the strategic implications of logo design and changes, emphasizing their significance in shaping brand reputation and purchase intention.

### **2.1 Brand Logo Change**

Brand logos significantly influence customer commitment and play a crucial role in driving firm performance (Park et al., 2013). A logo may be updated for various reasons, such as mergers, adapting to evolving customer needs in a changing market, refreshing a company's image, clarifying its value proposition, or signaling a shift in its market positioning. The researchers highlight that a logo change could also have drawbacks, potentially causing a decline in sales if customers fail to recognize or trust the new logo (Peterson & Bishop, 2015).

While the available literature devotes significant attention to the subject of brand logos, it provides limited insights into the implications of changing them. However, some studies address the broader issue of corporate rebranding. Miller and Merrilees (2008) analyzed rebranding, contrasted it with branding, and outlined its fundamentals. According to them, rebranding is the process by which an organization modifies or changes the originally formulated corporate brand and provides it with a new formulation.

Cano and Henninger (2019) note that in rebranding, both lighter and more radical measures can be taken depending on the intended purpose. Changing the name and logo are among the more radical approaches, involving higher risk and having a direct impact on brand recognition. The authors highlight that a drastic logo change can negatively affect brand recognition and brand awareness and ultimately discourage customers. However, compared to a name change, a logo change is seen as evolutionary and is something many companies experience (Peterson & Bishop, 2015).

For customers, particularly those strongly attached to the brand, changing the logo can significantly impact brand perception (Robert et al., 2015). Logos are central symbols of a brand's identity and are highly sensitive to change, which can provoke unexpected negative reactions. To avoid these risks, companies should carefully introduce new logos using strategic communication. Preparing customers for the change and gathering feedback before implementation can help create a positive reception. A well-executed logo change tailored to customer expectations can increase congruence between the logo and the brand, leading to better outcomes for the company (Peterson & Bishop, 2016).

Visual identity is a key element of brand perception. According to Miller, Merrilees, and Yakimova (2013), a logo change is often more than a cosmetic fix; it frequently symbolizes broader organizational changes and significantly affects how users and non-users perceive the brand. However, the success of a logo change depends on aligning the new visual identity with the overall brand consistency and stakeholder expectations. A poorly executed logo change risks backlash and the potential loss of loyal customers despite its potential to increase brand value and relevance (Miller et al., 2013).

The following hypothesis is proposed: Hypothesis 1: The logo change has a positive effect on purchase intention.

## **2.2 Brand Reputation**

According to Herbig and Milewicz (1995), reputation is the estimated consistency of an entity over time. A company will lose its reputation if it makes marketing mistakes, in which case its signals will be treated as invalid by competitors. Reputation, however, is fragile. It can be easily lost and takes a lot of time and effort to restore. Rebuilding a reputation once damaged requires approximately seven to ten times as much effort as maintaining an intact reputation. While the

authors emphasize that reputation building is intended to bring long-term benefits by continuously providing reliable information, there are temptations to sacrifice this for short-term gains. However, these gains must be substantial enough to justify risking such a reputation. Milewicz and Herbig claim that a company with a positive reputation has valuable assets, including its name, corporate logo, and customer loyalty. Reputation is all about consistency and delivering on promises. Mixed signals, such as contradictory actions, will cause customers to lose trust in the brand, rendering it unreliable in their eyes (Herbig & Milewicz, 1995). Primarily, consumers perceive the quality of a brand's products through its reputation and name, which carries the brand's attributes. They expect the products to be of consistent quality because the brand is credible and delivers on its promises. Building a brand is a long and engaging process, and it is not easy to change consumer opinions formed over time in a short period. Brand reputation is becoming increasingly important in brand equity research, which is confirmed by the growing number of studies conducted. Professionals and researchers recognize its value and impact on positive brand performance. With a positive brand reputation, brand sales increase (Shapiro, 1982).

However, much of the available literature and research focuses on the concept of corporate reputation rather than brand reputation explicitly. One of the leading authors on this subject is Gary Davies, who has been researching corporate branding, reputation, and related topics for many years. Corporate reputation centers on the overall impressions of all stakeholders regarding a company (Davies, 2015). As defined by Gotsi and Wilson (2001), corporate reputation is the overall evaluation of a company over a defined period. It is based on the experiences of various stakeholders with the brand and other forms of communication and symbolism that provide information about the company's actions and/or comparisons with those of other leading rivals. While brand reputation has gained increased attention in marketing research, the body of literature specifically addressing it remains limited compared to the extensive studies on corporate reputation. Given this overlap, insights from corporate reputation studies can provide valuable theoretical and practical frameworks for understanding brand reputation.

For the purposes of this study, the research will focus specifically on the brand rather than the organization. Since this research examines the company's specific product-the car-and customers' perceptions of it, the scope has been narrowed to brand reputation. According to

Veloutsou and Moutinho (2009), brand reputation is a fundamental factor in establishing strong consumer-brand relationships and driving long-term loyalty.

Three main elements appear in the literature when researching brand reputation: trustworthiness, reliability (quality), and credibility (Herbig, Milewicz, et al.). This study will focus on these elements to explore consumers' perceptions of the brand.

### **2.3 Purchase Intention**

Purchase intention refers to consumers' declarations about the likelihood of buying a particular product. This indicator is often used by marketers to predict future sales and evaluate the impact of marketing activities on consumer behavior (Morwitz, 2012). According to Jung and Seock (2016), purchase intention is a customer behavior outcome influenced by brand awareness, perceived quality, and corporate reputation. It represents the final stage (conative stage) in the Hierarchy of Effects (HOE) model, which describes the progression from awareness (cognitive stage) to attitude (affective stage) and finally to purchase intention.

Purchase intentions can be measured for frequently purchased goods as well as significant purchases, like automobiles (Morrison, 1979). Morwitz points out that these predictions are not perfect, however, because various external factors and circumstances influence them. Research shows that purchase intentions correlate significantly with actual consumer behavior, with average correlations ranging from 0.4 to 0.6 depending on the type of product, time frame, and customer experience. A correlation of 0.4 indicates a noticeable relationship, while 0.6 indicates a significant correlation (Morwitz, 2012).

Purchase intention can be measured by questions like "It is very likely that I will buy the brand.", "I will consider purchasing the brand the next time I need this product.", "I'll try this brand." With the answers from very likely to not likely at all (Lii, Lee, 2011) or "How likely are you to purchase product x in the next y months?" on a scale with response options such as where 5="definitely will buy," 4="probably will buy," 3="may or may not buy," 2="probably will not buy," and 1= "definitely will not buy." (Morwitz, 2012).

### **2.4 Brand Logo and Purchase Intention**

According to Liang et al. (2024), the logo and its alignment with product functionality, brand characteristics, or consumer perceptions can stimulate customers' purchasing behavior. Logos

with visual elements like color combinations, graphic icons, and font sizes enhance brand recognition and help consumers remember brands more effectively. Key findings include the positive impact of organic and health-related logos on environmentally conscious and health-focused consumers and the role of descriptive and biomorphic logos in enhancing authenticity and credibility. Additionally, the integration of visual and auditory elements and culturally relevant design features further strengthens purchase intentions. However, overly complex designs or inconsistent elements may negatively affect purchasing motivation. The influence of a logo extends to shaping attitudes toward the brand and the company, ultimately impacting the likelihood of repurchasing. Changes to logos can evoke mixed reactions from customers, and a strong repurchase intention reflects the consumer's desire to replicate their purchasing behavior, serving as a reliable indicator of actual buying patterns and customer loyalty (Rafiq et al., 2020). According to Jun et al. (2008), consumer behavior varies across cultures. For example, U.S. customers displayed higher purchase intentions for pictorial CVI designs, whereas Korean customers exhibited higher purchase intentions for word-mark designs. The study also confirmed that the affect toward the logo influences attitudes toward the logo, which subsequently impacts attitudes toward the company and purchase intention.

The following hypothesis is proposed: Hypothesis 3: A logo change measured by logo preference mediates the relationship between Brand Logo and purchase intentions.

## **2.5 Brand Logo and Brand Reputation**

According to Wijay (2013), the logo is part of the brand identity, along with colors, sounds, packaging, scents, slogans, locations and other elements. Brand image is a component of several dimensions, including brand identity. Brand image is consumer-driven as it comes from consumers and how they see the brand. It reflects associations and perceptions held by consumers about a brand. Wijay (2013) notes that brand image influences a brand's reputation, which later plays an important role in consumers' willingness to try a product later.

Foroudi et al. (2020) claim that the logo is the most visible element of external organizational communication. It serves as a symbol of recognition, increasing visibility and promoting a positive image and reputation. The authors point out that a well-designed logo can result in a positive emotional perception of the brand, build credibility, and increase trust. The authors' study confirms that a positive perception of a logo positively influences brand reputation.

Another study by Foroudi et al. (2017) concludes that logos are strategic assets that impact not just brand visibility but also stakeholder perceptions of reputation. A 2017 study found a direct link between a positive perception of a company's logo and a positive brand reputation by consumers. A favorable logo enhances clarity, authenticity, and consistency, which are key to building trust and reputation. However, none of the research addresses how a positive brand reputation can help a company change its logo.

According to Muzzellec and Lumbkin (2006), rebranding is a change in brand identity to adapt to market changes or to announce new strategic directions. The main reason behind this is the intention of developing a differentiated position in the minds of stakeholders and competitors, as well as modifying the existing perception and reputation of the brand. The literature shows logo changes as both an opportunity and a risk for brand reputation. If managed strategically and aligned with the brand's identity and stakeholder expectations, they can enhance their reputation. However, poorly executed logo changes can disrupt stakeholder trust and negatively influence the brand's reputation, emphasizing the need for careful planning and communication.

The available research provides limited insights into the impact of logos and logo changes on perceived brand reputation, whereas studies on the effects of CSR activities on consumer perceptions of the brand are more common. There is space for research on how consumers react to visual changes in a company depending on their perception of the brand (positive vs negative brand reputation).

## **2.6 Brand Reputation and Purchase Intention**

According to Jung and Seock (2016), who cite various studies, a positive corporate reputation improves customer attitudes toward the brand and positively influences purchase intentions by promoting trust, positive experiences, and credibility. They also agree that a positive brand reputation is one of the most important intangible brand assets that drive company performance. When a company struggles with a negative reputation caused by its actions (e.g., CSR) or the actions of its employees (e.g., a CEO scandal), it often loses trust among customers. At this point, negativity bias sets in; consumers are more influenced by negative information than positive. The analysis shows that negative events can quickly destroy a good reputation built up over the years. Even if both positive and negative information reaches consumers, the

negatives will dominate the decision-making process (Jung & Seock, 2016). When consumers see a company as untrustworthy, their purchase intention of a brand's product decreases.

### 2.7 Brand Usage as a moderator

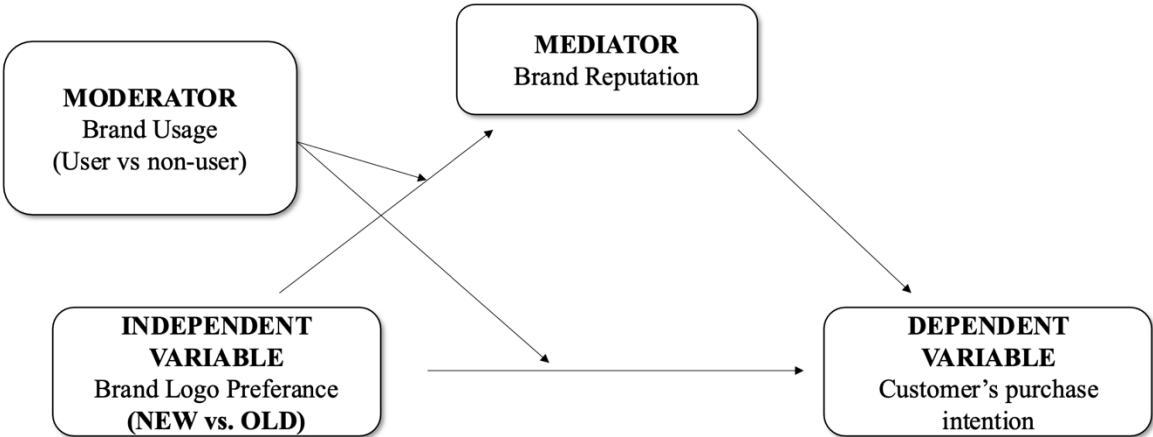
According to Walsh, Winterich, and Mittal (2010), the level of consumer commitment to a brand significantly affects how users and non-users react to logo changes. According to the authors, users or those who are attached to the brand are more affected by a logo change. This is due to their sentiment towards the original brand identity that they know and use. A significant change may cause them to perceive the brand differently, leading to a decrease in positive brand attitude and brand loyalty. Conversely, non-users who do not have such a strong relationship with the brand, who have not used the brand before, or who have little brand engagement tend to react more positively to logo changes. For them, the change represents novelty and innovation and may lead to greater engagement (Walsh et al., 2010).

The following hypotheses are proposed:

H2A: Brand Usage moderates the relationship between a logo change (measured by logo preference) and Brand Reputation

H2B: Brand Usage moderates the relationship between A logo change (measured by logo preference) and Purchase Intention

### 2.8 Conceptual Framework



## **Figure 1. Conceptual Model**

### **CHAPTER 3: METHODOLOGY**

This study is designed to examine the impact of logo preference after logo change on purchase intentions among consumers and to analyze the moderating role of brand usage and the mediating role of brand reputation.

Specifically, the study aims to answer the following questions:

1. Does logo preference (old vs. new) influence consumers' purchase intentions?
2. Does logo preference affect current and potential customers differently?
3. How does brand reputation shape the impact of logo preference on purchase intention?
4. What are the strongest predictors of purchase intention after a logo change?

This study contributes to the literature on corporate rebranding and logo redesign by addressing gaps in understanding how changes in visual identity (in this case, logo change) influence consumer behavior. While previous research has studied rebranding broadly, there is limited insight into the role of logo preference in shaping purchase decisions and how brand reputation and brand usage interact with these effects. Notably, the findings indicate that logo preference alone does not significantly impact purchase intention, indicating the role of other more important factors in consumer decision-making.

From a managerial perspective, these results offer valuable insights for companies considering logo changes. By analyzing consumer responses beyond initial opinions and sentiment, this research clarifies whether such changes actually affect purchase behavior or if factors such as brand reputation and prior experience with the brand hold greater significance or may moderate/mediate it. These insights can support businesses in making data-driven decisions on brand communication and visual rebranding strategies, ensuring that visual identity changes align with broader strategic efforts.

#### **3.1 Research Approach**

The study adopted a mixed-methods approach, integrating both qualitative and quantitative research to understand a comprehensive understanding of consumer reactions to the logo change. The combination of these methods allows for a deeper exploration of consumers'

subjective feelings while also allowing for statistical analysis of behavioral intentions. The mixed-methods approach was chosen to increase the validity of the findings, as qualitative insights helped shape the survey design and made some initial observations, while quantitative data provided meaningful results on consumer reactions.

The survey was conducted in two phases. The qualitative phase included interviews to explore general attitudes toward the brand and its logo change. In this phase, key themes related to brand perception were identified and incorporated into the survey structure. A manipulation check was conducted to ensure that participants recognized the new brand logo and were aware that it was KIA.

The quantitative phase then included an online survey conducted through Qualtrics to measure logo preference, brand reputation, purchase intentions, and brand usage. The structured nature of the survey allowed for statistical analysis, providing empirical insight into the interaction of logo preferences with consumer decision-making. Data analysis was conducted using SPSS, applying appropriate statistical techniques to examine the relationships between key variables.

The mixed-methods approach provided a comprehensive examination of how changes in visual branding affect consumer attitudes and behavior, ensuring that the study covers both individual opinions and broader trends in decision-making.

**3.2.1 Research Structure**

Section	Key Components
Introduction	<ul style="list-style-type: none"> <li>- Definition of research scope and objectives</li> <li>- Justification of topic relevance</li> <li>- Development of research questions</li> <li>- Literature review and theoretical framework</li> <li>- Development of hypotheses</li> </ul>
Methodology	<ul style="list-style-type: none"> <li>- Research Approach</li> <li>- Qualitative phase – description</li> <li>- Quantitative phase – description</li> <li>- Data collection</li> </ul>

	<ul style="list-style-type: none"> <li>- Data Analysis</li> </ul>
Data Analysis	<ul style="list-style-type: none"> <li>- Qualitative analysis of interviews</li> <li>- Statistical testing of hypotheses</li> <li>- Additional research</li> <li>- Discussion</li> </ul>
Conclusion	<ul style="list-style-type: none"> <li>- Qualitative and Quantitative findings</li> <li>- Managerial implications</li> <li>- Study limitations</li> <li>- Recommendations for future research</li> </ul>

**Table 1.** Research Structure

### 3.2.2 Data Collection

Personal interviews were conducted to gather information on consumer attitudes toward the Kia brand's logo change and its reputation. The interviewees included Kia brand users - 3 participants, and non-users - 6 participants, allowing for a variety of perspectives. This phase helped to explore the topic of consumer preferences, their perceptions of change, and the company's image and purchase intention.

Quantitative data was collected through Qualtrics. Initially, 176 survey responses were collected. After removing incomplete surveys and removing participants who did not pass the manipulation check, the final dataset consisted of 93 valid responses. The manipulation check ensured that only participants who correctly identified the Kia logo, i.e., were aware of the logo rebranding and knew the new and old logos, were included in the analysis, improving the reliability of the data. The sample was balanced in terms of gender distribution, with nearly equal representation of male and female participants. Regarding household income, respondents came from various income groups, with the largest share reporting earnings in the middle-income range. A portion of participants opted not to share their financial details. Additionally, while some respondents owned a car, a significant number did not, highlighting a mix of current and potential buyers. However, the majority expressed interest in purchasing a car within the next five years. However, prior ownership of a Kia vehicle was relatively low, suggesting that most participants had limited direct experience with the brand.

### 3.2.3 Measurement

The survey assessed four key constructs: logo preference, brand usage, purchase intention, and brand reputation. Each construct was measured using established research scales to ensure reliability and validity. The full list of survey items is provided in appendix B.

Construct	Measurement	Questions
Logo Preference	Participants ranked the old and new Kia logos, black on a white background fragment, to minimize external influences on their choice.	Please rate the following logos based on your preference.
Brand Usage	Determined by asking whether participants currently own or have owned in past 5 years a Kia vehicle.	Are you a Kia user?
Purchase Intention	Assessed using a 7-point Likert scale, measuring the likelihood of purchasing a Kia vehicle, considering it for future purchases, and commitment to buying.	<ul style="list-style-type: none"> <li>- It is likely that I will buy a vehicle from KIA in the future</li> <li>- I would consider buying a KIA vehicle next time I need a new vehicle</li> <li>- I will make an effort to buy a vehicle from KIA</li> </ul>
Brand Reputation	Evaluated through a 7-point Likert scale, capturing perceptions of trustworthiness, credibility, and quality based on established research.	<ul style="list-style-type: none"> <li>- This brand is trustworthy</li> <li>- This brand makes honest claims</li> <li>- This brand doesn't pretend to be something it isn't</li> <li>- This brand has a good reputation</li> </ul>

		<ul style="list-style-type: none"> <li>- This brand delivers what it promises</li> <li>- This brand has a long-lasting nature</li> <li>- This brand is high quality</li> <li>- This is a good value brand</li> </ul>
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**Table 2.** Measurements

Measurement scales for Brand Reputation and Purchase Intention were adapted from previous research to maintain consistency with academic frameworks. Reliability was confirmed, with Cronbach’s alpha values ranging from 0.8 to 0.9, indicating strong internal consistency across constructs.

### 3.2.4 The Stimuli

The stimuli used in this study included two versions of the Kia logo: the old logo (used from 2012 to 2020) and the new logo (introduced in 2020 and still in use). Both logos were displayed in black on a white background to maintain consistency and avoid any potential bias that might arise from differences in color. Participants were shown both logos at the same time, allowing them to compare the two directly.

#### Stimuli Design

The logos were embedded in a Qualtrics survey as part of a ranking question. Participants were asked to rank the logos based on their personal preference:

- 1 - More preferred
- 2 - Less preferred

The main objective was to capture participants' visual preferences for the logos without influencing their opinions through experimental manipulation. A straightforward ranking format was chosen over a more controlled experimental setup because the logo change had already occurred, and participants were likely already familiar with the rebranding. To ensure the data was reliable, only responses from participants who passed a manipulation check - confirming they were aware of both the old and new logos - were included in the analysis.

The design of the stimuli was influenced by preliminary interviews, where participants were shown both versions of the Kia logo. The preference for the old versus new logo was deemed an appropriate stimulus because interview participants confirmed they had formed opinions about both logos and were aware of the visual change. Early feedback suggested that color variations could impact how people perceived the logos. To address this, the decision was made to standardize the logos in black for the survey. This approach helped ensure that participants' preferences were based solely on the design and typography of the logos, rather than being swayed by color-related biases.

**CHAPTER 4: RESULTS AND DISCUSSION**

**4.1 Qualitative Results**

The table below summarizes key insights from the qualitative interviews on Kia’s logo change.

<p>Recognition and Readability of the New Logo</p>	<p>Some participants found the new Kia logo difficult to recognize, with a few misinterpreting it as “KN.” This suggests that while the logo redesign aimed for a modernized and sleek look, it also introduced challenges in readability.</p> <p>Others, particularly younger participants, perceived the new design as more contemporary and visually appealing, aligning with current branding trends.</p>
<p>Logo Change and Brand Perception</p>	<p>The logo changes alone did not significantly alter overall brand perception. Many interviewees emphasized that their view of Kia as a brand depended more on product quality, reputation, and previous experience rather than on the visual identity update.</p> <p>Some participants associated the new logo with an attempt to reposition Kia as a more premium and innovative brand, although this perception varied depending on their familiarity with the company’s recent model releases.</p>
<p>The Role of Brand Reputation</p>	<p>Brand reputation emerged as a key factor influencing how the new logo was received. Participants who already viewed Kia positively were more receptive to the change, while those with neutral or weaker brand associations expressed indifference toward the logo update.</p> <p>Several interviewees noted that Kia’s product improvements over the years had a more significant impact on their perception than the logo change itself.</p>
<p>Impact on Purchase Intention</p>	<p>The logo change had little direct impact on purchase intention, as most participants indicated that their decision to buy a Kia would be based on factors such as price, reliability, and personal experience with the brand.</p> <p>Some interviewees stated that while a logo can enhance a brand’s image and appeal, it would not be a deciding factor in making a purchase.</p>

### **Table 3.** Summary of Qualitative Interviews

Findings from the interviews suggest that while a logo redesign can refresh a brand's image, it does not fundamentally alter consumer behavior. Brand reputation, product quality, and previous experiences with the company play a more substantial role in shaping consumer attitudes and purchase decisions. From a managerial perspective, these insights highlight that companies undergoing a visual rebranding should focus not only on aesthetics but also on maintaining strong customer relationships and reinforcing product value to ensure a successful transition.

## **4.2 Quantitative Results**

### **4.2.1 Cleaning the data**

#### **- Missing Data**

To prepare the data, incomplete and missing information surveys were removed using the Select Cases function in SPSS. Condition Completed = 1, selected Remove unselected cases, and confirmed. This reduced responses from 176 to 132, eliminating 44 incomplete cases (Appendix C1).

#### **- Outlier Analysis**

Outlier analysis was conducted using Z-score analysis and percentile checks to detect extreme values. No cases exceeded  $\pm 3$  standard deviations, indicating no extreme outliers. Percentile analysis (1st and 95th percentiles) flagged potential high-end outliers (Purchase Intention: from 1.0 to 6.2, Brand Reputation: from 2.375 to 6.6625) (Appendix C2). However, no responses were removed, because of the nature of the study and to preserve data integrity and ensure a comprehensive representation of brand perception and purchase intentions.

#### **- Manipulation Check**

A manipulation check was conducted to ensure data reliability by verifying that participant correctly identified the KIA logo. Those who misidentified it were excluded using the Select Cases function in SPSS. Applying the filter reduced responses from 132 to 93, eliminating 39 cases. This improved result accuracy by including only participants who correctly perceived the experimental manipulation.

#### - Variables Creation

Six key variables were created in SPSS based on survey responses. The brand Reputation Score was calculated as the mean of eight statements assessing brand perception. Based on this score, respondents were categorized into three groups: those with a negative, neutral, and positive reputation. Similarly, a Purchase Intention Score was derived from three statements measuring respondents' likelihood of purchasing a KIA vehicle. This score was then transformed into a categorical variable, distinguishing between those with no purchase intention, and neutral and clear purchase intention. A brand usage variable was introduced to distinguish between current KIA users and non-users. Additionally, a Logo Preference variable was created to determine whether respondents favored the old or new KIA logo.

### **4.2.2 Descriptive Statistics**

#### - Sample Characterization

After cleaning, the dataset included 93 respondents. The study sample consisted primarily of young and middle-aged adults, with the largest age group being 25-34 years old (43%), followed closely by 18-24 (37.6%). Older age groups were less represented, with 5.4% aged 35-44, 11.8% aged 45-54, and only 2.2% over 55 years old. The gender distribution was nearly balanced, with 48.4% identifying as male and 49.5% as female. Additionally, 1.1% preferred to self-describe their gender, while another 1.1% chose not to disclose this information. Participants came from 22 different countries, with the largest proportion coming from Poland (45.2%), followed by Germany (17.2%) and the United States (8.6%). Other respondents represented a variety of countries across Europe, North America, and the Middle East, including France, Austria, Mexico, Iraq, and Canada. Regarding household income, the most common income levels were €50,000 - 99,999 (29%) and €25,000 - 49,999 (23.7%), while smaller portions reported earnings below €25,000 (15.1%) or above €100,000 (17.2%). Additionally, 15.1% of respondents preferred not to disclose their income.

In terms of car ownership, 43% of respondents owned a car, while 57% did not. Additionally, 69.9% of participants planned to purchase a car within the next five years, indicating a strong level of consumer interest in the automotive market. Despite this, only 10.8% of respondents had previously or currently owned a Kia vehicle, while the majority (89.2%) had never owned one. (Appendix C4).

- Key variables Means, Min, Máx, St. Deviation

The average purchase intention is 3.47, indicating a low to neutral propensity to buy. Opinions vary, but most respondents express no intention to buy in the near future. Brand reputation is rated neutral to positive with an average of 4.91, with a small number of very negative ratings.

Most respondents prefer the new logo, with an average of 1.70 (scale of 1-2), although some prefer the older version. In terms of brand use, the results indicate that most respondents have never owned a KIA vehicle, suggesting limited direct experience with the brand among respondents.

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
Are you a KIA user?	93	1	2	1.89	.311
Logo_Preference	93	1	2	1.70	.461
Brand_Reputation_Score	93	2.38	7.00	4.9113	.90394
Purchase_Intention_Score	93	1.00	8.00	3.4731	1.61688
Valid N (listwise)	93				

**Table 4.** Descriptive Statistics

#### Measure Reliability

The reliability of the scales was assessed separately for each construct to ensure internal consistency. As shown in Table 5, Cronbach’s alpha values indicate strong reliability for both constructs. Purchase intention, measured with three items, demonstrated very high internal consistency ( $\alpha = 0.916$ ), confirming that the scale reliably captures respondents’ likelihood of purchasing a Kia vehicle. Similarly, the brand reputation construct, assessed with eight items, exhibited good reliability ( $\alpha = 0.882$ ), indicating a strong level of consistency in measuring perceptions of Kia’s trustworthiness, credibility, and overall reputation. These results confirm that the scales used in this study are statistically reliable, supporting their suitability for further analysis.

Construct	Number of Items	Cronbach’s Alpha
Purchase Intention	3	0.916
Brand Reputation	8	0.882

**Table 5.** Cronbach’s alpha

### 4.2.3 Inference Statistics

Linear regression was conducted with the Purchase Intention Score as the dependent variable and Brand Reputation Score, Logo Preference, and Brand Usage as predictors. Multicollinearity was assessed using Tolerance and VIF, with no issues detected (Tolerance > 0.2, VIF < 5) (Appendix C5). This confirms that the variables are not highly correlated and contribute unique information to the model. Based on the results, it can be concluded that multicollinearity does not pose a threat to the validity of the regression model, which allows the analysis of the relationship between variables to continue.

### 4.2.4 Statistical Testing

#### Hypothesis 1

To verify the effect of logo change on purchase intention, the following hypotheses were formulated:

H<sub>0</sub>: The logo change does not have a positive effect on purchase intention.

H<sub>1</sub>: The logo change has a positive effect on purchase intention.

A linear regression analysis was conducted with purchase intention as the dependent variable and logo preference as the independent variable (Appendix D1). The explanatory power of the model was low ( $R^2 = 0.029$ ), indicating that logo preference accounts for only 2.9% of the variation in purchase intention.

The result can be considered statistically insignificant ( $F(1,91) = 2.751$ ,  $p = 0.101$ ), and the regression coefficient ( $B = -0.601$ ,  $p = 0.101$ ) may suggest that when preferred new logo, purchase intention is slightly reduced, but the effect is not significant.

Since the p-value >  $\alpha = 0.05$ , the null hypothesis (H<sub>0</sub>) is not rejected.

#### Alternative Test

To confirm the results of the linear regression analysis for H<sub>1</sub>, it was decided to also conduct a student's t-test for independent samples, comparing purchase intention between those who preferred the old logo and those who preferred the new logo (Appendix D2). The results showed

that purchase intention was higher among respondents who preferred the old logo than those who preferred the new logo. However, the result is not statistically significant ( $p = 0.101$ ), which means that there is no strong evidence that logo preference affects purchase intention in any way. The effect size (Cohen's  $d = 0.375$ ) was small, which means while logo preferences may play a role in purchase decisions, their impact is not significant or statistically significant, which confirms the result from the linear regression analysis.  $H_0$  cannot be rejected.

### **Hypothesis 2A**

The purpose of this analysis was to test whether brand usage moderates the relationship between logo change and perceived brand reputation. The hypotheses were formulated as follows:

$H_0$ : Brand usage does not moderate the relationship between a logo change (measured by logo preference) and brand reputation.

$H_1$ : Brand usage moderates the relationship between a logo change (measured by logo preference) and brand reputation.

A moderated regression analysis was conducted, with Brand Reputation Score as the dependent variable, Logo Preference as the independent variable, and Brand Usage as the moderating variable (Appendix D3). To avoid multicollinearity issues, the variables were standardized using Z-scores, and an interaction term (Interaction\_Term2) was created by multiplying the standardized values of Logo Preference and Brand Usage.

The analysis showed that the model explains 6.7% of the variance in brand reputation ( $R^2 = 0.067$ ), and the addition of an interaction variable did not significantly improve the model fit ( $p = 0.103$ ). The overall model is not statistically significant ( $p = 0.103$ ), suggesting that the independent variables do not have a strong effect on brand reputation.

The interaction variable (Interaction\_Term2) was not significant ( $B = 0.132$ ,  $p = 0.159$ ), indicating that brand usage does not moderate the relationship between logo preference and brand reputation. Therefore, there is no basis for rejecting the null hypothesis of  $H_0$ .

However, an interesting side result is the significant negative effect of brand use on brand reputation ( $B = -0.188$ ,  $p = 0.045$ ). This means that people who have been a KIA brand user in

the last 5 years rate the brand's reputation lower than those who have never owned a KIA vehicle.

#### Alternative Test

To double verify whether brand usage moderates the relationship between logo preference and perceived brand reputation, an analysis of variance (ANOVA) with interaction was conducted (Appendix D4). The results present that neither logo preference ( $p = 0.221$ ) nor brand use ( $p = 0.125$ ) has a significant effect on brand reputation. In addition, the interaction effect ( $p = 0.164$ ) did not reach the level of significance, confirming that there is no moderating effect of brand use on the relationship between logo preference and brand reputation.

#### **Hypothesis 2B**

The purpose of this analysis was to test whether brand usage moderates the relationship between Logo Preference and purchase intention. The following hypotheses were formulated:

- H<sub>0</sub>: Brand usage does not moderate the relationship between a logo change (measured by logo preference) and purchase intention.
- H<sub>1</sub>: Brand usage moderates the relationship between a logo change (measured by logo preference) and purchase intention.

To test this relationship, a moderated regression analysis was used in which the dependent variable was purchase intention, the independent variable was logo preference, and the moderating variable was brand usage (Appendix D5). An interaction between these variables was introduced into the model to test the moderating effect. The variables were converted to standardized values, and a new interaction variable (Interaction\_Term3) was created based on the product of these values (Logo Preference/Brand Usage).

Moderated regression analysis showed that the model was significant with  $p = 0.021$  and explained 10.3% of the variance in purchase intention ( $R^2 = 0.103$ ), indicating moderate predictive ability. However, logo preference did not have a significant effect on purchase intention ( $p = 0.091$ ), nor did brand use moderate this relationship ( $p = 0.311$ ), leading to no basis for rejecting the null hypothesis. A negative effect of brand use on purchase intention was found to be significant ( $p = 0.014$ ), suggesting that current KIA users are less likely to purchase again compared to those who have never owned a vehicle of the brand.

The results indicate that changing the logo does not affect purchase decisions and that previous experience with the brand may even reduce purchase intention.

#### Alternative test

To further verify H<sub>2</sub>B's hypothesis of a moderating effect of brand use on the relationship between logo change and purchase intention, an ANOVA analysis was conducted (Appendix D6). Unlike the earlier regression, which treated the variables as continuous, ANOVA allowed for group comparisons based on logo preference and KIA brand use. Instead of Purchase Intention Score, the variable Purchase Category (1- No intention, 2 - Neutral, 3, Purchase Intention) was used.

The results of the Between-Subject Effects Test showed significant main effects for both logo preference ( $F(1, 89) = 7.173, p = 0.009$ ) and brand usage ( $F(1, 89) = 11.614, p < 0.001$ ). The key interaction effect of these variables also reached significance ( $F(1, 89) = 4.622, p = 0.034$ ), indicating that brand use moderates the effect of logo change on purchase intention.

These results differ from the earlier moderated regression, which showed no significant interaction effect. This may be due to methodological differences, remembering that regression assumes a linear interaction effect, while ANOVA allows direct comparison of groups, which may have revealed a non-linear relationship that regression did not detect. However, due to the small number of KIA users in the sample ( $N = 10$ ), these results should be interpreted with caution.

### **Hypothesis 3**

The purpose of this analysis was to test whether brand reputation mediates the relationship between logo change and purchase intention. The hypotheses were formulated as follows:

H<sub>0</sub>: Brand reputation does not mediate the relationship between a logo change (measured by logo preference) and purchase intention.

H<sub>1</sub>: Brand reputation mediates the relationship between a logo change (measured by logo preference) and purchase intention.

To test these hypotheses, a stepwise regression approach was used based on the mediation model proposed by Baron and Kenny (1986) (Appendix D7). The process involved three key steps. First, it was examined whether logo preference has a direct effect on purchase intention, thus establishing the basic relationship between the independent and dependent variables. Next, it was analyzed whether logo preference affects brand reputation, acting as a mediator. This step was important because mediation requires the independent variable to influence the mediator. In the final step, brand reputation was included in the model to assess whether it weakens or eliminates the effect of logo preference on purchase intention. If the effect of logo preference weakens or ceases to be significant when brand reputation is included, this suggests that brand reputation acts as a mediator in the analyzed relationship.

#### Step 1: Test the effect of logo change on purchase intention

First-stage regression showed that the variable Logo Preference has no significant effect on purchase intention ( $B = -0.601$ ,  $p = 0.101$ ). This means that logo change by itself does not significantly explain differences in purchase intention, suggesting that there may be another variable mediating this relationship.

#### Step 2: Test the effect of logo change on brand reputation

Regression analysis for Brand Reputation Score as the dependent variable showed that Logo Preference has no significant effect on perceived brand reputation ( $B = 0.097$ ,  $p = 0.639$ ). The lack of significance of this result suggests that changing the logo does not directly affect consumers' perceptions of the brand.

#### Step 3: Test the mediation of brand reputation in the relationship between logo change and purchase intention

The final step tested whether adding a Brand Reputation Score to the model with Logo Preference as a predictor affects purchase intention. Regression results showed that Brand Reputation has a strong and significant effect on Purchase Intention Score ( $B = 1.092$ ,  $p < 0.001$ ), while the effect of Logo Preference on Purchase Intention remained significant, although attenuated ( $B = -0.706$ ,  $p = 0.016$ ).

Finally, the null hypothesis of no mediating effect of brand reputation wasn't rejected. This means that logo change does not affect purchase intention through brand reputation. The results

of the analysis indicate that brand reputation itself plays a key role in shaping consumer purchase decisions, regardless of logo preference. While brand image may be an important factor influencing perceptions of a company, a logo change is not a sufficient stimulus to induce changes in purchase intention.

### **Full Model Test**

The study tested how logo preference, brand reputation, brand usage, and the interaction between brand reputation and logo preference affect purchase intention. The regression model explained 41.8% of the variation in purchase intention ( $R^2 = 0.418$ ) and proved statistically significant ( $F(4,88) = 15.777, p < 0.001$ ). This shows that at least one of the factors studied had a real impact on purchase decisions (Appendix D8).

Brand reputation proved to be a strong positive predictor of purchase intent ( $B = 1.039, p < 0.001$ ). The better the brand reputation, the more likely consumers were to be willing to buy. In contrast, logo preference had a significant but negative effect ( $B = -0.701, p = 0.016$ ). Interestingly, those who preferred the new logo were less likely to purchase it. Brand usage had no significant effect on purchase intentions ( $B = -0.674, p = 0.122$ ), meaning that being a current KIA user did not determine purchase intentions. The interaction between brand reputation and logo preference was not statistically significant ( $B = 0.029, p = 0.830$ ), suggesting that brand reputation did not modify the effect of logo preference on purchase decisions.

### **Alternative test**

Alternative approaches, such as Generalized Linear Models (GLM), were tested but did not provide additional insights (Appendix D9). The results confirmed that brand reputation has a strong positive effect on purchase intention, while brand usage negatively impacts both brand reputation and purchase intention. No significant moderating effects were found for brand usage or brand reputation in the relationship between logo preference and purchase intention.

Although GLM offered a different statistical perspective, it did not reveal new interaction effects. The findings reinforce the importance of brand perception in shaping purchase decisions independent of logo changes. Future research could explore these relationships further using larger samples, alternative methods, or non-linear models to uncover more nuanced effects.

#### 4.2.5 Additional research

##### Segmentation analysis of KIA customers

To better understand the profile of potential buyers of the KIA brand, a cluster analysis was conducted using the K-Means method (Appendix D10). The purpose of this study was to isolate groups of consumers based on demographic variables and their intentions to purchase a KIA brand vehicle. The analysis included variables such as age, car ownership status, income level, brand reputation, and logo preference. Ultimately, the division into four clusters proved to be the most interpretable. Of particular interest was Cluster 3, which had the highest purchase intention (Purchase\_Category = 3).

Individuals in this group were distinguished by the following characteristics:

Characteristic	Potential customers profile
Age	25-34
Car ownership status	Do not currently own a car
Income level	50,000 - 99,999 euros per year
Brand Reputation	High
Logo Preference	New

**Table 6.** Potential new KIA Customers

This segment of consumers represents the group with the greatest purchasing potential for the KIA brand. They are characterized by a positive perception of the logo and a high brand reputation rating, which may suggest that KIA's brand image refresh strategy is attracting new customers. These results indicate the possibility of successfully targeting young adults with a stable financial situation who are willing to purchase a new vehicle.

#### 4.3 Discussion

#### **4.3.1 Lack of moderation and mediation**

The study was designed to test whether brand reputation can moderate and whether brand usage mediates the effect of logo preference on purchase intention. The primary regression analysis found no significant moderation or mediation, suggesting that while these factors influence overall brand perception, their role in new logo acceptance and purchase decisions may be limited.

However, an alternative ANOVA test for the H<sub>2</sub>B hypothesis showed a significant interaction between brand usage and logo preference, suggesting that brand usage may influence purchase decisions depending on logo preference. The differences between the regression and ANOVA results may be due to different methods of analysis - regression assumes a linear interaction effect, while ANOVA reveals differences between groups. With the small number of KIA users in the study group, the conclusions of the analysis are worth treating with caution. There is a chance that other elements, such as an emotional connection to the brand or past experiences with its offerings, may be more influential in how consumers perceive the change in visual identity.

#### **4.3.2 Relationship to research objective**

The purpose of the study was to understand how logo preference (before and after the change) affects consumers' purchase intention, considering the role of brand reputation and brand usage. The results indicate that while consumers may have a clear preference for the new and old logos, the logo itself is not a factor in determining purchase intent. Instead, brand reputation was found to be a key predictor of purchase decisions, confirming that brand trust and previous customer experience are more important than a change in visual identity. Moreover, the degree of brand usage was expected to moderate this relationship, but the results did not provide clear evidence of this effect, suggesting that the impact of brand familiarity on the response to logo change may be more complex.

#### **4.3.3 Connection to the literature**

The results of the study are in line with previous research showing that brand reputation has a stronger impact on consumer behavior than a logo change alone (Veloutsou & Moutinho, 2009). Similar to Peterson & Bishop's (2015) study, this study shows that a logo change can refresh a brand's image but does not necessarily lead to increased purchase intentions. The study also relates to the findings of Walsh, Winterich & Mittal (2010), who noted that loyal customers

may be more resistant to changes in brand identity. In contrast to some studies that suggest that brand usage may moderate the effect of rebranding on consumer behavior, this analysis did not find a clear relationship in this regard. This means that future research with a bigger sample should further investigate how different groups of consumers respond to changes in brand visual identity.

#### **4.3.4 Practical implications**

From a practical perspective, the results of the study suggest that a logo change is not enough by itself to increase purchase intent and that companies should focus on building and maintaining a strong brand reputation.

Importantly, brands with established reputations need not fear negative reactions to a logo change, even if consumers initially declare dissatisfaction. The study found that while a logo can evoke emotional reactions, it does not significantly affect purchasing decisions. Consumers who already trust a brand are willing to accept changes in its visual identity as long as product quality and brand values remain consistent.

These findings indicate that companies considering rebranding should:

- Focus on communicating the brand's values, emphasizing that the logo change is part of a broader strategy, not just an aesthetic treatment.
- Don't overestimate the impact of consumers' dissatisfaction with the new logo, as their actual market behavior remains largely dependent on brand reputation and past experiences.
- Make logo change decisions consciously, assessing whether the visual identity refresh is consistent with the brand's positioning and long-term goals.

In conclusion, strong brands can afford bolder changes in visual identity, provided they are accompanied by a coherent communications strategy and consistent trust-building among consumers.

#### **4.3.5 Methodology and data collection reflection**

This study employed a mixed-methods approach, integrating qualitative interviews and a quantitative survey to explore consumer reactions to Kia's logo change. The interviews provided in-depth insights into brand perception, helping shape the survey design, while the survey allowed for statistical analysis of logo preference, brand reputation, and purchase intention.

However, some methodological challenges should be acknowledged:

- Sample size and diversity: The study was conducted on a relatively small and homogeneous sample, limiting the generalizability of the results. A larger and more diverse sample would offer a broader perspective.
- Analysis of a completed logo redesign process: The study examines reactions after the logo change was implemented, making it difficult to assess how consumer perceptions evolved over time.
- Unequal distribution of brand users and non-users: The sample included both Kia users and non-users, but the imbalance in responses between these groups may have skewed the results, potentially overrepresenting one perspective.

## **CHAPTER 5: CONCLUSIONS AND LIMITATIONS**

### **5.1 Main Findings & Conclusions**

The study aimed to understand how logo change, or more specifically, logo preference (old vs. new) among consumers, influences their purchase intention, considering the role of brand reputation and previous user experience. The analysis conducted indicates that the logo itself is not the determining factor in consumer behavior. However, it is an important part of a brand's visual identity and can influence the perception of the brand.

The study shows that simply preferring a new logo after a change does not increase the likelihood of purchase. People may have a clear preference for a new or old logo, but that doesn't mean it will affect their purchasing decisions. Changing a brand's image can evoke emotions - sometimes positive, sometimes negative - but changing a logo alone is not enough to encourage customers to reach for a company's products more often.

During the study, however, it was noted that brand reputation proved to be the strongest predictor of purchase intention. Consumers who viewed KIA's brand reputation positively were significantly more likely to purchase its products, regardless of logo preference. The results suggest that brand reputation underpins purchase decisions and is more important than changes in corporate identity. This corroborates information from earlier studies analyzed in the literature review, which considers brand reputation to be the most important element in determining potential product purchases. In practice, this means that companies that focus on building a strong reputation through trustworthiness, reliability (quality), and credibility can more effectively influence purchase intentions than by simply changing their logo.

Another interesting finding of the study is that users of the Kia brand showed lower purchase intention than those who had no previous experience with the brand. This may suggest that those who have interacted with the brand's products have become more critical of the brand or that their expectations have not been met. Such a situation indicates a potential gap between brand image and actual consumer experience. This could mean that brand users with specific experiences are less interested in re-purchase, due to various other factors unrelated to the logo change. However, it should be taken into account that the ratio of users to – non users was low, so the result may be unreliable. It is recommended that the study on this topic be continued on a larger group.

A logo change, while it can revitalize a brand's image, should not be seen as a key factor in influencing consumer behavior. It may attract interest and generate excitement, but it does not guarantee an increase in loyalty or purchase intention. If it is not accompanied by improved product quality, enhanced brand communication, or a better customer experience, its impact on sales performance will be limited. Companies that decide to rebrand should consider it as part of a broader marketing strategy rather than as a major tool for image change. In this situation, companies should not change their logos because, as the survey shows, despite potential reactions, the logo itself does not play a significant role in creating consumer behavior.

Based on regression analysis, the study confirmed that brand reputation does not play a moderating role in the relationship between logo preference and purchase intention. Although brand reputation plays a key role in shaping consumers' purchase intention, it does not significantly strengthen or weaken the effect of logo preference on purchase decisions. Consumers' decisions are mainly based on their overall evaluation of the brand and previous experiences rather than on the visual image itself.

Surprisingly, an alternative method of analysis provided different information. The ANOVA showed that brand use moderates this relationship, suggesting that prior experience with the brand influences consumers' reactions to the logo change. Those who were not brand users showed a more positive reaction to the new logo, while current KIA users showed lower purchase intention. It is worth noting that purchase intention was measured as a categorical variable (1 - No intention, 2 - Neutral, 3 - Purchase intention) in the ANOVA analysis, which may have affected the results compared to the continuous scale used in the regression model. This difference in methodology underscores the need for further research to verify the results on a larger and more diverse sample.

The study did not find that brand usage acted as a mediator, meaning that being a KIA customer or not did not influence how logo preference interacts with purchase intention. Both current Kia users and those who had never owned a car from the brand reacted similarly to the logo change. This may suggest that the logo change is perceived in a way that is relatively independent of the mere fact of owning a KIA car. Other factors - such as experiences with it - play a greater role in shaping purchase decisions than the appearance of the logo itself.

In conclusion, the study confirms previous research on the subject, which identifies brand reputation as the most important factor influencing purchase intention, with logo changes alone having a limited impact on consumer decisions. The results suggest that companies should focus primarily on building and maintaining a positive brand image rather than relying on visual rebranding as a major marketing tool.

While a logo change can refresh a brand's image and signal its growth, it is no substitute for efforts to improve product quality, customer service, or communication strategy. Companies that want to effectively increase customer loyalty and propensity to buy should treat logo redesign as part of a larger strategy rather than a standalone way to improve sales performance. They should also not be afraid to make changes because, as the survey showed, consumers' reaction to change is not reflected in their behavior

As a result, brands should treat changes in visual identity as part of a long-term strategy to enhance reputation rather than as a tool for short-term sales growth. Positive consumer experience, the quality of the products offered, and consistent brand communication are critical to market success, and the logo remains just one of many elements that build brand identity

## **5.2 Managerial / Academic Implications**

### **- Managerial implications**

The results of the survey indicate that changing the logo is not a key driver of purchase intent, so companies planning to rebrand should focus on building and maintaining a strong brand reputation. When the Brand is strong, the company should not be afraid of customers' reactions, because, despite initial different reactions, the logo preference does not chew on consumers' behavior. Logo rebranding can support the image of an innovative and modern brand, but it is no substitute for a high-quality brand experience.

### **- Academic implications**

The study provides a new perspective on the key role of brand reputation in shaping purchase decisions, while challenging the assumption that a logo change by itself can significantly affect sales. Additionally, the results did not confirm the moderating role of brand reputation or the mediating role of brand usage, suggesting the need for further research on how different groups of consumers respond to changes in visual identity. Future studies may focus on the long-term impact of logo change with an assessment of the state before the changes, as well as its effects on different customer segments.

### 5.3 Limitations and Further Research

With this study, several limitations must be considered:

- The relatively small sample size limits the relevancy of the findings. A larger sample could provide a more representative understanding of consumer responses.
- Lack of before logo change data - since the study only analyzes post-logo rebranding reactions and the current situation, it is unclear how consumer opinions shifted compared to the old logo's perception before the change.
- Limited diversity of respondents - the sample may not fully reflect the diversity of Kia's consumer base, with dominating groups of Polish respondents and non-KIA users, which could influence the relevancy of the findings.
- Focus on stated intentions rather than actual behavior - the study measured self-reported purchase intention, which does not always translate into real consumer behavior.

To extend the findings of this study, future research could examine how brand perceptions evolve over time by tracking consumer sentiment before, during, and after a logo change. In addition, research focusing on actual purchase behavior, rather than reported intentions, could provide stronger evidence on whether logo redesign affects consumer decisions in real-world scenarios.

Analysis for the H<sub>2</sub>B hypothesis showed discrepancies between the regression results and the ANOVA test, which may indicate a moderating effect of brand use on the relationship between logo preference and purchase intention. However, due to the small number of KIA users in the study group (N = 10), these conclusions require caution. In future studies, it would be worth repeating the analysis with a larger sample to see if brand use modifies logo change perceptions and purchase decisions. A larger number of participants would allow for more accurate group breakdowns and verification that the moderating effect occurs across different consumer segments.

Another area for further research to bring new managerial implications especially in the case of the KIA brand, is to explore the topic of why brand users showed lower purchase intent and weaker perceptions of brand reputation compared to non-users. Future research with a larger sample of users should explore whether this is due to dissatisfaction with the product, negative experiences, or unmet expectations.

By addressing these gaps, future research could provide deeper insight into the complex relationship between changes in visual communications, consumer trust, and consumer behavior, offering valuable insights for companies considering logo changing efforts.

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## APPENDICES

### *Appendix A: Interview Script*

Interviews script – KIA

#### **1. Introduction**

Thank you for taking the time to speak with me today. I'm conducting a study on how people perceive different brands, and your insights will be incredibly helpful in understanding consumer behaviors and brand perception.

#### **2. Brand Recognition and Logo Identification**

- Showing the New Kia Logo:



**Question:** Could you take a look at this logo? Do you recognize which brand this logo belongs to?

If the answer is “No”:

- Showing the Old Kia Logo



**Question:** Now, here's another logo. Do you recognize this one? Does it seem familiar to you?

Follow-up: How does this logo compare to the previous one? Do you think this is a new or an old logo for the brand?

General Opinion on the Logo:

**Question:** In general, what do you think of these logos? Which one do you have a preference for and why?

### **3. Brand Reputation**

**Question:** What kind of reputation do you think Kia has? Would you say it's a brand you trust or respect?

**Follow-up:** Has your perception of the brand changed over time? If so, how?

**Question:** Do you feel that the logo change (from old to new) affects Kia's reputation in any way? If yes, how so?

### **4. Brand Usage**

**Question:** Have you ever owned or considered owning a Kia vehicle? If so, what was your experience like? If not, why?

**User:** Would you consider yourself strongly committed to the Kia brand, or is it just one of many brands you might consider?

**Non-user:** If you haven't used Kia, what's the main reason? Is it due to brand perception, reputation, or something else?

**Question:** Do you feel that the new logo could influence your commitment to the brand? For example, would it make you more or less likely to consider purchasing a Kia?

### **5. Purchase Intention**

**Question:** Thinking about the Kia brand overall, would you consider purchasing a Kia vehicle in the future? Why or why not?

**Question:** Would the logo change impact your interest or decision to buy a Kia? Does the new logo make the brand more or less appealing to you as a consumer?

### **Final Thoughts:**

**Question:** Is there anything else you'd like to share about Kia or any thoughts on the importance of a brand's logo in shaping your perception?

**Thank You:** Thank you very much for your time and for sharing your thoughts. Your input is extremely valuable to this study.

## Appendix B: Qualtrics Survey

Introduction

Q1

Dear Participant,

Thank you for taking the time to contribute to this survey, which is part of my master's thesis research. Your participation is crucial in helping me gather insights for my study. Please read the questions carefully and respond as accurately as possible—there are no right or wrong answers.

This survey is part of an academic study for my master's thesis at Católica Lisbon and serves no commercial purpose. It will take approximately **5 minutes** to complete. Rest assured that your responses will remain completely confidential and anonymous.

By clicking "Next," you confirm your consent to participate in this study. If you have any questions or concerns regarding this survey, please feel free to contact me at s-bjablonska@ucp.pt.

Thank you very much for your valuable contribution!  
Sincerely,  
Barbara Jablonska, Católica Lisbon School of Business and Economics

Page Break

Q2 \*

Are you currently a car owner?

Yes

No

Page Break

Q3 \*

Do you plan to buy a car in the next 5 years?

Yes

No


[Import from library](#)

[+ Add new question](#)

New Logo

Q4

Take a close look at the graphic below



New Logo Manip



Based on what you saw, do you think the logo on the car, was the new or old version of KIA's logo?

- The old one
- The new one

Q5 | Click to write the question text

Take a close look at the graphic below



Old Logo Manip ★

Based on what you saw, do you think the logo on the car, was the new or old version of KIA's logo?

The old one

The new one

Brand Usage ...

Q7 ★

Are you a KIA user?

Yes, I currently own a KIA vehicle or have owned one within the past 5 years

No, I have not owned a KIA vehicle in the past 5 years or have never owned one

Brand Reputation

Q8 💡 ★

Please rate the following statement about KIA based on your level of agreement.

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree
This brand is trustworthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand makes honest claims	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand doesn't pretend to be something it isn't	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand has a good reputation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand delivers what it promises	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand has a long-lasting nature	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This brand is high quality	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This is the good value brand	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

▼ Purchase Intention

Q9 💡 \*

Please indicate your level of agreement with the following statements regarding your intention to purchase a KIA vehicle after logo change:


	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
It is likely that I will buy a vehicle from KIA in the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would consider buying a KIA vehicle next time I need a new vehicle	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I will make an effort to buy a vehicle from KIA	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

▼ Rank Photos

Q6 💡 \*


Please rate the following logos based on your preference (1 - most preferred, 2 - less preferred)

1



---

2



▼ Demographics

Q10 📷 \* 🎯

How old are you?

- Under 18
- 18-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65+ years old

Q11 📄 \* ●

How do you describe yourself?

Male  
 Female  
 Non-binary / third gender  
 Prefer to self-describe  
  
 Prefer not to say

----- Page Break -----

Q12 | List of Countries \* x→

Where are you from?

Afghanistan

Q13 📄 \* ●

How many people live or stay in this household at least half the time?

----- Page Break -----

Q14 📄 \* ●

What was your total household income before taxes during the past 12 months in Euros?

Less than 25,000 Euros per year  
 25,000 - 49,999 Euros per year  
 50,000 - 99,999 Euros per year  
 100,000 - 199,999 Euros per year  
 More than 200,000 Euros per year  
 Prefer not to say

## Appendix C: Cleaning Data

### *Appendix C1: Unfinished surveys*

Finished					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	False	44	25.0	25.0	25.0
	True	132	75.0	75.0	100.0
	Total	176	100.0	100.0	

### *Appendix C2: Percentile analysis*

## Statistics

### Purchase\_Intention\_Score

N	Valid	93
	Missing	0
Percentiles	1	1.0000
	95	6.2000

## Statistics

### Brand\_Reputation\_Score

N	Valid	93
	Missing	0
Percentiles	1	2.3750
	95	6.6625

### *Appendix C3: Sample characteristics*

How old are you?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24 years old	35	37.6	37.6	37.6
	25-34 years old	40	43.0	43.0	80.6
	35-44 years old	5	5.4	5.4	86.0
	45-54 years old	11	11.8	11.8	97.8
	55-64 years old	1	1.1	1.1	98.9
	65+ years old	1	1.1	1.1	100.0
	Total	93	100.0	100.0	

How do you describe yourself? - Selected Choice					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	45	48.4	48.4	48.4
	Female	46	49.5	49.5	97.8
	Prefer to self-describe	1	1.1	1.1	98.9
	Prefer not to say	1	1.1	1.1	100.0
	Total		93	100.0	100.0

List of Countries					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Argentina	1	1.1	1.1	1.1
	Austria	3	3.2	3.2	4.3
	Brazil	1	1.1	1.1	5.4
	Canada	2	2.2	2.2	7.5
	Czech Republic	1	1.1	1.1	8.6
	Finland	1	1.1	1.1	9.7
	France	3	3.2	3.2	12.9
	Georgia	1	1.1	1.1	14.0
	Germany	16	17.2	17.2	31.2
	Hungary	1	1.1	1.1	32.3
	Iraq	1	1.1	1.1	33.3
	Ireland	1	1.1	1.1	34.4
	Mexico	3	3.2	3.2	37.6
	Netherlands	2	2.2	2.2	39.8
	Poland	42	45.2	45.2	84.9
	Portugal	2	2.2	2.2	87.1
	Sweden	2	2.2	2.2	89.2
	United Kingdom of Great Britain and Northern Ireland	2	2.2	2.2	91.4
	United States of America	8	8.6	8.6	100.0
	Total	93	100.0	100.0	

What was your total household income before taxes during the past 12 months in Euros?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 25,000 Euros per year	14	15.1	15.1	15.1
	25,000 – 49,999 Euros per year	22	23.7	23.7	38.7
	50,000 – 99,999 Euros per year	27	29.0	29.0	67.7
	100,000 – 199,999 Euros per year	11	11.8	11.8	79.6
	More than 200,000 Euros per year	5	5.4	5.4	84.9
	Prefer not to say	14	15.1	15.1	100.0
	Total	93	100.0	100.0	

Are you currently a car owner?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	40	43.0	43.0	43.0
	No	53	57.0	57.0	100.0
	Total	93	100.0	100.0	

Do you plan to buy a car in the next 5 years?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	65	69.9	69.9	69.9
	No	28	30.1	30.1	100.0
	Total	93	100.0	100.0	

Are you a KIA user?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, I currently own a KIA vehicle or have owned one within the past 5 years	10	10.8	10.8	10.8
	No, I have not owned a KIA vehicle in the past 5 years or have never owned one	83	89.2	89.2	100.0
Total		93	100.0	100.0	

*Appendix C4: Multicollinearity test*

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.806	1.282		.629	.531		
	Brand_Reputation_Score	1.044	.148	.584	7.048	<.001	.954	1.048
	Logo_Preference	-.702	.284	-.200	-2.471	.015	.997	1.003
	Are you a KIA user?	-.671	.429	-.129	-1.561	.122	.957	1.045

a. Dependent Variable: Purchase\_Intention\_Score

**Appendix D: Statistical Results**

*Appendix D1: H1 – Linear Regression*

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.171 <sup>a</sup>	.029	.019	1.60171	.029	2.751	1	91	.101

a. Predictors: (Constant), Logo\_Preference

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.058	1	7.058	2.751	.101 <sup>b</sup>
	Residual	233.458	91	2.565		
	Total	240.516	92			

a. Dependent Variable: Purchase\_Intention\_Score  
b. Predictors: (Constant), Logo\_Preference

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.493	.637		7.052	<.001
	Logo_Preference	-.601	.362	-.171	-1.659	.101

a. Dependent Variable: Purchase\_Intention\_Score

Appendix D2: H1 Alternative test – Student's t-test

Group Statistics					
	Logo_Preference	N	Mean	Std. Deviation	Std. Error Mean
Purchase_Intention_Score	Old Logo	28	3.8929	1.41728	.26784
	New Logo	65	3.2923	1.67343	.20756

Independent Samples Test												
		Levene's Test for Equality of Variances			t-test for Equality of Means						95% Confidence Interval of the Difference	
		F	Sig.	t	df	Significance One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper	
Purchase_Intention_Score	Equal variances assumed	1.075	.303	1.659	91	.050	.101	.60055	.36207	-.11865	1.31975	
	Equal variances not assumed			1.772	60.033	.041	.081	.60055	.33885	-.07725	1.27835	

Independent Samples Effect Sizes					
		Standardizer <sup>a</sup>	Point Estimate	95% Confidence Interval	
				Lower	Upper
Purchase_Intention_Score	Cohen's d	1.60171	.375	-.072	.820
	Hedges' correction	1.61506	.372	-.072	.814
	Glass's delta	1.67343	.359	-.090	.805

a. The denominator used in estimating the effect sizes.  
Cohen's d uses the pooled standard deviation.  
Hedges' correction uses the pooled standard deviation, plus a correction factor.  
Glass's delta uses the sample standard deviation of the control (i.e., the second) group.

Appendix D3: H2A - Moderated regression

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics				
						F Change	df1	df2	Sig. F Change	
1	.259 <sup>a</sup>	.067	.035	.88781	.067	2.125	3	89	.103	

a. Predictors: (Constant), Interaction\_Term2, Zscore(Logo\_Preference), Zscore: Are you a KIA user?

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.025	3	1.675	2.125	.103 <sup>b</sup>
	Residual	70.150	89	.788		
	Total	75.174	92			

a. Dependent Variable: Brand\_Reputation\_Score  
b. Predictors: (Constant), Interaction\_Term2, Zscore(Logo\_Preference), Zscore: Are you a KIA user?

Coefficients <sup>a</sup>								
Model		Unstandardized Coefficients	Standardized Coefficients			Collinearity Statistics		
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	4.911	.092		53.349	<.001		
	Zscore(Logo_Preference)	.044	.093	.049	.479	.633	1.000	1.000
	Zscore: Are you a KIA user?	-.188	.093	-.208	-2.034	.045	1.000	1.000
	Interaction_Term2	.132	.093	.145	1.421	.159	1.000	1.000

a. Dependent Variable: Brand\_Reputation\_Score

Collinearity Diagnostics <sup>a</sup>								
Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions			
					Zscore (Logo_Preference)	Zscore: Are you a KIA user?	Interaction_Term2	
1	1	1.002	1.000	.07	.00	.44	.49	
	2	1.001	1.001	.12	.70	.13	.05	
	3	1.000	1.001	.77	.17	.04	.02	
	4	.997	1.002	.04	.14	.40	.43	

a. Dependent Variable: Brand\_Reputation\_Score

*Appendix D4: H2A Alternative test - Analysis of variance ANOVA*

Tests of Between-Subjects Effects						
Dependent Variable: Reputation_Category						
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared
Corrected Model	1.120 <sup>a</sup>	3	.373	1.059	.371	.034
Intercept	194.470	1	194.470	552.022	<.001	.861
Logo_Preference	.536	1	.536	1.522	.221	.017
Q7	.847	1	.847	2.403	.125	.026
Logo_Preference * Q7	.693	1	.693	1.967	.164	.022
Error	31.354	89	.352			
Total	572.000	93				
Corrected Total	32.473	92				

a. R Squared = .034 (Adjusted R Squared = .002)

Appendix D5: H2B - Moderated regression analysis

Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Interaction_Term3, Zscore (Logo_Preference), Zscore: Are you a KIA user? <sup>b</sup>		Enter

a. Dependent Variable: Purchase\_Intention\_Score

b. All requested variables entered.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.320 <sup>a</sup>	.103	.072	1.55731

a. Predictors: (Constant), Interaction\_Term3, Zscore (Logo\_Preference), Zscore: Are you a KIA user?

ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.671	3	8.224	3.391	.021 <sup>b</sup>
	Residual	215.845	89	2.425		
	Total	240.516	92			

a. Dependent Variable: Purchase\_Intention\_Score

b. Predictors: (Constant), Interaction\_Term3, Zscore(Logo\_Preference), Zscore: Are you a KIA user?

Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error				Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	3.473	.161		21.508	<.001	3.152	3.794		
	Zscore(Logo_Preference)	-.277	.162	-.172	-1.709	.091	-.600	.045	1.000	1.000
	Zscore: Are you a KIA user?	-.405	.162	-.251	-2.497	.014	-.728	-.083	1.000	1.000
	Interaction_Term3	.166	.163	.102	1.018	.311	-.158	.491	1.000	1.000

a. Dependent Variable: Purchase\_Intention\_Score

Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Zscore (Logo_Preference)	Zscore: Are you a KIA user?	Interaction_Term3
1	1	1.002	1.000	.07	.00	.44	.49
	2	1.001	1.001	.12	.70	.13	.05
	3	1.000	1.001	.77	.17	.04	.02
	4	.997	1.002	.04	.14	.40	.43

a. Dependent Variable: Purchase\_Intention\_Score

Appendix D6: H2B Alternative test – ANOVA

Tests of Between-Subjects Effects							
Dependent Variable: Purchase_Category							
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	
Corrected Model	7.924 <sup>a</sup>	3	2.641	4.967	.003	.143	
Intercept	108.668	1	108.668	204.367	<.001	.697	
Logo_Preference	3.814	1	3.814	7.173	.009	.075	
Q7	6.175	1	6.175	11.614	<.001	.115	
Logo_Preference * Q7	2.458	1	2.458	4.622	.034	.049	
Error	47.324	89	.532				
Total	263.000	93					
Corrected Total	55.247	92					

a. R Squared = .143 (Adjusted R Squared = .115)

## Appendix D7: H3 - Stepwise Regression Approach

### Regression

#### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Logo_Preference	.	Enter

- a. Dependent Variable: Purchase\_Intention\_Score  
 b. All requested variables entered.

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.171 <sup>a</sup>	.029	.019	1.60171	.029	2.751	1	91	.101

- a. Predictors: (Constant), Logo\_Preference

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7.058	1	7.058	2.751	.101 <sup>b</sup>
	Residual	233.458	91	2.565		
	Total	240.516	92			

- a. Dependent Variable: Purchase\_Intention\_Score  
 b. Predictors: (Constant), Logo\_Preference

#### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.493	.637		7.052	<.001
	Logo_Preference	-.601	.362	-.171	-1.659	.101

- a. Dependent Variable: Purchase\_Intention\_Score

## Regression

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	Logo_Preference	.	Enter

a. Dependent Variable:  
Brand\_Reputation\_Score

b. All requested variables entered.

### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.049 <sup>a</sup>	.002	-.009	.90779	.002	.222	1	91	.639

a. Predictors: (Constant), Logo\_Preference

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.183	1	.183	.222	.639 <sup>b</sup>
	Residual	74.992	91	.824		
	Total	75.174	92			

a. Dependent Variable: Brand\_Reputation\_Score

b. Predictors: (Constant), Logo\_Preference

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.747	.361		13.146	<.001
	Logo_Preference	.097	.205	.049	.471	.639

a. Dependent Variable: Brand\_Reputation\_Score

→ Regression

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Brand_Reputation_Score, Logo_Preference	.	Enter

a. Dependent Variable: Purchase\_Intention\_Score

b. All requested variables entered.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.634 <sup>a</sup>	.401	.388	1.26484	.401	30.170	2	90	<.001

a. Predictors: (Constant), Brand\_Reputation\_Score, Logo\_Preference

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	96.533	2	48.267	30.170	<.001 <sup>b</sup>
	Residual	143.983	90	1.600		
	Total	240.516	92			

a. Dependent Variable: Purchase\_Intention\_Score

b. Predictors: (Constant), Brand\_Reputation\_Score, Logo\_Preference

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.692	.857		-.808	.421
	Logo_Preference	-.706	.286	-.201	-2.467	.016
	Brand_Reputation_Score	1.092	.146	.611	7.479	<.001

a. Dependent Variable: Purchase\_Intention\_Score

*Appendix D8: Final Model test*

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.835	1.296		.645	.521		
	Logo_Preference	-.701	.286	-.200	-2.456	.016	.997	1.003
	Brand_Reputation_Score	1.039	.151	.581	6.900	<.001	.933	1.072
	Are you a KIA user?	-.674	.432	-.130	-1.559	.122	.956	1.046
	Interaction_Term2	.029	.134	.018	.215	.830	.978	1.023

a. Dependent Variable: Purchase\_Intention\_Score

**Excluded Variables<sup>a</sup>**

Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
1	Interaction_Term	. <sup>b</sup>	.	.	.	.000	.	.000

a. Dependent Variable: Purchase\_Intention\_Score

b. Predictors in the Model: (Constant), Interaction\_Term2, Logo\_Preference, Are you a KIA user?, Brand\_Reputation\_Score

**Collinearity Diagnostics<sup>a</sup>**

Model	Dimension	Eigenvalue	Condition Index	(Constant)	Logo_Preference	Variance Proportions			
						Brand_Reputation_Score	Are you a KIA user?	Interaction_Term2	
1	1	3.903	1.000	.00	.00	.00	.00	.00	.00
	2	1.000	1.975	.00	.00	.00	.00	.00	.98
	3	.054	8.469	.01	.93	.06	.05	.00	.00
	4	.035	10.550	.00	.00	.46	.33	.01	.01
	5	.007	23.281	.99	.06	.48	.62	.01	.01

a. Dependent Variable: Purchase\_Intention\_Score

**Variables Entered/Removed<sup>a</sup>**

Model	Variables Entered	Variables Removed	Method
1	Interaction_Term2, Logo_Preference, Are you a KIA user?, Brand_Reputation_Score <sup>b</sup>	.	Enter

a. Dependent Variable: Purchase\_Intention\_Score

b. Tolerance = .000 limit reached.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.646 <sup>a</sup>	.418	.391	1.26163	.418	15.777	4	88	<.001

a. Predictors: (Constant), Interaction\_Term2, Logo\_Preference, Are you a KIA user?, Brand\_Reputation\_Score

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.446	4	25.112	15.777	<.001 <sup>b</sup>
	Residual	140.070	88	1.592		
	Total	240.516	92			

a. Dependent Variable: Purchase\_Intention\_Score

b. Predictors: (Constant), Interaction\_Term2, Logo\_Preference, Are you a KIA user?, Brand\_Reputation\_Score

*Appendix D9: Final Model Alternative test GLM*

Omnibus Test <sup>a</sup>		
Likelihood Ratio Chi-Square	df	Sig.
45.717	4	<.001

Dependent Variable: Purchase\_Intention\_Score  
 Model: (Threshold), Brand\_Reputation\_Score, Logo\_Preference, Interaction\_Term\_Rep\_Logo, Interaction\_Term

a. Compares the fitted model against the thresholds-only model.

**Tests of Model Effects**

Source	Wald Chi-Square	Type III	
		df	Sig.
Brand_Reputation_Score	1.611	1	.204
Logo_Preference	.427	1	.513
Interaction_Term_Rep_Logo	.420	1	.517
Interaction_Term	2.211	1	.137

Dependent Variable: Purchase\_Intention\_Score  
 Model: (Threshold), Brand\_Reputation\_Score, Logo\_Preference, Interaction\_Term\_Rep\_Logo, Interaction\_Term

Parameter	Parameter Estimates				Hypothesis Test		
	B	Std. Error	95% Wald Confidence Interval		Wald Chi-Square	df	Sig.
Threshold							
[Purchase_Intention_Score = 1.00]	2.728	1.9065	-1.008	6.465	2.048	1	.152
[Purchase_Intention_Score = 1.33]	2.926	1.9027	-.803	6.655	2.364	1	.124
[Purchase_Intention_Score = 1.67]	3.869	1.9165	.113	7.626	4.076	1	.043
[Purchase_Intention_Score = 2.00]	4.787	1.9385	.988	8.587	6.099	1	.014
[Purchase_Intention_Score = 2.33]	5.020	1.9437	1.210	8.830	6.670	1	.010
[Purchase_Intention_Score = 2.67]	5.471	1.9561	1.637	9.305	7.823	1	.005
[Purchase_Intention_Score = 3.00]	5.698	1.9631	1.850	9.546	8.424	1	.004
[Purchase_Intention_Score = 3.33]	5.924	1.9696	2.064	9.785	9.047	1	.003
[Purchase_Intention_Score = 3.67]	6.258	1.9765	2.384	10.132	10.025	1	.002
[Purchase_Intention_Score = 4.00]	7.139	1.9954	3.228	11.050	12.800	1	<.001
[Purchase_Intention_Score = 4.33]	7.603	2.0072	3.669	11.537	14.347	1	<.001
[Purchase_Intention_Score = 4.67]	8.052	2.0184	4.096	12.008	15.914	1	<.001
[Purchase_Intention_Score = 5.00]	8.528	2.0312	4.547	12.509	17.626	1	<.001
[Purchase_Intention_Score = 5.33]	9.008	2.0469	4.997	13.020	19.369	1	<.001
[Purchase_Intention_Score = 6.00]	10.222	2.1094	6.088	14.356	23.483	1	<.001
[Purchase_Intention_Score = 6.67]	10.613	2.1442	6.411	14.815	24.500	1	<.001
Brand_Reputation_Score	.995	.7836	-.541	2.530	1.611	1	.204
[Logo_Preference=1]	1.490	2.2788	-2.977	5.956	.427	1	.513
[Logo_Preference=2]	0 <sup>a</sup>	.	.	.	.	.	.
Interaction_Term_Rep_Logo	.293	.4520	-.593	1.179	.420	1	.517
Interaction_Term	-.524	.3526	-1.216	.167	2.211	1	.137

(Scale)  
1<sup>b</sup>

Dependent Variable: Purchase\_Intention\_Score  
Model: (Threshold), Brand\_Reputation\_Score, Logo\_Preference, Interaction\_Term\_Rep\_Logo, Interaction\_Term

a. Set to zero because this parameter is redundant.  
b. Fixed at the displayed value.

## Appendix D10: Additional Research, K-Means Clusters

### Quick Cluster

#### Initial Cluster Centers

	Cluster			
	1	2	3	4
How old are you?	2	2	5	7
Purchase_Category	1	1	3	1
Are you currently a car owner?	1	1	2	2
What was your total household income before taxes during the past 12 months in Euros?	6	1	3	5
Reputation_Category	2	3	3	1
Logo_Preference	2	2	2	2

#### Iteration History<sup>a</sup>

Iteration	Change in Cluster Centers			
	1	2	3	4
1	1.071	1.600	1.332	1.500
2	.192	.037	.186	.877
3	.148	.000	.620	.640
4	.000	.075	.372	.179
5	.000	.000	.204	.185
6	.000	.039	.159	.000
7	.000	.049	.184	.000
8	.000	.048	.155	.000
9	.000	.048	.148	.000
10	.107	.000	.149	.000

a. Iterations stopped because the maximum number of iterations was performed. Iterations failed to converge. The maximum absolute coordinate change for any center is .119. The current iteration is 10. The minimum distance between initial centers is 4.000.

**Final Cluster Centers**

	Cluster			
	1	2	3	4
How old are you?	2	3	3	5
Purchase_Category	1	1	3	2
Are you currently a car owner?	2	2	2	1
What was your total household income before taxes during the past 12 months in Euros?	5	2	2	5
Reputation_Category	2	2	3	2
Logo_Preference	2	2	2	2

**Number of Cases in each Cluster**

Cluster	1	19.000
	2	48.000
	3	14.000
	4	12.000
Valid		93.000
Missing		.000