



Paradigm Shifts & Interactions

43rd ANNUAL CONFERENCE

VALENCIA, JUNE 3-6

VNIVERSITAT [E] VALÈNCIA

Facultat d' **Economia**



VNIVERSITAT DE VALÈNCIA

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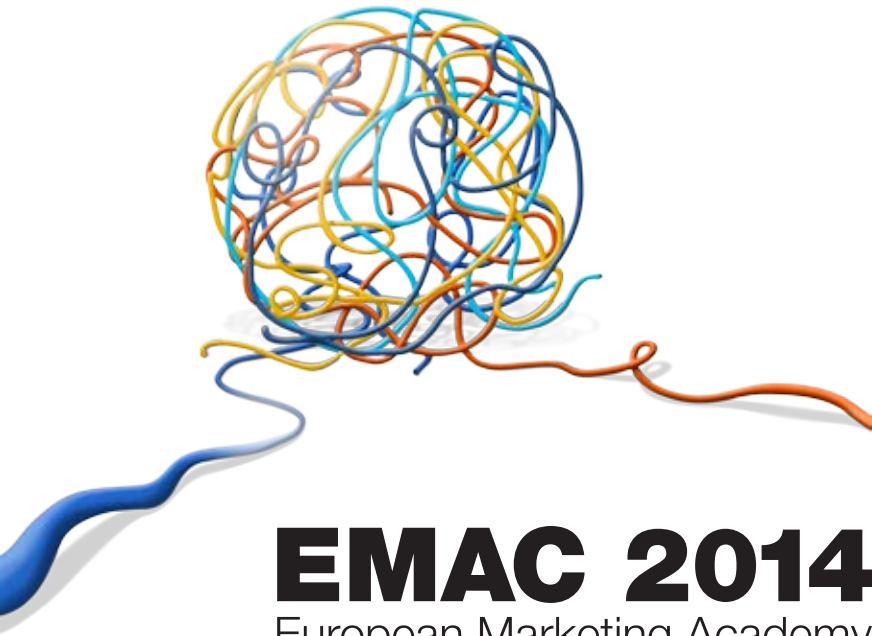
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CONFERENCE PROCEEDINGS

Editor: **Enrique Bigné**, EMAC 2014 Conference Chair

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14:00-15:30

Session 1.14.3 Room: S104

Product and Brand Management

Brand Visuals

Chair: **Henrik Sattler**, University of Hamburg

Logo Design: Examining Consumer Response to Figurativeness Across Cultures

Joana César Machado, Catholic University of Portugal**Leonor Vacas-De-Carvalho**, Evora University**Anna Torres**, Universitat Pompeu Fabra**Michel Van De Velden**, Erasmus University**Patrício Costa**, School of Health Science, Minho University

Literature concerned with logo strategy suggests that the aesthetic appeal of brand logo significantly influences consumer reactions. The main purpose of this research is to study the influence of the different categories of figurative logo designs on consumer response. Through two studies in three countries, this research sheds light on consumer logo preferences, by investigating the psychological properties of the figurativeness of logo design. Results showed that figurativeness is an essential design element that significantly influences affective responses. Moreover, results suggest that natural designs are clearly preferred, and that the appeal of the different categories of figurative designs seems to be universal.

Keywords: Brand Logo Design, Consumer Response, National Cultures