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A cross-cultural study on logo evaluations of non-profit organizations

The effect of logo perception and intention to donate caused by the
verbal anchoring in logos: Russia versus the Netherlands

Radboud University Nijmegen, Netherlands
Study degree: International Business communication
Supervisor: Dr. Andreu van Hooft
Student: Anna Kazakova

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Abstract

The study was designed as a between-subjects experiment in order to investigate the effect of different degrees of verbal anchoring (no verbal anchoring, incomplete verbal anchoring, complete verbal anchoring) on two groups of respondents with different national/cultural background: Russian group and the Dutch group of participants with regards to recognition of logos and core values, comprehension of logos perceived core values fit, attitude towards the logo and organization, intention to donate and tolerance of ambiguity. In total, 203 participants took place in the online questionnaire-based experiment: 125 respondents were Dutch and 78 respondents were Russian. The significant findings suggested that the Dutch participants evaluated the provided logos and related organizations more positively than the Russian participants. Regarding the recognition, comprehension, perceived core values fit and intention to donate the results demonstrated to effect of nationality/culture and degree of verbal anchoring on these variables. However, the Russian participants turned out to be more resistance to ambiguity. Nevertheless, the distribution of gender and educational level for the Russian participants was limited due to the sampling conditions shaped by the COVID-19 global situation. The recommendation is to reconduct the study after the pandemic is over.

Keywords: Verbal anchoring, Cross – cultural comparison, Non-profit organizations, Charity logo evaluations, Tolerance of Ambiguity

Introduction

Nowadays, modern organizations are competing to adapt to the rapidly changing market conditions, such as the increasing globalization (Foroudi, Melewar & Gupta, 2014). One of the best communication tools to be potentially utilized in order to transmit distinct brand identity and become perceived differently from current competitors is through logos (Das & Van Hooft, 2015). Organizations use corporate logos as means of indirect communication with the target audience (Kim & Lim, 2019). Applications of different strategies to adapt to local markets are of high popularity, especially when taking into consideration cultural differences in perceptions of design (Van der Lans et al., 2009). For organizations aiming at goals beyond profit, it could be particularly important to deliver information about the brand as precisely as possible in order to attract potential volunteers and raise awareness about important issues. However, images could contain multiple meanings, thus, one of the key issues raised in this cross-cultural comparative study is related to whether images only could be enough for the brand's self-presentation (Barthes, 1964).

Theoretical framework

Logos

In several studies, logos are described as being vital assets of a company used to represent corporate identity (Das & van Hooft, 2015; Bresciani & Del Ponte, 2017; Fajardo Zhang & Tsiros, 2016; Foroudi, Melewar & Gupta, 2014, 2017). Logos are usually given a vital role of representing a company, its values, and ambitions (Foroudi, Melewar & Gupta, 2014). Das and van Hooft (2015) demonstrated that a corporate logo tends to be a significant identifier for an organization that could evoke positive associations with a brand and attitudes towards it. Moreover, corporate logos are used to communicate company's core values. Significantly, the

researchers found that a logo can generate more positive brand evaluations, if its changed version does not radically differ from the original one (Foroudi, Melewar & Gupta, 2014; Das & van Hooft, 2015). This finding suggests that logos that are neither too easy nor too difficult to cognitively process are more likely to lead to positive perceptions. Additionally, the quality of corporate logo influences how it is perceived by the audience. For instance, high investment logos are natural, harmonious and, therefore, highly recognizable, since they are pleasant to look at and comprehend (Henderson & Cote, 1998).

Changing shapes of logos or adding elements to logos could significantly influence types of associations they trigger among consumers (Fajardo, Zhang & Tsiros, 2016). There can be different factors influencing the response to adding or removing brand identifying elements to a corporate logo. There is a possibility to identify which factors can affect the way logos are perceived and evaluated by conducting a moderation analysis, where a moderator would be a variable hypothesized to have an influence on the relationship between logo change and response. A particularly important element for this study is brand name, as it is the key company identifier that conveys the main message to stakeholders and signifies quality of the company (Foroudi, Malewar & Gupta, 2017). As described in Foroudi, Malewar and Gupta (2017), corporate name is the universal element shaping brand communication, and it increases the recognition speed; thus, a brand name in the form words can be added to a logo (image) in order to facilitate desired associations and create positive responses. Bresciani and Del Ponte (2017) found that verbal anchoring is an important element that can increase logo attractiveness. Logos composed of more than one element (logos with both an icon and a brand name) improve logo evaluations. However, little research has been conducted to examine the value of anchoring verbal elements to logos for the benefit of organizations to communicate brand identity. Hence,

the aims of the present study are to further investigate the relation between images and words, and an extent to which words can help to convey the core message of the logo to the audience and affect logo perception alongside with logo evaluation.

Verbal anchoring

Adding words to ambiguous images, such as to image-based advertisements might result into positive effects related to higher understanding of the message that can further lead to improvements in brand communication (Barthes, 1964; Bergkvist, Eiderbäck & Palombo, 2012; Lick, 2015). Barthes (1964) stated that advertisements or complex images with several possible interpretations require extra cognitive processing effort from recipients, which might result into ambiguity. Moreover, according to Barthes (1964), verbal anchoring could be an element assisting in the right message implicit in the image to the audience. The following studies after have tested the extent of the completeness of verbal anchoring used in ads facilitating the message comprehension and attitudinal evaluations expressed by consumers.

Confirming the findings, Bergkvist, Eiderbäck & Palombo (2012) described positive relationship between positive processing responses of consumers and brand communication effects. They suggested adding an explanatory headline (adding a text as a brief description) to advertisements containing a visual metaphor in order to clarify the meaning of the advertisements to different customers. It resulted into the complete headline leading to more positive advertisement evaluations compared to adding a moderate headline or no headline at all (Bergkvist et al., 2012). Thus, in such a case, using verbal anchoring, which means adding verbal messages aimed at directing the audience to appropriate processing route, could assist in preventing ambiguity as being a downgrader of the understanding of advertisements. Otherwise speaking, anchoring words to images could assist potential consumers in interpreting the images

used in ads faster (as images are possible to interpret in a variety of ways). Therefore, the ad message and unique selling point of an advertised product could be conveyed more effectively to the consumer (Barthes, 1964; Philips, 2000).

Philips (2000) pointed out that adding headlines might be both beneficial and harmful at the same time. Particularly, headlines should be added only if they do not completely explain meaning of an advertisement, since the audience could lose interest in the ad due to the absence of a puzzle. Thus, the headlines should contain less text to ensure that the liking of the advertisement can increase (Philips, 2000; Lick, 2015). Lick (2015) argued that advertisements with a message requiring high rate of cognitive processing tend to be more liked due to the challenge they propose. Therefore, organizations can use different degrees of verbal anchoring (e.g., using a shorter text or longer text) to clarify the meaning of images (e.g., logos). As was previously discussed, brand name is a vital element of communication between a company and its stakeholders, as it functions as the company's short presentation of identity. Another significant element in brand communication is slogan – a written message used as instruments in brand positioning to communicate the brand image (Kohli, Leuthesser & Suri, 2007).

Slogans

Several studies have investigated the application of slogans in marketing (Kohli, Pryor & Brodie, 1998; Bergkvist et al., 2012; Phillips, 2000; Kohli et al., 2007; Kohli, Thomas & Suri, 2013). Companies use slogans for their brand building. Therefore, slogan recall is interrelated with the slogan success, since it stays in the minds of consumers for a substantial amount of time (Kohli et al., 2013). Kohli et al. (2013) claimed that for improving slogan recall, a slogan should be retained for long time periods and be relatively short for the consumers to learn and remember. Since a slogan is representative of the company's main goal, if the consumers

remember the slogan, there is a higher chance that they will remember the brand and its initiatives. Kohli et al. (1998) concluded that slogans function as primers and, therefore, form brand perceptions, as the more recent and frequent the slogan is, the easier it can be recalled. The study Kohli et al. (2007) confirmed that slogans can help to prime advertisements, and exposure to slogans can strongly influence attitudes towards the brands due to consumers building connections between slogans and brands if there is no brand name present. Therefore, similarly to brand names, slogans can be used to facilitate brand recognition and brand recall.

As previously stated, Phillips (2000) claimed that slogans added to explain pictorial metaphors should have less text to avoid confusing the audience. This could positively influence comprehension of advertisements and attitude towards advertisements. In the study, tolerance of ambiguity of the participants was hypothesized to be a factor affecting enjoyment of solving puzzles. Nevertheless, the tolerance of ambiguity was not confirmed to affect the results.

Similarly, Bergkvist et al. (2012) investigated the effect of completeness of headlines added to advertisements with pictorial metaphors on comprehension, attitude towards an advertisement, brand attitude and brand beliefs. The findings suggested that adding a complete headline to an image leads to positive brand attitudes and positive effect on core beliefs, and makes images more comprehensible, since there is no room for an interpretation left. Significantly, providing an opportunity to interpret can hinder ad comprehension and attitude towards the ad. Moreover, the results showed that advertising images with a moderately complete headline or with no headline tend to have a greater variation in brand associations and brand interpretations (Bergkvist et al., 2012). Therefore, for instance, by adding or removing a slogan from a logo, it is possible to suppose that attitude towards logos, and, thus, towards organizations could be manipulated by varying the amount of text anchored to the logos.

Based on the discussions of verbal anchoring and slogans, adding pervasive elements of brand communication and brand positioning – brand names and slogans to logos - could help to clarify the symbolic meaning of logos. Such clarification via the use of text could reduce ambiguity and increase positive attitudes towards the logo and the brand. Since in the study of Bergkvist et al. (2012) the advertisements were presented in English, and the participants did not have English as their mother tongue, in the proposed study, the verbal elements (brand names and slogans) are suggested to be used in the native languages of participants.

Furthermore, the study of Phillips (2000) did not show that tolerance of ambiguity could play a role in whether solving complex metaphors is a pleasant experience or not. In the study of Phillips (2000), tolerance of ambiguity was measured only on a group the consumers from US at an individual level. Thus, this study elaborates on the idea of varying ToA across cultures by comparing : two countries that theoretically differ on one of the dimensions of culture, which could have an effect on consumer perception

Charity donations and non-profit organizations

The key difference between a profit organization and a non-profit organization is in the initiatives. Even though a profit organization could have a corporate social responsibility policy, which implies following the sustainability trends and charity trends, the primary aim is to make profit. For the non-profit organizations, the aim is to help people (humanitarian aid) or help in the battle between society and climate change (Kashif, Sarifuddin & Hassan, 2015). In their study, Kashif et al. (2015) investigated the intention to donate money and behavior. The researchers suggested that the intention to donate money is related to the past behavior and injunctive norms. However, self-reported behavior and moral norms do not affect the intention to

donate. On the other hand, Ranganathan and Henley (2008) found out that religiosity show high levels of altruism, which could be highly associated with the intention to donate.

Cultural differences between Russia and Netherlands

Cultural difference has been the topic of many research papers (De Mooij & Hofstede, 2010; Lichy, & Stokes, 2018; Van der Lans, Cote, Cole, Leong, Smidts, and Henderson, 2009). Lichy and Stokes (2018) challenged the cross-cultural framework proposed by Hofstede. The findings suggested that cross-cultural frameworks of Hofstede were found to be unreliable; it was done by studying difference in Internet usage between French and British users. The difference in usage seemed to refer not to the particular dimensions of culture as predicted (masculinity and collectivism supposedly of French culture) but to the different timeline of Internet adoption in the countries (Lichy & Stokes, 2018). One of the variables to research differences between cultural groups that has been presented by Hofstede is uncertainty avoidance (De Mooij & Hofstede, 2010). As defined in the paper of De Mooij and Hofstede (2010), the dimension of uncertainty avoidance means that members of cultures high on this dimension can feel threatened by uncertainty and ambiguity. Due to this fact, they attempt to avoid uncertainty by implementing more rules to formally structure life.

However, in their the cross-cultural study, Van der Lans et al. (2009) studied differences in responses to the level of elaborateness of logo design by participants from ten countries, the Netherlands and Russia were one of the ten. The results showed that the Russian cluster put less emphasis on elaborateness when compared to the Dutch cluster, meaning that the Russian participants did not react positively to the elaborateness, supposedly due to high level of uncertainty avoidance based on the theoretical framework of Hofstede (De Mooij & Hofstede, 2010). Nevertheless, despite the conclusion, the critical evaluation of the Hofstede's framework

by Lichy & Stokes (2018) implies that there must be more to the source of differences between the countries than just a set of cultural characteristics defined by the framework. Hence, in the proposed study, the level of uncertainty avoidance of Dutch and Russian participants will be identified by using tolerance of ambiguity as a measure.

In the cross-cultural context of studying responses to logos, Russia and the Netherlands seem to differ with regards to level of uncertainty avoidance (Van der Lans et al., 2009). The previous studies on verbal anchoring were not cross-cultural, therefore, they did not consider cultural dimensions to be a possible factor to have an impact on the relationship between degree of verbal anchoring in logos and response of participants.

Based on the conclusions of previous studies, the research gap was identified to explain the relevance of the current experiment to the research in the field of logos and their perceptions. To begin with, little research has been conducted on measuring the attitudes towards logos of non-profit organizations; the significant body of research contains the evaluation of logos representing profit organizations. Moreover, there is a lack of research investigating the link between non-profit organizations and their core values. Furthermore, the model of testing the perception of logos should be expanded to more countries, and the cross-cultural comparisons of the effects that logos have on potential or current consumers is of vital importance. Moreover, there is a significant gap in literature related to studying cross-cultural differences with regards to perceptions of logos with varying degrees of verbal anchoring.

The main research question is the following: to what extent do degree of verbal anchoring and nationality/culture influence consumer response to international logos of non-profit organizations. In this case, there are a few sub questions an answer to which could aid answering the main research question:

RQ1: does degree of verbal anchoring and nationality/culture affect the recognition of logos?

RQ2: does degree of verbal anchoring and nationality/culture affect the comprehension of Logos?

RQ3: does degree of verbal anchoring and nationality/culture have an effect on the attitude towards logo?

RQ4: does degree of verbal anchoring and nationality/culture influence the attitude towards organization?

RQ5: does degree of verbal anchoring and nationality/culture affect the recognition of core values?

RQ6: does degree of verbal anchoring and nationality/culture affect the perceived core values fit?

RQ7: does degree of verbal anchoring and nationality/culture affect the intention to donate?

RQ8: to what extent do the Russian and Dutch samples differ on tolerance of ambiguity?

In accordance with the discussed literature, it could be expected that Russian people will show higher intention to donate than Dutch people if the logo has low ambiguity level (H1).

Moreover, another expectation is that verbal anchoring will serve as a part of elaboration increasing the involvement with them and resolving ambiguity (H2). However, complete verbal anchoring containing, for example, a brand name and a slogan, might reduce the cognitive level of capacity required to process the logo, thus reducing the attractiveness of it (H3) (Barthes, 1964; Philips, 2000).

Method

Materials

In the experiment, there were two independent variables: verbal anchoring and nationality. Verbal anchoring had three levels: only logo, logo with brand name, logo with brand name and slogan. Nationality had two levels: Dutch and Russian.

Three logos chosen to be manipulated in study represented three existing international non-profit organizations, which are famous and would be likely to be recognized by both Dutch and Russian groups of respondents. The organizations were the following: United Nations International Children's Emergency Fund (UNICEF), World Wide Fund for Nature (WWF) and Red Cross. The logos from such organizations were selected to cover two wide areas of non-profit and charity organizations, namely humanitarian aid (UNICEF, Red Cross), climate, environment animals and biodiversity (WWF). In the Figure 1 below, the corresponding logos found on the websites of organizations are illustrated considering the degrees of verbal anchoring. At the time the experiment was being conducted, the organizations had their active branches in both Russia and Netherlands. The logos without verbal anchoring looked the same for both the Dutch and Russian versions. The brand names and slogans were either in Dutch (for the Dutch sample of participants) or in Russian (for the Russian sample, respectively), except for the Russian version of WWF logo, which brand name was left in English, but the company's slogan is translated to Russian (Figure 1).

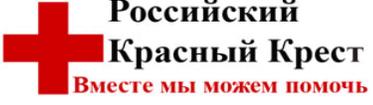
The core values (four per organization) of the selected organizations included in the experiment were selected from the official websites (in English) run by WWF, UNICEF and Red Cross. For WWF, the values were the following: courage, respect, integrity, trust and accountability. In case of Red Cross, the values included neutrality, independence, voluntary

service and unity. Finally, for UNICEF, the following values were presented: respect, integrity, trust, accountability. The values were checked with the ones shown on the Dutch versions of the websites. However, with regards to the Russian case, the values were not directly stated on the official websites of the chosen organizations. As a result, the values were derived from the official documents located on the websites, particularly, from the descriptions of principles and key activities (in the Russian language) of the organizations. Afterwards, the values were translated into English and compared to the Dutch-English translation, and to the original core values in the English language.

In order to check the manipulation, a focus group participated in the questionnaire testing. The focus group was chosen over a pretest mainly due to the COVID-19 pandemic situation leading to the difficulty in subjects' retrieval (primarily, offline retrieval). The focus group contained five Russian and five Dutch respondents from professional/personal environment of the researchers. The results demonstrated that there was little to no consensus among the participants with regards to the understanding the term ToA (tolerance of ambiguity), which resulted into the implementation of the term description next to the question.

Figure 1. Russian and Dutch logo versions of UNICEF, WWF, and Red Cross for three conditions of verbal anchoring following the pattern: only logo, logo with brand name, logo with brand name and slogan

Russian			
	Only logo	Logo with brand name	Logo with brand name and slogan
UNICEF			 ("ЮНИСЕФ в Европе и Центральной Азии", 2021)

WWF			 ("Всемирный фонд дикой природы: за живую планету!", 2021)
Red Cross			 ("Российский Красный Крест", 2021)
Dutch			
UNICEF			 ("Steun ons en help mee - Voor ieder kind - UNICEF", 2021)
WWF			 ("Wereld Natuur Fonds: Kom samen met ons in actie voor natuur", 2021)
Red Cross			 ("The Netherlands Red Cross", 2021)

Subjects

In total, 203 Dutch and Russian respondents participated in the experiment (age: $M = 29.55$, $SD = 13.25$; range 18 – 78; 62.1% female). Among the participants, 125 (61.6%) had Dutch nationality (age range 18 – 78; 56.0% female) and 78 (38.4%) had Russian nationality (age range 19 – 65; 71.8% female). However, prior to the non-response analysis, the total

number of respondents was 276, which involved 179 (64.1%) Dutch and 97 (35.9%) Russian participants.

The non-response analysis allowed for the exclusion of participants who submitted incomplete responses, respondents below the age of 18 (due to the fact that both in Russia and the Netherlands, individuals are allowed to donate once reaching the age of 18), respondents of a different nationality, and people who did not consent to the participation in the experiment from the database. As a result, in the Dutch sample, 54 participants were deleted in accordance with the exclusion criteria, including 3 participants below the age of 18, and 51 respondents who submitted incomplete responses. Respectively, 19 participants were deleted from the Russian sample, including 6 participants of non-Russian nationalities, and 13 participants who submitted incomplete responses.

Additionally, the non-response analysis included exclusion of participants who spent an unrealistic amount of time on completing the questionnaire. Considering the length of the experiment, due to the outliers, the average time period it took for the respondents to fill in the questionnaire was the following: ($M = 57.33$, $SD = 481.07$). Thus, 2 Russian participants were excluded from the data base due to the following length (in hours) of their experiments: 64 and 95.

Regarding the education level of Dutch and Russian subjects, 127 (62.6%) participants had a higher (tertiary) level of education, 59 (29.1%) participants had a secondary level of education, 15 (7.4%) participants held a primary level of education, and 2 (1.%) participants had other level of education. The respondents were asked to indicate their level of education, ranging from 1 (primary) to 4 (other). For the Russian sample, the most frequent education level was

tertiary (34 participants (43.6%); range 1 – 4), similarly to the Dutch sample (93 participants (74.4%); range 1 – 3).

Participants' distribution

The distribution of the participants across three conditions of verbal anchoring within the Russian and Dutch samples was even, as the Chi-square test demonstrated insignificant results ($\chi^2(2) = .563, p = .755$) indicating no relation between nationality and condition. Thus, the participants were relatively equally assigned to three conditions of verbal anchoring. Particularly, within the Dutch sample, the number of respondents per condition was above 40 (32.0%) (range 40 – 43), and within the Russian sample, the number of participants per condition was above 22 (28.2%) (range 22 – 30).

Distribution of age

Considering the participants' age, there was no significant difference between age and nationality, as shown by an independent samples t-test ($t(197) = .75, p = .45$). Therefore, in general, the Dutch and Russian respondents were of similar age. Moreover, age did not significantly differ among the participants exposed to different conditions for all respondents ($F(2,193) = 2.03, p = .134$). Therefore, the age was relatively equally distributed across conditions ($M = 29.55, SD = 13.25$). Furthermore, there was no significant effect of nationality on age ($F(2,193) = .45, p = .505$). Thus, there was an almost equal distribution of age per condition for each nationality group: the Dutch ($M = 30.10, SD = 13.83$) and Russian ($M = 28.64, SD = 12.23$).

Distribution of gender

Overall, gender was distribution across conditions was independent ($\chi^2(4) = 3.88, p = .423$). Moreover, for the Dutch group of respondents, gender did not significantly differ per

condition ($\chi^2(4) = 2.88, p = .579$). Per condition, the number of male participants ranged from 15 (27.8%) to 20, whereas the number of female respondents ranged from 22 (31.4%) to 25.

Nevertheless, for the Russian group of respondents, there was a significant relation between gender and condition ($\chi^2(4) = 9.94, p = .041$). Gender distribution was unequal among three conditions. Particularly, the majority of male participants (13 (43.3%)) were exposed to only one condition – the first condition of no verbal anchoring (only logo). Considering two other conditions (incomplete verbal anchoring and complete verbal anchoring), only 3 (11.5%) male participants were exposed to the second condition (logo with brand name), and only 5 (22.7%) were assigned to the third condition (logo with brand name and slogan). As for female respondents, the distribution was not equal, as 17 (56.7%) were assigned to the first condition, 23 (88.5%) respondents were assigned to the second condition, and 16 (72.7%) of women were exposed to the third condition.

Distribution of education level

With regards to the education level of respondents, the Chi-square tests showed insignificant results. In particular, there was no relation between three conditions of verbal anchoring and level of education ($\chi^2(6) = 10.20, p = .117$). Furthermore, there was no relation between nationality and level of education: Russian nationality ($\chi^2(6) = 9.43, p = .151$), Dutch nationality ($\chi^2(4) = 2.77, p = .597$). Among subjects exposed to three different conditions, the number of participants with higher education level, secondary education level primary education was evenly distributed across conditions. For the Dutch and Russian samples, there was a relatively equal distribution of education level within each sample.

Design

The study was designed as an experiment with a 3 (degree of verbal anchoring: no verbal anchoring, incomplete verbal anchoring, complete verbal anchoring) × 2 (respondent nationality: Dutch, Russian) between-subjects design. Degree of verbal anchoring was a between-subjects factor that had three conditions (only logo, logo with brand, logo with brand name and slogan). Nationality was the second between-subjects factor, as there were two groups of respondents: Dutch group and Russian group. Organization could be a within-subjects factor, as the logos of three organizations were manipulated depending on the condition. However, the factor was not considered due to the use of “total variables”.

Instruments

The questionnaire in the Dutch and Russian versions was based on the questions about the following dependent variables: recognition of the logo, comprehension of the logo, attitude towards the logo, attitude towards the organization, perceived core values fit, recognition of core values and intention to donate. Tolerance to ambiguity (ToA with three levels: low, medium, and high) scale and demographic information such as general donation behaviour, gender, age, nationality, highest level of education, were the background variables. The composite means (“total variables”) of responses for all the key variables (dependent and background) per condition of three organizations were used in the statistical analyses.

Recognition of logos was measured with one yes/no question ‘do you recognize this logo?’ (based on Das, H. & Hooft, A.P.J.V, 2015). Comprehension of logos was measured using a seven-point semantic differential scale anchored by ‘easy to understand – difficult to understand’ following the questions and a statement, each related to one of the three

organizations ‘how do you perceive the logo? Select the alternative that best fits your view’ ($\alpha = .64$) (based on Philips, 2000).

Regarding the attitudinal evaluations, after reconsideration, attitude towards the logo was measured using five bipolar items (before the reconsideration: 4 bipolar items) on seven-point semantic differential scales anchored by ‘not nice – nice’, ‘bad – good’, ‘not interesting – interesting’, ‘dislike – like’ (the fifth added item: ‘unattractive – attractive’) following the statement ‘I think this logo is...’ ($\alpha = .91$) (based on Das, H. & Hooft, A.P.J.V, 2015). Moreover, attitude towards organization was assessed using four bipolar items on seven-point semantic differential scales anchored by ‘bad – good’, ‘harmful-beneficial’, ‘undesirable – desirable’, ‘awful – nice’ following the statement ‘I think this organization is...’ ($\alpha = .95$) (based on Das, H. & Hooft, A.P.J.V, 2015).

As for the perceived core values fit, it was measured with four items – the core values - of each organization on three seven-point Likert scales anchored by ‘completely disagree – completely agree’, each referring to one of the three organizations (WWF, UNICEF, Red Cross) following the question ‘to what extent do you think the following core values fit the logo?’ (Das, H. & Hooft, A.P.J.V, 2015). For the scales, the interitem reliability results were the following: WWF ($\alpha = .95$), Red Cross ($\alpha = .61$), UNICEF ($\alpha = .83$). Recognition of core values was measured with seven-point semantic differential scales anchored by ‘difficult to recognize – easy to recognize’ following the statement ‘I think these core values are...’ (based on Das, H. & Hooft, A.P.J.V, 2015).

Considering the intention to donate, the initial measurement was based on bipolar five-point semantic differential scales anchored by ‘definitely not’, ‘probably not’, ‘maybe’, ‘probably’, ‘definitely yes’ following the statement ‘I would like to donate money for this

organization' (based on Kashif, Sarifuddin & Hassan, 2015). After recoding, the scale was transformed from the five-point to the seven-point semantic differential scale to ensure its similarity to other scales in the dataset. Finally, tolerance of ambiguity - evaluation of the respondents regarding their attitude towards ambiguous situations, was measured using thirteen items (see Appendix 2) on a bipolar five-point Likert scale anchored by 'completely disagree – completely agree' (based on McLain, 2009). However, due to the error in the Russian version of the questionnaire (eight points on the ToA semantic differential scale instead of seven points), after the data collection, the scale was recoded into the seven-point semantic differential scale, allowing for the elimination of the option to choose in the middle ($\alpha = .82$). Demographic information was measured with the questions such as 'what is your gender/age/nationality/level of education' requiring one answer level.

Procedure

The respondents for the online questionnaire were recruited online by means of distributing links to the Dutch and Russian versions of the questionnaire through e-mail and social media. On these platforms, the potential respondents were briefly informed about context of the study, general theme (logos) of the questions and approximate length of the experiment. The respondents were required to fill in either of the online questionnaires (depending on the nationality) administered with the Qualtrics survey software. The data collection process was conducted between the 19th of April and the 3rd of May 2021 during the COVID-19 pandemic.

The global pandemic conditions conditioned the distribution of the questionnaire mainly to the online means.

Two non-probability sampling techniques were applied to gather Russian and Dutch respondents: convenience sampling and snowball sampling. For the Dutch participants, the

convenience sampling involved means of using the researchers' networks: personal networks (acquaintances, friends and family) and professional networks at Radboud University, in the Netherlands. For the Russian participants, the researchers' personal networks were used alongside with the professional networks at Peter the Great St. Petersburg Polytechnic University and Moscow State University, in Russia. The snowball sampling was started when the volunteer respondents and the professors assisting the questionnaire distribution at the Russian universities attempted to use their own personal and professional networks for the recruitment. This principle allowed for the exponential growth of the Dutch and Russian samples. The researchers conducting the experiment did not have a budget to provide respondents with any kind of monetary reward. Thus, the main source of motivation for the target group to volunteer for this study was their personal interest or other reasons.

The participants were exposed to different conditions of verbal anchoring, but to all three logos of the chosen organizations. Every respondent was randomly assigned to only one condition, and evaluated one version of logos (only logo, logo with brand name, logo with brand name and slogan) owned by three organizations. Each logo version corresponded to the particular degree of verbal anchoring: only logo to no verbal anchoring, logo with brand name to incomplete verbal anchoring, and logo with brand name and slogan to complete verbal anchoring). Every participant from the Russian and Dutch samples individually filled in the questionnaire in their L1s. The questionnaire was first created in English and then translated to the respondents' L1.

The questionnaire consisted consisting of several sections. The starting page was introductory, providing the following details: context of the experiment without disclosing the aim of the study, a set of instructions presenting a brief content overview, and contact details of

the researchers. The closing statement of the introduction contained a reminder about anonymity of data processing and possible withdrawal from the study. The statement was closed by the first question regarding the informed consent to highlight the ethical stance of the study. The introductory page was followed by the main part. It contained three logos in one condition-dependent form and a number of corresponding questions. The primary questions were focused on measuring dependent variables of the experiment. In the end of the questionnaire, some questions were used to address background characteristics of respondents (demographics), including ToA as a key background variable.

The procedure was the same for all subjects. The subjects were not debriefed at the end of the experiment. On average, the experiment lasted for around 10 minutes ($M = 10.26$, $SD = 20.34$), excluding two significant outliers (as discussed in the context of non-response analysis).

Statistical treatment

The main statistical tests for analysing the results were two-way ANOVAs. These analyses were used to test whether Dutch respondents' and Russian participants' answers in the questionnaire differed in terms comprehension of logos, attitude towards logos, attitude towards organizations, perceived core values fit, recognition of core values and intention to donate. Potential relationship between logo recognition and nationality was tested by conducting a Chi-square analysis. Logo recognition Moreover, an independent samples t-test was conducted to compare ToA between the Dutch and Russian participants.

Results

The purpose of the experiment was to investigate the effect of varying degrees of verbal anchoring in logos in Dutch and Russian respondents. The effect was measured with regards to recognition of logos and core values, comprehension of logos, attitudinal evaluations of logos and organizations, perceived core values fit and intention to donate on the basis of different logo versions (only logo, logo with brand name, logo with brand name and slogan).

Recognition of logos

Table 1. The counts, absolute and relative sequences of recognition instances of logos presented in different conditions of verbal anchoring (1 = no verbal anchoring, 2 = incomplete verbal anchoring, 3 = complete verbal anchoring) per nationality

	Dutch				Russian			
	Recognized		Not recognized		Recognized		Not recognized	
	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%	<i>n</i>	%
WWF								
1	42	100	0	0	27	90	3	10
2	43	100	0	0	25	96	1	4
3	40	100	0	0	19	86	3	14
Total	125	100	0	0	71	91	7	9
Red Cross								
1	41	98	1	2	27	90	3	10
2	43	100	0	0	21	81	5	19
3	40	100	0	0	17	77	5	23
Total	124	99	1	2	65	83.3	13	17
UNICEF								
1	42	100	0	0	18	60	12	40
2	43	100	0	0	20	77	6	23
3	40	100	0	0	11	50	11	50
Total	125	100	0	0	49	62	29	38

Table 1 shows the counts for recognition of logotypes in different conditions presented to participants from two different respondent groups (Russia and the Netherlands). All Dutch participants (100%) recognized the logos of organization WWF and of UNICEF in different forms depending on the verbal anchoring condition. For the Russian participants, 91% (71 out of

78) recognized the WWF logos, and 49 (62%) recognized the logo of UNICEF. As for the Red Cross, only one Dutch person did not manage to recognize it. Thus, a Chi-Square test was performed: it demonstrated no significant relation between Dutch group (nationality) and recognition of the logos Red Cross origin ($\chi^2(2) = 1.99, p = .369$). Moreover, a separate Chi square test for the Russian respondents demonstrated a non-significant relationship between nationality and recognition of UNICEF ($\chi^2(2) = 3.86, p = .145$). Additionally, there was no relation between nationality and recognition of Red Cross for the Russian participants ($\chi^2(2) = 1.67, p = .435$).

Comprehension of logos

Table 2. Means, standard deviations, and *n* for comprehension (understanding) of logos in function of verbal anchoring degree and groups of respondents (nationality) (1 = low, 7 = high)

	No verbal anchoring			Incomplete verbal anchoring			Complete verbal anchoring			Total		
	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>
	<i>Comprehension</i>											
Dutch	5.87	1.27	42	5.98	1.25	43	5.90	1.24	40	5.91	1.24	125
Russian	5.46	1.14	30	5.78	1.14	26	5.56	.93	22	5.59	1.08	78
Total	5.69	1.22	72	5.90	1.21	69	5.78	1.14	62	5.79	1.19	203

Table 2 shows an overview of the means, standard deviations and *n* for the comprehension of the logos, as assessed by the two groups of respondents, in three conditions of verbal anchoring. A two-way ANOVA for the comprehension of logos with condition and nationality as factors revealed no main effect of either degree of verbal anchoring ($F(2,197)$

= .59, $p = .558$) or nationality ($F(2,197) = 3.31, p = .070$). The interaction effect between condition and nationality was not statistically significant ($F(2,197) < 1$).

Attitude towards logos

Table 3. Means, standard deviations, and n for attitude towards logos in function of verbal anchoring degree and groups of respondents (1 = negative, 7 = positive)

	No verbal anchoring			Incomplete verbal anchoring			Complete verbal anchoring			Total		
	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>
	<i>Attitude towards logos</i>											
Dutch	5.39	.68	42	5.55	.66	43	5.24	1.09	40	5.40	.83	125
Russian	5.23	.98	30	5.78	1.14	26	4.80	1.21	22	5.01	1.13	78
Total	5.32	.82	72	5.90	1.21	69	5.08	1.15	62	5.25	.97	203

Table 3 illustrates an overview of the means, standard deviations and n for the attitude towards logos with three degrees of verbal anchoring as expressed by Dutch and Russian respondents. A two-way ANOVA for the attitude towards logos with degrees of verbal anchoring and nationality as factors demonstrated no main effect of degree of verbal anchoring ($F(2,197) = 1.50, p = .226$). However, the analysis revealed main effect of nationality ($F(1,197) = 8.58, p = .004$). Nevertheless, the interaction effect between degrees of verbal anchoring and nationality was not found to be statistically significant ($F(2,197) = 1.06, p = .349$). According to the results, the Dutch respondents ($M = 5.40, SD = .83$) evaluated the logos more positively with regards to the attitude in comparison with the Russian respondents ($M = 5.01, SD = 1.13$).

Attitude towards organizations

Table 4. Means, standard deviations, and n for attitude towards organizations in function of verbal anchoring degree and groups of respondents (1 = negative, 7 = positive)

	No verbal anchoring			Incomplete verbal anchoring			Complete verbal anchoring			Total		
	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>
	<i>Attitude towards organizations</i>											
Dutch	6.30	.64	42	6.31	.72	43	6.14	1.19	40	6.25	.83	125
Russian	5.78	1.03	30	6.02	1.23	26	5.95	1.33	22	5.91	1.18	78
Total	6.08	.86	72	6.20	.95	69	6.07	1.23	62	6.12	1.01	203

Table 4 presents an overview of the means, standard deviations and *n* for the attitude towards three organizations depending on the conditions of verbal anchoring as evaluated by Dutch and Russian groups of respondents. A two-way ANOVA for the attitude towards organizations with verbal anchoring condition and nationality as factors showed no main effect of verbal anchoring condition ($F(2,197) = .35, p = .709$). As for the factor nationality, there was a significant effect found on the attitude towards organizations ($F(1,197) = 5.14, p = .024$). The interaction effect between verbal anchoring condition and nationality was not statistically significant ($F(2,197) < 1$). Significantly, Dutch respondents ($M = 6.25, SD = .83$) were shown to exhibit more positive attitude towards organizations than Russian respondents ($M = 5.91, SD = 1.18$).

Recognition of core values

Table 5. Means, standard deviations, and *n* for recognition of core values in function of verbal anchoring degree and respondents groups (1 = difficult to recognize, 7 = easy to recognize)

	No verbal anchoring			Incomplete verbal anchoring			Complete verbal anchoring			Total		
	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>
	<i>Recognition of core values</i>											
Dutch	4.45	1.43	42	4.64	.86	43	4.77	1.14	40	4.62	1.16	125
Russian	4.98	.99	30	4.54	1.52	26	4.68	1.27	22	4.75	1.26	78
Total	4.67	1.28	72	4.60	1.14	69	4.74	1.18	62	4.67	1.20	203

Table 5 shows means, standard deviations and *n* for the recognition of core values of three organizations in relation to the condition of verbal anchoring and nationality of the respondent group. A two-way ANOVA for the recognition of core values with verbal anchoring condition and nationality as factors demonstrated neither main effect of condition ($F(2,197) = .35, p = .245$), nor main effect of nationality ($F(1,197) = .60, p = .412$). Additionally, there was no significant interaction effect found between verbal anchoring condition and nationality ($F(2,197) = 2.14, p = 1.48$).

Perceived core values fit

Table 6. Means, standard deviations, and *n* for perceived core values fit in function of verbal anchoring degree and respondents groups (1 = low fit, 7 = high fit)

	No verbal anchoring			Incomplete verbal anchoring			Complete verbal anchoring			Total		
	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>
	<i>Perceived core values fit</i>											
Dutch	5.02	.73	42	5.06	.75	43	5.12	.69	40	5.07	.72	125
Russian	5.11	.94	30	4.88	1.08	26	4.94	1.07	22	4.99	1.12	78
Total	5.05	.82	72	5.00	.90	69	5.06	.84	62	5.04	.85	203

Table 6 demonstrates means, standard deviations and *n* for perceived core values fit to the logos in different verbal anchoring conditions as indicated by Dutch and Russian groups of respondents. A two-way ANOVA for the perceived core values fit with condition of verbal anchoring and nationality as factors showed no main effect of condition ($F(2,197) = .18, p = .838$) and no main effect of nationality ($F(1,197) = .54, p = .462$). The interaction effect between verbal anchoring conditions and nationality was not statistically significant ($F(2,197) = .56, p = .571$).

Intention to donate

Table 7. Means, standard deviations, and *n* for intention to donate in function of degree of verbal anchoring and respondents groups (1 – low, 7 – high)

	No verbal anchoring			Incomplete verbal anchoring			Complete verbal anchoring			Total		
	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>	<i>M</i>	<i>SD</i>	<i>n</i>
	<i>Intention to donate</i>											
Dutch	4.66	1.30	42	4.80	1.27	43	4.77	1.06	40	4.74	1.21	125
Russian	4.68	1.26	30	4.76	1.57	26	4.73	1.36	22	4.72	1.38	78
Total	4.67	1.28	72	4.78	1.38	69	4.75	1.16	62	4.73	1.27	203

Table 7 presents an overview of the of the means, standard deviations and *n* for intention to donate. A two-way ANOVA showed no main effect of condition ($F(2,197) = .13, p = .879$), and no main effect of nationality ($F(1,197) = .012, p = .912$). The interaction effect between condition and nationality was not significant ($F(2,197) = .012, p = .988$).

Tolerance of ambiguity

Table 8. Means, standard deviations (between brackets) and *n* for ToA, as indicated by Russian and Dutch groups of respondents (1 – low, 7 – high)

	Dutch	Russian
	<i>n</i> = 125	<i>n</i> = 78
	<i>M</i> (<i>SD</i>)	<i>M</i> (<i>SD</i>)
Tolerance of Ambiguity	4.29 (.68)	3.23 (.57)

Table 8 displays means and standard deviations for the variable ToA. An independent samples t-test showed a significant difference between tolerance of ambiguity and nationality ($t(201) = 11.41, p < .001$). The Dutch respondents ($M = 4.29, SD = .68$) were found to have a higher tolerance of ambiguity than the Russian respondents ($M = 3.23, SD = .57$).

Discussion and conclusion

The purpose of the present study was to investigate the effect of varying degrees of verbal anchoring in logos (no verbal anchoring – only logo; incomplete verbal anchoring – logo with brand name; complete verbal anchoring – logo with brand name and slogan) on Dutch and Russian respondents regarding recognition of logos, comprehension of logos, attitude towards logos and organizations, perceived core values fit, recognition of core values and intention to donate. Additionally, ToA (tolerance of ambiguity) was a key background characteristic. The gap was reached to gain insight into the cross-cultural comparison of how potential audience of non-profit organizations evaluate logos when confronted with different levels of accompanying words.

Recognition

Recognition of logos

Both groups of participants – Russian and Dutch indicated to recognize the logos irrespective of their nationality or the condition of verbal anchoring the logos were adapted to (only logo, logo with brand name, logo with brand name and slogan). Thus, for both Russian and Dutch samples, degree of verbal anchoring has no effect on recognition of the logos. This means that nationality/culture does not have an effect on recognition of logos, as regardless of their cultural background, the participants could have had an idea of the organizations the logos represented due to their international outlook and partnerships across the globe, which might allow for significant investments into the logos. This finding is congruent with the results of the previous studies by Henderson and Cote (1998), suggesting that high-investment logos are remembered easier. However, this finding contradicts with the study results of Foroudi, Malewar

and Gupta (2017) stating that logos having a brand name tied to them are easier to recognize than without a brand name.

Recognition of core values

Neither Russian nor Dutch participants had a higher level of recognition, alongside with an insignificant effect of degree of verbal anchoring on the recognition of core values. This finding suggests that nationality/culture does not affect recognition of core values of organizations in the logo. However, the result confirms the results of Kohli (2007) that slogans could act as primers and facilitate positive associations with the brand that could increase brand recall and understanding of the brand's stances on something. Additionally, the finding neither confirms nor contradicts the previous results of Bergkvist et al. (2012) suggesting that adding words to logos to perceive core beliefs of the brand more effectively.

Perceived core values fit

The results were not found to be statistically significant: neither degree of verbal anchoring, nor the nationality/culture affected the perception the participants had about logos being connected with the values. This finding could suggest that even though the organizations invested into the logo design to represent best the charity initiatives, as, according to Das & van Hooft (2015), Bresciani and Del Ponte (2017), Fajardo Zhang and Tsiros (2016) high investment well-thought logos are expected to conceptually represent the brand at its best.

Comprehension of logos

The results of the tests were not statistically significant, implying that nationality/culture does not affect comprehension of logos, and neither does the verbal anchoring condition (not confirming the H2). This finding contradicts both the studies of Barthes (1964) and Bergkvist et al. (2012), as they suggested that involvement of verbal anchoring could facilitate

comprehension of the images as advertisements (and, thus logos, since logos are the images) due to the images having different possible interpretations, and the additional supposedly attractive complexity of images without verbal anchoring.

Attitudinal evaluations

Attitude towards logo

The Dutch participants indicated a significantly higher positive attitude towards the logos than the Russian participants. Even though the participants were the most positive about the logos without verbal anchoring, this result did not turn out to be statistically significant. The finding with regards to the Dutch participants suggest that nationality/ culture could have an effect on attitude towards logos. However, the non-significant findings contradict the results of Barthes (1964), Bergkvist et al. (2012) and Phillips (2000), as in those studies, the findings implied that verbal anchoring should theoretically have an effect on the perception of logos. The next finding related to the attitude towards organization correspondingly contradicts with the findings of previous studies, since the logo is thought to be communicative of the brand identity. (Foroudi et al., 2014; Das and van Hooft, 2015).

Attitude towards organization

The Dutch participants expressed a significantly more positive attitude towards the presented organizations. The fact that both the Dutch and Russian groups participants recognized did not have significant difficulties in recognizing logos, it might not be possible to assume that the Dutch participants were more appreciative due to greater knowledge about the organization. However, in this case, the demographic information could be taken into account, since the sampling method of the Russian participants was taking place in much less flexible conditions

than the Dutch sample: most of the Russian participants were retrieved at universities in two big cities: Moscow and St. Petersburg, Russia.

Intention to donate

According to the results, the intention to donate was not found to be statistically significant. Neither nationality/culture, nor condition of verbal anchoring (degree of connecting words to the logos) did affect the intention to donate expressed by participants. Contrary with the expectations, the intention to donate does not seem to be related to the attractiveness of the organization or of the logo or logo ambiguity (H1).

Tolerance of ambiguity

The Russian participants were found to be less tolerant to ambiguity than the Dutch participants. This finding supports and expands the result of Van der Lans et al. (2009): in the theory of cultural dimension, Russia is positioned as being higher on the uncertainty avoidance than the Netherlands (De Mooij & Hofstede, 2010). However, this finding cannot directly explain the insignificant results of the logo and evaluations of organizations, comprehension and recognition.

This present study has several limitations to consider. Firstly, the recoded scale of tolerance of ambiguity for the Russian participants might have affected the results, since it was reduced by one option potentially reducing the breath of the indication of uncertainty perception provided by the participants. Moreover, the study was limited by the global situation of COVID-19 pandemic and the sampling method, especially of the Russian participants, since potential citizens of two big cities were taken into the account. As a result of the sampling, the distribution of age and educational level for the Russian participants, which could have created a bias towards one group within the population not entirely representative of the population.

Nevertheless, the present study has a few significant implications for the future research. In this study, the scale of tolerance of ambiguity based on McLain, 2009 was translated into Dutch and Russian with the high inter-item reliability score ($\alpha = .77$), which suggests that this scale could be used for the future studies. Secondly, the future study could expand on the sampling methods outside the COVID-19 situation and, potentially outside the university environment to repeat the study and compare the results.

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Appendices

Appendix 1. The structure of the Russian version of the questionnaire

Block: Introduction (2 Questions)
Branch: New Branch If If Согласие Я понимаю, что мои данные анонимны, надежно хранятся, передаются и используются только д... Я не согласен(а) на участие Is Selected
EndSurvey:
BlockRandomizer: 1 - Evenly Present Elements
Group: logo condition 1
Standard: Logo condition 1 block 1 (9 Questions) Block: logo condition 1 block 2 (9 Questions) Standard: logo condition 1 block 3 (15 Questions)
Group: Logo condition 2 (logo+name)
Block: logo condition 2 block 1 (9 Questions) Standard: logo condition 2 block 2 (9 Questions) Standard: Logo condition 2 block 3 (15 Questions)
Group: Logo condition 3 (Logo+name+slogan)
Standard: Logo condition 3 block 1 (9 Questions) Standard: Logo condition 3 block 2 (9 Questions) Standard: Logo condition 3 block 3 (15 Questions)
Standard: Tolerance of Ambiguity (1 Question) Standard: Demographics (5 Questions)

Appendix 2. McLain (2009): ToA items, 13

1. I don't tolerate ambiguous situations well)

2. I would rather avoid solving a problem that must be viewed from several different perspectives
3. I would rather avoid solving a problem that must be viewed from several different perspectives
4. I try to avoid situations that are ambiguous
5. I prefer familiar situations to new ones
6. Problems that cannot be considered from just one point of view are a little threatening
7. I avoid situations that are too complicated for me to easily understand
8. I enjoy tackling problems that are complex enough to be ambiguous
9. I try to avoid problems that don't seem to have only one "best" solution
10. I generally prefer novelty over familiarity
11. I dislike ambiguous situations
12. I find it hard to make a choice when the outcome is uncertain
13. I prefer a situation in which there is some ambiguity

Appendix 3. Checklist EACH (version 1.6, November 2020)

You fill in the questions by clicking on the square next to the chosen answer

After clicking, a cross will appear in this square

1. Is a health care institution involved in the research?

Explanation: A health care institution is involved if one of the following (A/B/C) is the case:

- A. One or more employees of a health care institution is/are involved in the research as principle or in the carrying out or execution of the research.
- B. The research takes place within the walls of the health care institution and should, following the nature of the research, generally not be carried out outside the institution.
- C. Patients / clients of the health care institution participate in the research (in the form of treatment).

No → continue with questionnaire

Yes → Did a Dutch Medical Institutional Review Board (MIRB) decide that the Wet Medisch Onderzoek (Medical Research Involving Human Subjects Act) is not applicable?

Yes → continue with questionnaire

No → This application should be reviewed by a Medical Institutional Review Board, for example, the Dutch [CMO Regio Arnhem Nijmegen](#) → end of checklist

2. Do grant providers wish the protocol to be assessed by a recognised MIRB?

No → continue with questionnaire

Yes → This application should be reviewed by a Medical Institutional Review Board, for example, the Dutch [CMO Regio Arnhem Nijmegen](#) → end of checklist

3. Does the research include [medical-scientific research](#) that might carry risks for the participant? No → continue with questionnaire

Yes → This application should be reviewed by a Medical Institutional Review Board, for example, the Dutch [CMO Regio Arnhem Nijmegen](#) → end of checklist

Standard research method

4. Does this research fall under one of the stated [standard research methods](#) of the Faculty of Arts or the Faculty of Philosophy, Theology and Religious Studies?

Yes → (**standard evaluation and attitude research**) → continue with questionnaire

No → assessment necessary, end of checklist

Participants

5. Is the participant population a healthy one?

Yes → continue with questionnaire

No → assessment necessary, end of checklist → [go to assessment procedure](#)

6. Will the research be conducted amongst minors (<16 years of age) or amongst (legally) incapable persons?

Yes → assessment necessary, end of checklist → [go to assessment procedure](#)

No → continue with questionnaire

Method

7. Is a method used that makes it possible to produce a coincidental finding that the participant should be informed of?

- Yes → assessment necessary, end of checklist → [go to assessment procedure](#)
- No → continue with questionnaire

8. Will participants undergo treatment or are they asked to perform certain behaviours that can lead to discomfort?

- Yes → assessment necessary, end of checklist → [go to assessment procedure](#)
- No → continue with questionnaire

9. Are the estimated risks connected to the research minimal?

- No → assessment necessary, end of checklist → [go to assessment procedure](#)
- Yes → continue with questionnaire

10. Are the participants offered a different compensation than the usual one?

- Yes → assessment necessary, end of checklist → [go to assessment procedure](#)
- No → continue with questionnaire

11. Should [deception](#) take place, does the procedure meet the standard requirements?

- No → assessment necessary, end of checklist → [go to assessment procedure](#)
- Yes → continue with questionnaire

12. Are the standard regulations regarding [anonymity and privacy](#) met?

- No → assessment necessary, end of checklist → [go to assessment procedure](#)
- Yes → continue with questionnaire

Conducting the research

13. Will the research be carried out at an external location (such as a school, hospital)?

- No → continue with questionnaire
- Yes → Do you have/will you receive written permission from this institution?

- No → assessment necessary, end of checklist → [go to assessment procedure](#)
- Yes → continue with questionnaire

14. Is there a contact person to whom participants can turn to with questions regarding the research and are they informed of this?

- No → assessment necessary, end of checklist → [go to assessment procedure](#)
- Yes → continue with questionnaire

15. Is it clear for participants where they can file complaints with regard to participating in the research and how these complaints will be dealt with?

- No → assessment necessary, end of checklist → [go to assessment procedure](#)
- Yes → continue with questionnaire

16. Are the participants free to participate in the research, and to stop at any given point, whenever and for whatever reason they should wish to do so?

- No → assessment necessary, end of checklist → [go to assessment procedure](#)
- Yes → continue with questionnaire

17. Before participating, are participants informed by means of an information document about the aim, nature and risks and objections of the study? (zie [explanation on informed consent](#) and [sample documents](#)).

- No → assessment necessary, end of checklist → [go to assessment procedure](#)
- Yes → continue with questionnaire

18. Do participants and/or their representatives sign a consent form? (zie [explanation on informed consent](#) and [sample documents](#)).

- No → assessment necessary, end of checklist → [go to assessment procedure](#)
- Yes → checklist finished

If you want to record the results of this checklist, please save the completed file.

If you need approval from the EACH due to the requirement of a publisher or research grant provider, you will have to follow the formal assessment procedure of the EACH.

