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The effect of verbal anchoring in logos of non-profit organisations on the appreciation, attitude, fit perceived values and the organisation's actual core values and intention to donate of Dutch and French potential donators

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Abstract

The objective of this study was to research what the effect of the use of verbal anchoring in logos is on one's logo recognition, logo appreciation, willingness to donate and the fit of values associated with the organisation's actual core values. This was tested on both Dutch and French people to find out whether results would vary between cultures. All participants were tested on whether they recognised the logo, their attitude towards the logo, the fit of values associated with the organisation's actual core values and intention to donate. This was done following the research question: *“To what extent does the level of verbal anchoring in logos of non-profit organisations influence the attitude towards logo and organisation, and perception of potential donors and to what extent does the nature of context culture affect this?”*

This study was conducted through a between-subjects design experiment in which participants ($N = 203$) were exposed, through a questionnaire, to either one of three different levels of verbal anchoring. All participants were shown three logos of different organisations. These logos were all in the level of verbal anchoring of the group that participants were placed in. The results showed no evidence for cultural differences between the Dutch and French participants. Verbal anchoring showed no effects on the participants' attitude towards logo but did show some effects on donation intention and perceived fit.

Introduction

During the period of 2007-2016, donations for non-profit organisations in Europe have declined due to the stagnation of economic growth. The European Fundraising Association (EFA) has reported that from 2012 to 2017, the majority of its members had either a static or a declining number of donators (EFA, 2017).

Although the EFA report of 2017 does mention that the number of donators is stabilising they do point out that this is most likely due to both the growth in national markets, as well as the emergence of a new, younger group of donators (EFA, 2017). This new target group requires a different approach, one in which organisations have to brand and distinguish themselves more based on their core values and their beliefs, often referred to as 'cause-branding' (Syrett & Lammiman, 2004).

The need to distinguish does not solely come from this younger group of donations. With an increasing amount of charities in European countries (Hankinson, 2000; CBF, 2019) non-profit organisations and charities will have an increasing need to distinguish themselves from the competition (Hankinson, 2000).

Hankinson (2000) states that most profiles of non-profits are not successful yet in transmitting what they stand for. Non-profits used to regard marketing with suspicion, but due to present-day tangible benefits of marketing, the importance of it in the non-profit sector has increased (Gallagher & Weinberg, 1991). However, even though non-profits may have partly let go of their suspicions on marketing, they are still far from reaching their full potential through marketing (Dolnicar & Lazarevski, 2009). Dolnicar & Lazarevski (2009) argue that a possible reason could be that non-profits are still reluctant to adopt marketing strategies and instruments because they perceive marketing as a bad thing which aims to manipulate people and is therefore not compatible with their honourable work. Furthermore, investments in branding/marketing would mean that money meant for donation is not directly invested in the cause.

This aversion towards marketing and branding from non-profits could limit non-profits as branding could have benefits uniquely to non-profits. One of the reasons a non-profit may want to choose to invest in branding/marketing would be that non-profit organisations often provide services in which discretion and quality is essential but difficult to verify for the public. Branding, in combination with the non-profit's status, could help give the public this assurance about their trustworthiness. A strong brand

can contribute to the development of goodwill that can protect a non-profit against the day to day whims of public opinion (Ritchie, Swami & Weinberg, 1999)

Besides the advantages unique to non-profits there are also benefits that overlap with commercial organisations. Nawaz, Nawaz & Butt's (2013) results indicate that an organisation's brand image can influence a customer's willingness to purchase. Furthermore, Fishbein & Azjen (1975) state that the best predictor for a person's behaviour is his/her intention to perform this behaviour. According to Fishbein & Azjen (1975) one's attitude can influence their intention towards behaviour, such as purchase or donation. Since an improvement of one's attitude can lead to an increase in one's intention to donate it might be of interest to non-profit organisations to embrace marketing tools and start using branding for their organisations.

Logo

A well-designed logo could contribute to a solution for non-profits' communicative problem. Brand logos serve three different functions, namely as identification symbols, as visual and verbal stimuli, which may generate positive brand associations and lead to positive brand attitudes and lastly, as symbolic function in which the iconic and verbal components represent the company's core values (Das & van Hooft, 2015).

Organisations with a smaller advertising budget might prefer a logo that evokes a higher level of recognition (Henderson & Cote 1998). As non-profits might be cautious with investing money meant for their cause into marketing it might be beneficial to make use of logos that evoke a higher recognition. Henderson & Cote (1998) also mention that an abstract logo evokes a lesser level of recognition, whilst meaningful logos lead to a higher level of recognition.

Furthermore, according to Das & van Hooft (2015), logos can serve as visual and verbal stimuli, which as previously mentioned can lead to positive brand attitudes. Logos can evoke positive affective reactions amongst customers, even before any branding activity (Bresciani & Del Ponte, 2017). In addition, aesthetic appeal of logos can strengthen customers' commitment to a brand (Park, Eisingerich, Pol, & Park, 2013).

Lastly, logos can serve a symbolic function that can represent an organisation's core values. Although extant research indicated that non-profits have started to embrace branding and marketing, including with the adoption of professionally designed logos, there is less evidence of successful application of a brand's intangible

dimension (Stride & Lee, 2007). Now that branding strategies focused on the organisation's core values/beliefs are more important due to new target groups for non-profits, it could be beneficial for non-profit organisations to use the symbolic function of logos to transmit their core values/beliefs.

Verbal anchoring

As Das & van Hooft (2015) mentioned, through the function of visual and verbal stimuli in a logo, organisations can create positive brand attitudes. The effects of verbal stimuli in images has been studied before by Barthes (1977), in which he states that verbal stimuli can help increase comprehension. The adaptation of this use of verbal stimuli in brand communication has also already been researched by Philips (2000), when she studied the effects of the number of verbal stimuli (level of verbal anchoring) on advertisements. Philips' (2000) findings indicate that a higher level of verbal anchoring resulted in a higher level of comprehension, which can result in a more positive attitude towards advertisement. However, the findings also indicate that an ad with unnecessary completeness level of verbal anchoring can influence the attitude negatively, as it takes away the fun of deciphering a metaphorical image.

The effect of use of explanatory headlines on advertisements has also been studied by Bergkvist, Eiderbäck & Palombo (2012). Their results indicated that an advertisement with more complete headlines, which included more verbal stimuli, leads to more positive brand communication effects. A complete headline results in stronger brand beliefs about the key benefit, which in turn results to a more positive brand attitude. The biggest difference, they found, was between moderate and complete headlines, as there was no significant difference between having no headlines and a moderate headline. Machado, Vacas-de-Carvalho, Costa & Lencastre (2012) state in their study that consumers have a preference towards figurative logos. However, Bergkvist, Eiderbäck & Palombo (2012) mention that the level of comprehension influences the beliefs in core values of an organisation. Therefore, it might be of interest for non-profits to know whether figurative logos or logos with enough verbal stimuli to increase the level of comprehension would be more effective.

Culture

The preference or need for a larger number of verbal stimuli might possibly be attributed to one's culture. Hall (1976) classified cultures, amongst other factors, by their preference for high or low context communication style. A high context culture, as defined in Hall's (1976) *Beyond Culture* is a culture in which most of the information is either in the physical context or internalized in the person, while very little is in the coded, explicit, transmitted part of the message. In contrast, a low context culture is one in which communication is just the opposite; i.e., the mass of the information is vested in the explicit code (Hall, 1976).

This could fit in well with the completeness of verbal anchoring and the completeness in headlines mentioned in Phillips (2000) and Bergkvist, Eiderbäck & Palombo (2012). These studies did however not tie in the factor of culture in their research, although it could have played a role. This research has therefore incorporated culture as a possible factor in determining one's preference of completeness in verbal anchoring in logos for non-profit organisations.

To be able to do so, this study has tested the effects of verbal anchoring on subjects of both a high context culture and a low context culture. According to Hall & Hall (2001) France has a high context culture, whereas the Netherlands, like other Northern-European countries, has a low context culture. Therefore, these countries have been chosen to measure whether there is a difference in preference between the cultures.

The cultures chosen for this study are France and the Netherlands. Hall & Hall (2001) stated that France has a high context culture whereas the Netherlands, as a Northern European country has a low context culture. Furthermore, many non-profit organisations operate in both European countries, as they share many EU laws and regulations.

The aim of this research is to find out the effectiveness of verbal anchoring in logos and whether the nature of context culture influences this. Therefore, the following research question has been formulated:

To what extent does the level of verbal anchoring in logos of non-profit influence the attitude towards logo and organisation, and perception of potential donators and to what extent does the nature of context culture affect this?

This research question will be investigated through the following four sub questions:

1. To what extent does the level of verbal anchoring in logos of non-profit organisations influence potential donators' logo recognition and how does this differ between French and Dutch potential donators?
2. To what extent does the level of verbal anchoring in logos of non-profit organisations influence potential donators' attitude towards logo and organisation and how does this differ between French and Dutch potential donators?
3. To what extent does the level of verbal anchoring in logos of non-profit organisations influence the potential donators' opinion on the core values associated to the logo and organisation, and how does this differ between French and Dutch potential donators?
4. To what extent does the level of verbal anchoring in logos of non-profit organisations influence the potential donators' intention to donate and how does this differ between French and Dutch potential donators?

Method

Materials

The levels of verbal anchoring used in this research were based on Philips' (2000) research, in which a distinction was made between no verbal anchoring, an incomplete level and a complete level of verbal anchoring. The level without verbal anchoring only contained the iconic part of the logo and shall therefore exclude the company's name. As for the incomplete level of verbal anchoring it included a limited number of verbal stimuli, namely the company's name. Lastly, the complete level of verbal anchoring did include the company's name and slogan.

For the stimuli the chosen method was to use three different logos which each were tested through the three levels of verbal anchoring. This will therefore create nine different logos. The chosen non-profit organisations are Doctors Without Borders, Amnesty International and UNICEF. The criteria for choosing the logos were that they had to be of existing organisations to ensure external validity and that they had to have visual, non-textual, elements for the level without verbal anchoring. Furthermore, the organisations had to be active in both the Netherlands and France. The logos were taken from the organisations' websites (UNICEF, n.d.; Red Cross, n.d.; Doctors Without Borders, n.d.) and the slogans were either taken from their websites or were given by the organisations themselves through their web care services upon requesting their slogans for a university bachelor thesis. The logos used in the moderate level of verbal anchoring are all original logos of the organisations. The names of the organisations were removed manually for the level with no verbal anchoring. The Dutch slogans for Red Cross and Doctors Without Borders were collected through their respective web care services. All other slogans were obtained through the websites of the organisations, except for the French one of Doctors Without Borders, which was translated from the Dutch one, as no French slogan was found for it. The slogans are not the same for both languages to ensure external validity, as the people might not appreciate a change of slogans. All logos will be displayed in table 1a and table 1 b.

Table 1a. The Dutch logos used for this study with the manipulations on verbal anchoring used for this study.

Level of verbal anchoring	UNICEF	Red Cross	Doctors Without Borders
No verbal anchoring			
Incomplete verbal anchoring			
Complete verbal anchoring			

Table 1b. The French logos used for this study with the manipulations on verbal anchoring used for this study.

Level of verbal anchoring	UNICEF	Red Cross	Doctors Without Borders
No verbal anchoring			
Incomplete verbal anchoring			
Complete verbal anchoring			

Subjects

There were in total 250 respondents for the whole questionnaire, including both French and Dutch participants. After filtering participants on age and nationality this amount decreased to 203 participants. There were in total eight participants that did not complete the entire questionnaire. Their results were therefore not used for the analyses.

The questionnaire was completed by a total of 69 male participants and 126 female participants. A Chi-square test showed that there was no significant relation between the participants' nationality and their gender ($\chi^2 (1) = 0.39, p = .530$). There were 94 Dutch participants that completed the questionnaire and 101 French participants, which ensured a normal distribution for the parametric tests on nationality. Most participants were in between the 18 years old and 25 years old (88%) with 21 years old being the average age of the participants.

Most participants either had a Dutch HBO or University level of education, or a French equivalent (78.3%). A Chi-square test showed that there was no significant relation between the level of verbal anchoring and the level of education ($\chi^2 (8) = 8.07, p = .427$).

Design

This research used a between-subjects design in which the results of French and Dutch participants were compared. This research did therefore make use of a 3 x 2 between-subjects design post-test only. All participants were exposed to the three logos of the non-profit organisations and exposed only to one of three conditions of verbal anchoring.

The questionnaire was the same for all participants, with the only distinction being the level of verbal anchoring to which they were exposed.

Instruments

This study included four dependable variables on which participants have been tested, namely the respondents' recognition of the logo, their attitude towards the logo, to what extent the logo fits the intended core values and the intention to donate. Logo recognition was tested through a yes/no question.

The attitude towards logo was measured through five semantic differential scales, as has been performed before by Philips (2000). In these five semantic differential scales, the participants had to choose between the scales of two opposing adjectives for an adjective that resembles their opinion best. The reliability of 'Attitude to the logo' comprising five items was good: $\alpha = .87$ (see table 2). Consequently, the mean of all five items was used to calculate the compound variable 'Attitude towards logo', which was used in the further analyses.

Table 2. Reliability (measured through Cronbach's α) for Attitude comprising five items for the logos of UNICEF, Red Cross and Doctors Without Borders.

	UNICEF	Red Cross	Doctors Without Borders
α	.87	.85	.89

The perceived fit between core values and logo was measured through a method used in van Hooft, Wiskerke, & Brink (2007). This method started with an open question aimed to measure whether participants could, without being influenced, attach a core value to a logo/organisation. Afterwards the participants had to answer which adjective fits the core value of the organisation/logo best. These adjectives were scaled on a 7-point Likert scale with two opposing adjectives, such as trustworthy and untrustworthy. To ensure that the correct core values were named in the open question 10% of the respondents' answers was coded by two different coders. For perceived fit of core values, a stratified sample of all core values associations was coded by two different coders, which indicated that both coders gave the same identification and determination in all cases. As for the 7-point Likert scale questions the reliability of 'Perceived fit of core values' comprising of five, seven and three items for respectively UNICEF, Red Cross and Doctors Without Borders was good: $\alpha = .89$ (see table 3).

Consequently, the mean of all items was used to calculate the compound variable 'Perceived fit, which was used in the further analyses.

Table 3. Reliability (measured through Cronbach's α) for Perceived Fit comprising of respectively five, seven and three items for the logos of UNICEF, Red Cross and Doctors Without Borders.

	UNICEF	Red Cross	Doctors Without Borders
α	.84	.85	.89

As for the dependent variable of Intention to donate, this research followed Fishbein's and Ajzen's (2011) scale from their study on predicting and changing behaviour. This scale, a seven-point Likert scale, will ask participants whether they would rather donate to this organisation and if they would rather donate to another organisation. Furthermore, participants have been asked about their current donating behaviour, as this may be a factor that could affect the results.

The factor of high and low context culture was operationalised based on the low- and high context culture model formulated by Edward Hall (1976). This model distinguishes cultures on the value that they place on indirect and direct communication. A high context culture (HC), as defined in Hall's *Beyond Culture* is a culture in which most of the information is either in the physical context or internalized in the person, while very little is in the coded, explicit, transmitted part of the message. In contrast, a low context culture (LC) is one in which communication is just the opposite; i.e., the mass of the information is vested in the explicit code (Hall, 1976).

The participants either received a French or Dutch questionnaire based on their nationality. The French questionnaire was translated by one of the researchers that studied French language during her study of International Business Communication. The questionnaire has also been checked by a French professor that teaches French language at the Radboud University, to ensure that the translation is correct.

To test the influence of this independent variable the experiment included two cultures with distinct nature of context, namely the Netherlands with a low context culture and France with a high context culture (Hall & Hall, 2001). Context culture as variable did only include two levels, namely high or low context and has therefore been tested as a nominal variable. The questionnaire of Richardson and Smith (2007) has

been used to ensure a significant difference in the context culture of both the Dutch and French participants. A selection of Richardson's & Smith's was made based on Hornikx & le Pair (2017). The results of this questionnaire indicated whether the Dutch and French participants really differ significantly on their context culture. To measure whether there was actually a significant difference in culture between participants of both nationalities an independent t-test was performed using the computed variable based on the Cronbach's alphas of the culture questions. The reliability of 'High/ Low context culture' comprising of nine items did not suffice $\alpha = .63$. When leaving out the first item the reliability improved but did still not suffice $\alpha = .67$. According to Cortina (1993) the results of a Cronbach's Alpha can be influenced by the number of items. A lower number of items can result to a lower result. Therefore, this study will follow Briggs & Cheek's (1986) statement that an optimal level of homogeneity, which occurs when the inter-item correlation is in the .2 to .4 range, will suffice for the reliability to compute a compound variable. The inter-item correlation of the variable of 'High/Low context culture' was .2, which therefore ensures reliability. Consequently, the mean of all items, except the first one, was used to calculate the compound variable, which was used in the further analyses. This independent samples t-test did however not show a significant difference between Culture and Nationality ($t(190.67) = .45, p = .65$). Therefore, this study compared both groups of participants between nationality and was not able to compare them on culture.

Procedure

This experiment was performed online, as the questionnaire has been created and distributed through Qualtrics. Qualtrics gives the possibility to evenly distribute the participants over the three levels of verbal anchoring.

The Dutch participants of the experiment were gathered via a convenience sampling method. This method was chosen due to the limited amount of time available for this study and the number of participants needed. The questionnaire was shared throughout the researchers' personal networks (e.g. social media) and by seeking participants at the university campus. The French participants were sought in both the researchers' personal network and through the professional network of the thesis supervisor. Furthermore, this study tried to stimulate a snowball sampling, as participants were asked to share it with the target group.

The aim of the research was not communicated to exclude any chance of this knowledge affecting the results and therefore the ecological validity will be preserved. However, all participants received a short debriefing for ethical reasons.

The average time taken to fill in the questionnaire was 11 minutes and 38 seconds.

Statistical treatment

This research will include several tests to see which factors are of significant influence on the dependable variables. First of all, there will be demographical questions on which the data will be tested. The participants were tested through Chi-squares and a one-way ANOVA to see whether they were distributed evenly among nationalities and levels of verbal anchoring.

A Chi-square was conducted to test the effect of use of verbal anchoring on recognition between both nationalities. To measure the attitude towards logo a two-way ANOVA was conducted between nationality and the level of verbal anchoring. The results of the 7-point Likert scale questions on perceived fit were measured through a two-way ANOVA as well. The open questions were not tested, as the results were identical for all participants. The participants' Intention to donate was measured through another 2-way ANOVA.

Results

Logo recognition

A Chi-square test on Dutch participants showed a significant relation between the level of verbal anchoring and recognition of the logos ($\chi^2 (4) = 10.22, p = .037$). Dutch participants that were exposed to a complete level of verbal anchoring recognised more often all logos (75.8%) than participants that were exposed to a level with no verbal anchoring (43.8%). A Chi-square test on French participants showed a significant relation between the level of verbal anchoring and recognition of the logos ($\chi^2 (4) = 20.87, p < .001$). French participants that were exposed to an incomplete level (88.4%) and complete level of verbal anchoring recognised more often all logos (74.3%) than participants that were exposed to a level with no verbal anchoring (41.4%).

Attitude towards logo

A two-way analysis of variance with level of verbal anchoring and Nationality as factors showed no significant main effect of level of verbal anchoring on Attitude towards logo ($F (df) < 1, p = .590$). Nationality was not found to have a significant main effect on Attitude towards logo ($F (1, 197) = 1.24, p = .268$). The interaction effect between level of verbal anchoring and Nationality on Attitude towards logo was not statistically significant ($F (2, 197) = 1.17, p = .391$).

Perceived fit of core values

A two-way analysis of variance with level of verbal anchoring and Nationality as factors showed a significant main effect of level of verbal anchoring on the perceived fit of core values ($F (2, 197) = 5.57, p = .004$). Participants that were shown a complete level of verbal anchoring ($M = 5.42, SD = .69$) were more likely to agree with the fit of the organisations' core values than participants that were shown an incomplete level of verbal anchoring ($M = 4.93, SD = 1$) (see table 4). Nationality did not have a significant main effect on Perceived fit of core values either ($F (df) < 1, p = .004$). The interaction effect between level of verbal anchoring and Nationality was not statistically significant ($F (df) < 1, p = .635$).

Table 4. The effect of use level of verbal anchoring of logos on the perceived fit of core values with the mean (*M*), standard deviation (*SD*) and number of observations (*n*). *M* = 1 is no agreement at all, *M* = 7 complete agreement

Level of verbal anchoring	<i>M</i>	<i>SD</i>	<i>n</i>
Incomplete	4.93	1.00	71
Complete	5.42	.69	68

Intention to donate

A two-way analysis of variance with level of verbal anchoring and Nationality as factors showed no significant main effect of level of verbal anchoring on the participants' Intention to donate ($F(2, 197) = 1.54, p = .218$). Nationality was not found to have a significant main effect on Intention to donate either ($F(1, 197) = 2.13, p = .146$). The interaction effect between level of verbal anchoring and Nationality was statistically significant ($F(2, 197) = 4.35, p = .014$). A follow-up one-way analysis of variance was conducted on the effect of level of verbal anchoring on the participants' Intention to donate. The participants were grouped based on their Nationality. The one-way analysis of variance showed no significant effect of level of verbal anchoring on the Dutch participants' Intention to donate ($F(df) < 1, p = .652$). The one-way analysis of variance did however find a significant effect ($F(2, 104) = 4.87, p = .010$). French participants that were exposed to a complete level of verbal anchoring ($M = 4.65, SD = 1.37$) were more likely to donate than French participants that were exposed to no verbal anchoring ($M = 3.57, SD = 1.41$) (see table 5).

Table 5. The effect of use of verbal anchoring on French Participants' Intention to donate with the mean (*M*), standard deviation (*SD*) and group size (*n*). *M* = 1 is not likely to donate, *M* = 7 Very likely to donate.

Level of verbal anchoring	<i>M</i>	<i>SD</i>	<i>n</i>
No V.A.	3.57	1.37	29
Complete	4.65	1.41	35

Conclusion

The focus of this study was to find out to extent of influence the level of verbal anchoring in logos of non-profits had on potential donors. To do so the following main research question was formulated: *“To what extent does the level of verbal anchoring in logos of non-profit influence the attitude towards logo and organisation, and perception of potential donators and to what extent does the nature of context culture affect this?”*.

This study found no cultural differences between Dutch and French participants, which therefore excluded context culture as a possible explanation for found differences.

As for the sub-question *“To what extent does the level of verbal anchoring in logos of non-profit organisations influence potential donators’ logo recognition and how does this differ between French and Dutch potential donators?”*. The results of this study indicate that the level of verbal anchoring does influence the logo recognition of potential donors. Dutch participants were more likely to recognise a logo with complete level of verbal anchoring than one without. French participants recognised both logos with incomplete as complete level of verbal anchoring more easily than logos with no verbal anchoring.

To measure the influence of verbal anchoring on the attitude the following sub-question was formulated *“To what extent does the level of verbal anchoring in logos of non-profit organisations influence potential donators’ attitude towards logo and organisation and how does this differ between French and Dutch potential donators?”*. This study found no evidence for any influence of verbal anchoring on attitude towards logo for both Dutch and French participants.

The third sub-question of this study was: *“To what extent does the level of verbal anchoring in logos of non-profit organisations influence the potential donators’ opinion on the core values associated to the logo and organisation, and how does this differ between French and Dutch potential donators?”*.

The findings of this study showed that participants would more often choose for adjectives matching the organisation’s intended core values when exposed to a logo with a complete level of verbal anchoring than with a logo with an incomplete level of verbal anchoring.

For the last sub-question, *“To what extent does the level of verbal anchoring in logos of non-profit organisations influence the potential donators' intention to donate and how does this differ between French and Dutch potential donators?”*, no evidence was found of either Nationality or the levels of verbal anchoring having influence on the intention to donate. There was an interaction effect, however. It is more likely French participants would donate as a consequence of being exposed to a logo with a complete level of verbal anchoring than to a logo without verbal anchoring.

Discussion

This study was based on Barthes (1997) theory that stated that verbal stimuli can help people comprehend meaning of images. Although there have been studies on the function of verbal anchoring in advertisements, results contrasted each other. Furthermore, there was little research on verbal anchoring in logos.

Culture

This study found no significant statistical evidence for a difference of context culture between Dutch and French participants. These findings contrast with Hall & Hall's (2001) expectations, in that there would be differences between Dutch and French people based on their context culture. A possible explanation could be that Hall and Hall's (2001) observations were based on a larger age range, which would exclude the influence of the participants having the same lifestyle. Also, participants of this study were more likely to have been in contact with people from the other nationality due to both countries being member of the European union and increasing tourism, and trade partnerships between the two countries. Furthermore, younger generations are more active on online platforms which could also have led to more intercultural exchange than older generations have probably had.

Another explanation, as given in van Hooft (2011), could be that communication takes place between individuals, not cultures. One could differ from culture but still share a professional field in which they are active or a business culture. These professional, corporate and communication similarities could override cultural differences between people in a changing and interconnected business world. In case of this study, that could mean that the participants' professional, educational and communicative

similarities overrode their cultural differences due to the participants sharing the same age and most students sharing the same education level.

Recognition

The findings of this study indicate that a higher level of verbal anchoring does increase the recognition of logos for both Dutch and French potential donors. Non-profit organisations could thus use a more complete level of verbal anchoring to increase recognition. These results are comparable with statements by Henderson & Cote (1998), in which they mentioned that more abstract logos evoke a lower recognition than logos that display more meaning. Logos with more verbal stimuli create more meaning than logos without verbal stimuli, which are therefore also more abstract.

Attitude towards logo

An aesthetically appealing logo can strengthen customers' commitment to a brand (Park et al., 2013). Furthermore, an appealing logo can provide positive reactions towards the brand from customers, even before any branding activity (Bresciani & Del Ponte, 2017).

This study did however not find any statistical evidence for an effect of verbal anchoring on Attitude towards logo. According to the findings of this study a more complete level of verbal anchoring does not necessarily increase one's attitude towards the logo. The results contradict Machado, Vacas-de-Carvalho, Costa & Lencastre's (2012) results that stated that people prefer figurative logos. The results of this study did not find any evidence for this but did not find any evidence for preferences for logos with more verbal stimuli.

Perceived fit of associated core values with actual core values

The results of this study indicate that a higher level of verbal anchoring improves the fit of associated values with the actual organisation's core value. These findings are in agreement with Barthes (1977) that stated that verbal stimuli could increase comprehension on images. A higher level of verbal anchoring could therefore be used to communicate the organisation's core value, which could then be used to distinguish oneself from the competition. According to Syrett & Lammiman (2004) a branding strategy that is more orientated towards an organisation's core values is more effective and needed for millennials and other newer generations. The use of verbal anchoring

could be beneficial for organisations that wish to target this new upcoming younger target group. (EFA, 2017). The results are in agreement with expectations based on Bergkvist et al. (2012), which's results indicated that a more complete level of verbal anchoring would lead to stronger brand beliefs and key benefits.

Intention to donate

The findings of this experiment indicate that the willingness to donate of French participants, in contrast to Dutch participants, was influenced by the level of verbal anchoring. The French were more likely to donate when exposed to a complete level of verbal anchoring than when exposed to a level without verbal anchoring. A possible explanation could be that, as participants are more likely to recognise the logos/organisations with a higher level of verbal anchoring, that they are also more likely to donate. An organisation that they recognise could lead to a higher level of trust. Another reason could be that a complete level of verbal anchoring increases the perceived fit of core values. Having a logo with slogan could have a positive effect on persons identifying more easily with the organisation's core values.

Limitations

This study has encountered several limitations that could unintentionally have influenced the results. First of all, since this study has solely used existing logos, the results could have been influenced by pre-existing bias. Future studies could exclude this possible bias by using both existing and non-existing logos. Furthermore, two of the three organisations chosen for this study shared the same charitable goal, namely Red Cross and Doctors Without Borders. To exclude that the charitable goal influences the person's attitude future research might want to choose organisations that all share the same charitable goal.

Another limitation of this research would be the population of this study. All participants were between 18 and 35 years old. This could influence the results as most participants were students, around the same age, with a similar educational level. A more diverse sample would guarantee more ecological validity. Furthermore, participants from both nationalities are more likely to have been influenced by each other's culture as both the Netherlands and France are both EU members and are important trade partners.

In addition, none of the participants had given the right answer on the open question of the perceived fit of core values. This could indicate that the questionnaire was not clear on this exact question and therefore, future research might want to be more specific when discussing core values associated with the logo. Simply mentioning associations instead of associations on a company's core values could be too vague for participants that are not aware of the goal of the study.

Lastly, this study used different logos for French and Dutch participants to ensure external validity. However, this may have influenced the results as the respondents were not only exposed to a different language but were also exposed to different logos.

Although no cultural differences were found between the Dutch and the French, there is enough reason for future research to further study this subject, be it with a larger population.

Practical implementation

Non-profits often prefer to invest little money in branding as their finances are meant for their cause. Findings of this study indicate that verbal anchoring in logos increases recognition, therefore it could be used as a low investment branding tool.

Furthermore, organisations could also use logos to communicate the core values of the organisations through their logo. Logos with a higher level of verbal anchoring would lead to a higher fit of associated values and organisation's actual core values.

Although the level of verbal anchoring in logos has no significant effect on attitude, logos can still be used to lead to a higher donation intention amongst French people.

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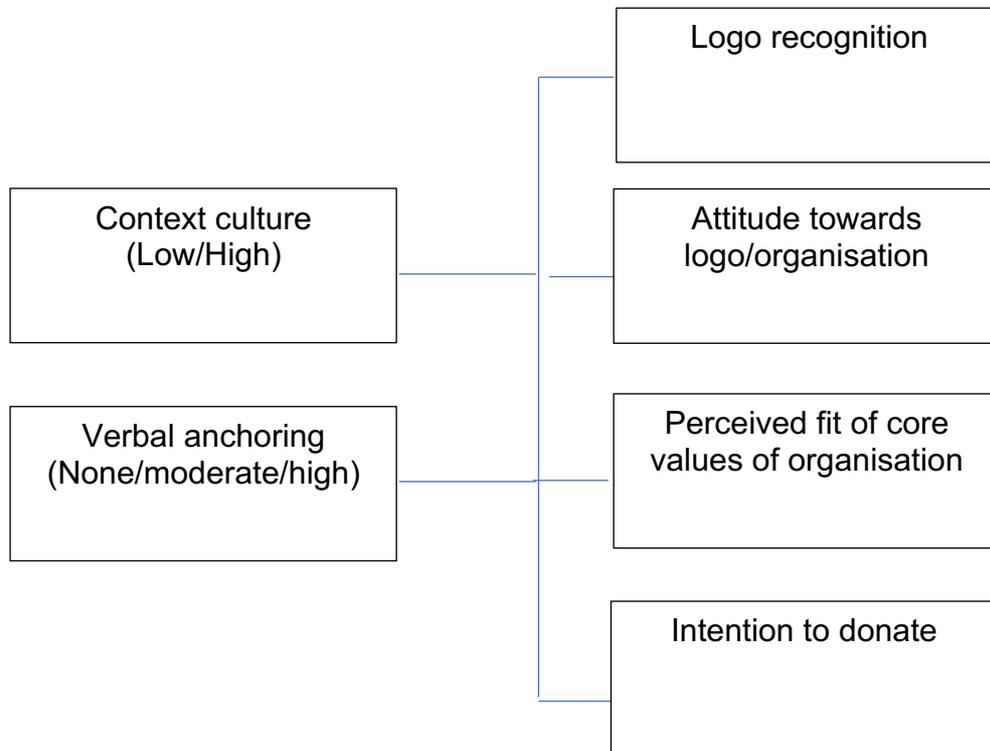
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Appendix

Appendix A. Analytical model of both dependable and undependable variables.



Appendix B. One version of the questionnaire that was used during the experiment. This version is the Dutch one with as verbal anchoring the level without verbal anchoring. Other versions of the questionnaire were identical except for the level of verbal anchoring in the logo.

Beste deelnemer,

Hartelijk bedankt voor je interesse om deel te nemen aan deze online vragenlijst. Je helpt hiermee zes studenten hun bachelorscriptie met succes af te ronden.

Zometeen zal je drie verschillende logo's te zien krijgen van internationale non-profit organisaties en zal je gevraagd worden hierover wat vragen te beantwoorden. Hierna volgen wat culturele en demografische vragen.

De vragenlijst zal ongeveer acht minuten duren, al mag je alle tijd nemen die je nodig hebt. Je kan alles invullen; er zijn geen goede of foute antwoorden.

Als je aan het einde van de vragenlijst nog vragen hebt, kan je altijd contact met ons opnemen via

Marco Avilez, Roxanne van Deursen, Rhodée Koers, Max Ploemen, Carmen Poels & Sören Steinkühler

Radboud Universiteit



Het invullen van deze vragenlijst zal geheel anoniem worden gedaan en de gegevens zullen uitsluitend worden gebruikt voor de afdeling Communicatie- en Informatiewetenschappen van Radboud Universiteit Nijmegen. Je mag je, indien gewenst, op elk willekeurig moment terugtrekken uit dit experiment.

Ga je akkoord met de bovenstaande voorwaarden?

- Ja
- Nee

Q4



Herken je dit logo?

- Ja
 - Nee
- Q6



Herken je dit logo?

- Ja
- Nee

Q8



Herken je dit logo?

- Ja
- Nee

Page Break

Q9



Wat vind je van dit logo?

- | | |
|---------------------|----------------|
| Niet leuk | Leuk |
| Slecht | Goed |
| Lage kwaliteit | Hoge kwaliteit |
| Niet onderscheidend | Onderscheidend |
| Niet interessant | Interessant |

Page Break

Q10



Wat vind je van dit logo?

Niet leuk
Slecht
Lage kwaliteit
Niet onderscheidend
Niet interessant

Leuk
Goed
Hoge kwaliteit
Onderscheidend
Interessant

Page Break

Q11



Wat vind je van dit logo?

niet leuk
Slecht
Lage kwaliteit
Niet onderscheidend
Niet interessant

Leuk
Goed
Hoge kwaliteit
Onderscheidend
Interessant

Page Break

Q12



Welke associaties heb je bij het zien van dit logo?

Page Break

Q13



Welke associaties heb je bij het zien van dit logo?

Page Break

Q14



Welke associaties heb je bij het zien van dit logo?

Page Break

Q15



In hoeverre vind je onderstaande kernwaarden passen bij dit logo?

	1							7
	Helemaal	2	3	4	5	6	Helemaal	
	niet						wel	
Zorg								
Respect								
Integriteit								
Vertrouwen								
Verantwoordelijkheid								

Page Break

Q16



In hoeverre vind je onderstaande kernwaarden passen bij dit logo?

	1							7
	Helemaal niet	2	3	4	5	6		Helemaal wel
Humaniteit								
Onpartijdigheid								
Neutraliteit								
Onafhankelijkheid								
Vrijwillige service								
Eenheid								
Universaliteit								

Page Break

Q17



In hoeverre vind je onderstaande kernwaarden passen bij dit logo?

	1 Helemaal niet	2	3	4	5	6	7 Helemaal wel
Onafhankelijk							
Neutraal							
Onpartijdig							

Page Break

Q18



	1 Helemaal niet mee eens	2	3	4	5	6	7 Helemaal mee eens
Ik ben bereid om geld te doneren aan deze non-profit organisatie							

Page Break

Q19



	1							7
	Helemaal	2	3	4	5	6		Helemaal
	niet mee							mee
	eens							eens
Ik ben bereid om geld te doneren aan deze non-profit organisatie								

Page Break

Q20



	1							7
	Helemaal	2	3	4	5	6		Helemaal
	niet mee							mee
	eens							eens
Ik ben bereid om geld te doneren aan deze non-profit organisatie								

Appendix A. Statement of own work

Print and sign this *Statement of own work* form and add it as the last appendix in the final version of the Bachelor's thesis that is submitted as a hard copy to the first supervisor.

Student name: _____

Student number: _____

PLAGIARISM is the presentation by a student of an assignment or piece of work which has in fact been copied in whole or in part from another student's work, or from any other source (e.g. published books or periodicals or material from Internet sites), without due acknowledgement in the text.

DECLARATION:

a. I hereby declare that I am familiar with the faculty manual

(<http://www.ru.nl/stip/english/rules-regulations/fraud-plagiarism/>) and with Article 16 "Fraud and plagiarism" in the Education and Examination Regulations for the Bachelor's programme of Communication and Information Studies.

b. I also declare that I have only submitted text written in my own words

c. I certify that this thesis is my own work and that I have acknowledged all material and sources used in its preparation, whether they be books, articles, reports, lecture notes, and any other kind of document, electronic or personal communication.

Signature: _____

Place and date: _____

Appendix B.
Bachelor's thesis assessment form for 2019-2020
 Communicatie- en Informatiewetenschappen / Communication and
 Information Studies

Assessment date: _____

Name of student: _____

Student number: _____

First supervisor: _____

Second assessor: _____

Completed by: _____ First supervisor / Second assessor (circle what applies)

Relationship between assessment and final grade:

- 'insufficient' = 1 - 5, 'questionable' = 5.5 - 6.0, 'sufficient' = 6.5 - 7.5, '(very) good' = 8.0 - 9.0

- The supervisor determines the weighting of the different criteria

1. Introduction and theory	insufficient	questionable	sufficient	(very) good
1.1 Treatment of academic literature				
a. The thesis is embedded in a framework of functional communication that is broader than the specific topic of the study.				
b. Academic literature (theories and results) is completely, accurately, and clearly reported.				
Explanation 1.1:				
1.2 Defining the problem and relevance				
a. The discussion of the literature results in the choice of a research question or hypothesis for resolving the problem.				
b. The theoretical importance of the thesis has been formulated clearly.				
c. The problem is formulated clearly and concisely and, if necessary, broken down into sub questions.				
Explanation 1.2:				
2. Methodology	insufficient	questionable	sufficient	(very) good
2.1 The relevant concepts have been adequately operationalised.				
2.2 The operationalisation of the concepts is adequately indicated.				
2.3 The research method is suitable for answering the research question or testing the hypothesis.				
2.4 The description is complete and enables the research to be replicated.				
Explanation 2:				
3. Results	insufficient	questionable	sufficient	(very) good
3.1 Adequate techniques are used to answer the research question or test the hypothesis.				
3.2 The reporting of the results is accurate (e.g. statistical testing, tables, figures, analyses).				
3.3 The results are explained in an understandable, step-by-step fashion (e.g. with tables, figures).				
Explanation 3:				

4. Discussion and conclusion	insufficient	questionable	sufficient	(very) good
4.1 The research question or hypothesis is answered explicitly.				
4.2 The results are linked to the literature discussed in the introduction.				
4.3 The implications for further research and theoretical development have been formulated.				
4.4 The research methodology used and the shortcomings in the individual research have been critically reflected upon.				
4.5 The significance of the study is, where possible, placed into an ethical, ideological, or social context.				
4.6 Implications of the study for communication in practice are outlined.				
<i>Explanation 4:</i>				
5. Language, structure, style, and process	insufficient	questionable	sufficient	(very) good
5.1 The distinction between facts observed by others, assumptions and ideas of others, personal observations, and personal opinions is clearly highlighted.				
5.2 The use of language is academic, accurate, and understandable.				
5.3 The thesis has a clear structure.				
5.4 References to literature, tables, and structure are in accordance with the guidelines from the <i>Vademecum</i> .				
5.5 The thesis meets the requirements in the number of words that the <i>Vademecum</i> prescribes.				
5.6 The student has sufficiently contributed to the work and decision-making within the group.				
<i>Explanation 5:</i>				

Has the Bachelor's thesis demonstrated that the student has satisfied the final qualifications of the Bachelor's programme?

6. Final qualifications (1, 2, and 3 are required)	Yes	No
1. Language, Communication, and Organisation – Students have knowledge of and insight into the communication processes of organisations, particularly the contextual and linguistic factors that play a role therein. They are capable of analysing the communication process in terms of communication models and strategies, and can apply their knowledge and insights in real-life cases.		
2. General Academic Skills – Students possess general academic skills, particularly in the field of communication, collaboration, and ICT.		
3. Methodology – Students possess the knowledge, insights, and skills to apply qualitative and quantitative research methods in the field of organisational communication and are capable of applying these skills to select the best research method for a specific research question.		
<i>(optional)</i> 4. Foreign Language – Students have gained the necessary skills to communicate in the foreign language, as well as a sufficient understanding of the sociocultural and economic aspects of the countries in which that language is spoken in order to evaluate, modify, and develop organisation-specific communication products in the relevant language.		
<i>(optional)</i> 5. Intercultural Communication – Students understand how culture influences the communication processes of international organisations and can apply these insights in real-life, international cases.		

Final grade: _____

Summary of the assessment of the thesis and/or explanation of the final grade: