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To what extent do different levels of verbal anchoring in logos of non-profit organisations affect logo appreciation, perceived core value fit, and intention to donate?

Bachelor thesis

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Abstract

The objective of this study was to find out whether logos of non-profit organisations with different levels of verbal anchoring had an effect on logo appreciation, core value fit, and intention to donate. This study thereby did not only contribute to existing logo literature by extending the research field into the non-profit sector, but findings also provided a suggestion for brand managers in this sector. Three logo varieties with different levels of verbal anchoring were created of the logos of UNICEF, CliniClowns, and SOS Children's Villages. These non-profit organisations were selected on the basis of a number of specific criteria. The first logo variety consisted of a visual component only, the second variety consisted of both a visual component and the brand name, and the third variety contained a visual component, a brand name, and a slogan.

This study had a 3x3 mixed design and each subject was exposed to one level of verbal anchoring only, but to all three non-profit organisations' logos of that variety. Results indicated that logo appreciation was affected by verbal anchoring to a certain extent, whereas no effects of verbal anchoring were found on core value fit and intention to donate. However, significant differences between the three organisations were present in all research questions. To further study the effects of verbal anchoring in the logos of non-profit organisations, future research should opt for the selection of non-profit organisations which are more similar in terms of their position in the non-profit sector.

Introduction

In today's fast-paced world and highly competitive market, organisations strive through various means to achieve a sustainable competitive advantage (Danesi, 2005; Hynes, 2009; Van Riel, Van Den Ban, & Heijmans, 2001). However, the information overload resulting from this has made consumers decreasingly sensitive to information. For that reason, it is highly important for organisations to communicate to their consumers in a way that easily conveys their distinctive message or character (Dandridge, Mitroff, & Joyce, 1980). Nowadays, logos are a commonly used instrument by corporate companies to transfer their message or core values effectively, as logos lie at the core of a company's corporate identity (Foroudi, Melewar, & Gupta, 2017). Logos are formally defined by Foroudi et al. (2017) as "the signature of a company with an essential communication distinctiveness that can reflect a company's image" (p. 181).

According to Van Hooft, Wiskerke and Brink (2007), companies increasingly aim to represent their core values in addition to their products or services. However, in their exploratory study which used the original logos of Texaco, McDonald's, and Chanel it was found that the majority of consumers still associated the logos with the company's products or services rather than with their core values. Contrasting findings from a similar study (Das & Van Hooft, 2015) indicated that corporate logos were in general moderately successful at conveying their core values to their target group. Research on the logo function of conveying core values is, however, still scarce and the bulk of research has mainly focused on logos in a corporate context. Charity or non-profit organisations would, however, benefit greatly from such studies: non-profit organisations are seeing a sharp yearly increase in organisations joining their sector, and this in turn increasingly requires such organisations to implement branding strategies (Hankinson, 2000). The reason that marketing strategies which include the visual communication of the core values have not yet been adopted by the charity sector, is that marketing managers of organisations in this sector are sceptic about narrowing a brand down to "what's the logo, what's the strap-line" (Stride & Lee, 2007, p.113). It is, however, increasingly vital for the reputation and existence of non-profit organisations to have a logo which presents their core values in a way that enables potential donators to easily infer meaning from the logo, as this would simplify the decision-making process of choosing an organisation to donate to out of the increasing number of non-profit organisations.

In a corporate context, logos and logo characteristics have already been studied extensively. Research on corporate logos has shown that such logos carry various functions, such as creating a company's identity (Kohli, Thomas, & Suri, 2013), improving a company's image (Foroudi et al., 2014), and increasing commitment between the brand and consumers, which in turn positively affects the financial performance (Park et al., 2013). In addition, logo characteristics such as typefaces, colours, designs, and corporate name, including how these affect consumers (see Foroudi et al. (2017) for further information), have been paid much attention to. Logos often consist of either a visual element, a brand or company name, or a combination of both these elements (Doyle, 2011). According to Barthes (1977), verbal or linguistic messages in images have been proven to impact perceptions, for example by enabling viewers to correctly identify and interpret the elements an image comprises. He defined this function of verbal messages as anchorage, although for the purpose of this study it is referred to as verbal anchoring.

In a study on verbal anchoring in advertisements containing pictorial metaphors, ads with no headline were compared to ads with an incomplete headline which required interpretation of the pictorial metaphor, and to ads with a complete, explicit headline which explained the pictorial metaphor (Philips, 2000). On the one hand, findings showed that a higher level of completeness, or verbal anchoring, increased comprehension of both the ad and the metaphor in the ad. On the other hand, a higher degree of verbal anchoring had a negative effect on ad liking as a result of decreased processing effort, thereby evoking less positive emotional responses. A similar study showed that more comprehensible messages due to a higher level of verbal anchoring increased comprehension as well as ad effectiveness, as consumers were not forced to interpret the ad (Bergkvist, Eiderbäck, & Palambo, 2012). These findings were supported by another study on headlines in pictorial metaphors in ads (McQuarrie & Philips, 2005): this study suggested that ads with verbal anchoring allowed for less open interpretation, discouraging consumers to draw their individual conclusions; instead, they relied more on the information provided.

Other research on verbal anchoring which focused on the effects on logo appreciation found that logos consisting of an icon and brand name were not only perceived as more attractive, but also as more recognisable when compared to logos containing a visual element only (Bresciani & Del Ponte, 2017). These findings are in line with another study which claimed

Branding strategies in the non-profit sector: The effect of verbal anchoring in the logos of non-profit organisations on logo appreciation, core value fit, and intention to donate – Kikken, T. (S4576004) that inclusion of the brand name in an organisation's logo has a positive influence on its perceived attractiveness (Foroudi et al., 2017).

Although these findings provide important knowledge for future research, it should be taken into consideration that research has been limited to corporate contexts, and that logos and ads are fundamentally different: while ads particularly focus on one selling point of a product or service, logos are aimed at conveying multiple messages or company values at once (Van Hooft, Wiskerke, & Brink, 2007). In addition, ads are shown during a shorter period of time and logos for a longer term, if not throughout the entire period of a company's or an organisation's existence. Despite these differences, the conclusions which can be drawn from these studies using ads are that visual elements, verbal elements and combinations of these elements are generally processed differently (Foroudi, Melewar, & Gupta, 2014; Kohli et al., 2002).

Another distinctive aspect between this study and previous studies is, as discussed, the sector in which the organisations operate. Considering that organisations in the non-profit sector are, in contrast to corporate companies, entirely financially dependent on donations, this aspect should be investigated as well. Research on what drives people to donate to charity organisations is scarce. Existing research has mainly shown that attitudes, perceived behavioural control, injunctive and moral norms, and past donating behaviour predicted the intention to donate. (Smith & McSweeney, 2007; Kashif, Sarifuddin, & Hassan, 2014). The corporate equivalent of donation intention, namely purchase intention, has been studied more extensively. A study on purchase intention in high-risk or low-risk situations, referring to purchasing with or without a satisfaction guarantee, claimed that purchase intention is indirectly affected by a person's perceived risk in combination with their need for protection or freedom. This means that purchase intention can either increase or decrease, depending on the risk and personal preference of consumers (Fajardo, Zhang, & Tsiros, 2016). What could be derived from this is that people who generally tend to be risk-avoidant and who want to purchase from a company or donate to an organisation, prefer highly complete information and clear communication. However, since donating also includes small, spontaneous gifts, the role of risk may not always be applicable.

In conclusion, key elements that should be taken into consideration in studying the effects of verbal anchoring in logos of non-profit organisations are perceived attractiveness of

Branding strategies in the non-profit sector: The effect of verbal anchoring in the logos of non-profit organisations on logo appreciation, core value fit, and intention to donate – Kikken, T. (S4576004) or attitude toward the logo, the perceived core value fit, and people's intention to donate. Thereby, the objective of this study is twofold: not only does this study contribute to existing logo research by extending the field of research to the non-profit sector, but the findings may be greatly beneficial to such non-profit organisations in terms of their increasing dependence on marketing strategies. The research questions on which this study is based are:

- *RQ1: To what extent do different levels of verbal anchoring in logos of non-profit organisations affect logo appreciation?*
- *RQ2: To what extent do different levels of verbal anchoring in logos of non-profit organisations affect the perceived core value fit?*
- *RQ3: To what extent do different levels of verbal anchoring in logos of non-profit organisations affect intention to donate?*

Method

Materials

The stimuli used in the experiment consisted of the original logos of three non-profit organisations: UNICEF, CliniClowns, and SOS Children's Villages (see Figure 1 or Appendix I), to ensure generalisability of the results. These logos were selected through online research to organisations in the non-profit sector. Both the organisations represented by the logo and the logo itself had to comply with a number of criteria. First, all organisations had to be internationally familiar and operating in the Netherlands. A positive organisational reputation in the form of not having had negative media attention was also of great importance, as this excluded intervening variables stemming from biased perceptions based on previous negative encounters with the organisation. Another crucial element was a similar operating field; UNICEF, CliniClowns, and SOS Children's Villages share a common focus on helping children. A final criterion for the organisation selection was the presence of clear statements on their websites as to how the organisation's core values had been integrated into their relatively abstract logos. The core values expressed by the selected organisations were as follows:

- Diversity and inclusion, integrity, and commitment (UNICEF, 2008);
- Sincerity, creativity, professionalism, and connectedness (CliniClowns, N.D.);
- Professionalism, inspired, proactive, and cooperation (SOS Kinderdorpen, 2017).



Figure 1. Original logos of UNICEF, CliniClowns, and SOS Children's Villages.

In addition to the requirements concerning the selection of the organisations, there were also several logo selection criteria to be met. The first criterion was a similar use of colours to eliminate the possibility of eliciting emotional responses to a particular logo (Foroudi et al., 2017). Hence the replacing of the initially selected organisation War Child with a red and blue logo for the slightly less familiar organisation SOS Children's Villages; blue was the predominant colour in all logos used in this experiment. Another requirement was that the original logos consisted of at least a visual component and the organisation name (referred to as brand name), as this would make adapting the logo to each level of verbal anchoring in the experiment easier. This namely allowed for the stripping of the logo from the middle level of verbal anchoring to the lowest level of verbal anchoring by removing a component, and the

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slogan from their websites were simply added to create a logo in the third level of verbal anchoring. Their slogans were as follows:

- “For all children” (UNICEF, 2008);
- “The power to imagine” (CliniClowns, N.D.);
- “Children cannot grow without love” (SOS Kinderdorpen, 2017).

These aspects ensuring the ecological validity allowed for comparison between these organisations’ logos as well as between one organisation’s logos containing different degrees of verbal anchoring. Three questionnaires (Appendix II) were designed which each contained all three organisations’ logos in the same degree of verbal anchoring (see Figure 2): the first questionnaire contained logos consisting of a visual element only, the second questionnaire contained logos consisting of a visual element and the brand name, and the third questionnaire contained logos consisting of a visual element, the brand name, and the original slogan. A logo of a bunny was included as filler to confuse the subjects with respect to the aim of this study. The organisation name awarded to the filler was “Rabbit” and the slogan was: “Cause Bunnies are the Best!”



Figure 2. Logos of UNICEF, CliniClowns, and SOS Children's Villages per questionnaire and level of verbal anchoring.

Subjects

In total, 148 subjects completed one of the questionnaires of whom 33 were filtered out for reasons including their age not lying within the 18-to-65 range, or due to them not having the Dutch nationality. The remaining sample consisted of 115 subjects (age: $M = 30.04$, $SD = 14.04$, range = 46; gender: 45.2% female, 21.7% missing) of whom 60 percent (21.7% missing) donated to charity at least once in the five years prior to this experiment (24.3% to UNICEF, 11.3% to CliniClowns, 8.7% to SOS Children's Villages). The majority were educated at higher-professional level or university level (higher-professional: 27.8%, university: 33.0%, missing: 21.7%, range: 3). The subjects were distributed equally over the three conditions (visual element, visual element and brand name, visual element with brand name and slogan); a Chi-square test showed no significant relation between level of verbal anchoring and gender ($\chi^2(2) = 1.56$, $p = .459$) and a one-way analysis of variance showed no significant main effect of level of verbal anchoring on age ($F(2, 86) = .60$, $p < .554$). Although a Chi-square test showed a significant relation between level of verbal anchoring and education level ($\chi^2(6) = 14.24$, $p = .027$), it only concerned the higher-professional level between version 1 and 3, and the effect size ($\phi = .281$) lacked strength to declare the distribution of education level over the organisations as violated.

Design

This experiment had a 3 (levels of verbal anchoring) x 3 (types of organisations) mixed-subjects design. While each group of subjects was shown all three organisations' logos, which allowed for between-subjects comparison, each group was exposed to just one degree of verbal anchoring, which allowed for within-subjects comparison.

Instruments

The complete questionnaires are presented in Appendix II.

First, subjects were asked if they recognised the logo presented to them: "Are you familiar with the logo?" (yes/no) and what associations they had with the logo (good/neutral/bad). Subjects' attitude toward the logo (RQ1) was measured with five items, which they were asked to rate on a 5-point semantic differentials scale (based on Henderson & Cote, 1998): bad – good, like – do not like, high quality – low quality, characteristic – not

Branding strategies in the non-profit sector: The effect of verbal anchoring in the logos of non-profit organisations on logo appreciation, core value fit, and intention to donate – Kikken, T. (S4576004) characteristic, and interesting – not interesting. The reliability of 'attitude toward the logo' comprising five items was good: $\alpha = .81$. the mean reliability is presented for all independent variables.

For the measurement of the fit between the organisations and their core values (RQ2), subjects were shown a list which contained all three organisations' core values and were asked to answer the question "To what extent do these values fit this logo?" (taken from Das & Van Hooft, 2015 – partly based on Mackenzie & Lutz, 1989; Gerritsen et al., 2010) on a 7-point semantic scale (1 = Do not fit at all, 7 = Fit completely) (based on Das & Van Hooft, 2015). The values for the filler fragment were collected from a list containing 21 values (Schwartz & Sagie, 2000, p. 468). The reliability of 'core values and logo fit' comprising 3, 4, and 4 items for UNICEF, CliniClowns, and SOS Children's Villages respectively, was acceptable: $\alpha = .76$. The reliability was calculated using composite means, since the organisations had varying numbers of core values.

Thereafter, two questions were included to determine subjects' intention to donate (RQ3) on the basis of a 6-point semantic scale: "I would donate to this organisation" (1 = Not true, 7 = True), and "I am going to donate to this organisation" (1 = Absolutely disagree, 6 = Absolutely agree) (Hoeken et al., 2012 - based on Fishbein & Ajzen, 2010, pp. 449-463). The reliability of 'intention to donate' comprising two items was good: $\alpha = .83$.

Procedure

The experiment was performed between 15 and 25 November 2018. The questionnaire was designed in the form of an online Qualtrics survey. Subjects were approached by the researcher in person, or via social media platforms, phone messages, or email. The link to this online survey was also distributed via these channels. No information was given on the purpose of this study: the posts or messages only described that taking part in this graduation research would be of great help and that it would lead to interesting findings concerning logos, which they would be informed about via email if desired. The subjects mainly consisted of persons from the direct or indirect networks of the four researchers who contributed to this experiment and they voluntarily took part out of interest or as a favour, as they were not given a reward.

The link they received sent them automatically to one of three online surveys, resulting in relatively equally distributed groups in terms of number of subjects. First, a short introduction was shown which explained that only people over the age of 18 could participate, that their participation was anonymous, and that the use of the data collected would be strictly limited to this study. In addition, it was explained that they would be shown several logos about which a couple of questions would be asked, and that completing the questionnaire would cost approximately 5 minutes. This description as well as the procedure and questions were identical for all subjects.

The first questions were intended to find out whether subjects recognised the logo and what their associations with the logo were. All separate questions were presented together with the logos. Thereafter, questions were asked on the subjects' appreciation of the logo, followed by questions on the extent to which subjects evaluated the presented core values as related to the logo. Subsequently, two statements were presented to measure subjects' intention to donate to the respective organisation. Following the questions on all organisations' logos, a filler fragment was presented accompanied by the same set of questions. The questionnaires ended by having the subjects fill out their demographical information, including their age, gender, nationality, education level, and their general donating behaviour and donating behaviour per organisation.

Each subject completed the survey individually on either their phone or laptop. Considering the emergence of the Internet for a variety of activities including online shopping, selecting a charity organisation which suits an individual's beliefs, or even donating to a charity organisation, it is unlikely that completing the survey online in a home environment or on the go affected the ecological validity.

Statistical treatment

This study was based on two-way analyses of variance and Bonferroni post hoc test. The interaction effect for attitude was analysed with univariate analyses of variance. All results were considered significant effects at $p < .05$.

Results

Logo appreciation

The results for attitude toward the logo per level of verbal anchoring and per type of organisation are presented in table 1.

A repeated measures analysis for logo appreciation with level of verbal anchoring as between-subjects factor and type of organisation as within-subjects factor showed a significant main effect of level of verbal anchoring ($F(2, 98) = 3.13, p = .048$) and a significant main effect of type of organisation ($F(2, 196) = 33.55, p < .001$). These main effects were qualified by a significant interaction effect between level of verbal anchoring and type of organisation ($F(4, 196) = 5.54, p < .001$).

A one-way multivariate analysis for logo appreciation, with level of verbal anchoring as factor, found a significant multivariate effect of level of verbal anchoring ($F(6, 192) = 3.80, p = .001$). The univariate analyses showed a significant effect of level of verbal anchoring on appreciation of the logo of CliniClowns ($F(2, 98) = 9.87, p < .001$). The appreciation of CliniClowns' logo consisting of a visual component only (Bonferroni correction: $M = 3.27, SD = 1.51$) was significantly lower than the logo which also included their name (Bonferroni correction: $M = 4.40, SD = 1.25$) as well as the logo which also included their name and slogan (Bonferroni correction: $M = 4.55, SD = 1.05$). There were no differences between the logo which included their name, the logo which included both their name and slogan, nor between the different levels of verbal anchoring for UNICEF ($F(2, 98) = 1.15, p = .320$) and SOS Children's Villages ($F(2, 98) < 1$).

A two-way analysis of variance with type of organisation and logo appreciation as factors showed a significant main effect of type of organisation on logo appreciation ($F(2, 196) = 33.55, p < .001$). Significant differences were found between UNICEF (Bonferroni correction: $M = 5.16, SD = 1.02$) and CliniClowns (Bonferroni correction: $M = 4.08, SD = 1.39$), and UNICEF and SOS Children's Villages (Bonferroni correction: $M = 4.14, SD = 1.19$). There were no significant differences between CliniClowns and SOS Children's Villages.

Table 1. Means and standard deviations for logo appreciation per level of verbal anchoring and type of organisation (1 = very negative, 7 = very positive) (n = 101).

Type of organisation			
level of verbal anchoring	<i>M</i>	<i>SD</i>	<i>N</i>
UNICEF			
logo only	5.10	0.97	33
logo and name	5.36	1.03	35
logo, name, and slogan	5.16	1.044	33
Total	5.16	1.02	101
CliniClowns			
logo only	3.27	1.51	33
logo and name	4.40	1.25	35
logo, name, and slogan	4.55	1.05	33
Total	4.08	1.39	101
SOS Children's Villages			
logo only	4.21	1.01	33
logo and name	4.23	1.33	35
logo, name, and slogan	3.98	1.21	33
Total	4.14	1.12	101

Core value fit

The results for core value fit per level of verbal anchoring and per type of organisation are presented in table 2.

A repeated measures analysis for core value fit with level of verbal anchoring as between-subject factor and type of organisation as within-subject factor did not show a significant main effect of level of verbal anchoring ($F(2, 91) = 2.44, p = .093$) but did show a significant main effect of type of organisation ($F(1.77, 161.31) = 39.34, p < .001$). The main effect of type of organisation was qualified by a significant interaction effect between level of verbal anchoring and type of organisation ($F(3.55, 161.31) = 8.36, p < .001$).

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The perceived core value fit of UNICEF (Bonferroni correction: $M = 5.15$, $SD = 1.01$) was significantly higher than the core value fit of CliniClowns (Bonferroni correction: $M = 4.09$, $SD = 1.50$) and SOS Children's Villages (Bonferroni correction: $M = 4.12$, $SD = 0.95$). No difference was found between CliniClowns and SOS Children's Villages.

A two-way analysis of variance with type of organisation and core value recognition as factors showed a significant main effect of type of organisation on core value recognition for the first level of verbal anchoring ($F(1.64, 54) 22.17$, $p < .001$), for the second level of verbal anchoring ($F(2, 66) 22.45$, $p < .001$), as well as for the third level of verbal anchoring ($F(2, 62) 4.00$, $p = .023$). In the first and the second level of verbal anchoring, the perceived core value fit of UNICEF (Bonferroni correction: level 1: $M = 5.36$, $SD = 1.00$; level 2: $M = 5.36$, $SD = 0.93$) significantly exceeded those of CliniClowns (Bonferroni correction: level 1: $M = 3.20$, $SD = 1.70$; level 2: $M = 4.54$, $SD = 1.25$) and SOS Children's Villages (Bonferroni correction: level 1: $M = 4.11$, $SD = 1.00$; level 2: $M = 4.12$, $SD = 1.00$). In the third level of verbal anchoring, a significant difference was only found between UNICEF (Bonferroni correction: $M = 4.74$, $SD = 0.99$) and SOS Children's Villages (Bonferroni correction: $M = 4.13$, $SD = 0.87$).

Table 2. Means and standard deviations for the perceived core value fit per level of verbal anchoring and type of organisation (1 = very bad, 7 = very good) (n = 94).

Type of organisation			
level of verbal anchoring	<i>M</i>	<i>SD</i>	<i>N</i>
UNICEF			
logo only	5.36	1.00	28
logo and name	5.36	0.93	34
logo, name, and slogan	4.74	0.99	32
Total	5.15	1.01	94
CliniClowns			
logo only	3.20	1.70	28
logo and name	4.54	1.25	34
logo, name, and slogan	4.38	1.25	32
Total	4.09	1.50	94
SOS Children's Villages			
logo only	4.11	1.00	28
logo and name	4.12	1.00	34
logo, name, and slogan	4.13	0.87	32
Total	4.12	0.95	94

Intention to donate

The results for intention to donate per level of verbal anchoring and per type of organisation are presented in table 2.

A repeated measures analysis for intention to donate with level of verbal anchoring as between-subjects factor and type of organisation as within-subjects factor showed no significant main effect of level of verbal anchoring ($F(2, 87) = 1.27, p = .285$) but did show a significant main effect of type of organisation ($F(2, 174) = 15.03, p < .001$). The main effect of type of organisation was not qualified by a significant interaction effect between level of verbal anchoring and type of organisation ($F(4, 174) = 2.29, p < .062$).

There were significant differences between the types of organisations: UNICEF (Bonferroni correction: $M = 3.96, SD = 1.62$) was significantly higher than CliniClowns

Branding strategies in the non-profit sector: The effect of verbal anchoring in the logos of non-profit organisations on logo appreciation, core value fit, and intention to donate – Kikken, T. (S4576004) (Bonferroni correction: $M = 3.51$, $SD = 1.68$) and SOS Children's Villages (Bonferroni correction: $M = 3.04$, $SD = 1.54$). The general intention to donate was also significantly lower for SOS Children's Villages compared to CliniClowns.

Table 3. Means and standard deviations for the intention to donate per level of verbal anchoring and type of organisation (1 = very low, 6 = very high) (n = 90).

Type of organisation			
	level of verbal anchoring	<i>M</i>	<i>SD</i>
UNICEF			
	logo only	4.02	1.78
	logo and name	3.97	1.69
	logo, name, and slogan	3.88	1.45
	Total	3.96	1.62
CliniClowns			
	logo only	2.81	1.91
	logo and name	3.88	1.46
	logo, name, and slogan	3.73	1.55
	Total	3.51	1.68
SOS Children's Villages			
	logo only	2.67	1.73
	logo and name	3.14	1.42
	logo, name, and slogan	3.27	1.42
	Total	3.04	1.54

Conclusion & discussion

The results of this study were very mixed. While an effect of level verbal anchoring was found for logo appreciation (RQ1), no effects of different levels of verbal anchoring were recorded on the perceived core value fit (RQ2) and the intention to donate (RQ3). Instead, there appeared to be a more prominent impact of type of organisation across all research questions. A discussion of the results per research question is given in the sections below, and a general conclusion on the research as a whole, as well as a discussion of the limitations and suggestions for further research at the end.

Logo appreciation

The effect of level of verbal anchoring was limited to the appreciation of the logo of CliniClowns. As the logo with the least verbal anchoring was perceived as significantly less attractive than the logo variety which also included their name and the logo which also contained their name and slogan, it can be concluded that logo appreciation increased as the level of verbal anchoring increased. This appears to support Barthes's (1977) claims that the presence of verbal messages in images influences subjects' perceptions. On the other hand, this finding contradicts Philips (2000), who argued that higher levels of verbal anchoring have a negative effect on appreciation due to less positive emotional responses being evoked as a result of decreased processing effort. The current finding rather suggests that the contrary is more likely, as logo appreciation increased as the level of verbal anchoring rose. This finding is therefore in accordance with the statement that logos containing an icon and brand name are perceived as more attractive compared to logos which only consist of a visual element (Bresciani & Del Ponte, 2017) and that the inclusion of a brand name in an organisation's logo has a positive influence on its perceived attractiveness (Foroudi et al., 2017). This is also in support of findings from other studies which described that attitude increases as the information given is more complete (Bergkvist, Eiderbäck, & Palambo, 2012; McQuarrie & Philips, 2005). However, a critical remark is that previous research was performed using advertisements rather than logos. Logos and advertisements are contrasting materials and this difference was likely strengthened by the fact that the logos used in this experiment represented non-commercial organisations, while advertisements generally intend to serve commercial objectives.

Besides effects attributable to different levels of verbal anchoring, significant differences were also found in logo appreciation per type of organisation. In particular the logo of UNICEF was perceived as attractive; the score on logo appreciation of UNICEF significantly exceeded those of CliniClowns and SOS Children's Villages. Considering that logo appreciation of the latter two organisations was similar, the effects with respect to type of organisations may have been caused by a difference in the strength of these organisations' identities compared to UNICEF (Kohli, Thomas, & Suri, 2013), or due to a dissimilar image (Foroudi et al., 2014) or a difference in the strength of commitment between the brand and its consumers (Park et al., 2013). This in turn may lead to more positive evaluations when observing the logo of UNICEF. However, the fact that UNICEF is a larger and more well-known organisation (e.g., Google finds 136,000,000 results for UNICEF, against 378,000 for CliniClowns and 305,000 for SOS Children's Villages) can have played a role as well. A larger, more well-known organisation will likely receive more donations (see conclusion of intention to donate), which enables them to put more resources into marketing than CliniClowns or SOS Children's Villages.

Core value fit

No significant results were found of level of verbal anchoring on the perceived core value fit, eliminating possible assumption that different levels of verbal anchoring in logos of non-profit organisations affect the perceived fit between their core values and their logo. This is in line with findings by Van Hooft, Wiskerke, and Brink (2007), who found that the majority of consumers still do not directly associate a company's logo with their core values. In addition, the absence of significant results on core value fit contradicts the claim that logos are moderately successful at conveying their core values to their target group (Das & Van Hooft, 2015). However, a necessary side note is that these studies were performed with corporate logos, which are possibly different from logos in the non-profit sector.

Although no differences were found with respect to the level of verbal anchoring, there again were significant differences between the types of organisations. The perceived core value fit was the highest for UNICEF. Both CliniClowns and SOS Children's Villages scored significantly lower than UNICEF. This also applied to the difference per organisation within the first and second level of verbal anchoring. In the third level of verbal anchoring, however,

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there was only a significant difference between UNICEF and SOS Children's Villages. This could provide support to the assumption made in the previous section that the size and familiarity of the organisations may have caused these differences between the organisations. UNICEF's seemingly stronger presence or image in the non-profit sector might have been part of the cause as well (Kohli, Thomas, & Suri, 2013; Foroudi et al., 2014).

Intention to donate

While the willingness to donate varied widely over each organisation's logos with different levels of verbal anchoring, no significant effect was found of level of verbal anchoring on the intention to donate. Although factors such as attitudes and past donating behaviour were found to predict the intention to donate in previous research (Smith & McSweeney, 2007; Kashif, Sarifuddin, & Hassan, 2014), high logo appreciation did not appear to lead to a higher intention to donate in this study. It is, however, possible that past donating behaviour caused the different intentions to donate per type of organisation: a strong majority indicated to have donated to UNICEF over CliniClowns and SOS Children's Villages, and the reported intention to donate was also higher for UNICEF than for CliniClowns and SOS Children's Villages. In addition, the intention to donate for SOS Children's Villages was significantly lower than the willingness to donate to CliniClowns, which is in accordance with the subjects' past donating behaviour. In addition, this might support the claim that donating behaviour can be predicted by injunctive or moral norms (Kashif et al., 2015). An alternative explanation for the significant difference found between the organisations could be the possible explanation given for the findings on the first two research questions: UNICEF has a stronger presence compared to the other two organisations and CliniClowns is also slightly more known than SOS Children's Villages.

General conclusion and limitations

The objective of this study was to investigate whether different levels of verbal anchoring in the logos of non-profit organisations influenced appreciation of the logo, the core value fit, and the intention to donate. The projections were that findings would be beneficial to brand managers in the non-profit sector and that this study would be an introduction to the expansion of logo research beyond the corporate field. However, current findings do not

Branding strategies in the non-profit sector: The effect of verbal anchoring in the logos of non-profit organisations on logo appreciation, core value fit, and intention to donate – Kikken, T. (S4576004)

unequivocally support the statements from previous research that the presence of verbal messages in images has a major influence on people's perceptions (Barthes, 1977). With the exception of the logo appreciation of CliniClowns, no significant differences were reported due to varying levels of verbal anchoring. This means that the answer to RQ1, "To what extent do different levels of verbal anchoring in logos of non-profit organisations affect logo appreciation?" is that different levels of verbal anchoring affects the attitude toward logos of non-profit organisations to a certain extent. To RQ2, "To what extent do different levels of verbal anchoring in logos of non-profit organisations affect the perceived fit between the core values and the logo?" and RQ3, "To what extent do different levels of verbal anchoring in logos of non-profit organisations affect the intention to donate?", the answer is that no results were found that provide support to the suggestion that verbal anchoring affects either the core value fit or the intention to donate. The social purpose of this study, namely the providing of guidelines for brand managers in the non-profit sector, has thus not fully been accomplished.

A possible explanation for the lack of effects concerning verbal anchoring could be that the non-profit organisations used in this study were too dissimilar. In all research questions, significant differences were found between the organisations. Therefore, future research should include in the selection criteria that the organisations should be relatively similar in terms of their position in their operating field.

Another aspect likely to have contributed to current findings is that the existing literature on corporate logos and pictorial advertisements does not completely apply to logos of non-profit organisations. This study, however, forms one of the first extensions of logo research into the non-profit sector, yet further research is required to find out how non-profit logos relate to corporate logos. This can be achieved by reproducing studies which have already been conducted in the corporate field and comparing those findings to past findings.

In terms of details of performing such logo studies, it would also be advisable to define 'donating' more clearly in future research. Experiences in this study were that subjects were sometimes unsure whether donations also included small donations in collection boxes, in addition to fixed periodical donations to an organisation to which they were or still are subscribed. Therefore, it was not possible to make a distinction between the subjects who did and did not donate recently.

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Although the objective of this study with respect to expanding the field of research into the non-profit sector has been accomplished, the findings were not sufficient to draw upon for providing guidelines to brand managers in this sector. The non-profit field would have to be further explored with studies which take into consideration the suggestions made previously.

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Appendix I



**SOS
KINDERDORPEN**

Appendix II

Scriptie (verbale verankering niveau 1)

Start of Block: Default Question Block

Q1 Beste deelnemer,

Deelname aan dit onderzoek is volledig anoniem en uw gegevens zullen uitsluitend worden gebruikt voor dit onderzoek. U heeft de mogelijkheid om te allen tijde te stoppen met het onderzoek. Om deel te nemen aan dit onderzoek dient u minstens 18 jaar oud te zijn.

U krijgt nu een aantal logo's te zien en vervolgens worden hier enkele vragen over gesteld. Het invullen van de vragenlijst duurt ongeveer 5 minuten. Hartelijk bedankt voor uw deelname!

Page Break

Q2



Q3 Ben je bekend met dit logo?

- ☐ Ja (1)
- ☐ Nee (2)

Q4 Welke associaties heb je met dit logo?

- ☐ Positief (1)
- ☐ Neutraal (2)
- ☐ Negatief (3)

Page Break

Q5



Q6 Ben je bekend met dit logo?

- ☐ Ja (1)
- ☐ Nee (2)

Q7 Welke associaties heb je met dit logo?

- ☐ Positief (1)
- ☐ Neutraal (2)
- ☐ Negatief (3)

Page Break

Q8



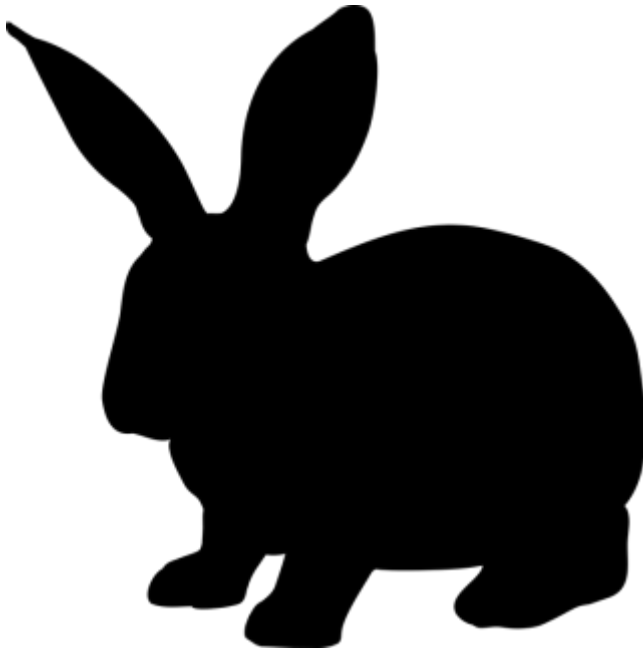
Q9 Ben je bekend met dit logo?

- ☐ Ja (1)
- ☐ Nee (2)

Q10 Welke associaties heb je met dit logo?

- ☐ Positief (1)
- ☐ Neutraal (2)
- ☐ Negatief (3)

Q11



Q12 Welke associaties heb je met dit logo?

- ☐ Positief (1)
 - ☐ Neutraal (2)
 - ☐ Negatief (3)
- Below the list is a dashed horizontal line.

Page Break

Q13



Q14 Wat vind je van dit logo?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Goed
Vind ik leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Vind ik niet leuk
Lage kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hoge kwaliteit
Niet kenmerkend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet kenmerkend
Niet interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessant

Q15



Q16 Wat vind je van dit logo?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Goed
Vind ik leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Vind ik niet leuk
Lage kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hoge kwaliteit
Niet herkenbaar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet herkenbaar
Niet interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessant

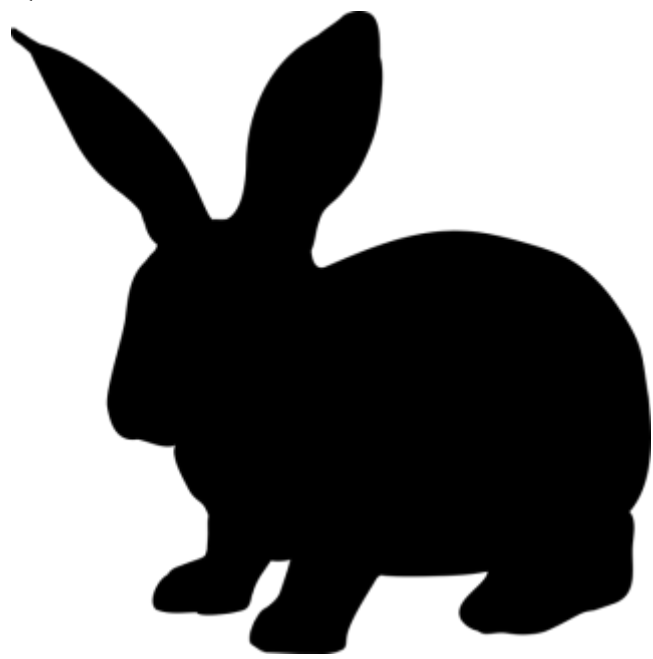
Q17



Q18 Wat vind je van dit logo?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Goed
Vind ik leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Vind ik niet leuk
Lage kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hoge kwaliteit
Niet kenmerkend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet kenmerkend
Niet interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessant

Q19



Q20 Wat vind je van dit logo?

	1	2	3	4	5	6	7	
	(((((((
	1	2	3	4	5	6	7	
)))))))	
Slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Goed
Vind ik leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Vind ik niet leuk
Lage kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hoge kwaliteit
Kenmerkend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet kenmerkend
Niet interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessant

Q21



Q22 In hoeverre vind je de volgende waarden passen bij dit logo?

	Helemaal niet (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Helemaal wel (7)
Diversiteit en Inclusiviteit (UN_Val_V1.1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Integriteit (UN_Val_V1.2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Betrokkenheid (UN_Val_V1.3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q23



Q24 In hoeverre vind je de volgende waarden passen bij dit logo?

	Helemaal niet (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Helemaal wel (7)
Eerlijkheid (CC_Val_V1.1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creativiteit (CC_Val_V1.2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professionaliteit (CC_Val_V1.3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Verbondendheid (CC_Val_V1.4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q25

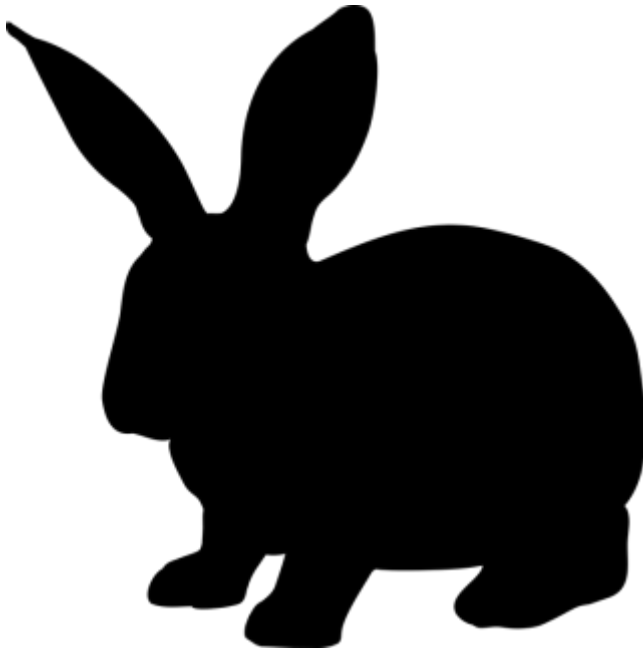


Q26 In hoeverre vind je de volgende waarden passen bij dit logo?

	Helemaal niet (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Helemaal wel (7)
Professionaliteit (SOS_Val_V1.1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bevlogen (SOS_Val_V1.2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ondernemendheid (SOS_Val_V1.3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Samenwerking (SOS_Val_V1.4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q27



Q28 In hoeverre vind je de volgende waarden passen bij dit logo?

	Helemaal niet (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Helemaal wel (7)
Vrijheid (Filler)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plezier (Filler)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loyaliteit (Filler)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enthousiasme (Filler)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q29



Q30 Ik ben bereid om geld te doneren aan deze organisatie.

- ☐ Onwaar (1)
 - ☐ 2 (2)
 - ☐ 3 (3)
 - ☐ Neutraal (4)
 - ☐ 4 (5)
 - ☐ 5 (6)
 - ☐ Waar (7)
-

Q31 Ik ga geld doneren aan deze organisatie.

☐ Zeer mee oneens (1)

☐ 2 (2)

☐ 3 (3)

☐ Neutraal (4)

☐ 5 (5)

☐ 6 (6)

☐ Zeer mee eens (7)

Page Break

Q32



Q33 Ik ben bereid om geld te doneren aan deze organisatie.

- ☐ Onwaar (1)
 - ☐ 2 (2)
 - ☐ 3 (3)
 - ☐ Neutraal (4)
 - ☐ 5 (5)
 - ☐ 6 (6)
 - ☐ Waar (7)
-

Q34 Ik ga geld doneren aan deze organisatie.

☐ Zeer mee oneens (1)

☐ 2 (2)

☐ 3 (3)

☐ Neutraal (4)

☐ 5 (5)

☐ 6 (6)

☐ Zeer mee eens (7)

Page Break

Q35



Q36 Ik ben bereid om geld te doneren aan deze organisatie.

- ☐ Onwaar (1)
 - ☐ 2 (2)
 - ☐ 3 (3)
 - ☐ Neutraal (4)
 - ☐ 5 (5)
 - ☐ 6 (6)
 - ☐ Waar (7)
-

Q37 Ik ga geld doneren aan deze organisatie.

☐ Zeer mee oneens (1)

☐ 2 (2)

☐ 3 (3)

☐ Neutraal (4)

☐ 5 (5)

☐ 6 (6)

☐ Zeer mee eens (7)

Page Break

Q38 Wat is je leeftijd?

Q39 Wat is je geslacht?

- ☐ Man (1)
- ☐ Vrouw (2)
- ☐ Anders (3)

Q40 Wat is je nationaliteit?

- ☐ Nederlands (1)
- ☐ Anders, namelijk ... (2) _____

Q41 Wat is je hoogstgenoten opleiding?

- ☐ Basisonderwijs (1)
- ☐ Voortgezet Onderwijs (2)
- ☐ MBO (3)
- ☐ HBO (4)
- ☐ Universiteit (5)

Q42 Heb je in de afgelopen 5 jaar gedoneerd aan een goed doel?

- ☐ Ja (1)
- ☐ Nee (2)

X→

X→

Q43 Ik heb al eerder gedoneerd aan ...

	Ja (1)	Nee (2)
Unicef (Q43_1)	<input type="radio"/>	<input type="radio"/>
CliniClowns (Q43_2)	<input type="radio"/>	<input type="radio"/>
SOS Kinderdorpen (Q43_3)	<input type="radio"/>	<input type="radio"/>

End of Block: Default Question Block

Scriptie (verbale verankering niveau 2)

Start of Block: Default Question Block

Q1 Beste deelnemer,

Deelname aan dit onderzoek is volledig anoniem en uw gegevens zullen uitsluitend worden gebruikt voor dit onderzoek. U heeft de mogelijkheid om te allen tijde te stoppen met het onderzoek. Om deel te nemen aan dit onderzoek dient u minstens 18 jaar oud te zijn.

U krijgt nu een aantal logo's te zien en vervolgens worden hier enkele vragen over gesteld. Het invullen van de vragenlijst duurt ongeveer 5 minuten. Hartelijk bedankt voor uw deelname!

Page Break

Q2



Q3 Ben je bekend met dit logo?

- ☐ Ja (1)
- ☐ Nee (2)

Q4 Welke associaties heb je met dit logo?

- ☐ Positief (1)
- ☐ Neutraal (2)
- ☐ Negatief (3)

Page Break

Q5



Q6 Ben je bekend met dit logo?

☐ Ja (1)

☐ Nee (2)

Q7 Welke associaties heb je met dit logo?

☐ Positief (1)

☐ Neutraal (2)

☐ Negatief (3)

Page Break

Q8



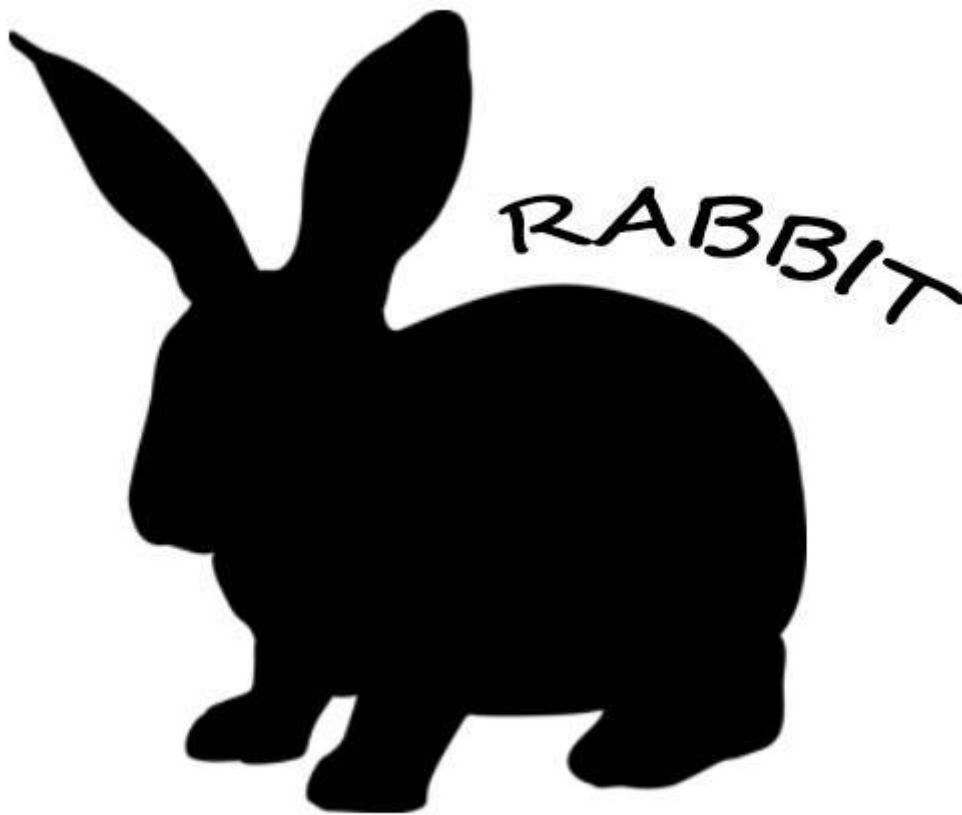
Q9 Ben je bekend met dit logo?

- ☐ Ja (1)
- ☐ Nee (2)

Q10 Welke associaties heb je met dit logo?

- ☐ Positief (1)
- ☐ Neutraal (2)
- ☐ Negatief (3)

Q11



Q12 Welke associaties heb je met dit logo?

- ☐ Positief (1)
- ☐ Neutraal (2)
- ☐ Negatief (3)

Page Break

Q13



Q14 Wat vind je van dit logo?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Goed
Vind ik leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Vind ik niet leuk
Lage kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hoge kwaliteit
Kenmerkend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet kenmerkend
Niet interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessant

Page Break

Q15



Q16 Wat vind je van dit logo?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Goed
Vind ik leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Vind ik niet leuk
Lage kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hoge kwaliteit
Kenmerkend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet kenmerkend
Niet interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessant

Page Break

Q17



Q18 Wat vind je van dit logo?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Goed
Vind ik leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Vind ik niet leuk
Lage kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hoge kwaliteit
Kenmerkend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet kenmerkend
Niet interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessant

Q19



X→ X→

Q20 Wat vind je van dit logo?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Goed
Vind ik leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Vind ik niet leuk
Lage kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hoge kwaliteit
Kenmerkend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet kenmerkend
Niet interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessant

Q21



Q22 In hoeverre vind je de volgende waarden passen bij dit logo?

	Helemaal niet (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Helemaal wel (7)
Diversiteit en Inclusiviteit (UN_Val_V2.1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Integriteit (UN_Val_V2.2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Betrokkenheid (UN_Val_V2.3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q23



Q24 In hoeverre vind je de volgende waarden passen bij dit logo?

	Helemaal niet (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Helemaal wel (7)
Eerlijkheid (CC_Val_V2.1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creativiteit (CC_Val_V2.2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professionaliteit (CC_Val_V2.3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Verbondendheid (CC_Val_V2.4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

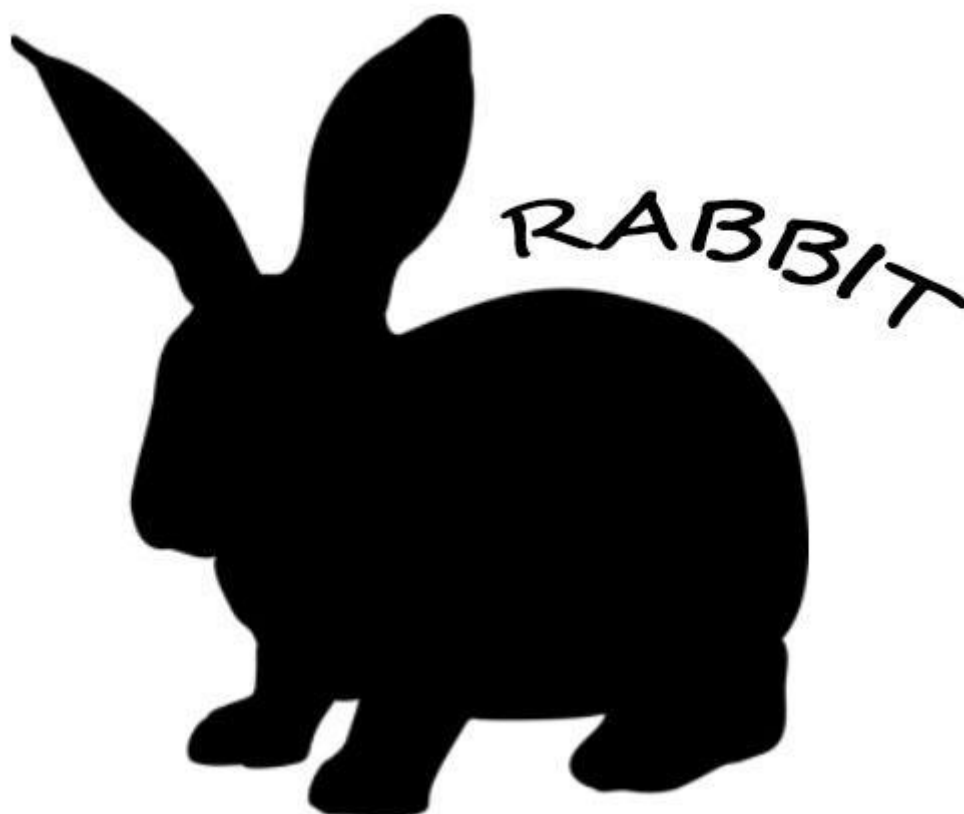
Q25



Q26 In hoeverre vind je de volgende waarden passen bij dit logo?

	Helemaal niet (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Helemaal wel (7)
Professionaliteit (SOS_Val_V2.1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bevlogen (SOS_Val_V2.2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ondernemendheid (SOS_Val_V2.3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Samenwerking (SOS_Val_V2.4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q27



Q28 In hoeverre vind je de volgende waarden passen bij dit logo?

	Helemaal niet (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Helemaal wel (7)
Vrijheid (Filler)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plezier (Filler)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loyaliteit (Filler)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enthousiasme (Filler)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q29



Q30 Ik ben bereid om geld te doneren aan deze organisatie.

- ☐ Onwaar (1)
 - ☐ 2 (2)
 - ☐ 3 (3)
 - ☐ Neutraal (4)
 - ☐ 5 (5)
 - ☐ 6 (6)
 - ☐ Waar (7)
-

Q31 Ik ga geld doneren aan deze organisatie.

☐ Zeer mee oneens (1)

☐ 2 (2)

☐ 3 (3)

☐ Neutraal (4)

☐ 5 (5)

☐ 6 (6)

☐ Zeer mee eens (7)

Page Break

Q32



Q33 Ik ben bereid om geld te doneren aan deze organisatie.

- ☐ Onwaar (1)
 - ☐ 2 (2)
 - ☐ 3 (3)
 - ☐ Neutraal (4)
 - ☐ 5 (5)
 - ☐ 6 (6)
 - ☐ Waar (7)
-

Q34 Ik ga geld doneren aan deze organisatie.

☐ Zeer mee oneens (1)

☐ 2 (2)

☐ 3 (3)

☐ Neutraal (4)

☐ 5 (5)

☐ 6 (6)

☐ Zeer mee eens (7)

Page Break

Q35



Q36 Ik ben bereid om geld te doneren aan deze organisatie.

- ☐ Onwaar (1)
 - ☐ 2 (2)
 - ☐ 3 (3)
 - ☐ Neutraal (4)
 - ☐ 5 (5)
 - ☐ 6 (6)
 - ☐ Waar (7)
-

Q37 Ik ga geld doneren aan deze organisatie.

☐ Zeer mee oneens (1)

☐ 2 (2)

☐ 3 (3)

☐ Neutraal (4)

☐ 5 (5)

☐ 6 (6)

☐ Zeer mee eens (7)

Page Break

Q38 Wat is je leeftijd?

Q39 Wat is je geslacht?

☐ Man (1)

☐ Vrouw (2)

☐ Anders (3)

Q40 Wat is je nationaliteit?

☐ Nederlands (1)

☐ Anders, namelijk ... (2) _____

Q41 Wat is je hoogstgenoten opleiding?

☐ Basisonderwijs (1)

☐ Voortgezet Onderwijs (2)

☐ MBO (3)

☐ HBO (4)

☐ Universiteit (5)

Q42 Heb je in de afgelopen 5 jaar gedoneerd aan een goed doel?

☐ Ja (1)

☐ Nee (2)

Q43 Ik heb al eerder gedoneerd aan ...

	Ja (1)	Nee (2)
Unicef (1)	<input type="radio"/>	<input type="radio"/>
CliniClowns (2)	<input type="radio"/>	<input type="radio"/>
SOS Kinderdorpen (3)	<input type="radio"/>	<input type="radio"/>

End of Block: Default Question Block

Scriptie (verbale verankering niveau 3)

Start of Block: Default Question Block

Q1 Beste deelnemer,

Deelname aan dit onderzoek is volledig anoniem en uw gegevens zullen uitsluitend worden gebruikt voor dit onderzoek. U heeft de mogelijkheid om te allen tijde te stoppen met het onderzoek. Om deel te nemen aan dit onderzoek dient u minstens 18 jaar oud te zijn.

U krijgt nu een aantal logo's te zien en vervolgens worden hier enkele vragen over gesteld. Het invullen van de vragenlijst duurt ongeveer 5 minuten. Hartelijk bedankt voor uw deelname!

Page Break

Q2



Q3 Ben je bekend met dit logo?

- ☐ Ja (1)
- ☐ Nee (2)

Q4 Welke associaties heb je met dit logo?

- ☐ Positief (1)
- ☐ Neutraal (2)
- ☐ Negatief (3)

Page Break

Q5



Q6 Ben je bekend met dit logo?

☐ Ja (1)

☐ Nee (2)

Q7 Welke associaties heb je met dit logo?

☐ Positief (1)

☐ Neutraal (2)

☐ Negatief (3)

Page Break

Q8



Q9 Ben je bekend met dit logo?

- ☐ Ja (1)
- ☐ Nee (2)

Q10 Welke associaties heb je met dit logo?

- ☐ Positief (1)
- ☐ Neutraal (2)
- ☐ Negatief (3)

Page Break

Q11



Q12 Welke associaties heb je met dit logo?

- ☐ Positief (1)
 - ☐ Neutraal (2)
 - ☐ Negatief (3)
-

Q13



Q14 Wat vind je van dit logo?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Goed
Vind ik leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Vind ik niet leuk
Lage kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hoge kwaliteit
Kenmerkend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet kenmerkend
Niet interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessant

Page Break

Q15



Q16 Wat vind je van dit logo?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Goed
Vind ik leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Vind ik niet leuk
Lage kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hoge kwaliteit
Kenmerkend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet kenmerkend
Niet interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessant

Page Break

Q17



Q18 Wat vind je van dit logo?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Goed
Vind ik leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Vind ik niet leuk
Lage kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hoge kwaliteit
Kenmerkend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet kenmerkend
Niet interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessant

Page Break

Q19



Q20 Wat vind je van dit logo?

	1 (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	7 (7)	
Slecht	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Goed
Vind ik leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Vind ik niet leuk
Lage kwaliteit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Hoge kwaliteit
Kenmerkend	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Niet kenmerkend
Niet interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessant

Page Break

Q21



Q22 In hoeverre vind je de volgende waarden passen bij dit logo?

	Helemaal niet (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Helemaal wel (7)
Diversiteit en Inclusiviteit (UN_Val_V3.1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Integriteit (UN_Val_V3.2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Betrokkenheid (UN_Val_V3.3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q23



Q24 In hoeverre vind je de volgende waarden passen bij dit logo?

	Helemaal niet (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Helemaal wel (7)
Eerlijkheid (CC_Val_V3.1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Creativiteit (CC_Val_V3.2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professionaliteit (CC_Val_V3.3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Verbondendheid (CC_Val_V3.4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

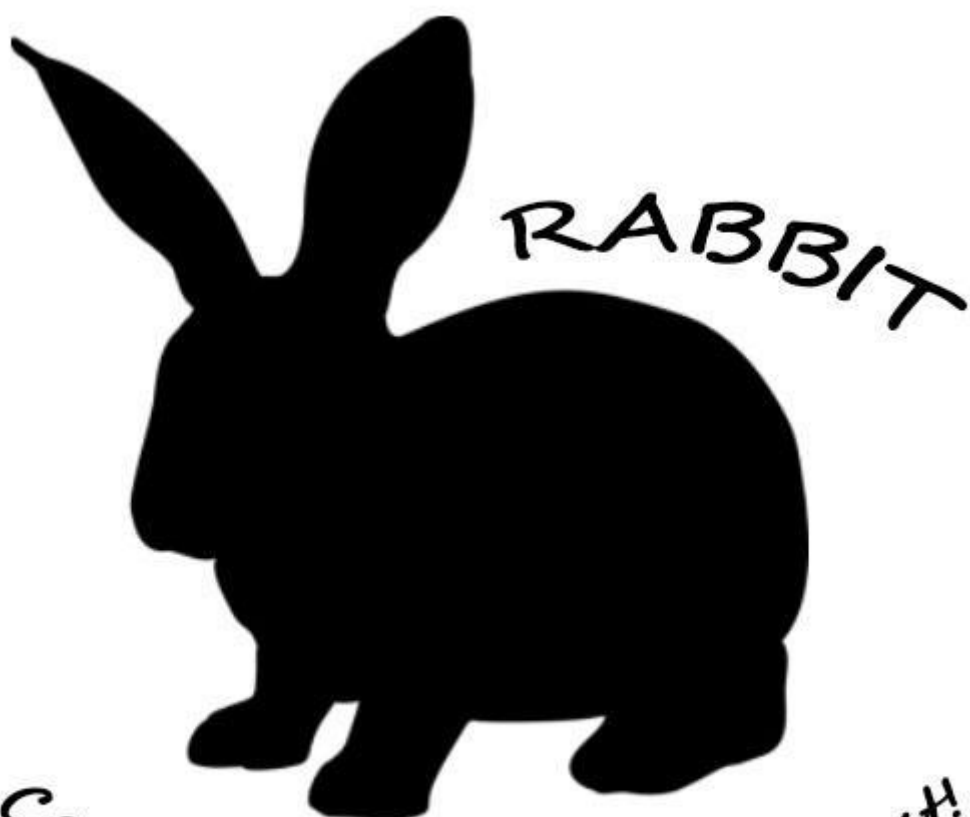
Page Break

Q25



Q26 In hoeverre vind je de volgende waarden passen bij dit logo?

	Helemaal niet (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Helemaal wel (7)
Professionaliteit (SOS_Val_V3.1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bevlogen (SOS_Val_V3.2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ondernemendheid (SOS_Val_V3.3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Samenwerking (SOS_Val_V3.4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Cause Bunnies are the Best!

Q28 In hoeverre vind je de volgende waarden passen bij dit logo?

	Helemaal niet (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Helemaal wel (7)
Vrijheid (Filler)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plezier (Filler)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loyaliteit (Filler)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Enthousiasme (Filler)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q29



Q30 Ik ben bereid om geld te doneren aan deze organisatie.

- ☐ Onwaar (1)
 - ☐ 2 (2)
 - ☐ 3 (3)
 - ☐ Neutraal (4)
 - ☐ 5 (5)
 - ☐ 6 (6)
 - ☐ Waar (7)
-

Q31 Ik ga geld doneren aan deze organisatie.

☐ Zeer mee oneens (1)

☐ 2 (2)

☐ 3 (3)

☐ Neutraal (4)

☐ 5 (5)

☐ 6 (6)

☐ Zeer mee eens (7)

Page Break

Q32



Q33 Ik ben bereid om geld te doneren aan deze organisatie.

- ☐ Onwaar (1)
 - ☐ 2 (2)
 - ☐ 3 (3)
 - ☐ Neutraal (4)
 - ☐ 5 (5)
 - ☐ 6 (6)
 - ☐ Waar (7)
-

Q34 Ik ga geld doneren aan deze organisatie.

☐ Zeer mee oneens (1)

☐ 2 (2)

☐ 3 (3)

☐ Neutraal (4)

☐ 5 (5)

☐ 6 (6)

☐ Zeer mee eens (7)

Page Break

Q35



Q36 Ik ben bereid om geld te doneren aan deze organisatie.

- ☐ Onwaar (1)
 - ☐ 2 (2)
 - ☐ 3 (3)
 - ☐ Neutraal (4)
 - ☐ 5 (5)
 - ☐ 6 (6)
 - ☐ Waar (7)
-

Q37 Ik ga geld doneren aan deze organisatie.

☐ Zeer mee oneens (1)

☐ 2 (2)

☐ 3 (3)

☐ Neutraal (4)

☐ 5 (5)

☐ 6 (6)

☐ Zeer mee eens (7)

Page Break

Q38 Wat is je leeftijd?

Q39 Wat is je geslacht?

- ☐ Man (1)
- ☐ Vrouw (2)
- ☐ Anders (3)

Q40 Wat is je nationaliteit?

- ☐ Nederlands (1)
- ☐ Anders, namelijk ... (2) _____

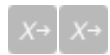
Q41 Wat is je hoogstgenoten opleiding?

- ☐ Basisonderwijs (1)
- ☐ Voortgezet Onderwijs (2)
- ☐ MBO (3)
- ☐ HBO (4)
- ☐ Universiteit (5)

Q42 Heb je in de afgelopen 5 jaar gedoneerd aan een goed doel?

☐ Ja (1)

☐ Nee (2)



Q43 Ik heb al eerder gedoneerd aan ...

	Ja (1)	Nee (2)
Unicef (Q43_1)	<input type="radio"/>	<input type="radio"/>
CliniClowns (Q43_2)	<input type="radio"/>	<input type="radio"/>
SOS Kinderdorpen (Q43_3)	<input type="radio"/>	<input type="radio"/>

End of Block: Default Question Block

Bijlage A. Verklaring geen fraude en plagiaat

Print en onderteken dit Verklaring geen fraude en plagiaat formulier en voeg dit formulier als laatste bijlage toe aan de eindversie van de bachelorscriptie die in papieren versie wordt ingeleverd bij de eerste begeleider.

Ondergetekende [Voornaam, achternaam en studentnummer],

.....

Bachelorstudent Communicatie- en Informatiewetenschappen aan de Letterenfaculteit van de Radboud Universiteit Nijmegen, verklaart met ondertekening van dit formulier het volgende:

- a. Ik verklaar hiermee dat ik kennis heb genomen van de facultaire handleiding (www.ru.nl/stip/regels-richtlijnen/fraude-plagiaat), en van artikel 16 "Fraude en plagiaat" in de Onderwijs- en Examenregeling voor de BA-opleiding Communicatie- en Informatiewetenschappen.
- b. Ik verklaar tevens dat ik alleen teksten heb ingeleverd die ik in eigen woorden geschreven heb en dat ik daarin de regels heb toegepast van het citeren, parafraseren en verwijzen volgens het Vademecum Rapporteren.
- c. Ik verklaar hiermee ook dat ik geen teksten heb ingeleverd die ik reeds ingeleverd heb in het kader van de tentaminering van een ander examenonderdeel van deze of een andere opleiding zonder uitdrukkelijke toestemming van mijn scriptiebegeleider.
- d. Ik verklaar dat ik de onderzoeksdata, of mijn onderdeel daarvan, die zijn beschreven in de BA-scriptie

daadwerkelijk empirisch heb verkregen en op een
wetenschappelijk verantwoordelijke manier heb verwerkt.

Plaats + datum

Handtekening