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Bachelor's thesis

What influence do the completeness of verbal anchoring and the tolerance of ambiguity have on the consumer response in Dutch and Hungarian cultures regarding charity logos?

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Abstract

The purpose of this study was to investigate the effect of the degree of verbal anchoring on the consumer response for Dutch and Hungarian participants regarding charity logos. Previous research found that verbal anchoring can help to better understand an image and provoke a more positive attitude towards the ad (Philips, 2000; Bergvist et al., 2012; Knowles et al., 2012; Kohli et al., 2013). The degree of tolerance of ambiguity in cultures might have an influence on how consumers perceive a message. Therefore, this was also interesting to study because it might be relevant to help explain the consumers' attitude and donation intention behaviour towards the charities and their logos. For that reason, the research question of this study was: What influence do the completeness of verbal anchoring and the tolerance of ambiguity have on the consumer response in Dutch and Hungarian cultures regarding charity logos?

To find an answer to this research question, an experiment was carried out among a Dutch and a Hungarian sample. The subjects had to fill in a questionnaire and were randomly exposed to the logos of World Wide Fund and SOS Children's' Villages containing no verbal anchoring, the logo with the company name or the logo including the company name and the slogan.

Findings showed that there were no significant results for the completeness of verbal anchoring and the consumer response regarding charity logos. Furthermore, there was a significant main effect for nationality but no effect for the tolerance of ambiguity.

Keywords: logo, verbal anchoring, tolerance of ambiguity, charity

The importance of a logo

In this rapidly changing world, logos are a crucial element to create a positive attitude towards a certain product or brand and distinguish them from other companies (Melewar & Saunders, 2000). Logos give a visual representation of the brand which helps in the universal understanding of the brand because there are no language barriers (Kohli, Suri, & Thakor, 2002). Because a logo is such a crucial element for a company, organizations are willing to invest a lot of time and money in making powerful logos and promoting them (Rubel, 1994).

Henderson & Cote (1998), developed an article with guidelines for selecting or modifying logos. The results showed that logos are most effective when moderately elaborate designs are used. Yet, a limitation to this research is that the symbols do not have company names or slogans. According to Macklin (1996), children memorize brand names better when the logo is accompanied by the name of the company. But logos can also replace the name in a space or time constraint. With billboard advertising, someone is often exposed for a short amount of time to an ad and does not have the time for longer exposure. Also, ready in-store recognition can determine purchase behaviour (Kohli et al. 2002). For example: "I think if you've got two or three kinds of peanuts sitting there," said a survey respondent, "I would probably grab the one that has [Mr. Peanut's] picture on it....just because it's something you know" (Callcott and Phillips 1996, p. 73). Nowadays, it is of great importance that logos directly associate with a certain product while there are so many products on today's changing market. It can help them in differentiating from other products or companies by being top-of-mind (Kohli et al. 2002).

Verbal anchoring

Logos are one of the three components of a brand identity; the other parts are the so-called verbal anchoring of the logo, which are the name of the company (or the product) and the slogan (Kohli et al. 2002).

Verbal anchoring can help to make images more understandable while the verbal cues create associations of the customer's stored knowledge and thereby the amount of effort required to interpret the message decreases (Alba and Hutchinson, 1987). According to Kohli, Leuthesser & Suri (2007), a name of a brand and/or company gives the product its core value. It is the so-called brand's image anchor which cannot simply be adjusted or with great frequency. In the article of Bresciani & del Ponte (2017), they investigated the most crucial aspects of logos for customers. The customers categorized logos into: logos that are composed of a brand icon and/or a name and coloured or black logos. The results demonstrated that black logos were perceived as more attractive than logos in colour. Furthermore, the results showed that logos including an icon and the brand's name were perceived more appealing than logos with only

the icon without the brand name. For that reason, it could be said that including a brand name to a logo is a more efficient way of advertising for entrepreneurs than using just the logo itself.

However, a brand name is often not more than the name of the brand or company and lacks a small description of the product; which is the same for logos. Slogans can bridge this gap, and make it possible to say something about the brand's image or the product itself (Dahlén & Rosengren, 2005; Kohli, Leuthesser & Suri, 2007). An example is Nike. It is almost impossible to think about Nike without its slogan; 'Just do it'. It is probably just as famous as the swoosh sign or the brand name itself (Figure 1). Even if people only see the slogan: 'Just do it', almost everyone associates this with Nike. Therefore, this is a perfect illustration of the power of a slogan (Kohli et al. 2007).



Figure 1: Left: swoosh sign (logo), middle: logo & company name, right: logo and slogan

In the article of McQuarrie and Philips (2005), findings suggest that ads with visual metaphors are more effective than ads with verbal metaphors. However, a limitation to this work is that the effects of headlines on brand communication effects, such as brand beliefs and brand attitude were not investigated.

Bergkvist, Eiderbäck & Palombo (2012), did take these brand communication effects into account. The purpose of their work was to research the effects of including headlines to advertisements with visual metaphors on brand communication effects. The results showed that ads without room for interpretation are more effective than ads with room for interpretation which may vary in their conclusion. This might be relevant in this study as well because both visual metaphors and logos are pictorial elements used in brand advertising. Therefore, it could be that logos including verbal anchoring are more effective than logos without verbal anchoring because for logos including verbal anchoring there is no or less room for interpretation.

Not much research is done about logos and verbal anchoring of charitable organizations. To create an effective logo for a charity, it is crucial to comprehend the consumer's point of view, because positioning in the non-profit sector is a difficult process (Kashif, Sarifuddin & Hassan, 2015). This is because charities have different characteristics than other (profit) organizations. An example of a

characteristic was given by Andreasen & Kotler (2003), who explained that charities have an organizational-focus instead of a customer-focus which might hamper their growth. This might have an influence on why positioning on the market as a charitable organization, is complicated. Another possible reason that can cause problems to the continuation and the development of charities is the traditional way of thinking of the 21st century, which includes: high levels of rivalry, the demand of customers and low public trust.

To generate public funding, it is essential for charities to understand the donation intention behaviour of donors (Eng. Ling, 2012). However, according to Knowles et al. (2012), donor behaviour, and in specific, donation intentions have not been studied extensively. This is remarkable because public donations have been unstable with a general downward trend towards charity donations for years (Eng Ling, 2012).

A well-designed logo might positively affect donation intentions. A possible reason for this is that a well-designed logo can result in economic benefits because it can differentiate a company from its competitors (Kohli et al. 2002). Earlier research, mostly focused on the shape of the logo (Henderson & Cote, 1998; Kilic et al. 2011; Walsh et al. 2011) and its colour (Hynes, 2009), rather than logos including verbal anchoring. Bresciani & Del Ponte (2017), did investigate the effectiveness of logos including brand names but did not focus on logos including brand names and slogans. Besides that, a limitation of this study was that the results were not generalizable to a worldwide audience because the sample came from one cultural area.

Furthermore, as described earlier not much research is done about logos and verbal anchoring in the non-profit sector. This is remarkable because in modern society, it is of crucial importance that the brand is exclusive and leads to preference for a product. Logos are key elements in differentiating from other brands because logos can be recognized regardless of nationality or language. It gives instant recognition for the company and its product (Kohli et al., 2002). Adding a brand name and/or a slogan (verbal anchoring) will help to represent the company's core values and explain the image in more detail (Kohli, et al. 2007). For that reason, it is key to find the best design for a logo.

Therefore, it was relevant to investigate if logos (with or without verbal anchoring) could also positively affect charitable donation intentions. To be able to generalize the results, this study was replicated in a cross-cultural context. For that reason, two countries (The Netherlands and Hungary) were evaluated in this study. Hungary scores 82 on the score of Uncertainty Avoidance and therefore were expected to prefer to avoid uncertainty. The Netherlands has a score of 53 which is an indicator of a slight preference for avoiding uncertainty but much less than Hungary (Hofstede, n.d.). To give a possible explanation of these differences per country, the degree of ambiguity (in) tolerance was used because it is

strongly related to 'uncertainty avoidance' (Furnham & Ribchester, 1995). The degree of ambiguity tolerance (also: tolerance of ambiguity or ambiguity tolerance or in short; AT) is a so-called proxy for the dimension 'uncertainty avoidance' of Hofstede, which is: "the extent to which the members of a culture feel threatened by ambiguous or unknown situations" (Hofstede et al. 2005, p. 104). Hofstede did not investigate the relation between culture and consumer response and did not confront his participants to the communication message. Therefore, Hofstede's uncertainty avoidance dimension could not be used in this study and the tolerance of ambiguity was used instead.

According to Avdeyeva, Burgetova & Welch (2006), uncertainty is related to donating because donating is a low risk task and a personally secure way of contributing to society. A facet which can possibly lower this uncertainty is the 'completeness of verbal anchoring'. This is because for example, the level of uncertainty can be reduced if a company name and slogan are added to a logo (complete verbal anchoring). Philips (2000) found that slogans are able to describe the essence of a visual metaphor. Therefore, the message is clearer which can result in a decrease of ambiguity and therefore show a higher positive response. This can imply that people with a low level of tolerance to ambiguity prefer an extensive logo (logo with verbal anchoring) more than people with a high ambiguity tolerance. For that reason, it can be suggested that Hungarian people will prefer a more extensive logo with verbal anchoring, whereas Dutch people are likely to prefer an abstract logo (logo without verbal anchoring or a logo with incomplete verbal anchoring).

In this study, the relation between culture and consumer response will be tested. The participants from both Dutch and Hungarian cultures will provide their opinions on the influence of verbal anchoring on two logos and will fill in questions regarding their tolerance of ambiguity. To measure these possible outcomes the following research question will be used: 'What influence do the completeness of verbal anchoring and the tolerance of ambiguity have on the consumer response in Dutch and Hungarian cultures regarding charity logos?'. To answer this research question, 3 sub questions will be answered:

1. What is the influence of verbal anchoring on the attitude towards the charity?
2. What is the influence of verbal anchoring on the attitude towards the logo?
3. What is the influence of verbal anchoring on the intention to donate?

Methodology

Materials

To study the effect of the completeness of verbal anchoring and the tolerance of ambiguity on the consumer response in the Netherlands and Hungary regarding charity logos, an experiment was carried out. The design included one experimental independent variable: the completeness of verbal anchoring. This independent variable contained three levels which were: without verbal anchoring (just the logo), incomplete verbal anchoring (logo and the name of the company) and complete verbal anchoring (logo, the name of the organisation and the slogan).

For the research two charitable organisations were elected: “World Wildlife Fund (WWF)” advertising in the Netherlands (Figure 2) (World Wildlife Fund, n.d.) and in Hungary (Figure 3) (World Wildlife Fund, n.d.) and “SOS Kinderdorpen” advertising in the Netherlands (Figure 4) (SOS Kinderdorpen, n.d.) and for Hungary the charity is called: “SOS Gyermekfalu” (Figure 5) (SOS Gyermekfalu, n.d.). These organisations were found appropriate because both companies fitted the definition of a charity which consisted of four major parts; the progress of welfare trust to alleviate poverty, increasing and promoting education, promotion of religion and belief systems and developing initiatives that are advantageous to society (Shaikh & McLarney, 2005). For both organisations, it was possible to find the same logo with no verbal anchoring, incomplete verbal anchoring and complete verbal anchoring. Also, these 2 charities suited the profile because the two companies have ads in both the Netherlands and Hungary.



Figure 2: Different WWF logos in Dutch ads



Figure 3: Different WWF logos in



Figure 4: Different logos of 'SOS Kinderdorp' in Dutch ads



Figure 5: Different logos of 'SOS Gyermekfaló' in Hungarian ads

Subjects

The participants in this study were students from The Netherlands and Hungary. In this study, 195 students participated in total from which 65 were Hungarian and 130 were Dutch. These specific countries were chosen to compare because based on Hofstede (2001), there are relatively large cultural variances between them regarding the dimension of uncertainty avoidance. In the sample, students were chosen as subjects because previous research found that this group has a high potential for future donations (Knowles, Hyde & White, 2012). Besides that, young people only tend to donate to charities to which they can relate. Therefore, according to Knowles et al. (2012), It might help to emphasize the personal connection of potential donors and recipients as a way of promoting a sense of moral obligation to donate.

The participants' level of education differed from high school students to one's having a master's degree. Most participants 42.6%, were doing a bachelor's degree or did already finish it. The age of the students who participated in the sample varied between 15 and 64 years old with an average age of 22.29 and a standard deviation of 4.69. The standard deviation was relatively high because one 64-year-old filled in the questionnaire. Furthermore, 56.8% of the subjects were women and 43.1% were male. The researchers of this study used a convenience snowball sampling method because data was gathered by using their own social networks. The aim was to get highly similar groups regarding number, educational level, age and gender.

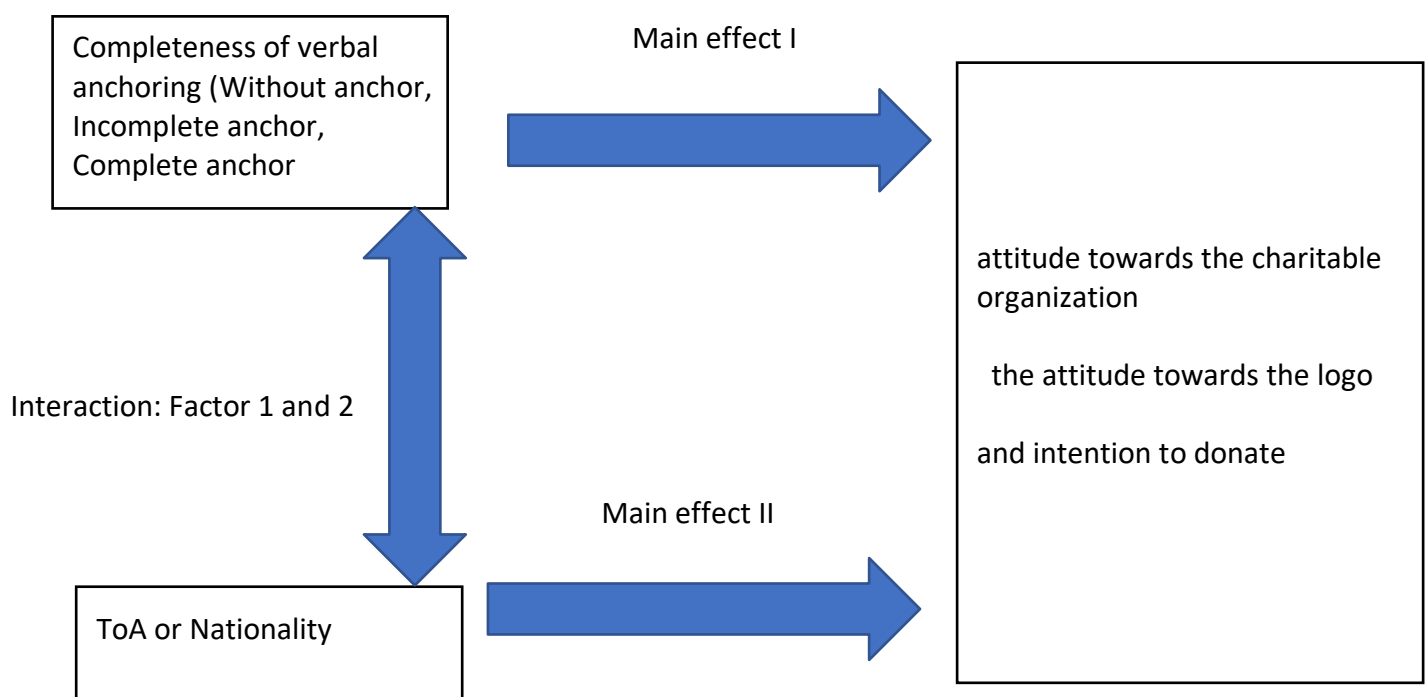
The educational level ($\chi^2 (8) = 2.86, p = .942$), age ($F (2,192) = 1.68, p = .188$) and gender ($\chi^2 (2) = 5.44, p = .066$) were all equally distributed across verbal conditions. Between the Hungarian and the Dutch sample, age was also distributed equally ($t (170.96) = .43, p = .669$). However, for educational level ($\chi^2 (4) = 71.32, p < .001$) and gender ($\chi^2 (1) = 4.61, p = .032$), there was a significant difference between the two groups,

Furthermore, the Dutch participants were relatively higher educated than the Hungarian participants. Besides that, the Hungarian participants were relatively older than the Dutch participants. For gender, there were more female than male participants in the Dutch sample. In the Hungarian sample, there were more male participants than female participants.

Design

For this study a 3x2 between-subjects design was used (Without verbal anchoring/incomplete verbal anchoring/complete anchoring x Dutch/Hungarian). This experiment divided the completeness of verbal anchoring (without verbal anchoring vs. incomplete verbal anchoring vs. complete verbal anchoring) and nationality (Dutch vs. Hungarian) to investigate the interaction effects between the various factors influencing the attitudes towards the charities and their logos and the intentions to donate to those charities.

Model



Instruments

In this study, three dependent variables were measured; the attitude towards the charity, the attitude towards the logo and the intention to donate. To measure these variables, the respondents had to fill in a questionnaire with mostly closed questions. The participants were randomly exposed to both logos with either just the logo itself (so without verbal anchoring), the logo with the company name or the logo with the company name and the slogan. The questionnaire included closed questions to measure the dependent variables and the tolerance of ambiguity. These items were measured on a seven-point Likert scale. Besides that, a yes/no question was included about the familiarity towards the logo. Lastly, there were also 4 demographical question about gender, age, nationality and education level.

The questionnaires were translated from English to Dutch and Hungarian by the researchers from this study. This was possible because three of the researchers of this study are university communication students from the Netherlands and two of the researchers of this study are university communication students from Hungary

To determine the attitude towards the charity, four questions about people's valuation of the company were questioned. The questions that were asked, were based on (Vermeulen & Beukeboom, 2016) found in Bruner II (2019, p.46) anchored by the degree of agreement ('I strongly disagree – I strongly agree') on a seven-point Likert scale, with the following items: 'not successful' – 'successful', 'not prestigious' – 'prestigious', 'not respected' – 'respected', 'not admired' – 'admired'. The reliability of the 'attitude towards the charity' comprising 4 items was acceptable. All Cronbach's alphas were higher than $\alpha = .81$.

To measure the variable 'attitude towards the logo' three questions were asked on the basis of (Xie & Keh, 2016) found in Bruner II (2019, p.53). This was measured with the following items: 'bad' – 'good', 'negative' – 'positive', 'worthless' – 'valuable', and anchored by the degree of agreement ('I strongly disagree – I strongly agree') on a seven-point Likert scale. The reliability of the 'attitude towards the logo' comprising 3 items was acceptable. All Cronbach's alphas were higher than $\alpha = .81$.

The intention to donate was measured following the scale question from (Zúñiga, 2016) in Bruner II (2019, p. 515). For answering three questions about the likeliness, probability and consideration of the respondents to donate to the charity, the following items were used: 'not very likely' – 'likely', 'improbable' – 'probable', 'would not consider' – 'would consider'. Again, these items were anchored by the degree of agreement ('I strongly disagree – I strongly agree') on a seven-point Likert scale. The reliability of the 'donation intention' comprising 3 items was also acceptable. All Cronbach's alphas were higher than $\alpha = .75$

There was a second independent context variable which was culture. This variable was

operationalised as the construct of tolerance of ambiguity, a proxy of the cultural dimension of Hofstede's uncertainty avoidance. This was to see whether possible effects of this research could have been explained by differences in the level of uncertainty, the questionnaire also added 13 questions about the participants' tolerance to ambiguity based on Arquero & McLain (2010). The questions were also be rated on a seven-point Likert scale showing the degree of agreement ('strongly disagree' – 'strongly agree'). The Tolerance of Ambiguity was measured using the multiple stimulus types ambiguity tolerance scale-II (MSTAT-II), which is: "a 13-item scale measure with high reliability and validity based on a definition of ambiguity tolerance as an orientation, ranging from aversion to attraction, toward stimuli that are complex, unfamiliar, and insoluble" (Arquero & McLain, 2010). In this study, it was expected that cultures which scored high on the MSTAT-II scale were satisfied with an abstract logo (logo without verbal anchoring). Cultures which scored low on the MSTAT-II scale were expected to prefer a logo with more explicit information (logos with verbal anchoring), for example: a logo with a slogan. The reliability of the 'tolerance to ambiguity' was acceptable $\alpha = .83$.

Procedure

The subjects were found through the (online) social networks of the researchers. Through Facebook, WhatsApp and other social media platforms an online questionnaire was shared to invite potential participants to take part in this study. When sending and sharing the questionnaire, the motive and ease for participating was explained to increase the chance of potential participants. The motive to take part was to find out what the most effective way of verbal anchoring is for a charity. By participating in this study, the participants would help charities in the Netherlands and Hungary in creating their most effective way of using verbal anchoring in their logos. The ease of taking part in this study was stated clearly. It was stated that filling in the questionnaire would only take 10 minutes. This was done to lower the threshold to participate. There was no (financial) reward or other incentive for taking part in the study.

The questionnaire was anonymous and was filled in by the respondents on an individual basis. It was an online experiment, created and analysed in Qualtrics. Furthermore, the experiment took place in may 2020. The average respondent time in minutes was $M = 5.89$, $SD = 8.65$. The standard deviation was relatively high due to the fact that the respondent time of one of the participants was 25 hours. Furthermore, the overall procedure was the same for every participant. The only difference was that the 90 people from the Netherlands filled in the questionnaire in Dutch, and the 90 people from Hungary filled in the questionnaire in Hungarian.

Statistical treatment

In this research, multiple statistical tests were used to measure which factors have significant effects on the attitude towards the charity, the attitude towards the logo and the donation intention. First, the demographic data of the participants was analysed by using Chi-square tests (χ^2). Besides that, three two-way ANOVAS were used to measure if the level of verbal anchoring had an influence on the attitude towards the charity, the attitude towards the logo and the donation intention.

Results

The objective of this study was to measure the effects of the completeness of verbal anchoring in logos and the tolerance of ambiguity on consumer response. The consumer response was measured by three variables: (1) Attitude towards the logo (2) Attitude towards the charity and (3) Donation intention. There was made use of Dutch and Hungarian samples to be able to make cross-cultural comparisons.

Table 1 shows how the samples rated the attitude towards the charity, the attitude towards the logo and the donation intention to the degree of verbal anchoring.

Attitude towards the charity

A two-analysis of variance for attitude towards the charity with nationality and degree of verbal anchoring as factors showed a significant main effect of nationality ($F(1,189) = 25.65, p < .001$). The Hungarian participants ($M=5.94, SD=.91$) had a more positive attitude towards the charity than the Dutch participants ($M=5.23, SD=.90$). Besides that, the completeness of verbal anchoring ($F(2,189) < 1$) and the interaction effect between nationality and the degree of verbal anchoring ($F(2,189) = 1.29, p = .278$) showed no significant effect on the attitude towards the charity.

Attitude towards the logo

A two-way analysis of variance for attitude towards the logo with nationality and degree of verbal anchoring as factors showed a significant main effect of nationality ($F(1,189) = 7.60, p = .006$). The Hungarian participants ($M=5.59, SD=1.04$) had a more positive attitude towards the logos than the Dutch participants ($M=5.14, SD=1.07$). Furthermore, the degree of verbal anchoring showed no significant effect on attitude towards the logo ($F(2,189) < 1$). The interaction effect between nationality and degree of verbal anchoring for the attitude towards the logo was also not significant ($F(2,189) < 1$).

Donation intention

A two-way analysis of variance for attitude towards the charity with nationality and degree of verbal anchoring as factors showed no significant main effect for nationality ($F(1,189) = 1.42, p = .235$), the degree of verbal anchoring ($F(2,189) p < 1$) and the interaction effect ($F(2,189) p < 1$). This means that the levels of the completeness of verbal anchoring did not result in any differences for the donation intention for both Dutch and Hungarian participants.

Table 1. Means and standard deviations (between brackets) for the completeness of verbal anchoring and nationality on the consumer response (1=very negative attitude, 7=very positive attitude)

Nationality	attitude towards charity <i>M (SD)</i>	attitude towards logo <i>M (SD)</i>	Donation intention <i>M (SD)</i>
Dutch			
Without VA	5.24(.98)	5.28(1.22)	4.45(1.25)
Only brand name	5.29(.83)	5.09(1.04)	4.39(1.26)
Complete VA	5.16(.87)	5.05(.93)	4.17(1.06)
Total	5.23(.90)	5.14(1.07)	4.33(1.19)
Hungarian			
Without VA	5.72(.72)	5.60(1.03)	4.46(1.22)
Only brand name	5.91(1.09)	5.60(1.17)	4.82(1.28)
Complete VA	6.16(.80)	5.57(.95)	4.40(1.41)
Total	5.94(.91)	5.59(1.04)	4.57(1.30)

Familiarity with the logo

A control check showed that for both the Dutch and Hungarian participants, the majority, 164 participants (84.1%) was not familiar with the SOS logo while a minority, 31 participants (15.9%), was familiar with the logo. For the WWF logo, a majority of the participants 187 (95.9%) was familiar with the logo and a minority of the participants 8 (4.1%) was not familiar with the logo.

For the Dutch participants, a majority of the participants 115 (88.5%) was not familiar with the SOS logo and a minority of the participants 15 (11.5%) did recognize the logo of SOS. For the Hungarian participants also, a majority of the participants 49 (75.4%) was not familiar with the SOS logo and a minority of the participants 16 (24.6%) was familiar with the SOS logo.

As for the WWF logo, a majority of the Dutch participants 129 (99.2%) did recognize the logo and a minority 1 (.8%) did not. For the Hungarian participants also, a majority of the participants 58 (89.2%) was familiar the logo and a minority 7 (10.8%) was not.

To check whether there were significant differences between nationality and familiarity with the logo two Chi-square tests were run. A Chi-square showed a significant relation between nationality and familiarity towards the SOS logo (χ^2 (1) =5.54, p =.019).

Furthermore, a Chi-square showed a significant relation between nationality and familiarity towards the WWF logo (χ^2 (1) =11.01, p =.001).

These significant results mean that the experiment could be biased by recognition at two levels. Firstly, one logo has been more recognized (WWF) than the other logo (SOS) by all participants. Secondly, there is a significant relation between nationality and familiarity towards both the WWF and the SOS logo.

Conclusion/Discussion

The aims of this research were to measure the effects of the degree of verbal anchoring and the tolerance of ambiguity on the consumer response in the Netherlands and Hungary regarding charity logos. The results of this study showed that the levels of the completeness of verbal anchoring did not result in any differences for the donation intention for both the Dutch and the Hungarian participants. Furthermore, the findings of this study showed no significant relation of the completeness of verbal anchoring and culture on the consumer response. However, there was a significant relation between nationality and consumer response. For both the attitude towards the charity and the attitude towards the logo, the results showed a significant effect for nationality. The Hungarian sample had a more positive attitude towards the charity and the logo than the Dutch sample. Another factor which was measured, was the familiarity towards the logo. Findings indicated that the logo of WWF was more familiar to the participants than the logo of SOS Children's villages. Almost everyone could recognize the logo of the WWF, whereas a majority of all participants did not recognize the logo of SOS Children's villages. Also, a significant relation was found between nationality and familiarity of both the WWF and the SOS logo. For the effect of the tolerance of ambiguity on the consumer response, no significant results were found.

The results showed that there was no influence of the degree of verbal anchoring on the attitude towards the charity and the logo. However, the Hungarian participants had a more positive attitude towards both the charity and the logo than the Dutch participants when there was no room for ambiguous interpretation. Therefore, it can be concluded that the Hungarian sample had a more positive attitude towards the charity and the logo when the logo contained verbal anchoring, which was in line with the expectations. However, this cannot be explained by the tolerance of ambiguity while these results were not significant. Possible explanations could be found in the other cultural dimensions of Hofstede's work, for example: within the differences in masculinity or indulgence, which show the largest differences between Hungary and the Netherlands (Hofstede insights, n.d.). Future research could investigate if the results found in this study can be explained by differences in one of the other cultural dimensions of Hofstede. Despite the fact that it is not completely clear what lead to the differences between the Hungarian and the Dutch sample, the results are in line with previous research which found that culture can affect the processing and perception of logos (Pittard, Ewing & Jevons, 2007; Jun, Cho & Kwon, 2008).

Regarding the influence of verbal anchoring on the intention to donate, no relation was found because the completeness of verbal anchoring did not have any effects on the donation intention for both the Dutch and the Hungarian participants. This is not in line with previous studies which indicate that donating relates to a certain level of uncertainty (Avdeyeva et al., 2006). Because Hungary and the

Netherlands differed in their level of tolerance of ambiguity, it was expected that one of both countries had a higher donation intention. However, there was no significant relation of tolerance of ambiguity on consumer response in this study. This could be a possible explanation for the fact that there was no relation found between the completeness of verbal anchoring and the donation intention.

When testing the main variables in this study, no evidence was found that verbal anchoring can help to increase a more positive attitude towards the charity, the logo and/or the donation intention. This is not in line with earlier research about the influence of verbal anchoring. Previous studies showed that verbal anchoring can increase the comprehension and the likeability of the ad and create a more positive attitude towards the company (Philips, 2000; Bergvist et al., 2012; Knowles et al., 2012; Kohli et al., 2013). For example, Philips (2000) showed that ads with verbal anchoring, are more easily remembered and have a higher preference than ads without verbal anchoring.

A possible explanation for the results of this study can be that there is no positive relation between verbal anchoring and consumer response. However, it is more likely that the conditions might have been too similar and therefore, the results did not differ much. It could have been that the name and the slogans of the companies were not the right carriers of the brand identity in this experiment. Furthermore, charitable organizations were used in this study which also could have been a possible explanation for the results of this research. For example, the research of Bergvist et al. (2012) focused only on advertisements of profit organizations and did show a significant relation between verbal anchoring and a positive attitude towards the ad.

To find out whether there were differences in recognizability of the logos, the familiarity towards the logos between the Hungarian and the Dutch sample was also tested. The findings showed that the WWF logo was more familiar to the participants than the logo of SOS Children's villages. Among the Dutch sample almost everyone recognized the logo of WWF and in the Hungarian sample a majority was also familiar with the logo. This could be explained by the media attention which is given to both charities and the size of the company. The media weight addresses advertising efforts of a brand (Corder, 1986; MacInnis, Rao & Weiss, 2002). Keiser (1975), showed that there was a positive relation between brand awareness and slogan awareness, and both were highly correlated to high media-exposure. Also, a more recent study found that recall was enhanced when the media weight was increased in advertisements (Appleton-Knapp, Bjork & Wickens, 2005).

Furthermore, the results of this research showed that there were no differences between Dutch and Hungarian participants regarding the tolerance of ambiguity. In line with the tolerance of ambiguity levels based on Hofstede (n.d.), the expectation was that Hungarian people would prefer a more extensive logo with verbal anchoring, whereas Dutch people were more likely to prefer an abstract logo (logo

without verbal anchoring or a logo with incomplete verbal anchoring). The results of this study could possibly be explained by the fact that culture is a constantly changing process and can change over time (Lui, Volçiç and Gallois, 2015).

The findings of this research are limited since only two charities were used in the experiment. Besides that, the samples were not distributed equally for the number of participants, gender and educational level. Future research could therefore look for a more equally distributed sample and search for more charities which can be induced in the experiment. Another limitation is that this study only focused on one cultural dimension. Future research could focus on other dimensions as well. For example, the cultural dimension masculinity of Hofstede could be interesting to study while there is a significant difference between Hungary and the Netherlands (Hofstede, n.d.). Furthermore, it might be interesting to look at the amounts of donation money to charities of the Netherlands and Hungary in further investigation. Then it might be possible to get a better overview of the differences between the two cultures regarding the intention to donate.

In conclusion, not much research was done about logos and verbal anchoring in the non-profit sector, despite the importance of logos and positioning in the modern society. Although the generalizability of this study is somewhat limited because the samples were not equally distributed, this study makes an important contribution to the research of the importance of verbal anchoring on logos by showing the correlations between the completeness of verbal anchoring and consumer response in a cross-cultural sample.

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