

Bachelor Thesis

A cross-cultural study examining the effects of the degree of verbal anchoring and tolerance of ambiguity on the recognition of core values in logos and the attitude towards logos.

Een cross-cultureel onderzoek dat het effect van mate van verbale verankering en tolerantie van ambiguïteit meet op de herkenning van kernwaarden en attitude ten opzichte van logos.

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Research Institution: Taal en Maatschappij

Research School: CLS

Number of Words: 7205

Abstract

Logos are seen as essential tools in communicating the corporate identity (Van Riel, 2001; Hynes, 2008). The current cross-cultural study examined the effects of the degree of verbal anchoring and tolerance of ambiguity on the recognition of core values in logos and the attitudes towards the logos. A 3x2 between-subjects design was used to examine the differences between Belgian and Dutch students in terms of their logo response after being exposed to a certain degree of verbal anchoring. Three degrees of verbal anchoring were created: a version with only the logo (no verbal anchoring), a version with the logo and a headline (a moderate amount of verbal anchoring) and a version with the logo, a headline and a slogan (a complete amount of verbal anchoring). Results indicated that the participants did not often come up with the core values in an open ended question. However, after asking the participants if the core values fitted the logo, participants with the complete amount of verbal anchoring found most core values more suitable than participants with no or a moderate amount of verbal anchoring. In addition, the Belgians were found to have a better attitude towards the logos than the Dutch.

Introduction

In today's world, where an average person gets to see approximately 360 advertisements and brands per day (Media Dynamics Inc., 2014), companies are being challenged to distinguish themselves from others and reach out to their target audience. Companies therefore aim to establish a desired brand image in the minds of the consumers (The American Marketing Association, 2017). The importance of maintaining a brand image is that it can lead to long-term successes (Park, Jaworski & MacInnis, 1986) and has a positive impact on the financial performance of a company (Park, Eisingerich, Pol & Park, 2013). In order to establish this brand image, companies try to convey their corporate identity: the personality of the brand, consisting of the brand's core values (Birkigt & Stadler, 1986).

All expressions and communication channels of the company that reinforce the company's personality are part of the corporate identity mix (CIM). The CIM states that a company's identity can only be conveyed successfully when the company corresponds its behaviour, its communication methods and its symbols to one another (Birkigt & Stadler, 1986). However, adjusting these three aspects to one another in the desired way can be difficult in practice. For example, regarding the behavioural part, it is possible that stakeholders perceive the company's identity differently (than the company aimed to convey), when they are exposed to undesirable behaviour of the company's staff. Likewise, the communication methods part can fail to convey the corporate identity when stakeholders experience unexpected ways of communication. Therefore, conveying messages through the 'symbols' component of the CIM is seen as more concrete (Van den Bosch, de Jong & Elving, 2005). The use of symbols can also be linked to the corporate visual identity (CVI). This visual identity consists of the company's logo, the fonts and the slogan. Especially the logo is seen as an essential tool in communicating desired business messages (Van Riel, 2001; Hynes, 2008). Therefore, the current study focuses on the use of logos as communication tools by companies that aspire to successfully convey their brand's identity.

Logos and core values

Logos can be graphic designs, such as illustrations, or can solely depict a company's name. A combination of these two is also possible. As mentioned earlier, a main function of a logo is to convey the company's identity (Riel, 1996). Companies also invest large amounts of money in the design of their brand's logo to, become recognisable for their stakeholders (Van Hooft, Wiskerke & Brink, 2007) and enhance the brand's reputation (Henderson & Cote,

1998). So, as a result, companies become better able to distinguish themselves from others and therefore benefit from the fact that their stakeholders recognise their logo and attach it to the company (Henderson & Cote, 1998). According to Dubberly (1995), this can fail when the logo's design is complex, unattractive or does not evoke feelings at all.

Previous research has also shown that logos are able to depict values that evoke certain attitudes (Danesi, 2006). Park, Eisingerich, Pol and Park (2013), moreover, assumed that logos are capable of conveying the company's core values, since they represent the brand. This means that consumers should be able to recognise core values such as 'sustainability' or 'innovation', from only looking at the logo. The study of Van Hooft, Wiskerke and Brink (2007), however, showed that consumers did not recognise the company's core values incorporated in the logos. The participants in their study mentioned values related to the products of the company instead of the core values of the company. This showed that recognising core values in logos is not self-evident in all cases, while it is essential for conveying the corporate identity. Furthermore, Van Riel and Van den Ban (2001) examined the associations that were made to well-known and unknown logos. It was found that the associations to the well-known logos were more concrete, but it was questionable whether these associations were caused by the logo or the participants' experiences with the brand. So, associations of a brand can influence the associations to the brand's logo, but further research should examine whether logos alone can provoke associations, without knowing the brand.

Logos: visual complexity and verbal anchoring

Some logos include a verbal element, such as a slogan or a headline. Barthes (1977) indicates that verbal elements can be used to successfully anchor the meaning of implicit messages, thus help people to comprehend messages correctly. These elements are therefore called verbal anchors. In other words, verbal anchors can have a positive effect on the comprehension of images, since they provide an explicit link with the desired meaning of the image and make interpretation of the message easier (Alba and Hutchinson, 1987; Bergkvist, Eiderbäck & Palombo, 2012). Kohli, Leuthesser and Suri (2007) argue that slogans support the brand identity and are more precise in conveying the business messages than logos by themselves. They found that slogans were more capable of communicating the company's features than logos, such as its core values. With respect to headlines, Bergkvist et al. (2012) found that adding an explicit headline to an ad enhanced the comprehension of the ad and evoked positive feelings towards the brand. Designing a message in such a way that it is easy

to comprehend increases the likelihood that it is comprehended correctly (Kardes, 1993). The required amount of effort and time that a consumer needs to invest in the visual puzzle can be demotivating or lead to less relevant interpretations.

In sum, verbal anchors can serve as comprehension tools, which are essential since comprehension improves the stakeholders' attitudes towards the advertisement (McQuarrie & Mick, 1992; Philips, 2000). Deciphering verbal messages correctly is also found to be beneficial for the relation between the receiver and the message, which therefore can reinforce a positive attitude towards the message (Booth, 1961). In addition, not only can having a positive attitude towards a brand (as a result of past experiences) can lead to a positive attitude towards the logo, as logos represent the brand (Keller, 1993; Van Riel & Van den Ban, 2001). Similarly, there is a positive relationship between the attitude towards the brand names or images of well-known brands and the attitudes towards the brand (Henderson & Cote, 1998; Rossiter and Bellman, 2005). This is called the mere-exposure effect. Consumers who are frequently exposed to a brand and have experience with it, tend to process the brand's ad faster. The question is what happens when people are exposed to logos of unknown brands. Can they have a positive attitude towards the logo, without knowing the brand? It is of importance to look from this perspective for companies, as it enables them to see whether their logo can serve as a communication tool on its own or to what extent verbal anchoring is required to reinforce this.

Degree of verbal anchoring

Philips (2000) found that an increase of the degree of verbal anchoring has a positive effect on the comprehension of an advertisement. The results of the study showed that adding a moderate headline (that gave a clue of the message), enhanced the comprehension of a complex image and the attitude towards it. However, adding a headline that explicitly explained the image's message, decreased the attitude towards the image while the comprehension increased. So, it was concluded that the level of verbal anchoring can have a negative impact on the consumer's attitude towards the image, when it explicitly explains the image's message and therefore reduces the enjoyment of interpreting. A limitation of the study, however, is the lack of generalizability. All participants were students from one university and therefore formed a homogenous subject group. This should be taken into account before generalizing the findings to the whole population. Scott (1994), for example, argued that ads with visual metaphors could be interpreted correctly by consumers without the

use of verbal anchors. In this case, consumers are expected to have the capacity to solve these complex images and recognise the associations without any verbal aid.

In other words, complex images in advertisements which require cognitive effort from the consumer, can lead to positive evaluations when the consumer enjoys to solve them (McQuarrie & Mick, 1992). When this is the case, verbal anchors become irrelevant, as they mention the desired meaning already and do not leave anything to the imagination. When people do not enjoy to solve visual metaphors, it becomes essential to add verbal anchors. Following this, it can be stated that the same results can be expected for logos. Visual metaphors are comparable to logos as they both represent a particular brand and suggest its associations. McQuarrie & Mick (1992) found that the pleasure of solving these complex and ambiguous visual puzzles was linked to the degree of Tolerance of Ambiguity (ToA). They used the definition by Budner (1962), who described Tolerance of Ambiguity as the “the tendency to perceive ambiguous situations as desirable” (p. 29).

Tolerance of Ambiguity

Drawing on these previous findings, it can be proposed that people who score high on the Tolerance of Ambiguity scale enjoy solving visual puzzles. Therefore, they would not appreciate explicit verbal anchors that give away the meaning of the advertisements. People who score low on the Tolerance of Ambiguity scale will appreciate the inclusion of verbal anchors in advertisements as they can serve as a comprehension tool. The first group is more likely to decipher and comprehend the message and therefore find it enjoyable (Van Hooft, Van Mulken & Nederstigt, 2013). For the other group, on the other hand, the complex image will be challenging and it will be less likely that they comprehend the message, which results in a negative attitude towards the image. Although some studies indicated that the use of verbal anchors in advertisements could have a positive impact on the comprehension of the ad, the recognition of values and the attitudes of consumers, only a few did include the cultural dimension Tolerance of Ambiguity to elaborate on the different consumer perceptions towards the images. Therefore, the current study will take this cultural aspect into account.

Tolerance of Ambiguity and Hofstede’s (1980) cultural dimension ‘uncertainty avoidance’ have been linked to each other by various studies (Peterson, et al., 1995; Ralston, Gustafson, Cheung & Terpsta, 1993). Hofstede (1980) supported this by saying that he used both terms as synonyms of each other in his work (p.112). He describes uncertainty avoidance as the extent to which people feel comfortable about uncertainties. Someone who scores high

on the uncertainty avoidance scale will prefer familiar situations and avoid uncertainties, whereas someone who scores low will be more likely to have a relaxed attitude towards uncertain situations. In this case, high uncertainty avoidance means that complex ads are avoided by people as they are perceived as difficult to interpret, while people with low uncertainty avoidance enjoy to decipher complex messages and are more likely to interpret them correctly. Concluding from these findings and considering the fact that Hofstede's (1980) findings are only based on a multinational company and therefore can lack generalizability, the current study will use the cultural dimension Tolerance of Ambiguity as a proxy for the dimension uncertainty avoidance (Madzar, 2005).

According to Hofstede (1980), Dutch and Belgian people differ largely with respect to the cultural dimension uncertainty avoidance. Dutch people score 53/100, whereas Belgians score 94/100. This means that Dutch people are less likely to be influenced by uncertain situations, whereas Belgians highly prefer to have certainty in situations. Based on these scores, it can be assumed that Dutch people will score high on the Tolerance of the Ambiguity scale, as they will comprehend and evaluate ambiguous messages more positively. Conversely, Belgians are expected to score low on the Tolerance of Ambiguity scale and are less likely to comprehend and evaluate complex messages. Knowledge of the presence or absence of this cultural preference can be advantageous for companies in terms of adapting their branding technique to the target country (Harvey, 1993; James & Hill, 1991; Shao, Shai & Shao, 1992). The current study will therefore be beneficial for foreign companies who aspire to convey their message globally to different cultures (for example to Belgium and the Netherlands).

In other words, by utilizing the Tolerance of Ambiguity scale (Mclain, 2009), this study aims to identify a cultural influence on the recognition of core values in logos and the attitudes towards logos. No research has yet examined whether culture and the degree of verbal anchoring have an impact on how logos are perceived by the Dutch and Belgians. This research aims to fill this knowledge gap by formulating the main question as:

'To what extent does the degree of verbal anchoring and nationality influence the logo response of the Dutch and Belgians?'

It is expected that people from a high Tolerance of Ambiguity culture (the Netherlands), are likely to enjoy solving logos and therefore prefer to have no verbal anchors. On the contrary, people from low Tolerance of Ambiguity cultures (Belgium) are expected to prefer a higher degree of verbal anchoring to avoid ambiguity in the logo's interpretation.

This study will examine whether being exposed to a certain degree of verbal anchoring in a logo will influence the recognition of the brand's core values and the attitude towards the logo, when the consumer is from either a higher or lower tolerance of ambiguity culture.

The research questions are the following:

RQ1: *To what extent do the Dutch and Belgians differ in terms of Tolerance of Ambiguity?*

RQ2: *To what extent does the degree of verbal anchoring influence the recognition of the brand's core values by the Dutch and Belgians?*

RQ2.1: *To what extent do the brand's core values fit with the recognition of the values in the logo?*

RQ3: *To what extent does the degree of verbal anchoring influence the attitude towards the logo by the Dutch and Belgians?*

Method

Materials

The independent variable that was manipulated in this study, was the degree of verbal anchoring in the logos. First of all, two logos were selected to enhance the generalisability of the study. The criteria for selecting the logos were: 1) they should be existing logos from existing brands, in order to gain ecological validity (Thorson, 1990); 2) The logos should be unknown in the Netherlands and Belgium, to exclude a mere exposure effect (Henderson & Cote, 1998; Rossiter and Bellman, 2005). Namely, consumers who are frequently exposed to a brand and have gained experiences with it, tend to process the brand's ad faster. In this case, less verbal anchoring would be required (Philips, 2000). The same results were expected for the brands' logo, which is why unknown ones were selected; 3) With respect to the logo's design, a logo with abstract figures should be used, as this allows consumers to interpret the logo (Henderson and Cote, 1998). It was also taken into consideration that the logo's design did not deviate too much from other logos to which people are exposed to in daily life, in order to remain the generalisability of the results; 4) the logos should be from brands that had elaborated their core values on their website and incorporated them in their logo through colours and forms. Eventually, following these criteria, the logo of the Vietnam National Administration of Tourism (2011) was selected, alongside the logo of the South African Capitec Bank (n.d.). The core values of the logos were retrieved from their corporate websites. The Vietnam Tourism logo was a flower consisting of different colours that referred to the core values: island, natural/ecological, cultural, adventure, hospitable and development, with a slogan: 'Timeless charm'. The other logo, from the Capitec Bank was an abstract figure that was designed to refer to the core values: simplicity, affordability, accessibility and personal service, with slogan: 'The way to bank'.

The current study made no distinction between the two logos in terms of their forms or colours but solely focused on the effect of adding different degrees of verbal anchoring. So, three versions of each logo were created, varying in their degree of verbal anchoring, in order to investigate the added value of this degree on logo response. The first version was a control condition that only included the logo without any verbal elements. The second version depicted the logo with the brand name, thus including a moderate amount of verbal anchoring (by mentioning the brand name and suggesting its core values). The third version depicted the logo with both the brand name and the slogan, therefore including a complete amount of verbal anchoring (by explicitly referring to the brand's core values). It was particularly

preferred to use an existing slogan which mentioned the brand's core values, thus reinforced the completeness of the verbal anchor. Hence, different levels of completeness in verbal anchoring were created to examine whether they influenced the participants' response to the logos. The two logos with the degrees of verbal anchoring can be found in Appendix A. All verbal anchors appeared in Dutch (translated by mijnwoordenboek.nl), to exclude possible comprehension difficulties for both the Dutch and Belgian groups.

Participants

A total of 298 participants took part in this experiment of whom 256 participants were included in this study as they completed the questionnaire, were a Dutch or Belgian student and were unfamiliar with the logos. Both nationalities were almost equally represented, with 131 Belgian and 125 Dutch students. All Belgian participants were from the University of Antwerp, whereas 112 of the Dutch participants were from the Radboud University and 13 from another university. A Chi-square test showed no significant relation between nationality and logo version ($\chi^2(2) = 1.23, p = .540$). In addition, a Chi-square test showed no significant relation between university and logo version ($\chi^2(4) = 5.00, p = .287$).

The majority of the Belgian participants (100) studied at the Economic Sciences faculty and some at the Design faculty (12), Law faculty (7) and the faculty of Arts (7). Regarding the Dutch participants, the majority studied at the Law faculty (74), the Management faculty (20) and the faculty of Arts (7).

The mean age for all participants was 20.6 years ($N = 254, SD = 1.687$; range 18 – 28). An independent samples *t*-test for age and nationality as factor showed a significant difference between the nationalities ($t(230) = 5.46, p < .001$). The mean age for the Belgian participants was 20.1 years ($N = 129, SD = 1.36$; range 18 – 26) and for the Dutch it was 21.2 years ($N = 125, SD = 1.81$; range 18 – 28). A one-way analysis of variance showed no significant effect of logo version on the age of Belgian participants ($F(2, 126) < 1, p = .431$). Similarly, a one-way analysis of variance showed no significant effect of logo version on the age of Dutch participants ($F(2, 122) < 1, p = .722$). However, after splitting on degree of verbal anchoring, a one-way analysis of variance showed a significant effect of no verbal anchoring on age ($F(1, 78) = 17.01, p < .001$) and of total verbal anchoring on age ($F(1, 82) = 14.53, p < .001$). For the logo version 'no verbal anchoring', the mean age of the Dutch ($M = 21.24, SD = 1.44, N = 37$) was higher than the Belgians ($M = 20.07, SD = 1.10, N = 43$). Similarly, for the logo version 'total verbal anchoring', the mean age of the Dutch ($M = 21.35, SD = 2.13, N = 40$)

was higher than for the Belgians ($M = 19.93$, $SD = 1.19$, $N = 44$).

The majority of the participants was woman (61.2%, $N = 255$). Among Belgian participants, 52.7% was woman ($N = 313$) and 70.2% of the Dutch participants ($N = 124$) was woman. A Chi-square test showed no significant relation between logo version and gender ($\chi^2(2) = 2.51$, $p = .285$). However, after splitting on nationality, it was found that the factor gender was not equally divided among the verbal anchoring versions. A Chi-square test showed a significant relation between the Dutch nationality and logo version ($\chi^2(2) = 12.58$, $p = .002$). Participants who were exposed to no verbal anchoring were relatively more often female participants (78.4%) and relatively less male (21.6%) compared to participants who were exposed to the total verbal anchoring. Similarly, participants who were exposed to a moderate degree of verbal anchoring were also relatively more often female participants (81.3%) and relatively less male (18.8%) compared to participants who were exposed to the total verbal anchoring. The latter included relatively fewer female participants (48.7%) and relatively more male participants (51.3%). The observed percentages can be found in Table 1. A Chi-square test showed no significant relation between Belgian nationality and logo version ($\chi^2(2) = 1.67$, $p = .435$).

The majority of the participants (227, $N = 254$) had finished higher general secondary education, whereas 2 participants had finished a lower vocational education. As for Belgian participants, 123 had finished a higher general secondary education and 2 a higher vocational education. Similarly, 104 ($N = 123$) Dutch participants had finished a higher general secondary education, while 2 participants a finished a lower vocational education. The distribution of the educational levels can be found in Table 1. A Chi-square test showed no significant relation between logo version and nationality ($\chi^2(3) = 6.63$, $p = .085$). Moreover, a Chi-square test showed no significant relation between logo version and education level ($\chi^2(6) = 6.22$, $p = .399$).

From the Chi-squares tests and one way analysis of variance it can be concluded that the groups were not homogenous in terms of age and gender. This could have influenced the results of this study.

Table 1. Frequencies and percentages of the educational levels of the Belgian and Dutch participants.

Nationality		Frequency	Percent
Belgian	Lower vocational education	-	-
	Higher general secondary education	123	93.9
	Higher vocational education	2	1.5
	University	6	4.6
Dutch	Lower vocational education	2	1.6
	Higher general secondary education	104	84.6
	Higher vocational education	5	4.1
	University	12	9.8

Table 2. The observed count and column percentages of the gender distribution among the degrees of verbal anchoring and nationality (Belgian and Dutch)

Nationality	Gender		No verbal anchoring	Moderate verbal anchoring	Total verbal anchoring
Belgian	male	Count	21a	23a	18a
		Percentage	46.7%	54.8%	40.9%
	female	Count	24a	19a	26a
		Percentage	53.3%	45.2%	59.1%
Dutch	male	Count	8a	9a	20b
		Percentage	21.6%	18.8%	51.3%
	female	Count	29a	39a	19b
		Percentage	78.4%	81.3%	48.7%

Research design

A 3 x 2 between-subject design was used in the current study. The three experimental conditions, varying in their completeness of verbal anchoring (logo only; logo with headline; logo with headline and slogan), were placed in separate questionnaires. Each participant was only exposed to one condition of the degree of verbal anchoring. In addition, a distinction was made between Dutch and Belgian participants.

Instrumentation

The first dependent variable in this study was the recognition of the brand's core values. This dependent interval variable was measured in the questionnaire by incorporating three types of questions (based on Van Hooft et al., 2007). Firstly, participants were asked if they recognised the depicted logo, by a nominal scale (yes-no). This served as a control question to ensure that the participants were unfamiliar with the logo, which was aspired in this study. Then, an open ended question was used to record the participants' associations with the logo; to see whether they matched with the core values of the brand. The question was: 'which associations does the logo evoke? Please mention at least 3.' Lastly, participants were given the real core values incorporated in the logo and were asked to rate whether they found that these values fitted with the logo. The questions '*in my opinion the association ... fits with this logo*' was answered using seven-point Likert scales ('completely agree' – 'completely disagree') taken from Das and Van Hooft (2015). The reliability of 'fit Vietnam Tourism logo' comprising six items was bad: $\alpha = .36$ and the reliability of 'fit Capitec Bank logo' comprising four items was bad = $.35$. Therefore, both scales were not taken together in the statistical tests.

The second part of the questionnaire was regarding the second dependent (interval) variable: attitude towards the logo. This part examined the participants' attitudes towards the logo by asking '*to what extent do you think that this logo is: ...*' using five seven-point semantic differential scales (e.g., 'good' – 'bad'), taken from Henderson and Cote (1998). The reliability of 'attitude towards logo' comprising ten items was acceptable: $\alpha = .74$.

The procedure above occurred twice in the questionnaire (once per logo). Each part of the questionnaire was firstly about logo 1 and then about logo 2, continuing to the last part of the questionnaire (that only occurred once). The last part of the questionnaire included questions regarding the independent context variable, culture: Tolerance of Ambiguity. This was used to identify the participants' attitudes towards solving and comprehending complex images (McQuarrie & Mick, 1992). Items measuring tolerance of ambiguity were taken from Mclain (2009) (e.g., '*I try to avoid ambiguous situations*') and included thirteen seven-points Likert scales ('completely agree' – 'completely disagree'). The reliability of 'Tolerance of Ambiguity scale' comprising sixteen items was acceptable: $\alpha = .78$.

Finally, the questionnaire ended with demographic questions about nationality, gender, university, faculty, highest attained educational level and age. The complete questionnaire can be found in Appendix B.

Procedure

The participants were recruited from the lecture halls and university canteens of the University of Antwerp and the Radboud University. More specifically, the lecture Macro Economy was visited on 24 April 2017 at the University of Antwerp and the lectures Multinational Finance (on 4 May 2017) and Ethiek voor Juristen (on 8 May 2017) at the Radboud University. The questionnaires were distributed on paper during the breaks of the lectures by three researchers and participants were asked to fill them in individually. The lower part of the lecture hall was handed out the questionnaire version with no verbal anchoring, the middle part the version with moderate verbal anchoring and the upper part with total verbal anchoring. This systematic approach was chosen to prevent the participants from seeing different degrees of verbal anchoring from each other.

The questionnaires were printed in colour, since the colours of the logos intended to represent the core values. Apart from the degrees of verbal anchoring, all questions in all three questionnaires versions were the same. The researchers introduced the questionnaires by saying that they were about logo associations, while avoiding terms such as ‘core values’, ‘attitudes’ or ‘tolerance of ambiguity’ to prevent biases in responses. Moreover, participants were asked to fill in the questionnaire in the right order and not go back to refill previous questions, as this study aimed to record first impressions. The questionnaires approximately took 10 minutes and afterwards the researchers thanked the participants for their involvement.

Despite the researchers’ requests, a few participants filled in the questionnaires together or looked forward to the next questions, which could have influenced the results.

Statistical tests

An independent sample *t*-test was used to examine whether the Dutch and Belgian participants differed on the tolerance of ambiguity scale. A two-way analysis of variance was used to examine whether the degree of verbal anchoring and Tolerance of Ambiguity had an impact on the recognition of the corporate core values and the attitude towards the logo. In addition, it showed if there was an interaction between the degree of verbal anchoring and tolerance of ambiguity.

Results

Tolerance of Ambiguity

An independent samples t-test showed a significant difference between Dutch and Belgian participants with regard to Tolerance of Ambiguity ($t(254) = 2.32, p = .021$). Belgians ($M = 3.82, SD = 0.78$) were shown to have a higher level of Tolerance of Ambiguity than the Dutch ($M = 3.60, SD = 0.69$). So, since a relationship is found between Tolerance of Ambiguity and nationality, from now on ToA will be referred to as ‘nationality’.

Recognition of the core values in Vietnam Tourism logo

A total of 756 associations were mentioned for the Vietnam Tourism logo, of which 400 were mentioned by the Belgian participants and 365 by the Dutch. The most frequently mentioned associations were ‘Flower’ (84 times), ‘Vietnam’ (39 times) and ‘Nature’ (37 times). Table 3 displays the five most frequently mentioned associations by Belgians per version. In addition, Table 4 shows the most frequent associations mentioned by the Dutch. The core values of the Vietnam Tourism logo: Island, Natural/Ecological, Cultural, Adventure, Hospitable and Development were not often mentioned. The value ‘Natural’ was mentioned once by a Belgian participant in the version with total verbal anchoring and thrice by Dutch participants (twice in no verbal anchoring and once in total verbal anchoring). As for the values ‘Development’ and ‘Ecological’, both were mentioned once by Belgians in the version with no verbal anchoring. Furthermore, some associations were categorized as synonyms of the core values according to the Van Dale (2010). These synonyms were can be found in Table 5.

Table 3. The five most frequently mentioned associations to logo 1 by Belgian participants regarding the degree of verbal anchoring (Version 1 = no verbal anchoring; Version 2 = moderate verbal anchoring; Version 3 = complete verbal anchoring).

Associations by the Belgians					
Version 1	<i>N</i>	Version 2	<i>N</i>	Version 3	<i>N</i>
Flowers	19	Flowers	19	Flowers	12
Nature	15	Vietnam	15	Travelling	12
Colorful	5	Airline	6	Vietnam	6
Culture	3	Colorful	4	Nature	6
Tulip	3	Tourism	4	Asia	6

Table 4. The five most frequently mentioned associations to logo 1 by Dutch participants regarding the degree of verbal anchoring (Version 1 = no verbal anchoring; Version 2 = moderate verbal anchoring; Version 3 = complete verbal anchoring).

Associations by the Dutch					
Version 1	<i>N</i>	Version 2	<i>N</i>	Version 3	<i>N</i>
Flowers	14	Flowers	13	Holiday	15
Colorful	10	Vietnam	13	Flowers	7
Freedom	9	Travelling	12	Cheerful	6
Nature	6	Holiday	11	War	6
Cheerful	5	Colorful	10	Nature	5

Table 5. Frequencies of the synonyms that were mentioned for logo 1 by Belgian and Dutch participants referring to the degree of verbal anchoring (Version 1 = no verbal anchoring; Version 2 = moderate verbal anchoring; Version 3 = complete verbal anchoring).

Synonym	Dutch			Belgian		
	Version 1	Version 2	Version 3	Version 1	Version 2	Version 3
Biological	-	-	1	1	-	-
Bloom	-	1	-	-	-	-
Growth	-	-	-	4	-	-
Progress	-	-	-	-	1	-
Ecology	-	-	-	2	-	-
Environmental-ecological	-	-	-	-	1	-
Cultural event	-	-	-	1	-	-

Logo Capitec Bank

A total of 717 associations were mentioned for the Capitec Bank logo, of which 374 were mentioned by the Belgian participants and 343 by the Dutch. The most frequent associations of the Capitec Bank logo were ‘Banking’ (91 times), ‘Money’ (55 times) and ‘Business’ (35 times). Table 6 shows the four most frequently mentioned associations by the Belgians and Table 7 shows the most frequently mentioned associations by the Dutch. Regarding the core values of this logo ‘Simplicity, Affordability, Accessibility and Personal service’, no values were mentioned in all versions with different verbal anchoring degrees by Belgian and Dutch respondents. However, some synonyms were mentioned by participants for this logo.

‘Simple’ was mentioned seven times among the versions, ‘Plain’ four times and ‘Clear’ trice. Table 8 shows by who the synonyms are mentioned.

Table 6. The four most frequently mentioned associations to logo 2 by Belgian participants regarding the degree of verbal anchoring (Version 1 = no verbal anchoring; Version 2 = moderate verbal anchoring; Version 3 = complete verbal anchoring).

Associations by Belgians					
Version 1	<i>N</i>	Version 2	<i>N</i>	Version 3	<i>N</i>
Pepsi Cola	18	Banking	26	Banking	24
Medicines	6	Financial industry	13	Money	13
Sport brand	6	Money	12	Business	4
International	4	Capital	9	Financial industry	4

Table 7. The four most frequently mentioned associations to logo 2 by Dutch participants regarding the degree of verbal anchoring (Version 1 = no verbal anchoring; Version 2 = moderate verbal anchoring; Version 3 = complete verbal anchoring).

Associations by Dutch					
Version 1	<i>N</i>	Version 2	<i>N</i>	Version 3	<i>N</i>
Sport brand	6	Banking	23	Banking	15
Boring	5	Money	15	Money	15
International	5	Business	15	Business	10
Business	4	Financial industry	8	Financial industry	3

Table 8. Frequencies of the synonyms that were mentioned for logo 1 by Belgian and Dutch participants referring to the degree of verbal anchoring (Version 1 = no verbal anchoring; Version 2 = moderate verbal anchoring; Version 3 = complete verbal anchoring).

Synonym	Dutch			Belgian		
	Version 1	Version 2	Version 3	Version 1	Version 2	Version 3
Simple	4	-	1	-	1	1
Clear	-	1	-	-	1	1
Plain	3	1	-	-	-	-

The fit of the core values with the Vietnam Tourism logo

A two-way analysis of variance was conducted for fit logo 1 with degree of verbal anchoring and nationality as factors. The results can be found in Table 9.

Table 9: Results of the two-way analysis of variance for fit Vietnam Tourism logo with its core values, with factors degree of verbal anchoring (1 = no verbal anchoring; 2 = moderate verbal anchoring; 3 = complete verbal anchoring) and nationality. (M: 1 = not suitable at all – 7 very suitable)

Core Value		<i>N</i>	<i>M (SD)</i>	<i>F(df)</i>	<i>p</i>
'Island'	Version			4.61(2)	.011*
		1	82	2.85 (1.79)	
		2	90	3.41 (1.90)	
		3	84	3.67 (1.76)	
Nationality	Belgian	131	3.45 (1.83)	1.63(1)	.202
	Dutch	125	3.18 (1.86)		
Version*Nationality				< 1 (2)	.566
'Natural/Ecological'					
Version				8.27(2)	< .001*
		1	82	5.67 (1.73)	
		2	90	4.89 (1.56)	
	3	84	4.68 (1.61)		
Nationality	Belgian	131	5.07 (1.82)	< 1 (1)	.828
	Dutch	125	5.07 (1.52)		
Version*Nationality				1.06(2)	.349
'Cultural'					
Version				3.71(2)	.026*
		1	82	4.67 (1.53)	
		2	90	4.21 (1.66)	
	3	84	4.79 (1.43)		
Nationality	Belgian	131	4.38 (1.57)	3.74(1)	.054
	Dutch	125	4.72 (1.54)		
Version*Nationality				< 1 (2)	.669
'Adventure'					
Version				3.89(2)	.022*
		1	82	3.41 (1.51)	
		2	90	3.64 (1.52)	
	3	84	4.07 (1.76)		
Nationality	Belgian	131	3.64 (1.62)	< 1 (1)	.527
	Dutch	125	3.78 (1.62)		
Version*Nationality				1.52 (2)	.222

'Hospitable'				
Version				3.25(2) .040*
	1	82	4.40 (1.45)	
	2	90	4.13 (1.71)	
	3	84	4.75 (1.50)	
Nationality				<1 (1) .709
	Belgian	131	4.47 (1.53)	
	Dutch	125	4.37 (1.62)	
Version*Nationality				<1 (2) .450
'Development'				
Version				2.80(2) .063
	1	82	4.54 (1.74)	
	2	90	4.04 (1.58)	
	3	84	3.90 (1.82)	
Nationality				< 1 (1) .689
	Belgian	131	4.21 (1.73)	
	Dutch	125	4.10 (1.73)	
Version*Nationality				1.03 (2) .360

* $p < .05$

A series of univariate analyses of variance showed a significant main effect of degree of verbal anchoring on the fit of logo 1 with the core value 'Island' ($F(2, 250) = 4.61, p = .011$). The logo with total verbal anchoring ($M = 3.67, SD = 1.76$) was shown to have a better fit with the core value 'Island' than no verbal anchoring ($p = .013$, Bonferroni correction; $M = 2.85, SD = 1.79$).

Similarly, the univariate analyses of variance showed a significant main effect of degree of verbal anchoring on the fit of logo 1 with the core value 'Natural/Ecological' ($F(2, 250) = 8.27, p < .001$). The logo without verbal anchoring ($M = 5.67, SD = 1.73$) was shown to have a better fit with the core value 'Natural/Ecological' than moderate verbal anchoring ($p = .006$, Bonferroni correction; $M = 4.89, SD = 1.55$) and total verbal anchoring ($p < .001$, Bonferroni correction; $M = 4.68, SD = 1.61$).

The univariate analyses of variance also showed a significant main effect of degree of verbal anchoring on the fit of logo 1 with the core value 'Cultural' ($F(2, 250) = 3.71, p = .026$). The logo with total verbal anchoring ($M = 4.79, SD = 1.43$) was shown to have a better fit with the core value 'Cultural' than moderate verbal anchoring ($p = .044$, Bonferroni correction; $M = 4.21, SD = 1.66$).

In addition, the univariate analyses of variance showed a significant main effect of degree of verbal anchoring on the fit of logo 1 with the core value 'Adventure' ($F(2, 250) =$

3.89, $p = .022$). The logo with total verbal anchoring ($M = 4.07$, $SD = 1.76$) was shown to have a better fit with the core value ‘Adventure’ than no verbal anchoring ($p = .026$, Bonferroni correction; $M = 3.41$, $SD = 1.51$).

The univariate analyses of variance also showed a significant main effect of degree of verbal anchoring on the fit of logo 1 with the core value ‘Hospitable’ ($F(2, 250) = 3.25$, $p = .040$). The logo with total verbal anchoring ($M = 4.75$, $SD = 1.50$) was shown to have a better fit with the core value ‘Hospitable’ than moderate verbal anchoring ($p = .030$, Bonferroni correction; $M = 4.13$, $SD = 1.71$).

Nationality was not found to have a significant main effect on fit logo 1 (all $p > .053$). The interaction effect between logo version and nationality was not statistically significant (all $p > .221$).

The fit of the core values with the Capitec Bank logo

A Levene’s test of equality of Error Variances showed a significant effect on the core values ‘Simplicity’ ($F(5,250) = 5.03$, $p < .001$) and on ‘Affordability’ ($F(5, 250) = 2.58$, $p = .027$). So, the p -value for significant results was for these core values adjusted to $p < .010$.

A two-way analysis of variance was conducted for fit logo 2 with degree of verbal anchoring and nationality as factors. The results can be found in Table 10.

Table 10: Results of the two-way analysis of variance for fit Capitec Bank logo with its core values, with factors degree of verbal anchoring (1 = no verbal anchoring; 2 = moderate verbal anchoring; 3 = complete verbal anchoring) and nationality. (M: 1 = not suitable at all – 7 very suitable)

Core value		<i>N</i>	<i>M(SD)</i>	<i>F(df)</i>	<i>p</i>
‘Simplicity’	Version			6.35(2)	.002*
		1	82	5.48 (1.42)	
		2	90	4.76 (1.81)	
		3	84	4.67 (1.84)	
Nationality				3.50(1)	.063
		Belgian	131	4.79 (1.71)	
		Dutch	125	5.14 (1.76)	
Version*Nationality				1.71 (2)	.184
‘Affordability’	Version			< 1 (2)	0.63

	1	82	3.72 (1.83)		
	2	90	3.70 (1.49)		
	3	84	3.67 (1.47)		
Nationality				< 1 (1)	.689
	Belgian	131	3.60 (1.48)		
	Dutch	125	3.80 (1.70)		
Version*Nationality				1.05 (2)	.360
<hr/>					
‘Accessibility’					
Version				<1 (2)	.743
	1	82	3.78(1.54)		
	2	90	3.58(1.54)		
	3	84	3.73(1.56)		
Nationality				3.55(1)	.061
	Belgian	131	3.87(1.44)		
	Dutch	125	3.50(1.63)		
Version*Nationality				< 1 (2)	.542
<hr/>					
‘Personal service’					
Version				2.51(2)	.083
	1	82	2.90(1.63)		
	2	90	3.38(1.67)		
	3	84	3.36(1.68)		
Nationality				2.19(1)	.140
	Belgian	131	3.36(1.57)		
	Dutch	125	3.07(1.76)		
Version*Nationality				<1 (2)	.412

* $p < .01$

A series of univariate analyses of variance showed a significant main effect of degree of verbal anchoring on the fit of logo 2 with the core value ‘Simplicity’ ($F(2, 250) = 6.35, p = .002$). The logo without verbal anchoring ($M = 5.48, SD = 1.42$) was shown to have a better fit with the core value ‘Simplicity’ than moderate verbal anchoring ($p = .017$, Bonferroni correction; $M = 4.76, SD = 1.81$) and total verbal anchoring ($p < .007$, Bonferroni correction; $M = 4.67, SD = 1.84$).

Nationality was not found to have a significant main effect on the fit of the Capitec Bank logo (all $p > .060$). The interaction effect between degree of verbal anchoring and nationality was not statistically significant (all $p > .183$).

Attitude towards the logos

A two-way analysis of variance with degree of verbal anchoring and nationality as factors showed a significant main effect of nationality on attitude towards the logo ($F(1, 250) = 16.06, p < .001$). Table 11 shows the results of this analysis.

Table 11: Results of two-way analysis of variance for attitudes towards logos with factors degree of verbal anchoring (1 = no verbal anchoring; 2 = moderate verbal anchoring; 3 = complete verbal anchoring) and nationality. (M: 1 = not suitable at all – 7 very suitable)

Core value		<i>N</i>	<i>M(SD)</i>	<i>F(df)</i>	<i>p</i>
Version				2.54(2)	.081
	1	82	3.96 (0.75)		
	2	90	3.80 (0.77)		
	3	84	3.68 (0.80)		
Nationality				16.06(1)	< .001*
	Belgian	131	4.00 (0.76)		
	Dutch	125	3.62 (0.76)		
Version*Nationality				2.25(2)	.108

* $p < .05$

Belgians ($M = 4.00, SD = 0.76$) were shown to have a better attitude than Dutch people ($M = 3.62, SD = 0.76$). Degree of verbal anchoring was not found to have a significant main effect on attitude towards the logo ($F(2,250) = 2.54, p = .081$). The interaction effect between nationality and degree of verbal anchoring was not statistically significant ($F(2, 250) = 2.25, p = .108$).

Conclusion/Discussion

The purpose of this study was to examine whether the Dutch and Belgians differed in recognising the core values of the logos and their attitudes towards a logo. To investigate this, nationality and degree of verbal anchoring (and the interaction between the two) were taken into account.

To what extent do the Dutch and Belgians differ in terms of Tolerance of Ambiguity?

It was found that Belgians scored higher on the Tolerance of Ambiguity scale than the Dutch. This contradicts previous research where Belgians had a high score on the uncertainty avoidance scale (Hofstede, 1980) and therefore would be expected to score lower on the ToA scale than the Dutch, since that is seen as a proxy of uncertainty avoidance (Madzar, 2005). Since these findings contradict Hofstede's study (1980), it is arguable whether Hofstede's findings are too old, not representative for the whole population (since it was held in one company) or only generalizable to other parts of Belgium (since it was held in Wallonia). As a matter of fact, this study only measured logo response in Antwerp, in the Northern part of Belgium called Flanders. The differences could therefore be caused by a difference between Belgians in Flanders and Wallonia (South Belgium) on this cultural scale. Further research on this topic is therefore needed.

To what extent does the degree of verbal anchoring influence the recognition of the brand's core values by the Dutch and Belgians?

From the open-ended question regarding associations, it was concluded that the participants did not often assign the core values to the logo. So, despite the different degrees of verbal anchoring and nationality differences, few core values were mentioned. More often, associations regarding the company were mentioned, such as 'holiday' and 'travelling' for the Vietnam logo and 'banking' for logo the Capitec bank logo. This is in line with earlier research of Van Hooft, Wiskerke and Brink (2007). However, it contradicts theoretical insights that adding a verbal anchor to a complex image would increase the comprehension of the image since verbal anchors make interpretation easier (Alba & Hutchinson, 1987; Bergkvist, Eiderbäck & Palombo, 2012). Also, the degree of verbal anchoring did not have an impact on this, while the headline and slogan were expected to convey the business features more easily (Bergkvist et al. 2012; Kohli et al., 2007). A possible explanation could be that in the current study the participants were unfamiliar with the logos and interpreted the corporate identity in terms of associations about the company, instead of its core values.

To what extent do the brand's core values fit with the recognition of the values in the logo?

The question regarding to what extent core values were perceived as suitable to the logos, it was found that the degree of verbal anchoring had an effect on five of the core values of the Vietnam Tourism logo. In general, total verbal anchoring was found to have a better fit with the core value than the moderate and no verbal anchor. So, it can be concluded that a higher degree of verbal anchoring can enhance the comprehension of the logo. This finding corresponds with previous theoretical insights referring to a higher degree of verbal anchoring as a comprehension tool which would enhance the recognition of core values (Philips, 2000). However, the core values 'Natural/Ecological' of the Vietnam logo and 'Simplicity' of the Capitec logo have shown that no verbal anchors could also enhance the fit of the core values with the logo, compared to moderate and total verbal anchoring. It can be suggested that these core values did not suit the company according to the participants, since these values are not considered more suitable with a higher degree of verbal anchoring. Furthermore, nationality was not found to have an effect on the fit of the core values, nor did the interaction between degree of verbal anchoring and nationality. This is against the expectations, since Tolerance of Ambiguity was expected to impact the comprehension of logo (Van Hooft, Van Mulken & Nederstigt, 2013)

To what extent does the degree of verbal anchoring influence the attitude towards the logo by the Dutch and Belgians?

Nationality was found to have an impact on the attitude towards both logos. Belgians had a better attitude than the Dutch towards the logo. According to the scale, the scores indicate that Belgians have a more neutral attitude towards both logos than the Dutch, who tend to perceive it more negatively. The degree of verbal anchoring, however, did not have an effect on this. Similarly, no interaction was found between nationality and degree of verbal anchoring. These results partly contradict previous expectations as it was expected that the degree of verbal anchoring would reinforce the attitude towards the logo (McQuarrie & Mick, 1992; Philips, 2000). These findings, however, show another relationship. Since Belgians scored higher on the Tolerance of Ambiguity scale than the Dutch and also had a better attitude towards the logo, it can be assumed that both logos were perceived as ambiguous (despite the verbal anchors) and therefore were not appreciated by the Dutch. Another explanation could be that Belgians overall have a more positive attitude than the Dutch, but again further research is needed to examine this.

Limitations

Some associations that were mentioned were surprising, as did not refer to what was seen in the logo, such as 'Vietnam War' (13 times) and 'Freedom' (9 times). The first one showed that respondents came up with associations after reading the logo 'Vietnam'. The limitation is that the participants focused on the displayed name 'Vietnam', instead of on the pictorial part of the logo. Furthermore, since the participants did not recognise the logo, no assumption can be made regarding what would happen if they did recognise the logo and maybe would not think of war. This is certainly a point that marketers could take into account while designing a campaign: a logo consisting of a country name can arouse associations regarding the country rather than the company. The second unexpected association 'Freedom' is assumed to be caused by the timing of the questionnaires. The questionnaires were handed out between 4 and 8 May, when Independence day was celebrated in the Netherlands.

As for the Capitec Bank logo, 'Pepsi' and 'Cola' were the most mentioned associations in the logo version with no verbal anchoring. This is a limitation of the second logo, as it showed that it did not convey the right message (with the core values) without verbal anchoring. In addition, five respondents ($N = 37$) in the logo without verbal anchors mentioned that they could not think of an association in the open-question. This shows the difference between the response to an abstract figure (Capitec Bank) and concrete (Vietnam Tourism logo).

Furthermore, a significant age difference was found between Belgians and the Dutch. In addition, the Dutch participant groups were not homogenous in terms of age. This study did not examine whether this difference had an effect on the logo response. However, this age difference was one year and therefore not expected to have had a big impact. Furthermore, more women than men participated in this study. A possible explanation for this could be that there were more women in the lectures that were visited. This may have had an impact on the results.

Practical implications

A practical implication of this study is the fact that the questionnaires were handed out on paper in lectures and canteens. The reason for doing this was out of practical insight, as it was considered difficult to conduct an online questionnaire for a cross-cultural study. However, the limitation of doing it on paper is that people can take the opportunity to fill it in in pairs, despite it is requested to fill it in individually. This may have affected the results, since more of the same answers would be given, while this study took the cultural perspective into

account. However, this influence was limited by using a systematic approach in distributing the degrees of verbal anchoring.

Finally, the questionnaires included an error in question 7 about the attitudes towards the logo. The 7-points Likert scale of the item 'Good-Bad' included two '4's instead of a '3'. This may have caused confusion for the participants. However, fortunately this was noted early, so special attention has been paid to this while inserting the data.

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Appendix A. Degrees of verbal anchoring in logos

Logo Vietnam Tourism

No verbal anchoring	Moderate verbal anchoring	Total verbal anchoring
		

Logo Capitec Bank

No verbal anchoring	Moderate verbal anchoring	Total verbal anchoring
		

Appendix B. The questionnaire



Radboud Universiteit Nijmegen

Enquête bachelor scriptie van studenten CIW aan de Radboud Universiteit in Nijmegen

Beste participant,

Wij zouden u willen vragen om deel te nemen aan een enquête over een prototype van een logo. Wij zijn zes studenten Communicatie- en Informatiewetenschappen die namens de Radboud Universiteit Nijmegen een onderzoek uitvoeren voor de bachelor scriptie. Uw deelname zal anoniem zijn en de resultaten worden alleen gebruikt voor het beschreven onderzoek. U bent niet verplicht om de enquête compleet in te vullen en mag dus op ieder moment stoppen.

De enquête bestaat uit drie gedeeltes. Ten eerste worden er een aantal vragen gesteld over het interpreteren van een logo, daarna enkele vragen over onduidelijkheden in communicatie en tot slot zullen er een paar persoonlijke vragen worden gesteld.

Voor dit onderzoek is het erg belangrijk dat de vragen in de opgestelde volgorde worden beantwoord. Het gaat niet om het juiste antwoord, maar om uw associaties en denkbeelden. Wij willen u daarom vriendelijk verzoeken om niet terug te gaan naar een vorige vraag en geen antwoorden aan te passen. Ook is het niet de bedoeling dat u van te voren de vragen allemaal al bekijkt.

Het invullen van de enquête zal ongeveer 5 tot 10 minuten in beslag nemen. Alvast hartelijk dank voor uw medewerking!

Voor eventuele vragen of opmerkingen over de vragenlijst kunt u terecht bij Dr. A. van Hooft, a.vanhooft@let.ru.nl. Hij begeleidt dit onderzoek.



Vraag 1. Omcirkel het antwoord dat op u van toepassing is

Herkent u dit logo? ja / nee

Vraag 2.

Welke associaties roept dit logo volgens u op? Noem er graag minstens 3.



Vraag 3. Omcirkel het antwoord dat op u van toepassing is

Herkent u dit logo? ja / nee

Vraag 4.

Welke associaties roept dit logo volgens u op? Noem er graag minstens 3.



Vraag 5.

De associatie 'eiland' vind ik bij dit logo passen

helemaal mee eens 1 2 3 4 5 6 7 helemaal mee oneens

De associatie 'natuurlijk/ecologisch' vind ik bij dit logo passen

helemaal mee eens 1 2 3 4 5 6 7 helemaal mee oneens

De associatie 'cultureel' vind ik bij dit logo passen

helemaal mee eens 1 2 3 4 5 6 7 helemaal mee oneens

De associatie 'avontuur' vind ik bij dit logo passen

helemaal mee eens 1 2 3 4 5 6 7 helemaal mee oneens

De associatie 'gastvrij' vind ik bij dit logo passen

helemaal mee eens 1 2 3 4 5 6 7 helemaal mee oneens

De associatie 'ontwikkeling' vind ik bij dit logo passen

helemaal mee eens 1 2 3 4 5 6 7 helemaal mee oneens



Vraag 6.

De associatie 'eenvoud' vind ik bij dit logo passen

helemaal mee eens 1 2 3 4 5 6 7 helemaal mee oneens

De associatie 'betaalbaarheid' vind ik bij dit logo passen

helemaal mee eens 1 2 3 4 5 6 7 helemaal mee oneens

De associatie 'toegankelijkheid' vind ik bij dit logo passen

helemaal mee eens 1 2 3 4 5 6 7 helemaal mee oneens

De associatie 'persoonlijke service' vind ik bij dit logo passen

helemaal mee eens 1 2 3 4 5 6 7 helemaal mee oneens



Vraag 7.

In hoeverre vindt u dit logo:

Leuk	1	2	3	4	5	6	7	niet leuk
Goed	1	2	4	4	5	6	7	slecht
Van hoge kwaliteit	1	2	3	4	5	6	7	van lage kwaliteit
Onderscheidend	1	2	3	4	5	6	7	niet onderscheidend
Interessant	1	2	3	4	5	6	7	Niet interessant



Vraag 9.

In hoeverre vindt u dit logo:

Leuk	1	2	3	4	5	6	7	niet leuk
Goed	1	2	4	4	5	6	7	slecht
Van hoge kwaliteit	1	2	3	4	5	6	7	van lage kwaliteit
Onderscheidend	1	2	3	4	5	6	7	niet onderscheidend
Interessant	1	2	3	4	5	6	7	Niet interessant

Vraag 11.

Ik verdaag dubbelzinnige situaties niet goed

helemaal mee eens 1 2 3 4 5 6 7 helemaal mee oneens

Het liefst vermijd ik het oplossen van problemen die van verschillende perspectieven bekeken moeten worden

helemaal mee eens 1 2 3 4 5 6 7 helemaal mee oneens

Ik probeer onduidelijke situaties te vermijden

helemaal mee eens 1 2 3 4 5 6 7 helemaal mee oneens

Ik bevind me liever in bekende situaties dan in nieuwe situaties

helemaal mee eens 1 2 3 4 5 6 7 helemaal mee oneens

Problemen die niet vanuit één perspectief bekeken kunnen worden intimideren me een beetje

helemaal mee eens 1 2 3 4 5 6 7 helemaal mee oneens

Ik vermijd situaties die voor mij te complex zijn om te begrijpen

helemaal mee eens 1 2 3 4 5 6 7 helemaal mee oneens

Ik kan goed omgaan met onduidelijke situaties

helemaal mee eens 1 2 3 4 5 6 7 helemaal mee oneens

Ik vind het leuk om problemen die zo complex zijn dat ze dubbelzinnig zijn te trotseren

helemaal mee eens 1 2 3 4 5 6 7 helemaal mee oneens

Problemen die niet één beste oplossing hebben, probeer ik te vermijden

helemaal mee eens 1 2 3 4 5 6 7 helemaal mee oneens

Over het algemeen heb ik liever met iets nieuws dan met iets bekends te maken

helemaal mee eens 1 2 3 4 5 6 7 helemaal mee oneens

Ik houd niet van vage situaties

helemaal mee eens 1 2 3 4 5 6 7 helemaal mee oneens

