

What brand logo is more suitable: examining explicit and implicit consumer perceptions for dairy products

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Abstract

The study presented in the paper aims to learn how consumers recognize and evaluate brand logos. The authors used joint explicit (declarative evaluation) and implicit consumer perceptions measurement to examine consumer perceptions of brand logos that are relevant or irrelevant to dairy products. The study based on a combined analysis of self-reported data and implicit reaction time tasks (IRT). The preliminary results support the difference of consumer perceptions to logos based on the logo familiarity and descriptiveness on both explicit and implicit levels. Declaratively respondents evaluate dairy brand logos as more attractive if they recognize it but there is no such difference for non-dairy logos. In IRT tasks they categorize high descriptive logos faster and accurately than low descriptive logos

Keywords: *implicit perception; brand logo; consumer perception*

Track: Consumer Behaviour