



# “The relationship between brand logos and customer relationship in Chile”

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# Catalogue

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## Abstract

With the development of science and technology, the connection between consumers and the products has become more and more close. Various of channels relate to the consumers, marketing strategies are vital to the company to obtain consumers. For marketers, how to sell products better under fierce market competition, how to get a better customer experience, get higher customer loyalty, and finally bring profit to the company is a new challenge.

Marketing has becoming a useful tool for the company, which has playing a key role to recognize, understand and finally influence consumer behavior. This article, focused on the importance of brand logo benefit, brand experience, customer commitment and purchase intent.

In the original study of Park, C. W., Eisingerich, A. B., Pol, G., & Park, J. W in 2013, in this study have found the three constructs that affect the brand logo benefit and that the brand logo benefits affect positively to the brand customer commitment. Thus, this study based the on the original study, has added the other two constructs: brand experience and purchase intent.

The object of this article is to find the relationship between brand logo benefit, brand experience, customer commitment and purchase intent. Trying to test if the relationship between brand logo benefits and customer commitment works the same as the original study in U.S.A. and after adding the new constructs, to find the relationship between brand logo benefit, brand experience, customer commitment and purchase intent.

Based on the literature study, the author proposed that the brand logo benefits affect positively to the brand experience, via the brand experience affect positively the customer commitment, meanwhile the brand experience affect positively to the purchase intent the brand logo benefits also affect positively to the customer commitment and indirectly affect the purchase intent.

A review of the literature was carried out, in such a way to achieve an appropriate level of content validity. Subsequently, the dimensions recorded were contrasted with the concept of identification with the brand that consumers have, concluding that these dimensions agree with the concept that consumers have about this variable. Specifically, first brand logos were selected from the literature and a survey was developed to know the brands with which people are identified and at the same time have aesthetic appeal to the customers. In a second stage, a dimensionality and reliability analysis of this scale was carried out. Finally, a SEM, AMOS analysis was carried out to test the model and the relationship from this study was proposed. These four dimensions are consisted by 22 items.

Finally, the result has implicated that in Chile there is a significant relationship between brand logo benefits and customer commitment. Brand logo benefits have a meaningful relationship with brand experience that means a brand logo which has self-expressiveness, functional benefits and aesthetic appeal will have a positive affect to the brand experience and will achieve a high customer commitment. In

addition customer commitment have a significant relationship with purchase intent which means the much the customer committed with the brand, the higher the purchase intent will they have. Besides, the brand experience have a positive influence to the customer commitment that means the great brand experience the customer have, the higher customer commitment they achieve, meanwhile, the higher purchase intent the customer have.

This study has found the new relationships of the brand logo and the customer attitude meanwhile this issue is still having much for the future study to exploit.

## Introduction

In recent years, Emoji as a vivid image, has become the most popular online expression, but, there is also a huge difference of understanding beyond the nationality and culture, (e.g., The emoji which looks like held the palm together, in U.S.A means high five, in most European countries means pray and in some east Asia countries like Thailand means thank you. Also, the OK gesture emoji in brazil has an offensive meaning, therefore in the other countries means ok.) Emoji, as well as a tiny logo, in terms of different culture, has different meanings. Logos act as an information carrier has a visual representation of brand meaning. (Henderson & Cote, 1998; MacInnis et al., 1999; Swartz, 1983; C. Whan Park & Andreas B. Eisingerich & Gratiana Pol & Jason Whan Park,2011)

“Branding has been around for centuries to distinguish the goods of one producer from another. In fact, the word brand is derived from the Old Norse word “brandr”, which means ‘to burn’, as brands were, and still are, how owners of livestock mark their animals to identify them.” (John Wiley, 1992)

The action of the owners is forming a logo to be easy recognized. Logos are considered as a useful tool within the marketing strategy (Meghan Kelly.2017; C. Whan Park & Andreas B. Eisingerich & Gratiana Pol & Jason Whan Park,2011) to help consumers to tell the difference between the competitions, recognize the brand among a variety of products and finally make a unique effort to affect the buying decisions of the consumers. (Janiszewski, C., & Meyvis, T. 2001. ; C. Whan Park & Andreas B. Eisingerich & Gratiana Pol & Jason Whan Park,2011)

With a view to the world, the statue of liberty which appeared in our mind is a woman holding a torch with her right hand above the head with a broken chain lies at her feet. It has become an icon of freedom of the United States, among these, carrying core information about the brand that they represent for. ( C. Whan Park & Andreas B. Eisingerich & Gratiana Pol & Jason Whan Park,2011)

Mickey Mouse, as a cute icon of Disney, accompanied many children and adult’s childhood, makes people recognized this image even in a hundred of various products. Does that recognition and preference attribute a remarkable experience of the brand? Does that recognition put an effort to the purchase intention and customer commitment?

In the prior paper (Chris Janiszewski Tom Meyvis.2001) the relationship between processing fluency, repetition, and judgment will contribute effectively to logos and marketing communications. Brand Logo as an information carrier build recognition, contribute to the brand reputation as well as consumer’s attitude , their purchase intentions, (Woo, Chang-Hoan, Hyuck Joon, 2008; C. Whan Park ; Andreas B. Eisingerich & Gratiana Pol & Jason Whan Park,2011) willing to pay and brand loyalty (Müller, Kocher, & Crettaz, 2011; C. Whan Park & Andreas B. Eisingerich & Gratiana Pol & Jason Whan Park,2011) Logos also related to company’s performance (Schechter, A. H. 1993; C. Whan Park & Andreas B. Eisingerich & Gratiana Pol & Jason Whan Park,2011). In addition, the prior research “The role of brand logos in firm performance” (2011) has a new interpretation based on the relationship of brand

logo benefits, customer commitment, meanwhile, introduced three main elements which affect brand logo benefits. (C. Whan Park & Andreas B. Eisingerich & Gratiana Pol & Jason Whan Park,2011).

Overall, as a relatively new research direction in the area of brand management and the reaction of the customer, no more background support this topic than the investigation of "The role of brand logos in firm performance" in 2011. Based on this research, this study is seeking a new re-apply in Latin-American, Chile. With different economic development level, and different culture, may have a different conclusion from the prior paper. This paper is designed as three big parts. First, logos which have the self-expressiveness benefit, functional benefits and aesthetic appeal, meanwhile as a representation of the brand, not only promote brand recognition, but also benefit the customers to have a special experience. Meanwhile, enhance the customer commitment and indirectly promote purchase intent. (C. Whan Park & Andreas B. Eisingerich & Gratiana Pol & Jason Whan Park,2011)

This thesis is organized as follows: introduce the purpose and theoretical framework of this study. After that, the methodology and results of this research has been described. Finally, realize the discussion of the conclusions and limitations for the future investigation.

# Theoretical Concepts

## Brand logo benefits

Brand prominence implied that the brand by means of design, has become the focus of the customers (Gupta and Lord, 1998). Similarly, if the brand is in the customer's mind, it may affect to the commitment and attitude. Provide that the quality of the brand is acceptable, the investment on the brand may increase the willingness of customer commitment (Sääksjärvi, M., van den Hende, E., Mugge, R., & van Peurse, N. (2015).

The affective commitment increased sense of belonging to the brand and their desire to participate with the brand, that is the both indicator of the brand loyalty and commitment. (Sääksjärvi, M., van den Hende, E., Mugge, R., & van Peurse, N. (2015).

Customer's judgment and understanding of the logo will influence the relationship between customers and the seller in a number of ways. A variety of brand images bombarded today's customers life. (Luo & Bhattacharya, 2006) Logos delivering the summary information of marketing activities, create value to customers, usually by making the brand identification easier and making decisions faster. (C. Whan Park & Andreas B. Eisingerich & Gratiana Pol & Jason Whan Park, 2011).

Brand knowledge can help to assess the depth and breadth of brand awareness, to create a favorable, strong, unique associations to the consumer. Logos that create a strong brand recognition and recall, enable the consumers to identify the brand among a variety of products, as well as enable consumers to retrieve the element from his memory. (Kevin, Lane, Keller. 2008.)

An attractive brand logo also ensures the prominence of the brand. On the shelves of supermarket, Coca Cola are easy recognized by the consumers than the other beverage; thinking of soft drink, Coca Cola are easy came to mind. The brand which have a strong Brand-self connection promote a powerful attitudinal attachment with the consumer. Sense of community, and active engagement with the consumer accumulate behavioral loyalty that contribute the customer commitment. (Kevin, Lane, Keller. 2008.)

In the prior study of "The role of brand logos in firm performance" recognized that the connection of self-identity/expressiveness benefit, the communication of functional benefit to customers and the attraction of aesthetic appeal of the brand logo greatly enhances the customer's commitment to the brand (C. Whan Park & Andreas B. Eisingerich & Gratiana Pol & Jason Whan Park, 2011). Based on this, we try to find the relationship of the brand logo benefits and customer commitment.

## Brand identification benefit does not guarantee the customer commitment

Successfully recognition to a brand does not guarantee the customer commitment. People can recognize the product, doesn't mean that they will be

committed and finally buy it. Customers still have the chance to choose others' products. Logos enable the consumers easily to recognize and remind the brand that doesn't mean that the consumers are willing to invest his resource to keep the relationship with the brand. Brand logos' self-identity/expressiveness, functional benefit communication, and aesthetic appeal are more strongly associated with customer commitment than the brand identification benefit is. (C. Whan Park & Andreas B. Eisingerich & Gratiana Pol & Jason Whan Park,2011).

A brand with a well-designed logo, which has high self-identity and strong functional benefit to the customer and an aesthetic appeal, need less time to convince the customers. Compared with competitors, get more consumer preference, thereby, obtain strong market competitiveness. (Mojtaba Karami & Mohammad Aidi,2016).

### **Brand logos' self-identity/expressiveness benefit**

Brand can help express the customer's actual or desired self and distinguish between the customer's self and others. For instance: brand reveal the personality(e.g., Chanel for elegant, fashion and self-confidence ), belief and value (e.g., Disney for happiness, innovation, family; McDonald for family and convenient ) and actual or future life style(Volvo car represent a lifestyle of secure, honorable and high quality ). (Chaplin & Roedder John, 2005; Escalas & Bettman, 2005) and relates the customer with the individual who has the similar values and belief. (Schau et al.2009; C. Whan Park & Andreas B. Eisingerich & Gratiana Pol & Jason Whan Park,2011)

Logo as a visual representation of the brand, can be considered as a link from the brand value to the consumer value, which in turn express the self-identity value of the consumer, and further helps the consumer take the brand as part of himself. (Walsh, Winterich, & Mittal, 2010) (e.g. Jaguar Cars owners take the car as part of themselves, which demonstrate the life style of luxury, British elegance, inheritance classic, and break the routine).

In addition, since the logo provides a real face for the brand, it can enhance the authenticity of the brand and make a real attraction to the customer (Henderson & Cote, 1998).The logo not only expresses the brand's self-association, but also strengthens customer's willingness to invest resources to maintain a relationship with the brand and attribute to the customer brand commitment. (Park et al., 2010; Thomson et al., 2005)

### **Brand logos' functional benefit**

Brands, by means of logos, make an effect on the consumers' emotions, that give a deep impression to the consumer of the facilitation, convenience and effectiveness of handling their daily tasks( Whan Park & Andreas B. Eisingerich & Gratiana Pol & Jason Whan Park,2011). Logo as a visual carrier of the brands, which have a direct contact with the customers, can remind them of the functional benefits. (Fischer, Schwartz, Richards, Goldstein, & Rojas, 1991; Loken, Joiner, & Peck, 2002; C. Whan Park & Andreas B. Eisingerich & Gratiana Pol & Jason Whan Park,2011). NASA, National Aeronautics and Space Administration (NASA) in U.S.A, whose logo

has white stars and orbital path on a round field of blue with a red vector, representing human's faith and hope of exploring alien planet. (Garber, Steve.2015) Logo of Adidas Original -the trefoil, shaped like a three-dimensional plane of the Earth, which is similar to the world map, symbolizing the sport spirit moving to the world.

In view of the needs of the customers were addressed and fulfilled by the company hence customers are less likely to change such company. (Bhattacharya & Sen, 2003; Eisingerich & Rubera , 2010)

Being fair-exchange partners, both the company and the customer. The brands' functional benefit promotes customers to rely on the brand to solve some certain problem. Accordingly, brand's logo may have the possibility to earning the trust of the customers, strengthen a brand's promise and forcing a strong relationship with the brand (C. Whan Park & Andreas B. Eisingerich & Gratiana Pol & Jason Whan Park,2011).

### **Brand logos' aesthetic appeal**

Aesthetic appeal has been blended tightly with human being since ancient times. Nowadays, aesthetic appeal has related to logo design to offer a visual pleasure for the customers. (Goldman, 2005; Pittard, Ewing, & Jevons, 2007 ;C. Whan Park & Andreas B. Eisingerich & Gratiana Pol & Jason Whan Park,2011).

Nevertheless, in addition to providing visual gratification, the aesthetic appeal contributes to developing emotional bond with a customer as well. The brand that has a logo with an aesthetic felling, need less time to convince his customers and will be more competitive than its competitors. ( Kevin, Lane, Keller.(2008). WWF (World Wide Fund for Nature) use a black, cute, walking panda as logo, increasing the emotional resonance with people, trying to prevent the degradation of the ecological environment and to protect the bio-diversity and natural habitats. Twitter, use a blue little bird as his brand logo, provides the people around the world make a connection easily with the brand and contribute to the brand commitment.

### **Customer commitment**

Customer commitment is considered as the key element in the long-term relationship, (Bilgihan, A., & Bujisic, M. (2015). Moorman et al. (1993) Has taken customer commitment as an endured desire to keep the valued relationship. Some study has already realized the multidimensional nature of customer commitment. (Allen and Meyer 1990, Bansal et al. 2004, Pritchard et al. 1999, Bilgihan, A., & Bujisic, M. 2015). The first dimension is the emotional dimension, the second one is the cognitive or can be also called economic dimension, both of which are considered in some literature as affective commitment and calculated commitment. ( Evanschitzky et al.2006, Bilgihan, A., & Bujisic, M. (2015)

Affective commitment is well recognized in the marketing literature (Bilgihan, A., & Bujisic, M. (2015). Additionally, affective commitment in favor of creating a marketing relationship, which is more stable, because the customers tend to create a

positive relationship with the organization that could make a self-estimation with themselves. (Fullerton (2005a). However, calculated commitment is defined as the intent to continue the relationship, considering the switching cost and lacking alternative. (Bendapudi and Berry 1997, Bilgihan, A., & Bujisic, M. (2015). For example: Some Chinese-food-lover customers have to eat in a Chilean restaurant, when there is no Chinese restaurant near his work. Because of lacking alternative restaurant, this customer has lunch in this Chilean restaurant frequently. In this moment, calculated commitment promotes a long-term relationship and customer loyalty between the restaurant and the customer. Affective commitment benefits the trust and reciprocity in a relationship (Sashi, C. M. (2012). Probably, the customer may become one of the friends of staff, and the staff may remember the preference of the customers and offer a better service for the majority. (Sashi, C. M. (2012). Furthermore, affective commitment may benefit higher level of trust and emotional bound between the seller and the customer. By all means, if the customer are loyal and pleasant for the product and the company, his commitment included both the affective commitment and calculated commitment, thus, the customer will be in the long term exchange relationship with the seller, with strong emotional bonds (Sashi, C. M. (2012).

## **Brand experience**

Research has shown that the experiences occur when consumers search for products, buy and receive the service of the products and when they consume the products. This exposed to utilitarian products attributes. (Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009)).

However, in these paper, the author also focused on specific brand-related stimuli, such as brand-identifying colors (Belizzi and Hite, 1992; Gorn et al., 1997; Meyers-Levy and Peracchio 1995), shapes, typefaces, background design elements (Mandel and Johnson, 2002), slogans, mascots, and brand characters (Keller,(1987);Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009)).

These brand-related stimuli appear as part of a brand's design and identity (e.g., name, logo, signage), packaging, and marketing communications (e.g., advertisements, brochures, Web sites) and in environments in which the brand is marketed or sold (e.g., stores, events). We conceptualized the brand experience as the internal responses from the consumer (sensations, feelings and cognitions) and behavioral responses that as part of the brand's design and identity, packaging, communication and environment. (Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009)).

The brand experience is related but conceptually different of brand attitude, affective, involvement, attachment, customer delight, brand personality constructs. The study of "staged experiences" in retail environments and events distinguished aesthetic (including visual, olfactory, aural, and tactile aspects), entertaining, educational, and escapist experiences. (Pine and Gilmore (1999); Şahin, A., Zehir, C., & Kitapçı, H. (2011)).

Schmitt (1999) proposes five experiences; sense, feel, think, act, and relate. The sense experience includes aesthetics and sensory qualities; the feel experience includes moods and emotions; the think experience includes convergent/analytical and divergent/imaginative thinking; the act experience refers to motor actions and behavioral experiences, such as relating to a reference group; the relate experience refers to the social experiences. (Şahin, A., Zehir, C., & Kitapçı, H. (2011)).

Brand experiences vary in strength and intensity, which means some are stronger or more intense than others. Besides, some occur spontaneously without much reflection and are short-lived, while, some occur more deliberately and last longer. As the time goes by, the long-lasting experience stored in the memory of the customers and affect the customer commitment and purchase intent. (Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009); Şahin, A., Zehir, C., & Kitapçı, H. (2011)).

## **Purchase intent**

Brands use marketing strategies to lock in customers and create brand loyalty by offering them the chance to have a positive effect on issues they feel in common with the company's policies (Cornwell, T. B., & Coote, L. V. (2005)) According to social identification theory, individuals who identify with a brand will commit themselves to actions to support the brand (Dutton and Dukerich, 1991).

Basically, taking actions to support the brand is a way of maintaining the brand's image. If brand identification is developed for event participants, the fate of the company becomes intertwined with the fate of the participant (Cornwell, T. B., & Coote, L. V. (2005)). Social identification with the company will create positive evaluations of sponsors, leading to purchase intent. Supportive actions can help to reinforce an individual's self-concept by maintaining their feelings of self-worth. In summary, individuals will purchase from the company because of their social identification with the company

## **Brand logo benefits and purchase intent**

For the company, the consumers' predispositions towards the brand is important, because the consumers' belief will affect the purchase intent, thus, may have economic consequence to the company. (Fischer, Völckner, & Sattler, 2010). The study of (R. van der Lans, R., van Everdingen, Y., & Melnyk, V. (2016) believes that purchase intent are influenced by four brand benefits (quality, uniqueness, leading, and growing in popularity)

Additionally, the special connection between brand and the customer may become a signal to decrease the purchase risk of making mistake (Keller, 2008). Thus, the brand perception may influence strongly to the commitment then to affect the purchase intent.

# Objective

## Overall objective

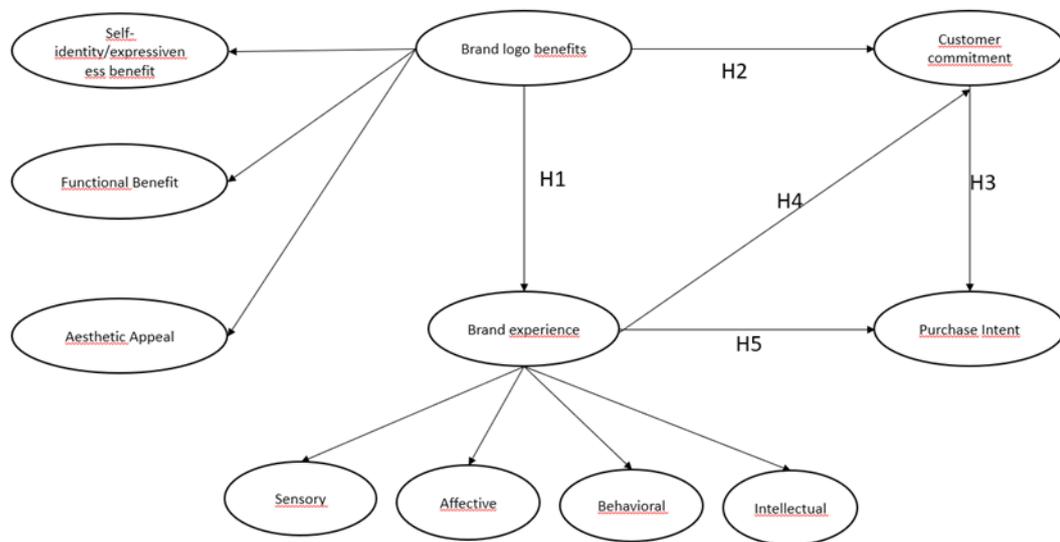
This thesis intended to examine the relationship of the brand logo benefits, customer commitment, brand experience and purchase intent in Chile, a society whose culture, custom and behavior of individuals, level of economic development differs from the context where the original experiment was carried out(U.S.A), contributing new knowledge and background to the subject.

## Specific objective

The specific objectives of the replication of the experiment in Chile are:

- Investigate the relationship of the brand logo benefits, between logo identification, self-identity/expressiveness, functional benefit and aesthetic appeal with the customer commitment.
- Investigate the relationship between brand logo benefit and brand experience.
- Investigate the relationship between brand experience and customer commitment.
- Investigate the relationship between customer commitment and purchase intention.

# Hypothesis



In the original study Park, C. W., Eisingerich, A. B., Pol, G., & Park, J. W. in 2013 has found 3 constructs independently related with brand logo benefits that have a positive effect to customer commitment. In addition, in the study of Brakus, J. J., Schmitt, B. H., & Zarantonello, L. in 2009 has found 4 dimensions of brand experience: sensory, affective, behavioral and intellectual. Based on these two studies, the author trying to test the relationship between these four constructs and also to examine if the relationship between brand logo benefits and customer commitment, results the same as the original study. These assumptions have been put forward:

## **H1: Brand logo benefits affect positively to the brand experience.**

This is the new relationship that this study is going to find. Brand logos' self-identity/expressiveness, functional benefit communication, and aesthetic appeal represent brand logo benefits. Sensory, affective, behavioral and intellectual associate strongly with brand experience. Brand logo benefits associate positively with brand experience, which means the brand logo which will facilitate brand self-association, represent the functional benefits and provide aesthetic appeal (Park, C. W., Eisingerich, A. B., Pol, G., & Park, J. W. (2013), will give a better brand impression to the customers, which will also affect and leave a better brand experience to the customer.

## **H2: Brand logo benefits affect positively to the customer commitment.**

Based on the original study, the author tried to find if the result will be the same as the original study: The brand logo benefits, which has the logos' self-identity/expressiveness, functional benefit communication, and aesthetic appeal associate positively and independently with the customer commitment(Park, C. W., Eisingerich, A. B., Pol, G., & Park, J. W. (2013). The brand logo which meet these characters will have a deep impression with the brand so that to make a strong customer commitment with the brand. The brand logo benefits affect the consumer

behavior by marketing thinking.

**H3: Customer commitment affects positively to the purchase intent.**

Brand logo benefits can make the brand easy to be recognized, so that comparing with other brands, it has more advantage. Therefore, the strong brand logo will bring the brand to the mind of consumer and affect positively to the affective commitment, hence, active the buying action. (Sääksjärvi, M., van den Hende, E., Mugge, R., & van Peursem, N. (2015). If the brand logo has a strong affect to the customers that make the customer remember or make a recall, which means that is recognizable to the customers. After making commitment with the brand, the customer have both emotional commitment and calculated commitment and will active the purchase intent ( Evanschitzky et al.2006, Bilgihan, A., & Bujisic, M. (2015).

**H4: Brand experience affects positively to the customer commitment.**

Brakus et al (2009, p. 52) conceptualize brand experience as subjective external consumer responses (sensations, feelings, and cognitions) and behavioral responses evoked stimuli that is part of the design, identity, communication and environments. From this perspective, brand experience is delivering the promise and providing the consistent action (Dall ' Olmo Riley and de Chernatony, 2000 ; Brodie et al, 2009).The consumers who have a great brand experience in his searching, purchase , consume process will have a great recall of the brand, so that to achieve a great emotional commitment and calculated commitment, further, to benefit the customer commitment.

**H5: Brand experience affects positively to the purchase intent.**

For the marketers, it's vital that the mediator for the brand perception affect the brand difference. (Shamim, A., & Mohsin Butt, M. (2013). Brand experience is a distinct construct based on the unique experience associated with brand stimuli's (Shamim, A., & Mohsin Butt, M. (2013). Thus, it's logical to assume that the brand attitude can be affected by brand experience. Nonetheless, the relationship between brand experience and purchase intent haven't been discussed before, the author assume that the customers who has great brand experience will have a positive purchase intent.

## Method

This investigation based on the study of (Park, C. W., Eisingerich, A. B., Pol, G., & Park, J. W, 2013) "The role of brand logos in firm performance" of which has examined the scales of the three benefits provided by brand logos, the relationship between brand logo benefit and customer commitment.

Additionally, the author added other scales to this model: the relationship between brand logo benefits, brand experience and purchase intent. The design of the investigation is conclusive, descriptive, quantitative and transferal. (Naresh K. Malhotra.2008). Trying to generate expressive data that describes the composition and characteristics of relevant groups and units, using mathematical analysis to provide proof of a fact or a hypothesis (guess or assumption) and the collection of the information elements of any population sample is done only once. Meanwhile, the study aims to measure the degree of relationship between two or more variables. (Naresh K. Malhotra.2008).

### Pre-test

The aim of the pilot study is twofold. First, the study intends to verify that the proposed brand logo benefits have external validity, as perceived by both investigators and consumers. Second, to choose the well-recognized brand logo who both have aesthetic appeal. Considering of the familiarity of the brand for people, the author generated a pool of 32 brands from the 'Ranking de commercial BAV2015 'in Chile, field work was performed by Adimark Gfk and the data processing was performed by Y &R brand Asset consulting in Chile. The brand logos are from 16 industries: technology, cellphone, sport, furniture, washing powder, supermarket, pharmacy, beverage, shampoo, bank, airline, milk, telecommunication, real estate, computer, toothpaste. Additionally, each industry has two brand logos. 16 of them are observed from the author as only text, the other 16 of them are observed as symbol and text. The questionnaire is combined with 38 brand logos, while randomly show 20 different logos with the same 2 questions to each person who reply the questionnaire. The two questions aim to test the grade of symbol that believes the person, and if the brand logo contains aesthetic appeal that the person believe. The questionnaire is translated by the Spanish-native-speaking coder. The questionnaire is showed in Appendix-Figure-stimuli of pre-test. (Park, C. W., Eisingerich, A. B., Pol, G., & Park, J. W. (2013)).

Via the link of Qualtrics, 44 persons responded the questionnaire, 24 man and 20 women, from 19 to 40 years old, with an average of 27 reply of each brand logo. The pilot study is for convenience non-probabilistic. After observation of the logo, the participants did indeed describe the grade of text and symbol of this logo that they believe and provide aesthetic appeal (e.g: el logo me brinda plazer plazetico).

Finally, after calculating the average of the logo symbol score, 8 of the 38 brand logos was elected. With the principle of being representative, the author chose 4 brand logo which has high score of symbol and low score of text, meanwhile, has high score and low score of the aesthetic appeal. (Park, C. W., Eisingerich, A. B., Pol, G.,

& Park, J. W. (2013)).

## **Main study**

This study is based on the study of Park, C. W., Eisingerich, A. B., Pol, G., & Park, J. W. (2013). "The role of brand logos in firm performance", which showed the relationship between the three benefits of brand logos and positive relationship with customer commitment.

The author added some new subject to these study, that the brans logo benefits should not only affect the customer commitment but also the brand experience (Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009))., and the customer commitment affect the purchase intent. Meanwhile, the brand experience is related with the customer commitment and purchase intent.

This is a conclusive, descriptive study, the aim is to test specific hypotheses and examine the relations between the variables, furthermore, the findings are used to make decisions. The research process is formal and structured; besides, the data analysis is quantitative. The questionnaire is transversal, non-probabilistic and collected by convenience (Naresh K. Malhotra. (2008)).

## **Sample**

The study was published by the link of Qualtrics in group of Facebook and WhatsApp, the only limitation of the participants is over 16 years old, who are member of social networks FACEBOOK. The author selected for random for one person to win the 15,000- pesos-gift card to encourage people to participate in answering questions.563 persons participated in the study. The sample was non-probabilistic, elected by convenience. People who participated in the study is from 16 years old to 55 years old.

In August of 2017 the number of active users in social networks reached the enormous figure of 3,000 million. Considering that the world population is 7,500 million people, that between sites such as Facebook, Twitter, YouTube and company reach a figure that is gradually approaching half of the inhabitants of the Earth(Vinco,(2018)). By the study of (ComScore, (2011) Chile is one of the countries that have the largest Facebook penetration in the region, reaching 90% of the Chilean internet users. Social media market in Chilean have reached more than 90% Internet users, which translates into almost 7 million visitors. Facebook has concentrated the largest number of communities and representative of the population.

## **Procedure**

First, two trained Spanish-native-speaking coders translated the questionnaire from English to Spanish. This study based on the original study (Park, C. W., Eisingerich, A. B., Pol, G., & Park, J. W. (2013)) to use the scale of Likert from 1 to 9 to test the attitude of the participants: logo identification, logo function benefit, logo

aesthetic appeal, logo self-identity and customer commitment. Meanwhile the study uses the scale of Likert from 1 to 7 to the construct of brand experience and purchase intent. The construct of brand experience which has four dimensions (sensory, affective, intellectual, behavioral) is based on the study of (Zarantonello, L., & Schmitt, B. H. 2010) and the construct of purchase intent is based on the study of (Zhang, B., & Kim, J. H. 2013). The unclear and easy-confused questions have been removed.

After the pre-test, 8 brand logos in 7 industries:( cellphone, sport, furniture, airline, real estate, computer, toothpaste) has been chosen which are both representative of logo and has aesthetic effect. Four of the brand logos consisted company name, while the rest included visual symbols.

The author uses Qualtrics to show 2 of the 8 brand logos randomly. Afterwards, the questionnaire are delivered by link during the month of February, each participant evaluated 2 different brand logos via the link on Facebook group or WhatsApp. Each logo in the sample received roughly 140 responses. The questionnaire is showed in Appendix-Figure- Questions of the main study.

## **Ethical considerations**

Data were anonymously gathered, and the voluntary nature of the study was emphasized. In this study, the author gathered the email of the participants only to have a contact information for the gift card drawn. Informed consent was obtained from all participants. Data were stored and only used for this study. (Pisanti, R., Lombardo, C., Lucidi, F., Violani, C., & Lazzari, D. (2013)).

## **Measures**

This questionnaire is consisted by the demographic questions and the brand cognitions questions. In order to measure the customer commitment , logo type and relationship between logo identification, logo self-expressiveness, functional benefit, and aesthetic appeal, the author continued to use the scale of (Park, C. W., Eisingerich, A. B., Pol, G., & Park, J. W. (2013)) with the 9 point scale of Likert to measure the level of agreement of the participants.

This study added the construct of brand experience, purchase intent and art-related profession. The four construct of brand experience has been tested in USA, this study continued to use this scale with the 7 point scale of Likert to measure the level of agreement of the participants and also to test if this will have the same results with the original study of USA (Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009)). Purchase intent is measured with 7-point scale of Likert to measure the level of agreement of the participants.

Because multiple potentially confounding factors for the examination of brand logos' impact on customers' commitment exist, the questionnaire are designed to measure the purchase frequency of participants and to measure the familiarity of the individual to the brand logos (0-2 times per month/ 3-5 times per month/ more than 5 times per month).

Total number of variables 66,22 observed variables, 44 unobserved models, 33 exogenous variables and 33 endogenous variables (logo self-identity, logo functional benefits, logo aesthetic appeal, brand logo benefits, customer commitment, purchase intent, sensory, intellectual, affective, behavioral and brand experience).

## Analysis and results

### Descriptive analysis

The sample was non-probabilistic, elected by convenience. People who participated in the study is from 16 years old to 55 years old. The media of the study is 19 years old. 58% have artistic hobbies, 93% persons have no art-related works, men and women participated to this study. 40% persons live outside of Santiago, each region has people participated, 60% persons live in Santiago. In Chile, especially in Santiago, socioeconomic levels are highly segmented by different comunas. and based on the study of (Adimark. (2002)), the author divided the comunas in 3 different levels: high(ABC1) (22%), media (44%), low (34%). The sample of this survey is representative for the population (all the consumer in Chile). (See the detail in Appendix-Figure-Geographic).

Table- Descriptive analysis of the study.

| Variable                       | Description                   | Frequency | Percentage |
|--------------------------------|-------------------------------|-----------|------------|
| Age                            | 16-19                         | 285       | 50.62%     |
|                                | 20-29                         | 206       | 36.59%     |
|                                | 30-49                         | 52        | 9.24%      |
|                                | 50-55                         | 3         | 0.53%      |
| Gender                         | Men                           | 131       | 23.27%     |
|                                | Women                         | 432       | 76.73%     |
| Art-related profession         | Yes                           | 34        | 6.04%      |
|                                | No                            | 529       | 93.96%     |
| Art-related hobby              | Yes                           | 327       | 58.08%     |
|                                | No                            | 236       | 41.92%     |
| Comuna                         | Outside of chile              | 2         | 0.36%      |
|                                | I                             | 4         | 0.71%      |
|                                | II                            | 4         | 0.71%      |
|                                | III                           | 6         | 1.07%      |
|                                | IV                            | 9         | 1.60%      |
|                                | V                             | 36        | 6.39%      |
|                                | VI                            | 17        | 3.02%      |
|                                | VII                           | 18        | 3.20%      |
|                                | VIII                          | 49        | 8.70%      |
|                                | IX                            | 21        | 3.73%      |
|                                | X                             | 18        | 3.20%      |
|                                | XII                           | 30        | 5.33%      |
|                                | XIV                           | 8         | 1.42%      |
|                                | XV                            | 6         | 1.07%      |
|                                | SANTIAGO-Social economic-high | 75        | 13.32%     |
| SANTIAGO- Socialeconomic-media | 147                           | 26.11%    |            |
| SANTIAGO-Socialeconomic-low    | 113                           | 20.07%    |            |

## Scale validation

On the purpose to identify the existing relationships between the sources of these constructs and their effects developed in the hypotheses, structural equation modeling (SEM) was used by the software of IBM SPSS(version 22) and IBM SPSS-AMOS (version 21), which aimed to test and estimate causal relationships between the variables.

Once all the necessary data has been collected, before data analysis, measurement validity and reliability were first evaluated. Measurement validity of the instrument was evaluated by principal component with varimax rotation on all of the items. The 10-component explicated 70.573% of the variance(Appdendix-Figure-1-Factorial). The analysis presents a measure of KMO of 0.930, and Bartlett's sphericity test value with significant < 0.01(see Table-1.1 )

Considering the factor loading for each item, all loadings were significant. (see Appendix-1.1 Factor loading for each item).

Table 1.1

| <b>Prueba de KMO y Bartlett</b>                     |                     |           |
|-----------------------------------------------------|---------------------|-----------|
| Medida Kaiser-Meyer-Olkin de adecuación de muestreo |                     | .930      |
| Prueba de esfericidad de Bartlett                   | Aprox. Chi-cuadrado | 19178.315 |
|                                                     | gl                  | 276       |
|                                                     | Sig.                | .000      |

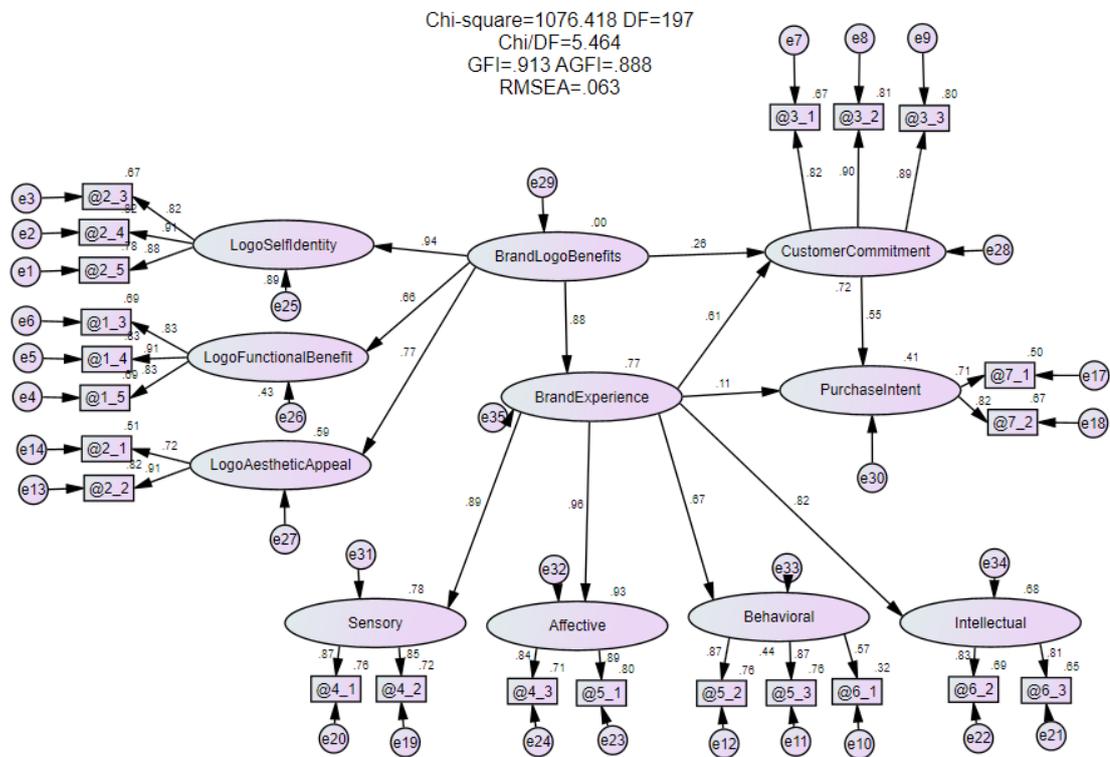
After the test of validity, the author tested the reliability for internal consistency coefficients (Cronbach's alpha). Most results demonstrated good internal consistency for all measures in both groups except for the logo identification construct (0.04), but in the study, the author use the construct logo identification as a test to make sure that people do know the brand. (see Table- 1.2 Cronbach's alpha ).

Table 1.2 Internal Consistency Estimates ( $\alpha$ ) of Constructs

| Scales                                    | Cronbach's alpha |
|-------------------------------------------|------------------|
| Logo identification                       | 0.44             |
| Logo functional benefit                   | 0.885            |
| Logo aesthetic appeal                     | 0.846            |
| Logo self-identity/expressiveness benefit | 0.884            |
| Customer Commitment                       | 0.885            |
| Brand experience -Sensory                 | 0.881            |
| Brand experience-affective                | 0.845            |
| Brand experience-behavioral               | 0.82             |
| Brand experience-intellectual             | 0.829            |
| Purchase Intent                           | 0.789            |

## Result

Figure- Model 1.3



## Fit Indices

The original study has found the relationship between brand logo benefits and customer commitment . The data was analyzed using Structural Equation Modeling (SEM) in Amos 21. This statistical technique permit researchers to simultaneously test a set of interrelated hypotheses by estimating the relationships among multiple endogenous and exogenous variables in a theoretical model (Bilgihan, A., & Bujisic, M. (2015). The author has added the constructs of brand experience and purchase intent. Hence,the aim of this analysis is to test a new model that to find the relationship between brand logo benefits, brand experience, purchase intent and customer commitment, by using structural equation modeling SEM -AMOS(verson 21). All statistics are based on the analysis of 1126 cases(N=1126). The model estimation relied on generalized least squares.

In the study of “Perceived Control as a Mediator of Family Environment in Etiological Models of Childhood Anxiety, Chorpita, B. F .,Brown, T. A., and Barlow, D. H. (2016)” has found that:

As different fit indices are often sensitive to unique artifactual influences, multiple fit indices were used to provide a more conservative and reliable evaluation of the model. These indices included the Goodness of Fit Index (GFI; Jiireskog &Sorbom, 1993), the Comparative Fit Index (CFI; Bentler,

1990), the Root Mean Square Error of Approximation (RMSEA; Steiger, 1990), and Akaike's Information Criterion (AIC; Akaike, 1987). For the GFI and the CFI, scores of .90 and above conventionally represent good model fit. Browne and Cudek (1993) suggest that RMSEA values below 0.08 represent acceptable fit, and that values at or below 0.05 represent good fit. An inferential test for close fit (defined as RMSEA <0.05) also exists such that a nonsignificant result ( $P > 0.05$ ) indicates good model fit (Browne & Cudek). Like the RMSEA, the AIC (Akaike) also accounts for degrees of freedom when evaluating model fit. The AIC is included here because of its utility for comparatively evaluating non-nested models. Lower AIC values represent better model fit. (Chorpita, B. F., Brown, T. A., & Barlow, D. H. (2016)).

The model indicated a great fit:  $\chi^2=1076.418$ ,  $P=0.00$ , significant, GFI value=0.913 greater than 0.9, RMSEA=0.063(<0.08, acceptable), AIC value is small, 1188.418(see Table-1.4 Fit statistics for the models).

Table-1.4 Fit statistics for the models

| $\chi^2$ | df  | P    | GFI   | RMSEA | CFI   | AIC      |
|----------|-----|------|-------|-------|-------|----------|
| 1076.418 | 197 | 0.00 | 0.913 | 0.063 | 0.690 | 1188.418 |

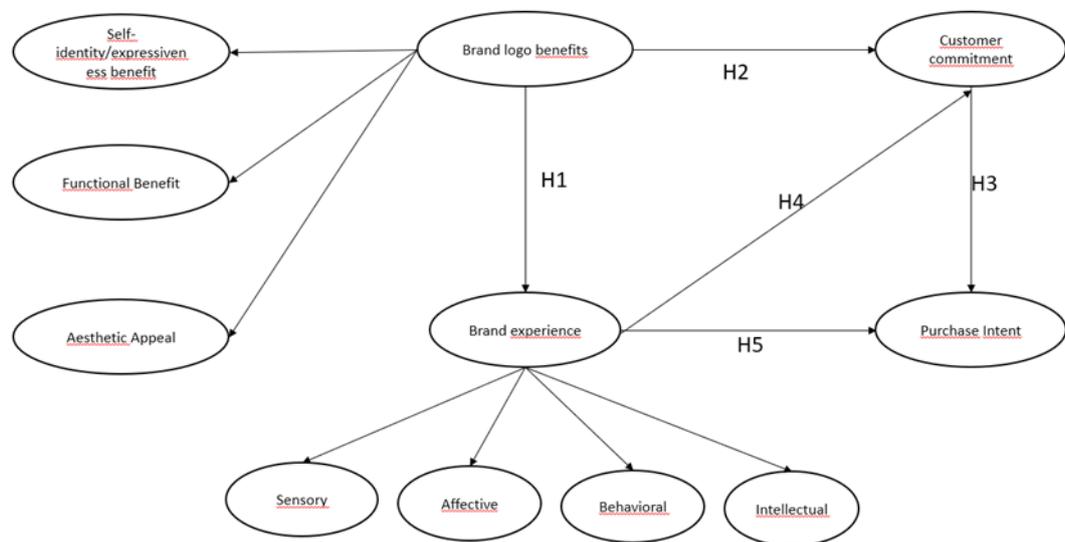
Note: GFI = goodness of fit index; RMSEA = root mean square error of approximation; CFI = comparative fit index; AIC = Akaike's Information Criterion.

All standardized factor loadings for the items were also found to be significant ( $p < 0.01$ ), except the relationship between brand experience and purchase intent ( $p=0.145 > 0.05$ ) in support of convergent validity (Bilgihan, A., & Bujisic, M. (2015). Total number of variables 66, 22 observed variables, 44 unobserved models, 33 exogenous variables and 33 endogenous variables (logo self-identity, logo functional benefits, logo aesthetic appeal, brand logo benefits, customer commitment, purchase intent, sensory, intellectual, affective, behavioral and brand experience).(see table Table 1.5-Standardized regression weights )

Table 1.5-Standardized regression weights

|                    |    |                       | Estimate | P     | t-tests |
|--------------------|----|-----------------------|----------|-------|---------|
| BrandLogoBenefits  | -> | BrandExperience       | 0.879    | ***   | 18.522  |
| BrandLogoBenefits  | -> | CustomerCommitment    | 0.264    | ***   | 3.713   |
| BrandExperience    | -> | CustomerCommitment    | 0.607    | ***   | 8.18    |
| BrandLogoBenefits  | -> | LogoSelfIdentity      | 0.942    |       |         |
| BrandLogoBenefits  | -> | LogoFunctionalBenefit | 0.655    | ***   | 17.166  |
| BrandLogoBenefits  | -> | LogoAestheticAppeal   | 0.77     | ***   | 17.785  |
| BrandExperience    | -> | Sensory               | 0.885    |       |         |
| BrandExperience    | -> | Affective             | 0.962    | ***   | 23.44   |
| BrandExperience    | -> | Behavioral            | 0.666    | ***   | 12.956  |
| BrandExperience    | -> | Intellectual          | 0.823    | ***   | 19.049  |
| CustomerCommitment | -> | PurchaseIntent        | 0.546    | ***   | 6.781   |
| BrandExperience    | -> | PurchaseIntent        | 0.114    | 0.145 | 1.457   |

Figure-1.6- Model-Hypothesize



**H1: Brand logo benefits affect positively to the brand experience.**

In the study, the results suggested that the constructs of Logo self-identity/expressiveness benefit ( $\hat{\gamma}=0.942$ ,  $p<0.01$ ), Logo functional benefit( $\hat{\gamma}=0.655$ ,  $p<0.01$ ) and Logo aesthetic appeal( $\hat{\gamma}=0.77$ ,  $p<0.01$ ), same as the original study, are significantly associated with brand logo benefits.

The latent variable brand experience is consisted by four constructs: sensory ( $\hat{\gamma}=0.736$ ,  $p<0.01$ ), affective ( $\hat{\gamma}=0.755$ ,  $p<0.01$ ), behavioral( $\hat{\gamma}=0.615$ ,  $p<0.01$ ) and intellectual ( $\hat{\gamma}=0.674$ ,  $p<0.01$ ). Those have independently positive influence on brand experience.

Brand logo benefits is a latent variable which is represented by 3 constructs, the results represented that the brand logo benefits have a positive, directly and significant effect on the brand experience ( $\gamma=0.879$ ,  $p<0.01$ ) which support H1.

## **H2: Brand logo benefits affect positively to the customer commitment.**

Statistically significant standard path coefficients were observed from brand logo benefits to customer commitment, which represent that brand logo benefits impact positively, directly to customer commitment ( $\gamma=0.264$ ,  $p<0.01$ ). Support H2. (Chorpita, B. F., Brown, T. A., & Barlow, D. H. (2016)).

## **H3: Customer commitment affects positively to the purchase intent.**

The result shows that the customer commitment impact positively, directly to the purchase intent ( $\gamma=0.546$ ,  $p<0.01$ ). If the brand generates greater customer commitment, it will also increase the purchase intent. Support H3.

Brand logo benefits impact purchase intent indirectly by the partial mediator customer commitment. The brand which has a great brand logo benefits, has a positively impact on customer commitment, by which obtain high purchase intent from the customer.

## **H4: Brand experience affects positively to the customer commitment.**

The result illustrated that the customer commitment impact positively, directly to the purchase intent ( $\gamma=0.607$ ,  $p<0.01$ ). Support H4.

Those brands who have a great brand logo benefits can make a positive brand experience, by affecting which will also acquire positive customer commitment.

## **H5: Brand experience affects positively to the purchase intent.**

In the Table 4.1-Standardized regression weights, the result shows that brand experience is not significantly associated with purchase intent ( $\gamma=0.114$ ,  $p=n.s.$ ). Reject the null hypothesis.

The brand which has left a great brand experience will not affect directly to the purchase intent.

Except the relationship between brand experience and purchase intent that has a t-test value nonsignificant ( $P>0.05$ ), the rest of the relationships between the hypothesis are significant ( $P<0.05$ )

Brand logo benefits which constructed by positive self-identity/expressiveness

benefit, functional benefit and aesthetic appeal benefits impact positively to customer commitment, by increasing that, hence, to obtain the higher purchase intent. Meanwhile, brand logo benefits by creating a positive brand experience (higher sensory, affective, behavior, intellectual), can increase customer commitment, to increase the purchase intent. However, it's not valid to enhance the brand experience, to increase directly the purchase intent.

Table -4.1.3 Hypothesis

| hypothesis |                                                                   | Sig.  | Result    |
|------------|-------------------------------------------------------------------|-------|-----------|
| H1         | Brand logo benefits affect positively to the brand experience.    | ***   | Confirmed |
| H2         | Brand logo benefits affect positively to the customer commitment. | ***   | Confirmed |
| H3         | Customer commitment affects positively to the purchase intent.    | ***   | Confirmed |
| H4         | Brand experience affects positively to the customer commitment.   | ***   | Confirmed |
| H5         | Brand experience affects positively to the purchase intent.       | 0.145 | Reject    |

## Discussion and conclusion

The original study is carried out in the USA. While in Chile, it has been demonstrated that relationship of brand logo benefits and customer commitment works the same as the original study. Meanwhile, except the relationship between brand experience and purchase intent whose result are not the same as the hypothesize, the rest of the hypothesize have been accepted. Although there is a culture difference between North American and Chilean society and a different stage of social economic development, the results between the two experiments are similar.

This study gives the marketers a valuable tool for the future marketing administration, which suggested that the marketers can focused on brand logo design. An excellent brand logo can not only make the customers easier to recognize but has a positive effect on the customer commitment. The high-quality brand logo should meet self-identity/expressiveness benefits, to make the brand close to the customer, to meet the functional benefit and make a strong aesthetic appeal to the customer. By putting effort on the brand logo design, can make a positive affective commitment and calculated commitment. ( Evanschitzky et al.2006, Bilgihan, A., & Bujisic, M. (2015)

Besides, a well-designed logo facilitates brand self-association, represent the functional benefit and provide aesthetic appeal to the customers. Brand logo benefit not only effect positively to the customer commitment but also encourage brand experience (Park, C. W., Eisingerich, A. B., Pol, G., & Park, J. W. (2013). Meanwhile, the highly customer related brand who has a well-designed logo and leave a high-quality brand experience to the customer can make a strong emotional resonance. Giving strong emotional impact to exchange it as an affective commitment, hence to the customer commitment. As to the customer having a strong self-identity with the brand, will make the customer be more self-related and emotional commitment, and then to increase the purchase intent. (Allen and Meyer 1990, Bansal et al. 2004, Pritchard et al. 1999, Bilgihan, A., & Bujisic, M. 2015).

For the future study, can be focused on specific logo designs, which is not only easy recognized but also express the brand self-association, represent the functional benefit and provide aesthetic appeal to the customers. Such as the color, symbol, font, text and size. The difference between symbol and text logo or the text only may have a difference on expressing the brand logo benefits. In the original study, has found the text and symbol combined logo works better at offering logo identification as well as spreading the brand function, increase self-expressiveness, meanwhile, to increase the visual attraction of the logo. (Park, C. W., Eisingerich, A. B., Pol, G., & Park, J. W. (2013). The future study can test if it works the same in Chile. The art-related profession and art-related hobby may affect positively to the logo aesthetic appeal. By examining this, will give the marketers a new perspective to understand the customers. Since the specific logo design elements study is beyond the scope of the present study, the authors encourage future research investigate deeper on these shortcomings.

Not only put the strength on the brand logo, but also on the whole decoration of the products, such as logo (color, shape, design of the test, brand size), package design of the product, the variety of connecting with the customers. To test if the

package decoration will work the same to develop the brand visual identification and aesthetic appeal as the brand logo.

Further research can examine the concept of brand experience. For example, whether the experience is positive or negative for the consumer. In addition, focus on the positive and negative scale and test how positive and negative experiences affect consumers' behavior. The scale can be reworded as .... Experience is (1) very positive .....(7) very negative, the research should determine if it's reliable. (Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009).

This study has focused on the customer's judgment of actions, emotions and attitudes reactions when interacted with the brand. Additionally, to investigate the scale in a deeper way, the future study can focus on background and the long-term consequences of brand experience. For example: regardless of branding, are there any other brand-related stimuli, beyond the area of branding? How exactly brand experience dimensions evoked by brand-related stimuli? (Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Although, this study has expressed the brand experience on the long-term consequence, both directly and indirectly (such as customer commitment and purchase intent), will the short-term consequence affect these too? How should the market managers build customer equity and create experiences that build equity? (Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009).

This study has focused on the relationship between the brand and the reaction of the customers, but after having a high customer commitment and purchase intent will have a strong influence on the firm performance? Will the loyalty influence stability and growth of the firms' revenues and profits over time, and protecting the company from the competitors? The future study can control for customers' familiarity with a brand, the worth of a firm's intangible assets, advertising spending-to-sales ratio, as well as operating margin, leverage, and past revenue growth, all of which can affect firm performance and customer brand commitment (Park, C. W., Eisingerich, A. B., Pol, G., & Park, J. W. (2013).

Although, right now the marketing managers have more tools than before, brand should focus on what they want the customer remember and how to offer the value of the company to the customers.

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## Appendix

### Figure-Stimuli of Pre-test

|                |                |                                                                                       |
|----------------|----------------|---------------------------------------------------------------------------------------|
| Tecnología     | 1. WhatsApp    |    |
|                | 2. Google      |     |
| Celular        | 3. Apple       |     |
|                | 4. Samsung     |    |
| Ropa deportiva | 5. Nike        |  |
|                | 6. Puma        |  |
| Mueble         | 7. Sodimac     |   |
|                | 8. Construmart |   |

|                 |                |                                                                                       |
|-----------------|----------------|---------------------------------------------------------------------------------------|
| Japones liquido | 9. Omo         |    |
|                 | 10. Ariel      |    |
| Supermercado    | 11. Jumbo      |    |
|                 | 12. Líder      |     |
| Farmacia        | 13. Ahumada    |   |
|                 | 14. Cruz-verde |  |
| Bebida          | 15. Fanta      |  |
|                 | 16. Pepsi      |   |
| Champú          | 17. Pantene    |  |

|                  |                   |                                                                                       |
|------------------|-------------------|---------------------------------------------------------------------------------------|
|                  | 18. Dove          |    |
| Banco            | 19. Banco estado  |    |
|                  | 20. Banco Bci     |    |
| Aerolínea        | 21. LATAM         |    |
|                  | 22. Jet Smart     |    |
| Leche            | 23. Colun         |   |
|                  | 24. Soprole       |  |
| Telecomunicación | 25. Wom           |  |
|                  | 26. Entel         |  |
| Inmobiliaria     | 27. Parque Arauco |  |

|                  |                |                                                                                     |
|------------------|----------------|-------------------------------------------------------------------------------------|
|                  | 28. Mall plaza |   |
| Computador       | 29. HP         |  |
|                  | 30. Lenovo     |  |
| Pasta de dientes | 31. Pepsodent  |  |
|                  | 32. Oral-B     |  |

### Figure-Questionnaire of Pre-test



Hola, mi nombre es Zeyuan Wu y soy estudiante de postgrado de la Facultad de Economía y Negocios de la Universidad de Chile. La siguiente encuesta tiene como objetivo obtener información respecto a la percepción de logos de los consumidores en Chile.

Los datos obtenidos serán anónimos y de uso exclusivo para la investigación.

¡Gracias por tu colaboración!

Consideramos que un logo de marca puede estar conformado por una parte que representa un símbolo y una parte que representa un nombre, y que ambas partes suman 100%. Por favor observa el siguiente logo. Luego responde la pregunta.





Consideramos que un logo de marca puede estar conformado por una parte que representa un símbolo y una parte que representa un nombre, y que ambas partes suman 100%

Selecciona el porcentaje que crees que corresponde al 'SÍMBOLO' y el que corresponde al 'NOMBRE' en este logo.

Símbolo 0 10 20 30 40 50 60 70 80 90 Nombre 100

Porcentaje

Señala que tan de acuerdo te encuentras con la siguiente frase:

El logo me brinda placer estético

Muy Desacuerdo | 1 2 3 4 5 | Muy acuerdo



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# lenovo

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Survey Powered By [Qualtrics](#)



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**FACULTAD  
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NEGOCIOS**  
UNIVERSIDAD DE CHILE

¿Cuántos años tienes?

¿Cuál es tu género?

Hombre  
 Mujer

← →

Survey Powered By [Qualtrics](#)

## Figure- Geographic

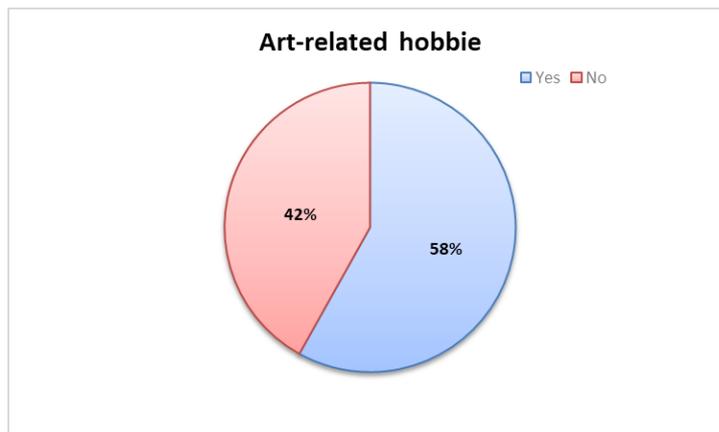


Figure-Art-related hobby

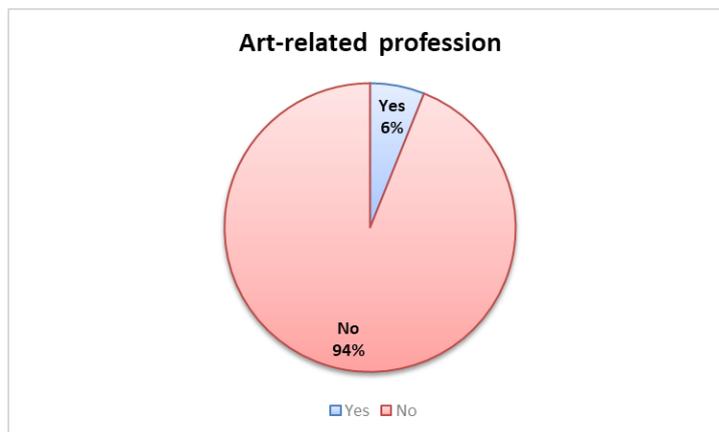


Figure -Art-related profession

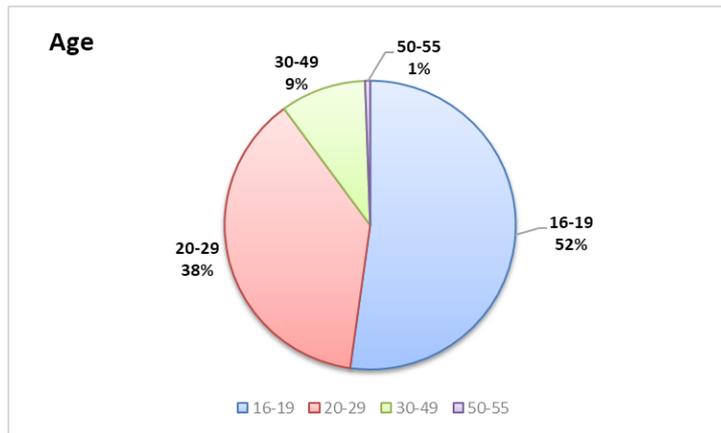


Figure -Age

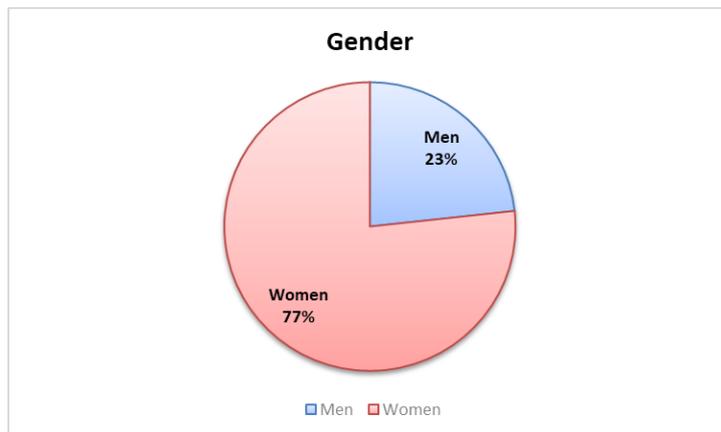


Figure -Gender

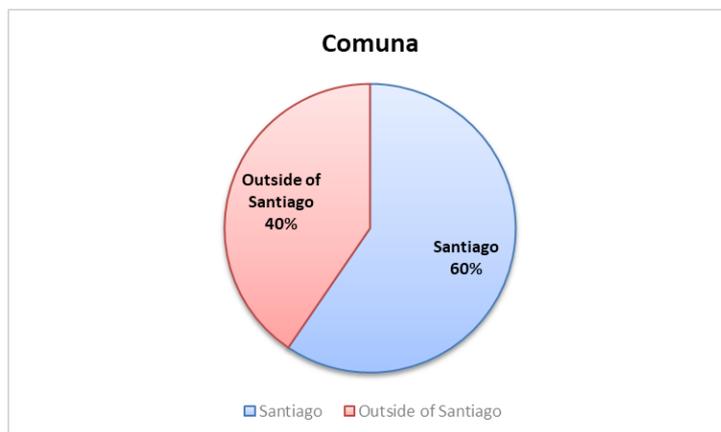
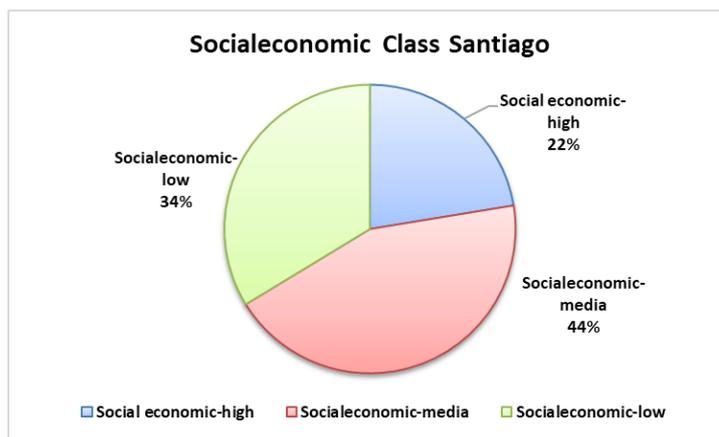
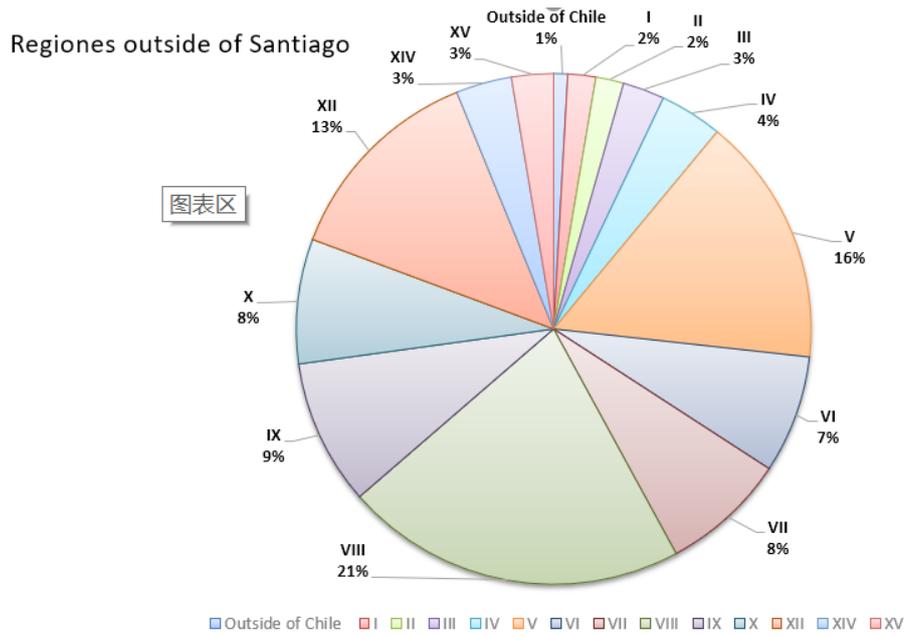


Figure -Comuna in Chile



### Figure-Stimuli of formal questionnaire

|                 |          |                                                                                                   |
|-----------------|----------|---------------------------------------------------------------------------------------------------|
| Symbol and text | 1. Apple |  <b>Apple</b> |
|                 | 2. Latam |  <b>LATAM</b>  |

|      |                  |                                                                                      |
|------|------------------|--------------------------------------------------------------------------------------|
|      | 3. Nike          |    |
|      | 4. Parque Arauco |   |
| Name | 5. Lenovo        |    |
|      | 6. Pepsodente    |    |
|      | 7. Samsung       |   |
|      | 8. Sodimac       |  |

### Figure- Questions of the main study

#### Filtro

1. ¿Tienes algún hobbies o pasatiempo artísticos (ej: música, danza, arte.)?
2. Ocupación -¿Tienes algún trabajo relacionado con el arte (e.j: diseño, arquitectura, arte, música , literatura .....)?
3. ¿Cuantos años tienes?
4. ¿Cuál es tú género?
5. ¿Qué comuna vives actual?
6. ¿Qué tan frecuente realizas compras de esta marca?

-0-2 veces al mes/ 3-5 veces al mes/ más de 5 veces al mes.

| Scales                                                                                                                | Measurement in english                                                                          | Measurement in spanish                                                           |
|-----------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
|                                                                                                                       | <b>Strongly disagree----<br/>strongly agree(1-9)</b>                                            |                                                                                  |
| <b>Logo identification (Park, C. W., Eisingerich, A. B., Pol, G., &amp; Park, J. W. (2013)).</b>                      | [Brand name]'s logo attracts my attention                                                       | El logo atrae mi atención                                                        |
|                                                                                                                       | [Brand name]'s logo helps me identify the brand.                                                | El logo me ayuda a identificar la marca.                                         |
| <b>Logo functional benefit(Park, C. W., Eisingerich, A. B., Pol, G., &amp; Park, J. W. (2013)).</b>                   | [Brand name]'s logo represents the functional benefits I can expect from the brand.             | El logo representa los beneficios funcionales (utilidad) que espero de la marca. |
|                                                                                                                       | [Brand name]'s logo does not ensure me of the brand's functional benefits.                      | El logo me asegura los beneficios funcionales(utilidad) de la marca.             |
|                                                                                                                       | [Brand name]'s logo ensures me that the brand assists me in handling my daily life competently. | El logo me asegura que la marca ayuda a manejar mi vida                          |
| <b>Logo aesthetic appeal (Park, C. W., Eisingerich, A. B., Pol, G., &amp; Park, J. W. (2013)).</b>                    | [Brand name]'s logo is aesthetically (visually) pleasing to me.                                 | El logo es estéticamente agradable para mí.                                      |
|                                                                                                                       | [Brand name]'s logo provides aesthetic pleasure to me.                                          | El logo me brinda placer estético.                                               |
| <b>Logo self-identity/expressiveness benefit(Park, C. W., Eisingerich, A. B., Pol, G., &amp; Park, J. W. (2013)).</b> | [Brand name]'s logo makes me think that [Brand name] makes my life richer and more meaningful.  | El logo me hace pensar que esta marca hace mi vida más rica y más significativa. |
|                                                                                                                       | [Brand name]'s logo makes me think that [Brand name] expresses who I am as a person.            | El logo me hace pensar que esta marca expresa quién soy como persona.            |
|                                                                                                                       | [Brand name]'s logo makes me think that [Brand name] does not represent my deepest values.      | El logo me hace pensar que esta marca representa mis valores más profundos.      |
| <b>Customer Commitment(Park, C. W., Eisingerich, A. B., Pol, G., &amp; Park, J. W. (2013)).</b>                       | I feel loyal towards [Brand name]                                                               | Me siento leal hacia esta marca                                                  |
|                                                                                                                       | Even if [Brand name] would be more difficult to buy, I would still keep buying it.              | Aunque esta marca fuera más difícil de adquirir, todavía seguiría comprándola.   |
|                                                                                                                       | I am willing “to go the extra mile” to remain a customer of [Brand name].                       | Estoy dispuesto a "ir más allá" para seguir siendo un cliente de                 |

|                                                                                               |                                                                                 | esta marca.                                                                            |
|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
|                                                                                               | <b>Strongly disagree----<br/>strongly agree(1-7)</b>                            |                                                                                        |
| <b>Brand experience -Sensory<br/>(Zarantonello, L., &amp; Schmitt,<br/>B. H. (2010)).</b>     | [Brand name] makes a strong<br>impression on my visual<br>sense or other senses | Esta marca genera una<br>fuerte impresión en mi<br>sentido visual u otros<br>sentidos. |
|                                                                                               | I find [Brand name]<br>interesting in a sensory way.                            | Encuentro esta marca<br>interesante de una<br>manera sensorial.                        |
| <b>Brand experience-<br/>affective(Zarantonello, L., &amp;<br/>Schmitt, B. H. (2010)).</b>    | [Brand name] induces<br>feelings and sentiments.                                | Esta marca me induce<br>emociones y<br>sentimientos.                                   |
|                                                                                               | I do not have strong<br>emotions for [Brand name].                              | Tengo emociones<br>fuertes por esta marca.                                             |
| <b>Brand experience-<br/>behavioral(Zarantonello, L.,<br/>&amp; Schmitt, B. H. (2010)).</b>   | I engage in physical actions<br>and behaviors when I<br>use[ Brand name].       | Al usar esta marca, yo<br>realizo acciones físicas<br>o comportamientos                |
|                                                                                               | [Brand name] results in<br>bodily experiences.                                  | Esta marca da como<br>resultado experiencias<br>corporales.                            |
|                                                                                               | [Brand name] is not action<br>oriented.                                         | Esta marca está<br>orientada a la acción("'<br>hacer actividades ").                   |
| <b>Brand experience-<br/>intellectual(Zarantonello, L.,<br/>&amp; Schmitt, B. H. (2010)).</b> | I engage in a lot of thinking<br>when I encounter [Brand<br>name].              | Empiezo a pensar<br>mucho cuando veo esta<br>marca.                                    |
|                                                                                               | [Brand name] stimulates my<br>curiosity and problem<br>solving.                 | Esta marca estimula mi<br>curiosidad y resolución<br>de problemas.                     |
| <b>Purchase Intent( Zhang, B., &amp;<br/>Kim, J. H. (2013)).</b>                              | I would like to buy luxury<br>fashion goods.                                    | Compraría artículos de<br>esta marca.                                                  |
|                                                                                               | I intend to purchase luxury<br>fashion goods within the<br>next year.           | Tengo la intención de<br>comprar productos de<br>esta marca dentro del<br>próximo año. |

## Figure-Formal questionnaire

**FACULTAD  
ECONOMÍA Y  
NEGOCIOS**  
UNIVERSIDAD DE CHILE

Hola, mi nombre es Zeyuan Wu y soy estudiante de postgrado de la Facultad de Economía y Negocios de la Universidad de Chile. La siguiente encuesta tiene como objetivo recopilar información respecto a la percepción de logos de los consumidores en Chile.

Los datos obtenidos serán anónimos y de uso exclusivo para la investigación.

¡Gracias por tu colaboración!

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ECONOMÍA Y  
NEGOCIOS**  
UNIVERSIDAD DE CHILE

*F1.*  
¿Tienes algún hobby o pasatiempo artísticos (ej: música, danza, arte.)?

Sí

No

*F2.* ¿Tienes algún trabajo relacionado con el arte (e.j: diseño, arquitectura, arte, música , literatura .....)?

Sí

No

. Observa la marca y responde las siguientes preguntas:

# *Pepsodent*

1. En base a la siguiente escala de **1 a 9**, evalúa que tan de acuerdo estas con las siguientes afirmaciones.

|                                                                                         | 1.<br>Totalmente<br>en<br>desacuerdo | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9.<br>Totalmente<br>de<br>acuerdo |
|-----------------------------------------------------------------------------------------|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------------------|
| El logo atrae mi atención                                                               | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| El logo me ayuda a identificar la marca.                                                | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| El logo representa los beneficios funcionales (utilidad) que espero de la marca.        | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| El logo me asegura los beneficios funcionales (utilidad) de la marca.                   | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| El logo me asegura que la marca ayuda a manejar mi vida cotidiana de manera competente. | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |



2. En base a la siguiente escala de 1 a 9, evalúa que tan de acuerdo estas con las siguientes afirmaciones.

|                                                                                  | 1.<br>Totalmente<br>en<br>desacuerdo | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9.<br>Totalmente<br>de<br>acuerdo |
|----------------------------------------------------------------------------------|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------------------|
| El logo es estéticamente agradable para mí.                                      | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| El logo me brinda placer estético.                                               | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| El logo me hace pensar que esta marca hace mi vida más rica y más significativa. | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| El logo me hace pensar que esta marca expresa quién soy como persona.            | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| El logo me hace pensar que esta marca representa mis valores más profundos.      | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |



3. En base a la siguiente escala de 1 a 9, evalúa que tan de acuerdo estas con las siguientes afirmaciones.

|                                                                                | 1.<br>Totalmente<br>en<br>desacuerdo | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9.<br>Totalmente<br>de<br>acuerdo |
|--------------------------------------------------------------------------------|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------------------|
| Me siento leal hacia esta marca                                                | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| Aunque esta marca fuera más difícil de adquirir, todavía seguiría comprándola. | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| Estoy dispuesto a "ir más allá" para seguir siendo un cliente de esta marca.   | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |



4.  
 En base a la siguiente escala de 1 a 7, evalúa que tan de acuerdo estas con las siguientes afirmaciones.

|                                                                               | 1.<br>Totalmente<br>en<br>desacuerdo | 2                     | 3                     | 4                     | 5                     | 6                     | 7.<br>Totalmente<br>de<br>acuerdo |
|-------------------------------------------------------------------------------|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------------------|
| Esta marca genera una fuerte impresión en mi sentido visual u otros sentidos. | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| Encuentro esta marca interesante de una manera sensorial.                     | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| Esta marca me induce emociones y sentimientos.                                | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |



5. En base a la siguiente escala de 1 a 7, evalúa que tan de acuerdo estas con las siguientes afirmaciones.

|                                                                   | 1.<br>Totalmente<br>en<br>desacuerdo | 2                     | 3                     | 4                     | 5                     | 6                     | 7.<br>Totalmente<br>de acuerdo |
|-------------------------------------------------------------------|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------------|
| Tengo emociones fuertes por esta marca.                           | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>          |
| Al usar esta marca, yo realizo acciones físicas o comportamientos | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>          |
| Esta marca da como resultado experiencias corporales.             | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>          |

6. En base a la siguiente escala de 1 a 7, evalúa que tan de acuerdo estas con las siguientes afirmaciones.

|                                                                | 1.<br>Totalmente<br>en<br>desacuerdo | 2                     | 3                     | 4                     | 5                     | 6                     | 7.<br>Totalmente<br>de acuerdo |
|----------------------------------------------------------------|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------------|
| Esta marca está orientada a la acción (" hacer actividades "). | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>          |
| Empiezo a pensar mucho cuando veo esta marca.                  | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>          |
| Esta marca estimula mi curiosidad y resolución de problemas.   | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>          |



7. En base a la siguiente escala de 1 a 7, evalúa que tan de acuerdo estas con las siguientes afirmaciones.

|                                                                               | 1.<br>Totalmente<br>en<br>desacuerdo | 2                     | 3                     | 4                     | 5                     | 6                     | 7.<br>Totalmente<br>de acuerdo |
|-------------------------------------------------------------------------------|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------------|
| Compraría artículos de esta marca.                                            | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>          |
| Tengo la intención de comprar productos de esta marca dentro del próximo año. | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>          |

8. ¿Qué tan frecuente realizas compras de esta marca?

- 0-2 veces al mes
- 3-5 veces al mes
- más de 5 veces al mes.



Observa la marca y responde las siguientes preguntas:



1. En base a la siguiente escala de 1 a 9, evalúa que tan de acuerdo estas con las siguientes afirmaciones.

|                                                                                         | 1.<br>Totalmente<br>en<br>desacuerdo | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9.<br>Totalmente<br>de<br>acuerdo |
|-----------------------------------------------------------------------------------------|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------------------|
| El logo atrae mi atención                                                               | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| El logo me ayuda a identificar la marca.                                                | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| El logo representa los beneficios funcionales(utilidad) que espero de la marca.         | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| El logo me asegura los beneficios funcionales(utilidad) de la marca.                    | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| El logo me asegura que la marca ayuda a manejar mi vida cotidiana de manera competente. | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |



2. En base a la siguiente escala de 1 a 9, evalúa que tan de acuerdo estas con las siguientes afirmaciones.

|                                                                                  | 1.<br>Totalmente<br>en<br>desacuerdo | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9.<br>Totalmente<br>de<br>acuerdo |
|----------------------------------------------------------------------------------|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------------------|
| El logo es estéticamente agradable para mí.                                      | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| El logo me brinda placer estético.                                               | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| El logo me hace pensar que esta marca hace mi vida más rica y más significativa. | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| El logo me hace pensar que esta marca expresa quién soy como persona.            | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| El logo me hace pensar que esta marca representa mis valores más profundos.      | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |



3. En base a la siguiente escala de 1 a 9, evalúa que tan de acuerdo estas con las siguientes afirmaciones.

|                                                                                | 1.<br>Totalmente<br>en<br>desacuerdo | 2                     | 3                     | 4                     | 5                     | 6                     | 7                     | 8                     | 9.<br>Totalmente<br>de<br>acuerdo |
|--------------------------------------------------------------------------------|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------------------|
| Me siento leal hacia esta marca                                                | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| Aunque esta marca fuera más difícil de adquirir, todavía seguiría comprándola. | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| Estoy dispuesto a "ir más allá" para seguir siendo un cliente de esta marca.   | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |



4.  
 En base a la siguiente escala de 1 a 7, evalúa que tan de acuerdo estas con las siguientes afirmaciones.

|                                                                               | 1.<br>Totalmente<br>en<br>desacuerdo | 2                     | 3                     | 4                     | 5                     | 6                     | 7.<br>Totalmente<br>de<br>acuerdo |
|-------------------------------------------------------------------------------|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------------------|
| Esta marca genera una fuerte impresión en mi sentido visual u otros sentidos. | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| Encuentro esta marca interesante de una manera sensorial.                     | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |
| Esta marca me induce emociones y sentimientos.                                | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>             |



5. En base a la siguiente escala de 1 a 7, evalúa que tan de acuerdo estas con las siguientes afirmaciones.

|                                                                   | 1.<br>Totalmente<br>en<br>desacuerdo | 2                     | 3                     | 4                     | 5                     | 6                     | 7.<br>Totalmente<br>de acuerdo |
|-------------------------------------------------------------------|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------------|
| Tengo emociones fuertes por esta marca.                           | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>          |
| Al usar esta marca, yo realizo acciones físicas o comportamientos | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>          |
| Esta marca da como resultado experiencias corporales.             | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>          |

6. En base a la siguiente escala de 1 a 7, evalúa que tan de acuerdo estas con las siguientes afirmaciones.

|                                                               | 1.<br>Totalmente<br>en<br>desacuerdo | 2                     | 3                     | 4                     | 5                     | 6                     | 7.<br>Totalmente<br>de acuerdo |
|---------------------------------------------------------------|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------------|
| Esta marca está orientada a la acción(" hacer actividades "). | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>          |
| Empiezo a pensar mucho cuando veo esta marca.                 | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>          |
| Esta marca estimula mi curiosidad y resolución de problemas.  | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>          |



7. En base a la siguiente escala de 1 a 7, evalúa que tan de acuerdo estas con las siguientes afirmaciones.

|                                                                               | 1.<br>Totalmente<br>en<br>desacuerdo | 2                     | 3                     | 4                     | 5                     | 6                     | 7.<br>Totalmente<br>de acuerdo |
|-------------------------------------------------------------------------------|--------------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------------|
| Compraría artículos de esta marca.                                            | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>          |
| Tengo la intención de comprar productos de esta marca dentro del próximo año. | <input type="radio"/>                | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>          |

8. ¿Qué tan frecuente realizas compras de esta marca?

- 0-2 veces al mes
- 3-5 veces al mes
- más de 5 veces al mes.



F3.  
¿Cuántos años tienes?

F4.  
¿Cuál es tu género?

- Hombre  
 Mujer

F5. ¿Qué comuna vives actual?

F6. Si deseas participar del sorteo, déjanos tu mail (opcional)  
El sorteo se llevará acabo el día 05 de Abril de 2018.



**Table-1-Factorial****Varianza total explicada**

| Componente | Autovalores iniciales |               |             | Sumas de extracción de cargas al cuadrado |               |             | Sumas de rotación de cargas al cuadrado |               |             |
|------------|-----------------------|---------------|-------------|-------------------------------------------|---------------|-------------|-----------------------------------------|---------------|-------------|
|            | Total                 | % de varianza | % acumulado | Total                                     | % de varianza | % acumulado | Total                                   | % de varianza | % acumulado |
|            | 1                     | 10.621        | 44.254      | 44.254                                    | 10.621        | 44.254      | 44.254                                  | 5.269         | 21.954      |
| 2          | 2.024                 | 8.435         | 52.689      | 2.024                                     | 8.435         | 52.689      | 3.498                                   | 14.573        | 36.527      |
| 3          | 1.648                 | 6.867         | 59.556      | 1.648                                     | 6.867         | 59.556      | 3.225                                   | 13.437        | 49.964      |
| 4          | 1.475                 | 6.146         | 65.703      | 1.475                                     | 6.146         | 65.703      | 2.647                                   | 11.031        | 60.995      |
| 5          | 1.169                 | 4.871         | 70.573      | 1.169                                     | 4.871         | 70.573      | 2.299                                   | 9.578         | 70.573      |
| 6          | .792                  | 3.300         | 73.873      |                                           |               |             |                                         |               |             |
| 7          | .736                  | 3.066         | 76.940      |                                           |               |             |                                         |               |             |
| 8          | .684                  | 2.849         | 79.788      |                                           |               |             |                                         |               |             |
| 9          | .566                  | 2.358         | 82.146      |                                           |               |             |                                         |               |             |
| 10         | .513                  | 2.136         | 84.282      |                                           |               |             |                                         |               |             |
| 11         | .461                  | 1.921         | 86.203      |                                           |               |             |                                         |               |             |
| 12         | .384                  | 1.599         | 87.802      |                                           |               |             |                                         |               |             |
| 13         | .359                  | 1.497         | 89.299      |                                           |               |             |                                         |               |             |
| 14         | .343                  | 1.429         | 90.728      |                                           |               |             |                                         |               |             |
| 15         | .316                  | 1.316         | 92.043      |                                           |               |             |                                         |               |             |
| 16         | .297                  | 1.238         | 93.281      |                                           |               |             |                                         |               |             |
| 17         | .271                  | 1.129         | 94.410      |                                           |               |             |                                         |               |             |
| 18         | .224                  | .932          | 95.342      |                                           |               |             |                                         |               |             |
| 19         | .217                  | .905          | 96.247      |                                           |               |             |                                         |               |             |
| 20         | .208                  | .869          | 97.116      |                                           |               |             |                                         |               |             |
| 21         | .201                  | .840          | 97.955      |                                           |               |             |                                         |               |             |
| 22         | .181                  | .754          | 98.710      |                                           |               |             |                                         |               |             |
| 23         | .166                  | .690          | 99.399      |                                           |               |             |                                         |               |             |
| 24         | .144                  | .601          | 100.000     |                                           |               |             |                                         |               |             |

Método de extracción: análisis de componentes principales.

**Table-1.1 Factor loading for each item**

| Scales                                                                                                     | Measurement in English                                                                          | Factor loadings |
|------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|-----------------|
| Logo identification (Park, C. W., Eisingerich, A. B., Pol, G., & Park, J. W. (2013)).                      | [Brand name]'s logo attracts my attention                                                       | 0.802           |
|                                                                                                            | [Brand name]'s logo helps me identify the brand.                                                | 0.802           |
| Logo functional benefit(Park, C. W., Eisingerich, A. B., Pol, G., & Park, J. W. (2013)).                   | [Brand name]'s logo represents the functional benefits I can expect from the brand.             | 0.897           |
|                                                                                                            | [Brand name]'s logo does not ensure me of the brand's functional benefits.                      | 0.933           |
|                                                                                                            | [Brand name]'s logo ensures me that the brand assists me in handling my daily life competently. | 0.877           |
| Logo aesthetic appeal (Park, C. W., Eisingerich, A. B., Pol, G., & Park, J. W. (2013)).                    | [Brand name]'s logo is aesthetically (visually) pleasing to me.                                 | 0.931           |
|                                                                                                            | [Brand name]'s logo provides aesthetic pleasure to me.                                          | 0.931           |
| Logo self-identity/expressiveness benefit(Park, C. W., Eisingerich, A. B., Pol, G., & Park, J. W. (2013)). | [Brand name]'s logo makes me think that [Brand name] makes my life richer and more meaningful.  | 0.86            |
|                                                                                                            | [Brand name]'s logo makes me think that [Brand name] expresses who I am as a person.            | 0.944           |
|                                                                                                            | [Brand name]'s logo makes me think that [Brand name] does not represent my deepest values.      | 0.91            |
| Customer Commitment(Park, C. W., Eisingerich, A. B., Pol, G., & Park, J. W. (2013)).                       | I feel loyal towards [Brand name]                                                               | 0.875           |
|                                                                                                            | Even if [Brand name] would be more difficult to buy, I would still keep buying it.              | 0.933           |
|                                                                                                            | I am willing “to go the extra mile” to remain a customer of [Brand name].                       | 0.905           |
| Brand experience -Sensory (Zarantonello, L., & Schmitt, B. H. (2010)).                                     | [Brand name] makes a strong impression on my visual sense or other senses                       | 0.945           |
|                                                                                                            | I find [Brand name] interesting in a sensory way.                                               | 0.945           |
| Brand experience-affective(Zarantonello, L., & Schmitt, B. H. (2010)).                                     | [Brand name] induces feelings and sentiments.                                                   | 0.931           |
|                                                                                                            | I do not have strong emotions for [Brand name].                                                 | 0.931           |

|                                                                           |                                                                     |       |
|---------------------------------------------------------------------------|---------------------------------------------------------------------|-------|
| Brand experience-behavioral(Zarantonello, L., & Schmitt, B. H. (2010)).   | I engage in physical actions and behaviors when I use[ Brand name]. | 0.907 |
|                                                                           | [Brand name] results in bodily experiences.                         | 0.908 |
|                                                                           | [Brand name] is not action oriented.                                | 0.766 |
| Brand experience-intellectual(Zarantonello, L., & Schmitt, B. H. (2010)). | I engage in a lot of thinking when I encounter [Brand name].        | 0.924 |
|                                                                           | [Brand name] stimulates my curiosity and problem solving.           | 0.924 |
| Purchase Intent( Zhang, B., & Kim, J. H. (2013)).                         | I would like to buy luxury fashion goods.                           | 0.911 |
|                                                                           | I intend to purchase luxury fashion goods within the next year.     | 0.911 |