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**IMPACT AND EXECUTION OF LOGO INTO CUSTOMERS
PERCEPTION: SPECIAL REFERENCE TO ITC, INDIA**

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1) Executive Summary–

In today's world, both consumers and marketers consider the logo to be one of the most critical aspects of a label. In this analysis, two distinct but connected variables were investigated by which the logo is expected to generate value for customers. The effect and perceived benefits of customers were considered. In the ITC scenario, this study shows the positive effects of a logo on consumer trust. Taking into account the impact of a logo on a customer's loyalty to a brand's identity. Customers will be able to quickly recognize and choose a brand thanks to the logo. This research discovered that logos have importance for 184 questionnaires should be distributed to the survey's population. Customer assurance in terms of success was found to be influenced by descriptive-cognitive, effect, and customer perceptual tendencies, according to the survey results.

2) Review of Literature:

Customer Perceptual:

According to Foxall (1980), perception is characterized as "the process by which stimuli are obtained, perceived, and converted into a response by the individual" (Foxall, 1980, p.29). It's worth noting at this point that this process is relevant to each individual, as a customer's personal belief system has a significant impact on perception. Moos, 2005, Moos, 2005, Moos, 2005,

According to Foxall (1980), In decision-making stage, interpretation is crucial. In a market where branding is used, goods are bought mostly for social or, in certain cases, psychological

identification they convey, rather than for their functional characteristics (Foxall, 1980). Using these principles as a foundation, one can expand on them by identifying two

determinants that affect a consumer's perception of brands. Stimulus discrimination and stimulus generalization are the two factors in question (Erdem, 1998). Consumers' perceptions of the risks associated with the buying decision-making process are heavily influenced by brands. Consumers perceive six risks during all stages of the decision-making process, according to the author, who also discusses how brands can ease consumers' fears about these possible risks (Keller, 1998).

Logo Execution:

ITC company will be able to more quickly determine and extrapolate what it wants to do to raise consumer awareness. For example, depending on whether the product is from FMCG, automobiles, or real estate, a consumer awareness campaign can target different markets with different issues. To raise consumer recognition and scope, the company will run special advertisement campaigns in all cases. Any organization must resolve those obstacles in order for customers to appreciate the advantages of doing business with them. That is the time where we needed certain recall or we can say image by which prospective customer can buy product as per their perception in such situation producer create logo by which unique identity can be from with companies' ethics and values as ITC did.

Add Value:

Each consumer can assess value in their own unique way. Customers would be mindful of the added value of deals if they are aware of the business's special uniqueness. This could take the form of a service, such as a buy one, get one free offer. Your packaging can be slightly bigger, resulting in a higher volume. It's possible that your place is one-of-a-kind and easily available. The company may fund special events, and the use of a distinctive logo will bring more value to the company's other activities. Companies must choose which of these options would fit better for their product. For example, ITC has a various product range and categories so they will create umbrella branding by which they focus main logo of ITC after that they create product image.

ITC:

ITC is an FMCG major, headquartered in Kolkata, India. The ITC having existence with Hotels, Cigarettes & Tobacco, IT, Paperboards and Specialty Papers, Education & Stationery, Packaging, Agri-business, Foods, Agri-business, Lifestyle Retailing and Personal Care.

Behavioral Factor:

ITC Design:

ITC logo having best examples for recall value. ITC logo having the eye-catching brand image, fits well, And, most importantly, logo represents ITC effectively.

Here is some feature of ITC logo design –

Simple - ITC wants its logo to be instantly recognizable, and they want it to be simple—a way for consumers to notice and remember its brand in a flash.

Distinct – In today's chaotic marketplace, finding a way to stand out from the competition can be difficult, but ITC maintains a positive reputation in contrast to rivals.

Versatile - ITC logo is versatile as it is designed in just one size or medium. A good logo can be printed in a variety of sizes, on a variety of mediums such as paper and flex digital screen, and in a variety of applications without losing its effectiveness.

Targeted - “The most important thing a logo has to do is speak to your target audience,” says Design Festival's Christopher Wallace.

Memorize – It can seem difficult to create a memorable logo, but it is crucial, according to Angie Bowen of Fuel Your Creativity. This isn't the most straightforward way of imparting qualities, but it's definitely a high rating, so make sure the designs remain in their heads.

Timeless - Don't try to be too trendy. Aim for long-term success and spend less time identifying the brand.

External behavioral factor:

Political Issue: ITC needed to focus more on brand image because the agriculture produces marketing act mandated the development of mandis in order to ensure a fair distribution of gains among farmers, customers, and traders. This necessitates a strong brand image, which has a significant impact.

Economic issues: The International Trade Center has regarded all aspects of poverty, farming, and unhealthy living conditions as interconnected issues. This will necessitate image and mass recognition.

Socio-cultural issues: As a result of the high income and technology offered by computers, farmers' attitudes toward agriculture changed drastically.

Technological Issues: The ITC is an excellent example of a company that has successfully expanded its business through e-commerce. In several Indian villages, the company has set up a network of 5100 kiosk computers. Millions of farmers can access valuable information across this network, improving their ability to make informed decisions.

3) Introduction:

In the early days, logo received complex logos mutating in shape and size. In the Victorian era (1800 to 1900) logo started become more complex and the beginning of first brand were established by John Cadbury as non-brand identity feedback, Many people assumed that putting a logo into the market (in 1930) would recognize a need for a logo, However, as technology has advanced, we now use mobile phones and tablets in the classroom and workplace, as well as a variety of interactive designs that make distance learning not only appealing to users, but also useful as a delivery tool for lessons. A strong brand will add added - value to products, as well as produce some benefits for customers, and customers will stick to names that add value to them. According to Kotler (2009), "A sign, word,

name, label, or their combination designed to draw attention to a service or product among a seller or group of sellers and distinguish it from that of competitors,". Brand is a vital tool for creating a positive picture in the minds of customers, which helps to set you apart from competitors' products (Kotler, 2009). Clients' lack of appreciation is solved by trademarks. It's important to remember that the strong picture of the product line created by the firm's promotional activities isn't permanent, as well as the introduction of even more innovative products with appealing logos would have an effect. As previously mentioned, customers can develop a strong bond with a logo of different/any brand/brands. It is an intangible commodity that has a significant impact on outcomes.

4) Scope–

This study was conducted between October 2020 and November 2020. Study was conducted through online modes. Different respondents from different cities of India were taken as the geography to do the logo perception research.

5) Research Methodology:

a. Research Design

In this study, 14 questions were used to evaluate the effectiveness of various variables and parameters relevant to the ITC Company's logo. Cronbach's alpha has also been used to evaluate the findings' reliability.

b. Sample and Sample Size

Data was collected from 184 respondents and since, all the questions in the form were compulsory, none of the values were missing.

The complete data set of 184 survey answers was further put through statistical analysis.

c. Data collection tool, Method of administration

Convenience sampling model was used. The structured questionnaire was prepared which included questions related to demographic details of respondents as well as behavioral aspects.

d. Data analysis tool

Cronbach's Alpha was used to check the reliability of data using SPSS Statistics 22.

Table 1

Reliability by Internal Consistency Method-Cronbach's alpha

Variables	Number of Questions	Cronbach's alpha
Customer Perceptual benefit	3	0.69
Functional-benefit	2	0.72
Value tendency	2	0.62
Customer assurance	3	0.73
Performances	4	0.82

The data was analyzed using SPSS 22 tools.

6) Data Analysis and presentation:

Normality test of variables

Skewness and Kurtosis experiments were used to assess the distribution of the data in order to validate its normality. The tests revealed that the variables in the study were normally distributed.

Table-2

Kurtosis and Skewness values to assess the normality

Variables	Skewness	Kurtosis
Customer Perceptual benefit	-0.221	-0.303
Functional benefit	-0.320	-0.294
Value tendency	0.315	0.474
Customer assurance	0.419	-0.312
Performances	-0.349	-0.585

All of the variables 'kurtosis and skewness values were within 1. Customer perceptual benefits has a skewness of -0.221, practical benefits have a skewness of -0.320, Value tendencies has a skewness of 0.315, Customer assurance has a skewness of 0.419, and efficiency has a skewness of 0.349. Furthermore, all variables' Kurtosis values range from +1 to -1, suggesting that the variables' distributions were not substantially different from the normal distributions. As a result, the distribution of variables may be normal or close to normal.

Correlation of variables:

Table-3: Correlation-matrix of basic variable

Variables					
Customer Perceptual benefit	-				
Functional benefit	0.23**	-			
Value tendency	0.14**	0.12*	-		
Customer assurance	0.49**	0.55**	0.32**	-	
Performance	0.37**	0.34**	0.21**	0.33**	-

** Correlation at a significant level of < 0.01

* Correlation significance at the level of < 0.05

The findings indicate that the relationships between variables were found to be reliable (P<0.05). The variables of Consumer Perceptual Benefits and functional benefits have a favourable relationship (r = 0.25). All of the variables are in a positive relationship. With a correlation of 0.55, the functional benefits and customer assurance had the best relationship.

Table-4: Research hypothesis test, significance level and standard coefficient

Hypothesis	Standard coefficient	Significance	Results
Effects of Customer Perceptual benefits of logo on Customer assurance	0.24	P < 0.01	Confirmed
Effects of functional benefits of a logo on Customer assurance	0.25	P < 0.01	Confirmed

Effects of Value tendency of a logo on Customer assurance	0.21	P < 0.01	Confirmed
Effects of Customer assurance on Company	0.52	P < 0.01	Confirmed

When the degree of significance is 1 percent, most coefficients are significant, as can be shown.

7) Findings (Based on analysis and interpretation of data collected)

First hypothesis test:

Customer Perceptual Benefits for logo have a significant impact on Customer assurance ($P < 0.01$), according to these findings, at a confidence level of 99 percent. 0.24 is the positive standardized coefficient. So, at a 95% confidence level, the research's first hypothesis, that customer perceptual benefits of logo affect customer assurance, is confirmed.

Second hypothesis test:

Findings reveals a statistically significant connection between the functional benefits of customer assurance and a logo ($P < 0.01$). The findings suggests that these two variables have a direct or positive relationship. The functional benefits on customer assurance have a standardized coefficient of 0.25. As a consequence of the findings, the researcher's second hypothesis, that the functional benefits of a logo influence customer assurance, is verified at a 99 percent confidence level.

Third hypothesis test:

The findings indicate that logo value tendencies have a significant impact on customer assurance ($P < 0.01$) at a 95% trust level. 0.21 is the standardized coefficient. So, this hypothesis, that logo value tendencies affect customer assurance, has been verified with a 95% confidence level.

Fourth hypothesis test:

Customer assurance and ITC performance have significant connection ($P < 0.01$), according to the findings. The findings suggest that there is a positive relationship. 0.52 is the standardized coefficient. Overall, the findings indicate that the fourth hypothesis of the study, that customer assurance influences ITC success, is verified with a 95% confidence level.

8) Conclusions:

ITC has a competitive advantage because of its solid, reliable, and communicative brand. The findings revealed that the organization should often perceive their brand's logo from three viewpoints: cognitive-descriptive benefit, functional benefit, and Value tendency, as well as visual sign in a logo as a current ongoing role. According to the findings, ITC needs to analyze and recognize brands as an important and influential method in customer relationship management on a regular basis. The fact that a customer recognizes a logo immediately doesn't really mean that the customer spends money and time developing and maintaining relationships with the brand. A brand logo, for example, offers a perfect opportunity for presentation repetition. Brands with a logo outperformed those with only a name as a logo, the research discovered. According to the research conducted and achieved validation for all hypotheses, future studies should focus on factors that affect descriptive-cognitive benefits

(such as font, color and the set of elements associated with the logo) to define relationship between customers' behavior.

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