A STUDY ON BRAND LOGO AND ITS IMPORTANCE IN LAPTOPS

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Abstract:

Purpose: Branding is one of the most important elements of marketing which helps in registering the product in the customer's mind. Studying and analyzing the brand logos- the module based on which the brand is pushed and carries the brand image literally. The literature survey also supports the topic as to how important is brand and its logos to understand the position of the product in the market. This paper examines the significant impact caused by the brand logos in marketing and verifies its importance on the purchase and usage of laptops.

Design/methodology/approach: A survey was completed by 105 respondents all over Chennai. The questionnaire consisted of items with basic demographic questions with items from previous researches were adopted. The selection of respondents was based on convenient sampling

Findings: Findings reveal that the respondents believe that the brand logos are very important for purchasing the product. They also believe that brand logos help in identifying the brand and product. The Chi-Square test also revealed the likelihood ratio on the higher scale.

Research limitations/implications: This study was conducted only in a particular city in a particular state, which limits to generalization. There is a possibility of bias towards the products they have bought from the store.

Practical implications: The paper offers recommendations to the Marketing Managers, students and researchers who are interested in knowing about the impact caused by the brand logos. This research will throw light on topics as to how it is important to focus on brand logos and its importance

Originality/value: This article makes a significant contribution on and about the basic tool in marketing- brand logos. It emphasizes its importance and works as to how it helps in selling the product.

1. **Introduction**

A brand logo is a symbol or design that represents a company or product. A brand logo is a symbol or design that represents a company or organization. Some famous brand logos include:

1. Apple
2. Nike
3. Coca-Cola
4. McDonald's
5. Amazon
6. Samsung
7. Google
8. Pepsi
9. Microsoft
10. Mercedes-Benz

It is an important aspect of a company's branding and helps to establish its identity. A logo can communicate a company's values, mission, and personality, and can help customers easily recognize the brand. A well-designed logo can increase brand recognition, customer loyalty, and brand reputation.

There are several types of brand logos, including:

1. Symbol/Iconic Logo: A simple graphic symbol that represents the brand.
2. Wordmark Logo: A text-based logo that uses a unique typography style to spell out the brand name.
3. Combination Mark Logo: A combination of a symbol and wordmark to create a unique and recognizablelogo.
4. Abstract Logo: A non-representational graphic design that suggests an idea or concept.
5. Letterform Logo: A logo made up of a stylized letter or letters, typically the first letter of the brand name.
6. Emblem Logo: A design that incorporates text or graphics within a symbol, often with a circular shape.
7. Character Logo: A logo that features a character or mascot to represent the brand.

Need for the study

Studying brand logos is important because:

1. Understanding of branding: Brand logos play a significant role in creating and maintaining brand identity. Studying them helps understand the strategies companies use to establish and communicate their brand image.

2. Design principles: A logo's design must convey a message and be easily recognizable, making it an excellent example of the application of design principles such as simplicity, versatility, and memorability.

3. Marketing insight: Studying brand logos provides insight into the marketing strategies of different companies and how they use logos to connect with their target audience and communicate their brand values.

4. Cultural significance: Logos can also reflect cultural and societal changes and be used as a tool for cultural analysis.

5. Career development: For professionals in design, marketing, and branding, understanding brand logos are essential to their professional growth and success.

3. Literature Review

Examining the impact of brand logo colorfulness on consumer judgments toward a brand and its products(*Psychology & Marketing,* Yuwei *2022*).Logos respond to a specific visual code that identifies them as corporate signs, differentiating them from others that respond to the image as a substance Precisely, the analysis proposed in this research focuses on the processes of semiosis or production of meaning that underlie the code of logos, from its social and transformative perspective, that is, reflecting on the social dimension of these signs and their evolution*(Appl,Carmen,Llorente-Barros,Olga,Kolotouchkina,Francisco,García-García,2021)* .Another paper studies the interdependencies between the brand logo design and customers' perceptions regarding brand personality dimensions.(*R Stelian Stancu,Alexandra-Maria Constantine,2021).* While some papers like Costa*, Mariana Monteiro Rolo Trindade,2021,* focused on selecting an appropriate name and logo is crucial for a brand's identity as it helps with identification, differentiation, and influencing consumer behavior. To achieve their strategic objectives, firms invest significant resources in choosing the right name and logo. *Sarkonda Satish, August 2020* had conducted research and stated that conducting important research and protecting it is crucial in designing logos, especially for nature- themed logos. The study surveyed 220 people in Portugal and found that 96 brands demonstrated good design decisions. The results indicate that branding is an important factor in how consumers respond to a brand, and logos have a short-term impact. *Joana César Machado, Beatriz Fonseca & Carla Martin ,2019* investigates the impact of naturalness and logo color on brand gender perceptions, and how these perceptions affect emotional reactions to logos. The study analyzed the effect of logo color on the relationship between logo design and gender perceptions, as well as the effect of consumers' gender on the relationship between gender perceptions and emotional response to the logo. However, the data did not support any of these relationships. The study provides practical guidance for designing logos with gender in mind, using naturalness and color as key factors to consider.

4. Methodology

The participants of the survey were consumers who use laptops on a regular basis. The process of distributing the questionnaire happened online using google forms as the tool. The participants were scattered all around Chennai. Around 105 respondents filled the form and were given a brief description as to why the research is being conducted. As the questionnaire was an online questionnaire, all the respondents had sent the response which could be recorded perfectly, keeping the response rate 100%. The tools used to analyze the sample is the Chi Square analysis.

5. Results

S.NO	GENDER	NO.OF. RESPONDENTS
1	Female	63
2	Male	42

Table 1 represents that 60% are female and 40% are male

S.NO	PRIMARY FEATURE	NO. OF RESPONDENTS
1	Brand	53
2	Feature	37
3	Shape/ Colour	8
4	Advertisement	5
5	Operating systems	1
6	Recommended by Friends	1

Table 2 represents the respondents view on which is the best feature preferred by them to buy a laptop. From the above table it is interpreted that the number of respondents who consider Brand as an important feature to buy laptops are 50.5%, the number of respondents who consider Features as an important feature to buy laptops are 35%,the number of respondents who consider shape and color as an important feature to buy laptops are 7.6%, the number of respondents who consider Advertisements as an important feature to buy laptops are 4.8%, the number of respondents who consider Operating system as an important feature to buy laptops are 1.1%, the number of respondents who take up friend's recommendation as an important feature to buy laptops are 1.1%. It is inferred that the highest number ofrespondents take brand as the primary feature to buy a laptop (50.5%)

S.NO	Best Brand	NO. OF RESPONDENTS
1	HP	61
2	DELL	41
3	APPLE	35
4	LENOVO	20

From the above table it is interpreted that 58.1% of the respondents have a HP Laptop, 41% of the respondents have Dell, 33.3% of the respondents have Apple Laptops, 19% of the respondents have a Lenovo Laptop

S.NO	Role of Advertisement	No.Of Respondents
1	Strongly Agree	61
2	Agree	31
3	Neutral	12
4	Disagree	1
5	Strongly Disagree	0

From the above table it is interpreted that 58.1% of the respondents strongly agree, 29.5% Agree, 11.4% chose to stay neutral, 1.1% chose to disagree that brand logos play and important role in advertisement

S.NO	Identifying the brand	NO.OF. RESPONDENTS
1	Strongly Agree	71
2	Agree	31
3	Neutral	3
4	Disagree	0
5	Strongly Disagree	0

It is interpreted that 67.6% of the respondents strongly agree, 29.5% agree, 2.9% chose to be neutral to the statement that Brand logo helps in identifying a particular brand

6. Discussions

The purpose of the study is to understand the role played by the brand in its purchase. Brand logos carry the face of the brand. The brand logos represent the brand and stand for the brand. It helps in targeting and positioning the brand. Laptops have slowly become a major part of our lives and all the individuals in society are using laptops daily. Be it working on a project, or working in your office every task is carried out on the laptop. From this research, it is inferred that most of the respondents strongly agree that brand logos play an important role in the advertisement. It is inferred that most of the respondents strongly agree that a brand logo helps in identifying a particular brand (67.6%)It is inferred that most of the respondents feel that the brand logo should display the idea of the company. It is inferred that 49.5% of the respondents strongly agree that the brand logo plays an important role in the description of a laptop brand.

A logo is a graphic device that identifies a brand. Sometimes it's referred to as a trademark. Your logo can consist of a symbol and a typographic wordmark, or even just a typographic wordmark on its own in some cases. Because the logo identifies your brand, it's an incredibly important strategic tool. This project is conducted to find out about the brand logo and its importance. McDonald's logo is a giant yellow M with a red background which can be identified by everyone at once. Therefore, a company logo is something special and unique, allowing the customers to identify with the kind of business the company is doing. They are a fundamental part of the company and all companies should have a logo. The researcher deeply analyzed the project and started learning a lot of perspectives as to what people think about certain particular types of brands and mildly understood the market positioning of the brands as such. the researcher concluded that brand logos are important for laptops when it comes to any activity from purchase to usage.

7. Implications to Study

Multiple other brands produce laptops that can be included. A brand logo can be studied and analyzed as a marketing strategy, with being considered as a marketing tactic. Brand logos can be linked with multiple electronic devices, which can expand the horizon a bit. Some respondents have listed their office laptops as their own as of now, as they are using the laptop daily. This should be taken into consideration. The respondents strongly feel that character is the best format for a logo design, so we can

divide the research into parts and discover the various dimensions in the types of character format and what is their perception of characters.

9. Conclusion

Brand logos are graphical representations used by companies to identify and distinguish their products or services from those of their competitors. Logos are often designed with specific colors, fonts, and images that are meant to evoke certain emotions and associations in consumers. A strong logo can help a brand build recognition, establish trust, and create a sense of loyalty among customers. Some famous logos include the Nike "swoosh," the Apple logo, and the Coca-Cola script. It's important for companies to carefully consider the design of their logo, as it can have a

significant impact on their brand image and reputation. Logos should be memorable, unique, and easily recognizable, while also communicating something about the brand's values, mission, or products.

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