THE RELATIONSHIP OF MINIMALIST LOGO REDESIGN AND GENERATION Z'S PURCHASE INTENTION: THE MEDIATING ROLE OF BRAND AWARENESS AND BRAND PERCEPTION

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Abstract

For the past decade, minimalism re-emerged as the dominant art movement, influencing multiple aspects of daily life, and there had been an observable trend among brands to transition to more minimalist-looking logos. The study analyzed the relationship between the minimalist logo redesign of Burger King and purchase intention, as mediated by brand awareness and brand perception. A quantitative research method was followed, and a descriptive-correlational analysis was used. The researchers utilized Partial Least Squares Structural Equation Modeling (PLS-SEM). The study used convenience sampling, and based on the Cohen Statistical Power Analysis, 303 respondents were gathered for this study. The subject of this study was Generation Z, aged between 18 and 26 years old and residing in the National Capital Region, who should be keen and particular about visual elements and have constant exposure to brands. The results indicated that minimalist logo redesign significantly affects Generation Z's brand awareness and brand perception. Furthermore, the findings showed that both mediating variables, brand awareness and brand perception, significantly affect purchase intention. With the trend of redesigning to minimalist logos, businesses, regardless of size, must assess their recognizability and memorability and evaluate their information accessibility. Brand managers can assist in raising awareness by exposing consumers to the redesigned logo in all of their brands' marketing collateral. Furthermore, aligning the purpose and story behind the redesigned minimalist logo with the brand's values can significantly improve the creation of positive brand perceptions.

Keywords: Brand Awareness, Brand Perception, Generation Z, Minimalist Logo Redesign, Purchase Intention

Introduction

For the past decade, minimalism has re-emerged as the dominant art movement, influencing multiple aspects of daily life. Reducing excesses, eliminating redundancy, and focusing on the most basic elements (Fan, 2019) have recently become mainstream philosophy. Given its prevalence and popularity, there has been an observable trend among brands in transitioning to more minimalist-looking logos. These are characterized as having a less complex, flat, and simplistic look and adopting abstract graphics instead of realistic icons for better processing and visualization (Bossel et al., 2019; Urbano et al., 2020). Brands that have redesigned their logos to keep up with the minimalist trend include Starbucks in 2011 (Chen & Bei, 2019), Pepsi in 2014 (Bossel et al., 2019), Instagram in 2016 (Chester, 2018), Mozilla Firefox in 2017 (Ribeiro, 2021), and Burger King and Pringles in 2021 (Bushnell, 2022).

Redesigning a logo is a significant business decision since it is among the most distinguishable and strongest communicative tools in marketing (Erjansola et al., 2022; Walsh et al., 2019). Brand logos identify a brand and its offerings and are designed to positively affect consumers' impressions, attitudes, recognition, and behavior (Kaur & Kaur, 2019; Luffarelli et al., 2018; Luffarelli et al., 2019). The decision to change, alter, and redesign a logo can be due to a myriad of reasons, such as having a negative brand image, improving market position, and introducing new products in the marketplace (Williams et al., 2021), all to appeal better to the market (Bures, 2019) and entice them to invest further in the brand (Luffarelli et al., 2019).

The study will explore brand awareness and brand perception as mediating variables between minimalist logo redesigning and Generation Z's purchase intention. According to Abbas et al. (2021), brand awareness is maximized when consumers use the brand's products. In addition, there is no reluctance to purchase when there is awareness regarding the features and characteristics of a brand. Given its significance to purchase intention and consumer behavior, the researchers will use brand awareness as a mediating factor. Moreover, the findings from Zia et al. (2021) that brand awareness plays a significant role in customer decision-making will be utilized to examine how redesigning to a minimalist logo affects consumers' purchase intention.

In conjunction with brand awareness, brand perception will simultaneously be analyzed as a mediating variable since one must first be aware of a brand before being able to perceive it (Pizzi et al., 2020). Xue (2020) defines brand perception as a social judgment of a brand by individuals based on their own specific impressions of the concerned brand. As a result, it is an integral tool for evaluating the effectiveness of rebranding efforts and has been prevalent in the fields of advertising, sensory marketing, and corporate

image, displaying the relevance of brand perception in the study. However, existing literature on brand perception as a mediating variable is limited. For this reason, the study aims to explore brand perception's mediating effect on the dependent variable, purchase intention, considering that perception influences purchase intention (Xue, 2020).

To date, there has been no study involving minimalist logo redesign, which is a notable gap in the existing literature. While previous research has delved into minimalist logos and logo redesign separately, the researchers aim to bridge this gap by examining the impact of minimalist logo redesign on key variables. Past studies have established that brand awareness and brand perception individually affect purchase intention. However, there are still conflicting studies regarding their actual effects, and there is also a lack of literature on how these variables mediate the relationship between logo redesign and purchase intention. According to Machi et al. (2022), purchase intention represents the willingness of consumers to purchase a product or service from a specific brand, and consumers tend to react positively to brands they desire and consider buying from. Moreover, the act of purchasing plays a crucial role in sales forecasting for businesses (Sivaram et al., 2019; Sohn & Kim, 2020), highlighting the practical significance of examining purchase intention. Therefore, this study will specifically focus on Generation Z's purchase intention, as recent studies have highlighted the importance of targeting this generation in marketing efforts due to their increasing purchasing power (Estropia et al., 2022; Tabassum et al., 2020). By investigating how minimalist logo redesign influences purchase intention within this context, the researchers aim to contribute valuable insights to both the field of marketing and logo design.

Methods

The study analyzed the relationship between the minimalist logo redesign of Burger King and purchase intention, as mediated by brand awareness and brand perception. A quantitative research method was followed, and a descriptive-correlational analysis was used. The researchers utilized Partial Least Squares Structural Equation Modeling (PLS-SEM). The study used convenience sampling, and based on the Cohen Statistical Power Analysis, 303 respondents were gathered for this study. The subject of this study was Generation Z, aged between 18 and 26 years old and residing in the National Capital Region, who should be keen and particular about visual elements and have constant exposure to brands. Due to technological advancements, Generation Z possesses shorter attention spans, favoring the processing of information through visuals (Gould et al., 2019; Shorey et al., 2021; García-Carrión et al., 2023). They gravitate towards simpler, visually appealing, and authentic content that is easier to comprehend and remember (García-Carrión et al., 2023). Additionally, their active presence on social media enhances their knowledge of various brands showcased online (Goldring & Azab, 2020). A frequency scale was used to analyze the data, and the 6-point Likert-type scale had the following levels of agreement (1- strongly disagree, 2- slightly disagree, 3- disagree, 4- agree, 5- slightly agree, 6- strongly agree).

Result and Discusssion

Table 1. Demographic Characteristics of the Respondents (n = 303)

Demographic	Category	F	%
Age	18 years old	27	8.9
	19 years old	55	18.2
	20 years old	50	16.5
	21 years old	59	19.5
	22 years old	62	20.5
	23 years old	22	7.3
	24 years old	9	3.0
	25 years old	14	4.6
	26 years old	5	1.7
Sex	Female	173	57.1
	Male	130	42.9
Location	Caloocan City	16	5.3
	Las Piñas City	15	5.0
	Makati City	13	4.3
	Malabon City	7	2.3
	Mandaluyong City	11	3.6
	Manila City	105	34.7
	Marikina City	18	5.9
	Muntinlupa City	12	4.0
	Municipality of Pateros	5	1.7
	Navotas City	3	1.0
	Parañaque City	7	2.3
	Pasay City	7	2.3
	Pasig City	12	4.0
	Quezon City	54	17.8
	San Juan City	6	2
	Taguig City	6	2
	Valenzuela City	6	2

Based on the results, many of the respondents were female (57.1% or 173 out of 303), aged 22 years old (20.5% or 62 out of 303), and currently residing in the City of Manila (34.7% or 105 out of 303).

Table 2. Construct Reliability and Convergent Validity

Items	Item Loading	p-value	Cronbach's Alpha	Composite reliability	Ave. Variances Extracted
Minimalist logo redesign			0.895	0.925	0.713
MLR1	0.880	<0.001			
MLR2	0.899	<0.001			
MLR3	0.906	<0.001			
MLR4	0.870	<0.001			
MLR5	0.638	<0.001			
Brand perception			0.879	0.912	0.674
BP1	0.788	<0.001			
BP2	0.854	<0.001			
BP3	0.805	<0.001			
BP4	0.848	<0.001			
BP5	0.807	<0.001			
Brand awareness			0.835	0.884	0.608
BA1	0.838	<0.001			
BA2	0.855	<0.001			
BA3	0.862	<0.001			
BA4	0.621	<0.001			
BA5	0.692	<0.001			
Purchase intention			0.912	0.934	0.740
PI1	0.888	<0.001			
PI2	0.861	<0.001			
PI3	0.863	<0.001			
PI4	0.835	<0.001			
PI5	0.852	<0.001			

Table 2 shows the latent variable coefficients used to assess the construct reliability, internal consistency, and convergent validity of the sets of indicators. Obtaining a Cronbach's alpha of at least .70 indicates acceptable reliability while having a value of at least .80 means good reliability. In addition, reaching the .80 composite reliability threshold means that the sets of indicators exhibit good internal consistency (Nunnally, 1978; Fornell & Larcker, 1981; Nunnally & Bernstein, 1994).

Results revealed that Cronbach's alpha values of minimalist logo redesign (.895), brand perception (.879), brand awareness (.835), and purchase intention (.912) all met the standard for demonstrating good reliability. Furthermore, with composite reliability figures ranging from .835 to .912, the items for minimalist logo redesign, brand perception, brand awareness, and purchase intention display good internal consistency in the research tool.

Findings further indicated that the set of indicators utilized in the study instrument met the criteria for convergent validity, which suggests that participants interpret the items or question statements in each construct as intended by the authors of the items' or question statements (Kock, 2017). Item loadings must be at least 0.5, and the p-values should be less than .05 to reach convergent validity. The factor loadings of all indicators vary from .621 to .906 and have a p-value of less than .001, signifying the constructs' significance (Hair et al., 1987; Hair, Black, Babin, & Anderson, 2009; Kock, 2017).

Additionally, Hair et al. (2011) recommend average variance extracted (AVE) values exceeding 0.50 to achieve valid constructs. The results display that this study's AVEs, comfortably within the acceptable range of .608 to .740, demonstrate the instrument's validity.

Table 3. Correlation between square roots of the average variance extracted (AVE) and three inter-construct squared correlation

| Construct	Relation of square roots of the AVE with the inter-construct squared correlation			
	Minimalist logo redesign	Brand perception	Brand awareness	Purchase intention
Minimalist logo redesign	0.845	0.529	0.479	0.417
Brand perception	0.529	0.780	0.574	0.570
Brand awareness	0.479	0.574	0.821	0.703
Purchase intention	0.417	0.570	0.703	0.860
	Diagonal values are the square roots of AVE, and off-diagonals are inter-construct squared correlations.			

Table 4. Heterotrait-Monotrait (HTMT) ratios

Construct	HTMT Ratios			
	Minimalist logo redesign	Brand perception	Brand awareness	Purchase intention
Minimalist logo redesign				
Brand perception	0.461			
Brand awareness	0.636	0.686		
Purchase intention	0.543	0.784	0.690	
	Note: Ratios are Good if < .90, best < .85			

Table 5. Model Fit and Quality Indices of the Emerging Model

Measure	Estimate	Threshold	Interpretation
Average path coefficient (APC)	0.376, $p < .001$	$p < .05$	Significant
Average R-squared (ARS)	0.372, $p < .001$	$p < .05$	Significant
Average block VIF (AVIF)	1.763	≤ 3.3	Ideally
Average full collinearity VIF (AFVIF)	1.929	≤ 3.3	Ideally
Simpson's paradox ratio (SPR)	1.000	$= 1.00$	Ideally
R-squared contribution ratio (RSCR)	1.000	$= 1.00$	Ideally
Statistical suppression ratio (SSR)	1.000	$= 1.00$	Ideally
Standardized threshold difference sum ratio (STDSR)	1.000	$= 1.00$	Ideally
Standardized mean absolute residual (SMAR)	0.090	≤ 0.10	Acceptable
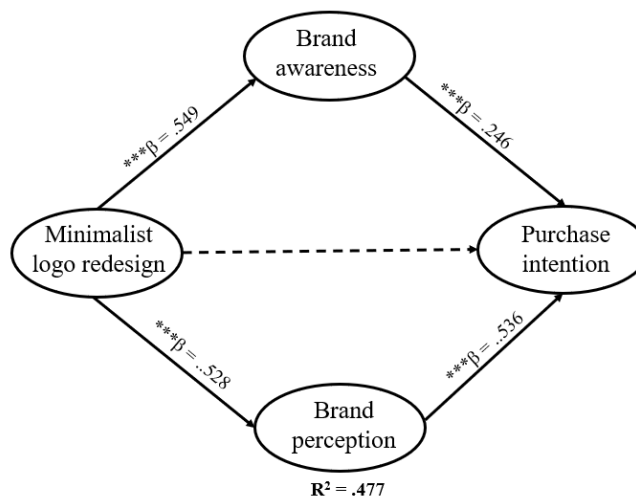
Note: *** significant at $p < 0.001$; ** significant at $p < 0.01$, * significant at $p < 0.05$; ⎯ ⎯▶ insignificant at $p > 0.05$

Figure 1. Emerging Model

The study aims to determine the effect of a minimalist logo redesign on Generation Z's purchase intention mediated by brand awareness and brand perception, as demonstrated in Figure 1.

Table 6. Summary of Hypothesis with Direct Effect

Exogenous	Endogenous	Path Coefficient (β)	P - value	Effect Size (f^2)	Effect Size Interpretation (Cohen, 1988)**	Description	Interpretation
H1: MLR $\rightarrow$ BA		0.549	<0.001	0.301	Medium	Significant	H1 is supported
H2: MLR $\rightarrow$ BP		0.528	<0.001	0.278	Medium	Significant	H2 is supported
H3: MLR $\rightarrow$ PI		0.019	0.367	0.008	NA	Insignificant	H3 is not supported
H4: BA $\rightarrow$ PI		0.246	<0.001	0.149	Medium	Significant	H4 is supported
H5: BP $\rightarrow$ PI		0.536	<0.001	0.378	Large	Significant	H5 is supported

Note: Minimalist logo redesign (MLR); Brand awareness (BA); Brand perception (BP); Purchase intention (PI)
Cohens Effect Size: **0.02 – small, 0.15 – medium, 0.35 – large

H₁: Minimalist logo redesign has a direct effect on brand awareness.

The findings indicate that minimalist logo redesign positively influences brand awareness, which supports the study's hypothesis that minimalist logo redesign has a direct effect on brand awareness. This result complements the findings of Kim and Lim (2019) in which logo design helps increase consumers' brand awareness. In addition, this study aligns with the study of Williams and Son (2021), wherein they concluded that logo redesigns can affect brand awareness. The findings suggest that redesigning to a minimalist logo, which Burger King did, can be a potent tool for companies seeking to enhance their consumers' knowledge of their brand.

H₂: Minimalist logo redesign has a direct effect on brand perception.

Results show that minimalist logo redesign has a positive impact on brand perception, indicating that minimalist logo redesign has a significant relationship with brand perception and affirming the study's hypothesis. The findings are in conjunction with that of the study of Singla and Aggarwal (2020), which stated that modification of a logo and its elements affects brand perception. The reason for such a connection between minimalist logo redesign and brand perception can be attributed to new logos generating various interpretations and analyses (Williams et al., 2021), thus affecting perception towards it.

H₃: Minimalist logo redesign has a direct effect on Generation Z's purchase intention.

The findings reveal that there is no direct effect between minimalist logo redesign and Generation Z's purchase intention, therefore not supporting the hypothesis of the study. The results are closely related to the study of Diktaş and Akgün (2021), wherein a shift in the design of the logo did not have any impact on the buying behavior of customers. These suggest that, on its own and in isolation as a variable, redesigning logos does not carry a significant influence on consumer behavior.

H₄: Brand awareness has a direct effect on Generation Z's purchase intention.

Results show that brand awareness directly affects Generation Z's purchase intention, which supports the hypothesis of the study. This finding means that as the consumer's level of knowledge about a brand grows, their likelihood to purchase likewise increases. In line with the study of Zia et al. (2021), brand awareness improves the willingness to purchase due to their previous knowledge about the brand. As a result, there is less hesitance in trying to purchase from a specific brand. The findings also further reinforce the claim of Dewi et al. (2020) that the level of fame or establishment of a brand helps customers with their buying decisions, regardless of prior experience with the brand.

H₅: Brand perception has a direct effect on Generation Z's purchase intention.

Results show that brand perception directly affects Generation Z's purchase intention, as hypothesized by the researchers. With brand perception and purchase intention displaying the largest effect size, the findings support Rai and Tripathi (2020), Sanny et al. (2020), and Suhud et al. (2022) that if consumers view a brand or its offering positively, then it will make them more willing to purchase. Moreover, this reveals its key role in shaping consumers' behavior and affecting their decision-making processes.

Table 7. Mediation Analysis

Path	Total Effect	P-value	Direct Effect	P-value	Indirect Effect	P-value	Description	Interpretation	Remark
H6: MLR → BA → PI	.431	<0.001	0.142	<0.001	0.289	<0.001	Significant	Partial Mediation	H6 is supported
H7: MLR → BP → PI	.438	<0.001	0.091	0.060	0.348	<0.001	Significant	Full Mediation	H7 is supported

Note: Minimalist logo redesign (MLR); Brand awareness (BA); Brand perception (BP); Purchase intention (PI)

Mediation analysis was performed to establish the intervening role of brand awareness and brand perception in the relationship between Burger King's minimalist logo redesign and Generation Z's purchase intention.

H₆: The relationship between minimalist logo redesign and Generation Z's purchase intention is mediated by brand awareness.

The results provide evidence that supports the assertion that brand awareness is pivotal in mediating the relationship between minimalist logo redesign and Generation Z's purchase intention. The study's hypothesis is substantiated, affirming that the relationship between minimalist logo redesign and Generation Z's purchase intention is mediated by brand awareness. This finding corresponds to the study of Saydan and Dülek (2019), which discussed that brand awareness positively impacts consumers' purchasing tendencies. Similarly, the logo design positively affects brand awareness for consumers (Kim & Lim, 2019), further supporting the hypothesis.

H₇: The relationship between minimalist logo redesign and Generation Z's purchase intention is mediated by brand perception.

The findings provide evidence supporting the idea that brand perception is crucial in mediating the relationship between minimalist logo redesign and Generation Z's purchase intention, supporting the study's hypothesis. The results emphasize the critical role of brand perception in increasing Generation Z's purchase intentions, affirming the study of Rai and Tripathi (2020) and Sanny et al. (2020), which claims that consumer's perception of a brand influences their intention to purchase from it.

Acknowledgement

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