The Impact of Logo Shapes Redesign on Brand Loyalty and Repurchase Intentions through Brand Attitude

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ABSTRACT

The present research intends to investigate the effect of logo shapes redesign on brand loyalty and repurchase intention. The analysis also explores the mediating role of brand attitude between logo shapes redesign, brand loyalty, and repurchase intentions. This analysis utilized convenient non-probability sampling and gathered statistics from 452 students and teachers of the University of Okara, Pakistan. The data collected for the study were analyzed using Smart PLS3.0 and reliability/Cronbach's alpha was undertaken to determine the question's accuracy and validity. The logo shapes redesign reviews significantly effect on brand attitude, further on brand loyalty and also on repurchase intention. Noticeably, logo shapes redesign is strongly related to brand loyalty and repurchase intentions both directly and indirectly. Brand attitude significantly mediates the connection between redesign logo shapes, brand loyalty, and repurchase intentions. Very few studies have explored the relationship between the redesign of logo shapes and brand attitude. Relevantly, the research is the first to demonstrate that a brand's features (e.g. logo) may have a differential effect on consumer reaction based on brand loyalty and repurchase intentions to such an extent those loyal consumers often respond more positively than redesigned logos and repurchase product. Moreover, the research offers prolific implications for loyal customers in the study context.

Keywords: Logo Shapes Redesign, Brand Attitude, Brand Loyalty, Repurchase Intentions
JEL Classification: M310

1. INTRODUCTION

The logo has become one of the crucial aspects of the company in establishing its brand value. The logo, which consists of graphic and typographic aspects, can give brand and product characteristics that consumers can recognize instantly. A logo that has visual markers, such as color combination, graphic icon and the font size has been proven to help consumers to remember brands better than logos that do not have images. However, some companies that change their logos have received different responses from their customers. When users are pleased with a particular brand, they tend to repeat the brand's purchase. Recently, the increase in buyer perception has helped customers would like to repurchase their trusted and preferred product. If corporations need to beat their rivals, consumers would have to be aware of buying their brand and goods. Today is the era of competition,

and it is everywhere for products to be repurchased between firms or between customers. It means consumers buy related services or goods frequently from associated vendors. While repurchase intention is the person's choice to continue the purchase in a similar organization (Ariffin et al., 2016). Repurchase intention is different from the intention to purchase because repurchase signifies more than twice the purchasing of an object and implies dissimilar signals (Chi et al., 2009). Hence, repurchase intention is taken as the dependent variable in the study.

The vital factor leading the consumer to buy the goods is brand loyalty. Owing to brand loyalty, he cannot remember the entire decision procedure; He relies only on his past practice then purchases a similar item. Danish et al. (2018) believe that increased brand awareness will lead to more significant sales of this brand. Brand loyalty is the capability to repurchase and suggest the

desired product to others (Liang et al., 2018). Loyalty means repeated buying of a good or service from customers. Brand loyalty seems to be the determination and the right attitude to buying a similar brand in their potential purchasing situation in a lasting way (Arani and Shafiizadeh, 2019). According to the latest survey of 2,000 customers in the U.S by Michelle Bitran Head of Content at Yotpo (November 10, 2019), approximately 9 out of 10 participants said that their brand loyalty has either stayed steady or improved significantly, About a quarter (24.8%) said they were more loyal to the brand this year than they were last year. When asked to describe their brand loyalty, surveyed consumers overwhelmingly described it as repeat purchases (67.8%), followed by brand love (39.5%) and eventually, given price preference (37.7%). Accordingly, brand loyalty is adopted as the study dependent variable.

The brand attitude will say what people think of goods or services, whether the product responds to a customer's needs and how much the consumer wants the product. Effective attitudes consisting of thoughts, moods, and emotions, have a massive impact on loyalty (Rajumesh and Uiversity, 2014). The available literature indicates a strong correlation between brand experience and brand loyalty (Mathew and Thomas, 2018). The brand attitude seems to be the best way to develop the foundation for customer behavior and is the peak of the brand relationship (Anwar et al., 2012). Hence, brand attitude is adopted as mediation between logo shape redesign, brand loyalty, too repurchase intention in the present study.

Traditionally, the basic concept linked to logos has concentrated on distinguishing and differentiating the brand from its rivals (Kilic et al., 2009). Nevertheless, a logos study recently highlighted other derived customer outputs such as self-affective reactions, stressing that logos can generate positive sentiments and communicate the brand's significance (Foroudi, 2019). The logo, a core element of brand recognition, offers the immediate brand visibility, according to Kilic et al. (2009) critically, logos help to overcome international borders and language barriers as they interact visually. In marketing practices, the importance of a good logo is understood; construction a London Olympic logo in 2012 cost $625,000, 2008's modification on the Pepsi logo cost $1 million, and 2008's renovation of the BP logo cost $211 million (van Grinsven and Das, 2016). A corporation such as Taco Bell uses 20 times more on names and logo symbols. Companies spend considerable amounts of time and money promoting, modernizing and modifying their logos (Kilic et al., 2009), and marketing managers would advantage significantly from a sympathetic of the concepts of logos design, selection, and redesign. Nevertheless, considering the high managerial significance and comprehensive recent research on the brand and product design or marketing aesthetics (e.g., Labrecque and Milne, 2012), little systematic research has been conducted to explore the influence of logo design on the affective reaction of the brand. Hence, the logo shape redesign is adopted as the independent variable.

This analysis focuses on tackling this research gap by exploring how logo shapes, directly and indirectly, affect brand loyalty and repurchases intention. Therefore, we examine whether the sub-dimensions of the independent variable are sources of variations

in such reactions. This research started with a study of relevant literature on brand loyalty; repurchase intention, brand attitude, and logo shape redesign sub-dimensions. Then, the theoretical model and theory are established in the context of the respective examined literature. The analysis also contains research methods, findings, discussion, managerial implications, limitations, and recommendations for the upcoming study, respectively. Therefore, the purpose of this research was to investigate the determinants of Unilever's redesign of logo shapes based on brand loyalty and repurchase intention through brand attitude mediating impact.

2. LITERATURE REVIEW

2.1. Logo Shape Redesign
The logo, a vital element of brand identity, offers immediate brand recognition; significantly, logos help overcome worldwide borders and language barriers as they interact visually (Kilic et al., 2009). A logo may take on a variety of graphic or typographic elements as a brand identity symbol, varying from word-driven, such as wordmarks or stylized letter marks, to image-driven, i.e. along with graphic trademarks; (Foroudi, 2019). Recent studies indicate that Users create a firm decision about the company's image or logo design (Séraphin et al., 2016). Chan, (2019) reveals that the effect on the logo determines the attitude towards the logo and, consequently, the attitude towards the business and the intention to repurchase; the research aspires to examine more closely the design features of the logo influencing the driving. According to Foroudi (2019), most significantly, the logo, a core aspect of brand identification, offers immediate brand visibility; logos help overcome foreign borders and cultural differences as they interact visually. The seminal work of Walsh et al. (2010) established the psychological processes which relate the aesthetic dimensions of stimuli to the responses of the perceiver.

2.2. Brand Attitude
The company's attitude will tell you what people think about a good or service, whether the product meets a customer's needs and whether the consumer wants the product. As already mentioned by Salehzadeh and Pool (2017), the Brand attitude seems to be a significant aspect of a brand assessment. Brand attitude is essential in creating high brand equity outputs, including expected performance and recognition (Salehzadeh and Pool, 2017). Saad et al. (2012) determined that a consumer attitude that leads to a focused brand depends not only on its brand recognition as well as on its market preferences. Customers attach themselves to and form relationships with different brands (Walsh et al., 2010), which leads to brand value (e.g. (Ebrahim et al., 2016). Affective attitudes are consisting of feelings, moods, and emotions which have a profound impact on loyalty (Rajumesh and Uiversity, 2014).

2.3. Brand Loyalty
Brand loyalty is a buyer behavior phenomenon that tends to commit consumers in a specific brand company and make repeated purchases throughout time. This purchasing decision will be either aware or unaware; however, it depends on the confidence which the brand can satisfy consumers. Brand loyalty is founded on an emotional engagement in the brand as well as the user. Brand loyalty stands, an emotionally charged choice for a customer to purchase one

item again and again. The object of repurchasing is the method of individual purchase of products or services from the same company (Chinomona and Maziriri, 2017) and the justification for repurchase is primarily focused on previous purchasing experience. If customers find importance (both utilitarian and hedonic) and are pleased with their past purchases from the same retailer, they develop a strong intention to repurchase (Liang et al., 2018). Furthermore, Anwar et al. (2011) suggests a brand would be loyal if six requirements have to meet those are: (1) Customer's biased reaction to purchase (2) Behavioral reaction implies behavioral indicates that taking into account the other items makes purchase (3) Increasingly articulated indicates that this buying activity can demonstrate more than once (4) Without taking into account the decision-making procedure (5) the choice of the similar items in the case of replacement goods (6) the role of a mental cycle. Besides, brand loyalty is the engagement and optimistic attitude in their potential buying situation to buy the same item durably (Anwar et al., 2012).

2.4. Repurchase Intentions

Repurchase intention is the person's choice to continue the purchase in a similar organization (Ariffin et al., 2016). The explanation of why consumers prefer to elect a related supplier and a similar brand is premised on owns past experiences. The decision to buy back requires a person's view of the same business that meets their requirements and the existing service situation evaluation (Cheng et al., 2016). The intention to buy the similar good or service, again and again, is regarded as the desire of the customer to purchase the related product or service (Alsaid et al., 2016) after a customer has bought something, might be repeating the transactions (Alsaid and Ali, 2019). The repurchase is the real action, and the intention to purchase back is defined as the customer's decision to engage with the retailer or vendor in future activities (Alsaid and Ali, 2019), repurchase intention denotes to the desire of the buyer to buy from the same business for a long time (Bıçakcıoğlu et al., 2018). In some recent research, the repurchase intentions were used as the basis for predicting the potential purchasing behaviors of consumers (Arani and Shafiizadeh, 2019). Through evaluating a research model, the research tries to explain the relationship into brand loyalty and repurchase intention.

3. RESEARCH HYPOTHESES

3.1. Research Hypotheses

The study presents a research framework according to the aims and reviews of the above literature. Logo shapes redesign is the

independent variable; the dependent variables are brand loyalty and repurchase Intention and the brand attitude as the mediating variable. The relationships between the logo shape redesign, brand loyalty, and repurchase intentions with brand attitude mediation are shown in the research structure. It describes all main variables, and their relationships are discussed as follows (Figure 1).

3.1.1. Logo shape redesigns and brand attitude

A logo has been seen as an essential element of identification, impacting the organization's brand value and its vital function. Regarding the relation between the logo assessment and the attitude of the brand, Müller et al. (2013) claimed logos are a leading graphical feature of brand assessment, thereby generating brand connections. Therefore, consumer logo assessments (i.e. positively or negatively) influence consumers' overall behavior towards the brand (i.e. favorable or harmful). For this reason, Walsh et al. (2010) concluded; both the logo assessment and the brand attitude influence a modified logo. However, Salehzadeh and Pool, (2017) found the attitude towards the logo to be a predictor of attitude towards the brand in terms of understanding processing fluency and customer judgment. Therefore, it can be hypothesized that:

H_1: Logo shapes redesign has a significant positive effect on brand attitude.

3.1.2. Logo shape redesign and brand loyalty

Brand loyalty is an essential benefit, as loyal customers were less responsive towards higher costs, more mediocre quality, and more inferior ads (Gwang-In et al., 2013). So, one could claim this logo is also leading to a brand's success. A logo will make a difference between a brand that is now considered an "up-to-date" brand and a "had been." Therefore, firms can charge existing customers a price premium and profit from higher advertisement performance (Müller et al., 2013), resulting in higher value for shareholders and higher productivity (Müller et al., 2013). Therefore, it can be hypothesized that:

H_2: Logo shapes redesign has a significant positive effect on brand loyalty.

3.1.3. Logo shape redesign and repurchase intentions

A logo that has visual markers, such as color combination, graphic icon and the font size has been proven to help consumers to remember brands better than logos that do not have images. However, some companies that change their logos have received different responses from their customers. If consumers are pleased

Figure 1: Research structure
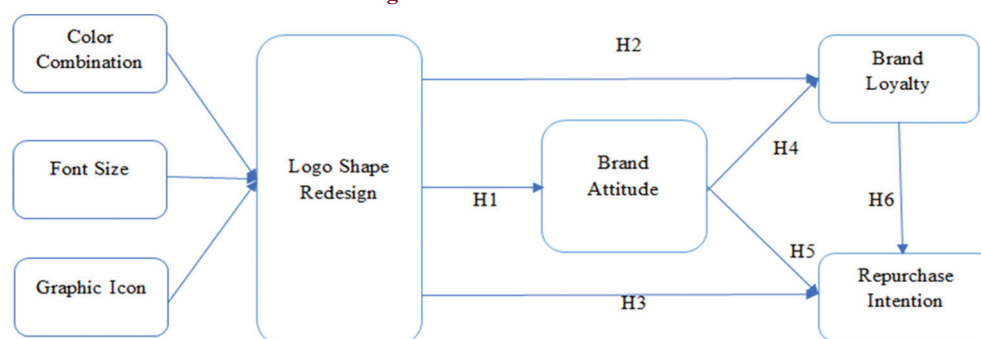
with a defined brand, they will tend to repeat the purchase of that brand. Chan (2019) show that the impact on the logo affects the attitude towards the logo and ultimately the attitude towards the corporation and the repurchase intention if corporations want to defeat their competitors; they need to make customers want to purchase their brands and their goods. The decision to repurchase intention represents the desire of the buyer to replicate the brand's purchasing behavioral activity (Ebrahim et al., 2016). Recent surveys have also verified that the buyback intentions are a good indicator of actual buying activity (Van Grinsven, 2016) and suitable for evaluating customer performance (Liang et al., 2018). It can also be hypothesized as:

H_3: Logo shapes redesign has a significant positive effect on repurchase intentions.

3.1.4. Brand attitude and brand loyalty

Consumers are attached to and from different brand associations (Bıçakcıoğlu et al., 2018), which eventually leads to a brand value (e.g. Danish et al., 2018). The strength of the buyer's attitude towards the brand differs, as consumers with a more optimistic brand attitude have a higher tolerance to knowledge attempting to distract their loyalty from a specific brand (e.g., Van Grinsven, 2016). The theoretical concept linked to cognitive loyalty claims the idea that the attitude towards the object is influenced by an object (Back, 2005). Researchers accepted attitudes that were developed based on beliefs-based models. Within the customer mind, perceived advantages associated with cognitive belief play a crucial role in the production of attitude. Relevant literature advises that the main elements of brand loyalty-building are customer satisfaction, attitude, and dedication to repurchasing actions (Rajumesh and Uiversity, 2014). Affective attitudes are consisting of thoughts, moods, and impulses, which have a profound impact on loyalty (Rajumesh and Uiversity, 2014). And it could be hypothesized:

H_4: Brand attitude has a significant positive effect on brand loyalty.

3.1.5. Brand attitude and repurchase intentions

The aim to repurchase is one's belief in repurchasing based on an appraisal of a product's past buying experience and relates to the possibility of a consumer buying the brand in the future (Arani and Shafiizadeh, 2019). Repurchase applies to regular repurchasing, not endorsing others or shaking with the reward techniques of rivals, and to determine whether the attitude of a consumer leads to practice, comparisons should be made of customer attitudes research in terms of actual behavior (Liang et al., 2018). Moreover, the desire to repurchase is linked to the actual repurchase conduct, and the consumer will probably repeat the product's use in the future with his confidence in repurchasing based on the purchasing experience appraisal (Foroudi, 2019). Existing customers with high loyalty, purchase more frequently and they are less sensitive to competitors' price incentive strategies so that they can continue to repurchase even at higher prices and create new customers with positive word of mouth. This repurchase behavior also plays a significant role in profit growth (Chi et al., 2009). In this way, attitudes are influenced by the satisfaction of the evaluation after purchasing the product, and attitude influences repurchase intention (Kim and Lim, 2019). And this can be hypothesized:

H_5: Brand attitude has a significant positive effect on repurchase intention.

3.1.6. Brand loyalty and repurchase intentions

The relation to brand loyalties and repurchase intention is significant. Chinomona and Maziriri (2017) analyzed the correlation among brand loyalties and repurchase intention and discovered that there is a clear, optimistic connection to brand loyalties and repurchase intention. Salehzadeh and Pool, (2017) showed research focusing on brand loyalty and cell phone repurchase intention; Said's research finds a strong relation of value into brand loyalties and repurchases intention. Brand loyalty may also be believed to have a beneficial impact on repurchase intention. Chinomona and Maziriri (2017) looked at the essential aspects of brand loyalty and repurchase intention. They find that brand loyalty is strongly associated with repurchase intention. Brand loyalty is either the aware or unaware of repurchase or repurchasing a specific product (Danish et al., 2018). So, this can be hypothesized:

H_6: Brand loyalty has a significant positive effect on repurchase intention.

3.1.7. The mediation of brand attitude

The marketing professionals and researchers have recognized in current years the importance of brand experience in marketing related ideas such as sales promotion, brand differentiation, customer engagement, and loyalty (Rajumesh and Uiversity, 2014). The link between attitude and loyalty was discussed in brand-related literature more than three decades ago (Back, 2005). This strongly indicates that repeated loyalty is dictated by the representing attitude of the mark in cognitive-affective and conative situations. In assessing brand loyalty, most recent brand loyalty surveys didn't keep in mind the value of brand experience and brand attitude. Besides, Jiang et al. (2016) considered the logo as an indication of the brand's attitude towards the concept of flexibility in production and customer decision-making. The brand attitudes have an essential effect on re-intention in Gwang-In et al. (2013) research and Séraphin et al. (2016) favorable attitude towards the brand, take a definite turn on product quality and value. According to Gwang-In et al. (2013) research, consumers supported the lesser the attitude towards the brand; the more likely the buyer was to purchase the brand it turned out to be high. Moreover, Ariffin et al. (2016) said that repurchase intention was closely linked to customer love. According to Gwang-In et al. (2013), the brand that has the most significant effect on the degree of inquiry returned from brand research. It was suggested that this was an attitude, and if it is done, it will shape a favorable brand attitude, it can increase the intention to repurchase. It can also be hypothesized as:

H_{7a}: Brand attitude will mediate Logo shapes redesigns and brand loyalty relationship.

H_{7b}: Brand attitude will mediate Logo shapes redesign and repurchase intention relationship.

4. RESEARCH METHODOLOGY

4.1. Survey and Sampling Procedures
4.1.1. Instruments and measures
The fundamental nature of this paper is empirical research which includes primary data gathered by a well-administered questionnaire. The present study has chosen the FMCG sector, and notably "Unilever" Company was selected for data collection. The questions

were asked after the literature review, and according to the context of the item. We generated a questionnaire using the constructs of multiple items from existing literature, as seen in Table 1. Due to real marketing exchanges, the survey approach allows data to be collected from a wide range of respondents with high external reliability and generalizability. The questionnaire is composed of two parts; part one is pre-coded questions about respondents' demographics, and part two includes 7 point Liker scale going from (1) strongly disagree to (7) strongly agree questions about Logo redesign, brand attitude, brand loyalty, and repurchase intentions. Following Cretu and Brodie (2007), the questionnaire started with demographic questions. We have qualified three distributors of the questionnaires to maintain sufficient and adequate response levels. Data were collected from January 2020 to February 2020 over the three weeks. Distributed questionnaires were 600, of which we got 518 with 86.33% response rate.

We finally reached 452 valid questionnaires after discarding incomplete portions of Questionnaires which lacked significance. A hybrid of the questionnaire was used to gather data for self-administered and former researchers. Three items for repurchase intention were measured according to Chiu and Chang (2009). Attitudinal and behavioral parameters should be used to test loyalty; the analysis of brand loyalty was based on three elements revised by Oh (1999) and Del Río et al. (2001). Five items for brand attitude were measured based on Chiu and Chang (2009). Logo shape redesigns thirteen items adapted from Cretu and Brodie (2007). Besides, a marketing expert analyzed the reliability of the survey questionnaire face and text and integrated recommendations with additional reviews.

4.1.2. Sampling and data collection
This research used a non-probable convenience sampling approach and targeted the University of Okara, Pakistan's students, and teachers. We also verified that the rationality of the skewness and kurtosis data and standards were within the threshold range (±1, ±3) recommended by Siddiqi et al. (2019). While the caveat used convenient sampling to generalize findings, it was used because of the respondents' simple approach and the significance of the elements towards them (Siddiqi et al., 2019). Therefore, convenient sampling for the present research is not a big concern.

5. DATA ANALYSIS AND RESULTS

5.1. Analytical Technique
Due to its importance in different disciplines, the research analyzed the conceptual framework using partial least square structural equation modeling (PLS-SEM) (Siddiqi et al., 2019). The current studies (Siddiqi et al., 2019) suggested that PLS-SEM investigate complex models, with mediation analysis, hypothesis testing, and predictive orientation compared to conventional covariance-based structural equation modeling (CB-SEM), because of its high statistical strength. The present study incorporates all of these theories for model complexity, hypothesis testing, and statistical strength to forecast expected statistical structure, making it essential to use SmartPLS3.0 to implement the PLS-SEM technique.

5.2. Profile of Respondents
Table 2 shows details for the participants. According to age, 64.01% were between 18 and 25 years, 20.79% were between 26 and 32 years, 8.84% were between 32 and 40 years, 5.75% were between 40 and 50 years, 46.90% were female, and 15.26% were married. More than half (52.65%) possess a graduate and 28.76% hold a degree in undergraduate education. In comparison, 18.58% hold a post-graduate degree.

Table 1: Loading, CR, AVE, and α of constructs

Constructs	Items	Statements	Loading	CR	AVE	α
Brand attitude	BA1	I think it's a brand that suits me	0.524	0.852	0.542	0.782
	BA2	I think it's a brand which offers good performance products	0.649			
	BA3	It is a brand that I can rely on	0.863			
	BA4	I consider this is a brand with a strong value for money	0.753			
	BA5	I think it's a brand with a good image	0.840			
Brand loyalty	BL1	Over the next few years, I will continue with my current brand	0.841	0.821	0.606	0.675
	BL2	I recommend my friends and relatives on this brand	0.803			
	BL3	I tell others positive things about the brand	0.682			
Color combination (LSR)	CC1	Logo design can build a powerful urge to purchase instantly	0.812	0.827	0.492	0.745
	CC2	A brand logo is unique compared to another brand	0.637			
	CC3	Colorful logo catches my attention first	0.591			
	CC4	Color draws my attention and makes a good mood.	0.671			
	CC5	If the logo color is bright, I can purchase	0.771			
Font size (LSR)	FS1	The font on the logo draws my attention	0.636	0.836	0.563	0.742
	FS2	The font is readable 1 meter away	0.790			
	FS3	The font size on the logo can improve mood for purchasing	0.829			
	FS4	Font size catches my attention and makes it easy to read	0.734			
Graphic icon (LSR)	GI1	The icon on the logo is easy to remember	0.925	0.87	0.639	0.785
	GI2	Graphic icon grabs your attention	0.465			
	GI3	The icon helps to choose a product	0.929			
	GI4	Graphic icon influences the impulsive design	0.786			
Repurchase intention	RI1	I will continue to purchase this brand's products in the future	0.959	0.844	0.668	0.701
	RI2	In the future, I hope to continue buying goods from that brand	0.961			
	RI3	I'd like to continue to use this brand to purchase products	0.399			

*LRS=Logo Shapes Redesign

Table 2: Demographic information (n=452)

Demographics	Frequency	Percentage
Gender		
Male	240	53.09
Female	212	46.90
Place		
Sahiwala	34	7.52
Okara	189	41.81
Renala Khurd	110	24.33
Pattoki	74	16.37
Others	45	9.95
Marital status		
Single	383	84.73
Married	69	15.26
Age		
18–25	290	64.01
26–32	94	20.79
32–40	40	8.84
40–50	26	5.75
Education		
Undergraduate	130	28.76
Graduate	238	52.65
Post-graduate	84	18.58
Job		
Students	320	70.79
Professionals	122	26.99
Others	10	2.21
Income (Pak rupee/month)		
<10,000	256	56.63
10,000–19,999	48	10.61
20,000-29,999	46	10.17
30,000-39,999	49	10.84
40,000 and above	53	11.72

Table 3: Discriminant validity

Constructs	BA	BL	CC	FS	GI	RI
Brand attitude	0.737					
Brand loyalty	0.439	0.778				
Color combination	0.182	0.337	0.701			
Font size	0.271	0.464	0.297	0.750		
Graphic icon	0.214	0.327	0.510	0.472	0.799	
Repurchase intention	0.563	0.497	0.204	0.161	0.176	0.817

The income relevance showed that approximately 56.63% <10,000 Rs. 10.61% were between 10,000 and 19,999 Rs. 10.17% were between 20,000 and 29,999 Rs. 10.84% were from 30,000 to 39,999. Whereas, 11.72 % were 40,000 Rs. and above. Moreover, 70.79% of the respondents were students, whereas 26.99% were professionals. The respondents' geographic representation reduced by the following percentages: Sahiwal (7.52 %), Okara (41.81%), Renala Khurd (24.33%), Pattoki (16.37%), and others (9.95%).

5.3. Assessment of Measurement Model

Following on from Siddiqi et al. (2019), the reliability and validity of the external model are determined by the researchers. It was measured the internal consistency and convergent reliability of standardized factor loadings (SFL), composite reliability (CR), and average extracted variance (AVE). The tests showed values above 0.701, 0.70, and 0.50 respectively for SFL, CR, and AVE (Siddiqi et al., 2019); which presented sufficient reliability and convergent validity (Table 1).

Furthermore, discriminating validity (Table 3) was recognized following Imran and Zillur (2016) method, whereby AVE's square root was more significant than any pair of latent constructs correlations. Some variables have Cronbach's alpha <0.70 and PVC <0.50 but they have better composite reliability (Pc) than 0.742, so they will be supported and analyze next steps.

5.4. Analysis of Structural Model

The internal or structural model helps to show the relationship between the model's frameworks (Siddiqi et al., 2019). The

predictive power of the model was evaluated using the most common coefficient of determination (R^2 value) form, ranging from 0 to 1, R^2: 0.75, 0.50, and 0.25 respectively are considered significant, moderate, and low (Siddiqi et al., 2019). The R^2 values for endogenous constructions are as follows for the current model: brand attitude ($R^2 BA$) =0.069, brand loyalty ($R^2 BL$) = 0.307, logo shapes redesign ($R^2 LSR$) =1, and repurchase intentions ($R^2 RI$) = 0.618. The experimental findings of the 5000 bootstrap samples and 97.50% bias correlated confidence interval (CI) hypotheses presented that logo shape redesign have positive impacts on the brand attitude ($H_1 - \beta_{LRS \to BA} = 0.263$, t = 4.476, [0.146.0.378], P < 0.001), The core effect for H2 showed a strong correlation between logo shapes redesign ($H_2 - \beta_{LRS \to BL} = 0.442$, t = 9.133, [0.253, 0.445], P < 0.001) with brand loyalty, thereby supporting H2. Further, logo shape redesign have positive significant effects ($H_3 - \beta_{LRS \to RI} = 0.219$, t =4.419, [−0.118, −0.001], P < 0.001) on brand attitude. Further, the results presented that the brand attitude had a strong optimistic impact on brand loyalty ($H_4 - \beta_{BA \to BL} = 0.346$, t =7.620, [0.256, 0.437], P < 0.001). Moreover, brand attitude have positive significant effects ($H_5 - \beta_{BA \to RI} = 0.681$, t =12.127, [0.563, 0.782], P < 0.001) on repurchase intention. The findings indicated that the brand loyalty had a strong constructive impact on repurchase intention ($H_6 - \beta_{BL \to RI} = 0.225$, t =3.018, [0.072, 0.362], P < 0.003). The effective outcomes are summarized in Table 4 and Figure 2.

5.5. Mediation Analysis

Besides, H_{7a} indicates that brand attitude significantly mediates the relationship among logo shape redesign and brand loyalty; H_{7b} points out that brand attitude positively mediates the relationship between logo shape redesign and repurchase intention. To check the mediating impact of variables, follow the procedure mentioned in the current study (Siddiqi et al., 2019). First, logo shape redesign can affect brand loyalty; this condition being endorsed by H_2. Second, logo shapes redesign can influence repurchase intention; this condition supported by H_3. Furthermore, brand attitude mediates between logo shapes redesign and brand loyalty ($H_{7a} - \beta_{LRS \to BA \to BL} = 0.116$, t = 3.832, [0.050, 0.142], P < 0.001). Finally, the findings showed the significant positive impact of the brand attitude, as opposed to our hypothesis mediate between logo shapes redesign and repurchase intention ($H_{7b} - \beta_{LRS \to BA \to RI} = 0.201$, t = 4.995, [0.103, 0.259], P < 0.001). Following the fulfillment of all criteria, the final move is to decide the mediation whether to mediate in full or in part by measuring the variance accounted for. The VAF (indirect effect/total effect*100) shown in Table 5 and the final findings showed that the brand attitude partially mediates the relationship between logo shapes redesign, brand loyalty, and repurchase intention since the VAF value is 20.79% and 47.86%. There is zero mediation when the value of VAF is <20%, but when the value of VAF is 20-80% it would be a partial mediation, and

Table 4: Path coefficient

| Paths	Path coefficient	Bias Correlated CI (97.50%)	t-value	P-value	Findings
H1. LSR -> BA	0.263***	[0.146, 0.378]	4.476	0.000	Supported
H2. LSR -> BL	0.442***	[0.253, 0.445]	9.133	0.000	Supported
H3. LSR -> RI	0.219***	[−0.118, −0.001]	4.419	0.000	Supported
H4. BA -> BL	0.346***	[0.256, 0.437]	7.62	0.001	Supported
H5. BA -> RI	0.681***	[0.563, 0.782]	12.127	0.000	Supported
H6. BL -> RI	0.225***	[0.072, 0.362]	3.018	0.003	Supported

*LRS=Logo Shapes Redesign *BA=Brand Attitude *BL=Brand Loyalty *RI=Repurchase Intentions Significance level 0.05

Table 5: Mediation analysis

Paths	Direct Effect ß	Indirect Effect ß	Total Effect	VAF	Mediation
LSR -> BL	0.442				
LSR -> BA -> BL		0.116	0.558	20.79	Partial Mediation
LSR -> RI	0.219				
LSR -> BA -> RI		0.201	0.420	47.86	Partial Mediation

*LRS=Logo shapes redesign *BA=Brand attitude *BL=Brand loyalty *RI=Repurchase intentions

Figure 2: Structural model results
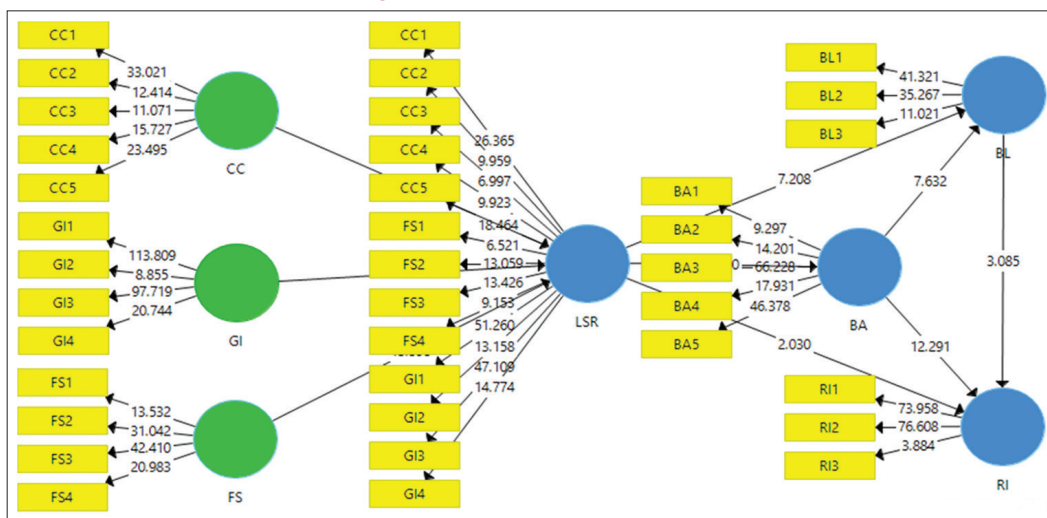
when the value of VAF is greater than 80% it is defined as a full mediation (Hussain et al., 2020). The findings suggest that brand attitude partially mediates the relationship between logo shapes redesign, brand loyalty, and repurchase intention since the VAF values are 20.79% and 47.86% respectively. So, the findings that endorse H_{7a} and H_{7b}.

6. DISCUSSION

The paper explains the influence of multiple variables on the consumer's repurchase intention. After analysis, we accomplish that eight of its hypotheses are acknowledged, indicating that the first hypothesis "There is a positive relationship between logo shapes redesign and brand attitude," was accepted after the study has indicated that logo shapes redesign impact on brand attitude, Walsh et al. (2010) stated, a modified logo affects both the logo himself assessment and the attitude towards to the brand. According to Müller et al. (2013), a logo can create the modification into a brand that is viewed as an "up-to-date" brand and a "had been" one. So, corporations could charge loyal customers a price premium and benefit from increased

advertisement performance. Furthermore, the second hypothesis that was "logo shapes redesign has a significant direct effect on brand loyalty" is also approved. Chan (2019) show that the effect on the logo affects the logo's attitude and, ultimately, the company's attitude and repurchase intention if company want to defeat their competitors; they need to make customers want to purchase their brand and goods. It shows the positive effect and is also important, thus showing the positive relationship of the purpose with the repurchase intention. Some factors have Cronbach's alpha < 0.70 and PVC <0.50 but they have composite reliability (Pc) better than 0.742, so they will be supported and analyze next steps. The fourth hypothesis is also accepted "Brand attitude has a positive impact on brand loyalty." Because, affective attitudes consisting of feelings, moods and emotions which have a profound impact on loyalty (Rajumesh and Uiversity, 2014). The satisfaction of the evaluation influences attitudes after purchasing the product, and attitude influences repurchase intention (Hussain et al., 2020). Moreover, the fifth hypothesis "Brand attitude has a direct effect on the repurchase intention" is also accepted, it demonstrates the favorable outcome, and it also indicates the sign in its data. Chinomona

and Maziriri (2017) analyzed the correlation between brand loyalties and repurchase intention and found that there is a significant optimistic relationship between brand loyalties and repurchase intention. Therefore, the sixth hypothesis "There is a direct and positive relationship between brand loyalty and the repurchase intention" is also accepted and presented the effective outcome of the study. The link between attitude and loyalty was discussed in brand-related literature more than three decades ago (Mathew and Thomas, 2018). The brand's Attitudes have an important influence on re-intention in Gwang-In et al. (2013) research. Besides, the seventh and last hypothesis made by the researcher is "Brand attitude mediating between Logo shapes redesign, brand loyalty and repurchase intention" after the analysis was completed on it was also accepted. It displays the relevant outcomes and means after the application of statistical tools, we put data on SmartPLS3.0 after testing its reliability through Cronbach's alpha and get a favorable result.

6.1. Theoretical Implications

By identifying some critical factors in the current model of the research, this analysis can make a significant theoretical contribution to the area of interest to researchers. This is in line with a suggestion to expand the applicability of their model to new systems and applications. In the current study, brand loyalty, repurchase intentions have been examined in contributing brand attitude to understand the main content factors that could impact on customers' attitudes regarding their perception and expectations toward logo shapes redesign. This study also contributes that loyal customers react more positively than redesigned logos and repurchase products as well. Such associations have been empirically proven, as presented in the results section. Looking at the research model; one can see that the effect sizes are important and applicable to management. Besides, the effect is mediated not only by the attitude of the brand but also by a more comprehensive collection of associations modified in response to the redesign of a logo.

6.2. Practical Implications

From practical perceptive, results of present research have shown pieces of evidence about main features that would exist the focus of attention for marketers who are engaged in logo redesigning. Logo shapes also keep a company updated about market trends and new techniques. For managers, the present study has several significant implications. Nowadays, when changing their logos, most companies use a mass strategy (Ebrahim et al., 2016). Furthermore, most organizations believe that their most loyal consumers, those with a deep commitment to the company, are more open to change (Ebrahim et al., 2016).

Additionally, weakly loyal customers respond favorably to the logo redesign. Of course, a more complicated strategy is wanted to make sure the logo redesigns appeal to both classes. One approach can control loyal customers' reactions and perceptions by always asking their feedback, and can announce flying until the adjustments are revealed to the general public. Providing such a feeling of being an "insider" to the deeply committed will reinforce their self-brand relation and reduces the potentially harmful effect of redesigning a logo. For example,

if Unilever's company has not directly revealed a change of logo; redesign of products, packaging, and ads appeared. The adverse reactions may have been because Unilever's new logo shocked and disappointed its intensely loyal buyers, who should have predicted such a change. Empirical research explores this ameliorative method will improve managerial practice. Another essential feature of the present study is brand attitude. Affective attitudes are consisting of feelings, moods, and emotions which have a profound impact on loyalty. Brand attitude is crucial to building positive outcomes for brand equity, including perceived quality and awareness. Accordingly, marketers have to put more effort into perceived quality, feelings, moods, emotions and focus on the value proposition of any product. From a practical perceptive, brand loyalty is founded on the consumer's emotional attachment to the brand. Brand loyalty is a customer's emotionally charged decision to purchase one brand again and again. Therefore, marketers have to put more effort into building a strong relationship between products and consumers and develop a strong intention to repurchase. Another essential feature of the present study is repurchasing intentions. This means consumers consume similar services or goods repeatedly from related vendors. While repurchasing is the actual practice, the intention to repurchase indicates the customer's willingness to participate in future activities with the retailer or supplier. Therefore, marketers have to put more effort into love about brands.

7. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

In this analysis, only one FMCG Company was taken, researchers can use other companies. Our sample size is small, with a large sample size that would produce exciting findings. Currently, the theoretical model shows sub-dimensions of logo shapes redesign like the color combination, graphic icon, and font size. Thus, marketers must concentrate on raising customer loyalty by focusing on sub-dimensions such as brand packaging design, brand trust, and brand image. The current study has used a convenience sampling technique, whereas future research can use other sampling techniques like simple random sampling and systematic sampling. The study also indicates that marketers should concentrate on brand quality; customers would in future create brand loyalty and increasing their repurchase intention.

8. CONCLUSION

In conclusion, all of the aims of such research have been accomplished: firstly to find out what aspects of logo shapes redesign impact on brand loyalty and consumer repurchase intention; secondly to analyze the direct and indirect effect of independent variable sub-dimensions (color combination, font size, and graphic icons) on dependent variables by brand attitude; and thirdly to provide recommendations for improving logo shapes redesign. This research utilized convenient non-probability sampling and gathered statistics from 452 students and teachers of the University of Okara, Pakistan. The data obtained for this study were evaluated using Smart PLS3.0,

and reliability analysis/Cronbach's alpha was performed to assess the reliability and validity of the questions. Furthermore, the direct and indirect effects of logo shapes redesign were discussed and explained to achieve clear answers and evidence for all research hypotheses. Details and suggestions given were based on the analysis of the literature and the experiential results of the study. Thus, the implications of the current study provide both theoretical and practical contributions to the marketing field.

Moreover, the research offers prolific implications for loyal customers in the study context. This study, also suggests that marketers must concentrate on raising customer loyalty by focusing on sub-dimensions like brand packaging design, brand trust, and brand image. Lastly, this study verifies the brand attitude act as a mediator between the logo shapes redesign, brand loyalty, and repurchase intentions significantly.

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