

THE EFFECT OF BRAND LOGO ANTHROPOMORPHISM AND BRAND FAMILIARITY ON BRAND TRUST MEDIATED BY BRAND IMAGE (CASE STUDY ON OLIVE FRIED CHICKEN)

Hutdi Nurcahyono^{1*}, Singgih Santoso²

^{1,2}Faculty of Business, Universitas Kristen Duta Wacana Yogyakarta

Corresponding E-mail: 13230124@students.ukdw.ac.id, singgih.santoso@gmail.com

Received : 25 January 2025

Published : 28 February 2025

Revised : 31 January 2025

DOI : <https://doi.org/10.54443/morfai.v5i1.2667>

Accepted : 25 February 2025

Link Publish : <https://radjapublika.com/index.php/MORFAI/article/view/2667>

Abstract

In the increasingly competitive culinary business, building brand trust is a key factor in attracting and retaining customers. Anthropomorphism of brand logos and brand familiarity can play an important role in forming a positive brand image, thus influencing the level of consumer trust. This study aims to analyze how these two factors contribute to brand trust in Olive Fried Chicken, considering the mediating role of brand image. This study uses a non-experimental quantitative approach with a focus on Olive Fried Chicken consumers in the Special Region of Yogyakarta and its surroundings. Data were collected through a questionnaire with a Likert scale, using a purposive random sampling method with a sample of 350 respondents. Data analysis was carried out using descriptive statistics and Structural Equation Modeling (SEM) using AMOS 24 to test the causal relationship between variables and confirm the validity and reliability of the instrument through Confirmatory Factor Analysis (CFA). This study shows that logo anthropomorphism and brand familiarity have a positive and significant influence on brand image, which in turn has an impact on increasing brand trust. Brand image acts as a mediator in the relationship between logo anthropomorphism and brand familiarity with brand trust, confirming that a strong image can strengthen consumer trust. Therefore, companies are advised to optimize branding strategies through more anthropomorphic logo designs and increased brand familiarity to build better brand image and trust.

Keywords: *Anthropomorphism of logo, brand image, brand familiarity, brand trust, Olive Fried Chicken.*

INTRODUCTION

A logo is a visual representation of a brand identity that plays an important role in building an impression for consumers of a product or company. A logo is vital in brand recognition and differentiation, acting as a visual symbol that helps consumers recognize and remember the brand (Kaur & Kaur, 2019). An effective logo design can help a brand become easily recognized, remembered, and differentiate itself from competitors (Liang et al., 2024). In designing a brand logo that effectively communicates the product, consider that the choice of logo must be aligned with the brand offering and the desired value perception, because different types of logos produce different results. Understanding these dynamics can help companies create logos that encourage differentiation and positive product value perceptions before consumers try the product (Ho et al., 2024). The food industry often categorizes products such as snacks, sweets, and fast foods as hedonic due to their ability to arouse pleasure and satisfy desires. These foods are characterized by their appealing taste, smell, and appearance, which stimulate consumption driven by emotional and sensory factors rather than nutritional value (Çetinkaya, 2022). In this context, anthropomorphizing brand logos is becoming an increasingly popular strategy among marketers to create an emotional connection with consumers of hedonic products. Anthropomorphism is the attribution of human characteristics, behavior, or form to non-human entities, including animals, objects, and even gods. The concept is rooted in the Greek words “anthropos” (human) and “morphe” (form), and has evolved over time from its initial application to gods to a wider range of non-human entities (Nashef, 2023). Anthropomorphism, or the attribution of human characteristics to non-human objects, has long been a strategy used in branding and logo design.

(Aggarwal & McGill, 2007) research shows that anthropomorphism can influence consumer evaluation of brands through the process of assimilation and contrast. When anthropomorphic characteristics match consumer expectations, a positive assimilation effect occurs. Conversely, when there is a mismatch, a negative contrast effect

THE EFFECT OF BRAND LOGO ANTHROPOMORPHISM AND BRAND FAMILIARITY ON BRAND TRUST MEDIATED BY BRAND IMAGE (CASE STUDY ON OLIVE FRIED CHICKEN)

Hutdi Nurcahyono and Singgih Santoso

can occur. This shows the importance of designing anthropomorphic elements that are in line with brand positioning and target consumer expectations. Olive Fried Chicken is a local fried chicken brand that operates in the Special Region of Yogyakarta and its surroundings (Klaten, Magelang, Solo, Semarang, Kebumen, and Purworejo). After more than a decade, Olive Fried Chicken has managed to have approximately 115 (one hundred and fifteen) outlets spread across the various regions above. Although it has many outlets, Olive Fried Chicken is not a franchise business, but a family business. Kunardi Sastrawijaya, opened the first Olive Fried Chicken outlet on Jalan Tamansiswa, Yogyakarta with his partner Aurora Sri Rahayu in 2011. In an article written by Handayani (2022) on the Nibble.id site, Olive Fried Chicken was nicknamed the most delicious fried chicken and was the choice of many students in Yogyakarta, with a taste that is almost the same as the American franchise fried chicken, namely Kentucky Fried Chicken (KFC).



Picture 1. Olive Fried Chicken Logo

Olive Fried Chicken has a brand logo that reflects a hedonic product, namely fast food, according to the article by (Ho et al., 2024), namely attractive colors, cute typography, and the character Olive Oyl from the animation "Popeye The Sailorman." The use of the brand name "Olive" and the placement of the Olive Oyl character is the right decision from the company, because it is able to convey to consumers regarding the product they offer, namely fried chicken. The relationship between brand name and logo as brand identity elements is diverse and significant in shaping consumer perception and brand recognition. Logos serve as a fundamental part of a brand's visual identity, often designed to evoke recognition, influence, and meaning, reflecting the organization they represent (Erjansola et al., 2021). The strategy used by Olive Fried Chicken by adding the Olive Oyl character to the brand logo is the right decision to increase brand familiarity and provide a stronger emotional connection (Delbaere et al., 2011). Brand familiarity generated through the process of anthropomorphism is the goal emphasized by the company when designing the brand logo.

High brand familiarity can provide various benefits for companies, such as increasing the effectiveness of marketing communications, reducing marketing costs, and increasing consumer loyalty. Brand familiarity in building a strong brand has been the subject of various studies in the field of marketing. (Kent & Allen, 1994) found that brand familiarity can increase advertising effectiveness by reducing interference from competing brand advertisements. Brand image, as a potential mediator in the relationship between logo anthropomorphism, brand familiarity, and brand trust, has also been the focus of various studies. Concluded that brand image is a multidimensional concept consisting of product attributes, functional benefits, and general attitudes toward the brand. Many previous studies have demonstrated the importance of logo design, including natural-organic and anthropomorphic elements in influencing brand perception, brand image, and brand trust. However, there is a research gap in directly comparing the effectiveness of natural-organic logos and natural-organic anthropomorphic logos in influencing brand image and brand trust. In addition, there is still little research that combines the concept of logo anthropomorphism with brand image creation and brand trust into one comprehensive research framework. Further research is needed to fill this gap and contribute a more detailed perception of the logo design process that can be optimized to create a competent brand image and increase trust for consumers. This study aims to analyze the influence of brand logo anthropomorphism and brand familiarity on brand trust, with brand image as a mediating variable, in the context of Olive Fried Chicken. Anthropomorphism of brand logo refers to the effort to give human characteristics to the logo, while brand familiarity relates to the level of consumer familiarity with a

brand. This study seeks to uncover how these two factors influence consumer trust in the Olive Fried Chicken brand, as well as the extent to which brand image plays a role as a mediator in the relationship. The study is expected to contribute new insights into theory and practice in understanding the dynamics of brand trust formation in the fast-food industry. The study is also expected to contribute knowledge about how various branding elements interact in shaping consumer perceptions and behavior.

LITERATURE REVIEW

Basic Concept of the Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is an expectancy-value model that explains human behavior as a consequence of behavioral intention, which in turn is influenced by attitude, subjective norms, and perceived behavioral control. (Ajzen, 1991) developed TPB to address the limitations of the Theory of Reasoned Action (TRA) in explaining behaviors that are not entirely under an individual's volitional control. According to Ajzen, TRA was designed to explain behaviors that are fully under an individual's control, whereas many real-world behaviors are influenced by factors beyond direct personal control. TPB consists of three main components that collectively shape behavioral intention, which subsequently predicts actual behavior (Ajzen, 1991). These three key components jointly form behavioral intention, which serves as an indicator of how much effort an individual is willing to exert and how strongly they intend to perform the behavior.

Logo Anthropomorphism

Anthropomorphism is defined as the attribution of human characteristics to non-human entities, including objects, animals, or abstract concepts (Golossenko et al., 2020). A logo is a visual representation of a brand's identity, serving as the primary symbol that identifies a company, product, or organization. This graphic element is designed to create a strong and memorable impression while distinguishing the entity it represents from competitors (Oliveira et al., 2019).

Logo anthropomorphism refers to the practice of incorporating human-like characteristics or attributes into logo design (Golossenko et al., 2020; Oliveira et al., 2019). The purpose of this approach is to strengthen the emotional connection between a brand and its consumers by leveraging the natural human tendency to respond positively to human-like features (Golossenko et al., 2020; Suhaili et al., 2021). Anthropomorphic logos can take various forms, ranging from explicit representations of human figures to subtle elements such as eyes, mouths, or facial expressions embedded in objects or typography (Oliveira et al., 2019). The goal is to make the logo feel more lively, friendly, and relatable to the audience (Golossenko et al., 2020; Suhaili et al., 2021).

Brand Familiarity

Brand familiarity is a key concept in consumer behavior and marketing studies. (Alba & Hutchinson, 1987) define brand familiarity as the accumulation of prior knowledge about a product possessed by consumers. (Kent & Allen, 1994) state that brand familiarity reflects the level of direct and indirect consumer knowledge about a brand. The more familiar consumers are with a brand, the more brand associations they can recall, allowing them to better distinguish it from competitors. One of the main factors influencing brand familiarity is advertising exposure. The frequency and intensity of advertising exposure significantly contribute to increasing brand familiarity.

Brand Image

According to (Boulding, 1961), an image is the overall impression formed in a person's mind about something. (Boulding, 1961) argued that an image plays a crucial role in shaping human behavior. A brand image is the overall perception that consumers have regarding a brand. Kotler & Keller (2012) describe an image as a collection of beliefs, ideas, and impressions held by individuals about an object. Brand image plays a vital role in influencing consumer behavior. Positive brand image increases the likelihood of consumers purchasing a product. Brand image can be measured through various indicators. According to (Alhaddad, 2015), brand image indicators include overall management quality, corporate contributions to society, social values, product trustworthiness, and competitive pricing.

Brand Trust

Brand trust refers to the consumer's willingness to rely on a brand's ability to fulfill its promised function. Brand trust is the sense of security consumers feel when interacting with a brand, based on their belief that the brand is reliable and responsible for their interests and safety. Service quality is one of the key factors affecting

THE EFFECT OF BRAND LOGO ANTHROPOMORPHISM AND BRAND FAMILIARITY ON BRAND TRUST MEDIATED BY BRAND IMAGE (CASE STUDY ON OLIVE FRIED CHICKEN)

Hutdi Nurcahyono and Singgih Santoso

brand trust. States that the better a company's service quality, the stronger consumer trust in the company and its products. Brand experience also influences brand trust. Brand experience involves sensations, feelings, cognition, and behavioral responses that arise from interactions with a brand, including its design, identity, packaging, communication, and environment. According to Kotler & Keller (2018), brand trust consists of several interrelated dimensions that influence consumer perception, including reliability, integrity, benevolence, competence, and consistency.

METHOD

This study applies a quantitative approach with a non-experimental quantitative research category. This study is located in the Special Region of Yogyakarta and its surroundings (Klaten, Magelang, Purworejo, Temanggung, Solo, and Wonosobo). This is because the location of the Olive Fried Chicken brand outlets is only in that area, so the study only focuses on consumers in the existing area. The population identified by the researcher is the public who live in the Special Region of Yogyakarta and its surroundings (Klaten, Magelang, Purworejo, Temanggung, Solo, and Wonosobo) and have consumed products with the Olive Fried Chicken brand. The sampling design uses the purposive random sampling method. In this study, there were 26 question items, so the researcher determined the number of samples as many as 350 randomly from all Olive Fried Chicken consumers.

The data collection technique in this study utilized a questionnaire that included demographic questions and 4 (four) measuring instruments or scales to explore 4 (four) variables in the study. The Likert scale was used in each question in this study. The data analysis technique in this study used descriptive statistics to describe the data and the Structural Equation Modeling (SEM) method to test the causal relationship between variables. SEM was implemented with AMOS 24 software through several stages, such as developing a theory-based model, compiling a path diagram, converting to a structural equation, and evaluating the suitability of the model using various Goodness of Fit indicators. The validity and reliability of the instrument were tested using Confirmatory Factor Analysis (CFA) with standardized loading factors (LF) and Construct Reliability (CR). After the model was proven to be appropriate, hypothesis testing was carried out by looking at the Critical Ratio (CR) and probability (p) values, to ensure that the relationship between variables was statistically significant.

RESULTS AND DISCUSSION

Results

Instrument and Data Quality Test

The quality check of the instruments and data from the respondents' questionnaire answers was carried out to assess the ability and ensure the suitability of the instruments and data for research purposes, considering validity and reliability. There are 26 (twenty-six) question items in this study that reflect each variable, involving 350 (three hundred and fifty) respondents. The data obtained have been tested and processed using AMOS 24 software.

1. Validity Test

In this study, the validity test was carried out using the CFA (Confirmatory Factor Analysis) tool through the AMOS 24 software. The requirement for indicators of variables that are considered valid is if the Loading Factor (LF) has a value of > 0.50 . Conversely, if the LF value is < 0.50 , then the indicator is considered invalid (Yamin, 2023). Loading Factor (LF) reflects how strong the correlation is between each indicator and the latent variable; the higher the LF value, the higher the level of validity (Yamin, 2023). The results of the validity test are presented in the following table.

Table 1. Validity Test Results Table

Variables	Indicator	Loading Factor	VE	Information
Anthropomorphism of Logo	LA1	0.946	0.844	Valid
	LA2	0.909		Valid
	LA3	0.910		Valid
	LA4	0.910		Valid
	LA5	0.918		Valid
Brand Familiarity	BF1	0.926	0.832	Valid
	BF2	0.900		Valid

THE EFFECT OF BRAND LOGO ANTHROPOMORPHISM AND BRAND FAMILIARITY ON BRAND TRUST MEDIATED BY BRAND IMAGE (CASE STUDY ON OLIVE FRIED CHICKEN)

Hutdi Nurcahyono and Singgih Santoso

Variables	Indicator	Loading Factor	VE	Information
Brand Image	BF3	0.906	0.861	Valid
	BF4	0.920		Valid
	BF5	0.916		Valid
	BF6	0.904		Valid
	BI1	0.907		Valid
	BI2	0.935		Valid
	BI3	0.930		Valid
Brand Trust	BI4	0.912	0.869	Valid
	BI5	0.945		Valid
	BI6	0.933		Valid
	BI7	0.933		Valid
	BT1	0.925		Valid
	BT2	0.923		Valid
	BT3	0.925		Valid
	BT4	0.914		Valid
	BT5	0.939		Valid
	BT6	0.951		Valid
	BT7	0.946		Valid
	BT8	0.933		Valid

Source: Primary data processing results (2024)

Based on data obtained from the validity test involving 350 (three hundred and fifty) respondents for 26 (twenty-six) question items, it was found that all questions had LF values > 0.50 and an average > 0.90 . This indicates that all questions in the questionnaire are suitable for use. Variance Extracted (AVE) in the analysis shows that each variable has a value ≥ 0.50 , confirming that the indicator accurately reflects the measurement of latent variables (Yamin, 2023).

2. Reliability Test

Reliability or reliability testing states the reliability of the measuring instrument. Reliability testing in this study uses CR (Construct Reliability) which can be said to be meaningful like Cronbach's Alpha, which functions to reflect the reliability of internal consistency. When the CR value ≥ 0.7 , the variable is considered reliable. However, the CR range between 0.60-0.70 is still acceptable provided that the LF is accepted (Yamin, 2023). The results of the reliability test are explained in the following table:

Table 2. Reliability Test Results Table

Variables	Construct Reliability	Limit	Information
Anthropomorphism of Logo	0.964	> 0.7	Reliable
Brand Familiarity	0.967		Reliable
Brand Image	0.977		Reliable
Brand Trust	0.981		Reliable

Source: Primary data processing results (2024)

In Yamin's view (2023), the results of the reliability test are said to be reliable if they meet the requirements of Construct Reliability ≥ 0.7 . The test results show that the CR value for all research variables exceeds 0.7. Based on these data, it can be concluded that the entire research instrument is reliable so that it is suitable for use in further research.

Structural Equation Modeling (SEM) Data Analysis

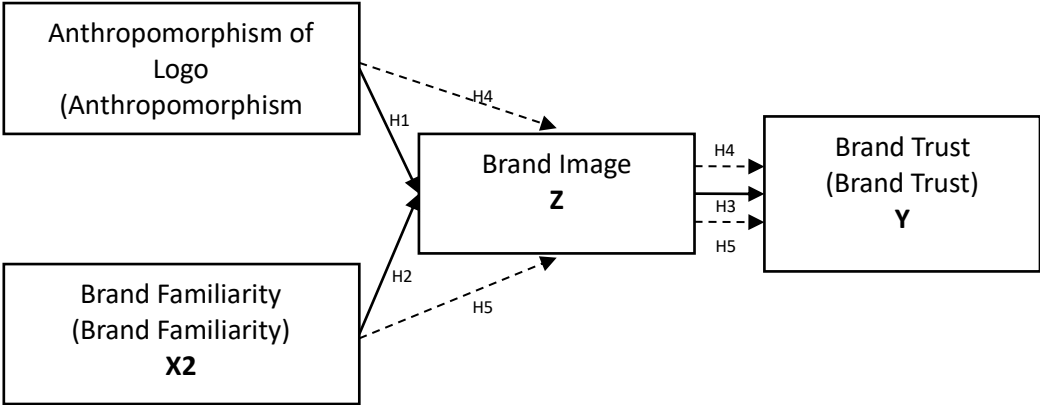
Structural Equation Modeling (SEM) is a statistical analysis that combines factor analysis and regression analysis to test a model formulated based on a solid theory (Yamin, 2023). The purpose of covariance-based SEM is to test a theory, validate a theory, or compare various existing theories (Yamin, 2023). AMOS 24 software is used as a data analysis tool in this study. The steps for SEM data analysis refer to the SEM analysis method proposed by Hair (Yamin, 2023).

1. Discussion of Models According to Theory

The formation of the model in this study is based on the concept of data analysis that has been explained in Chapter II. Overall, the model consists of two independent variables (exogenous), namely Logo Anthropomorphism and Brand Familiarity, one dependent variable (endogenous), namely Brand Trust, and one intervening or mediating variable, namely Brand Image.

2. Path Diagram Preparation

After developing the theoretical model, the next step is to organize the model into a flowchart to facilitate the analysis of causal relationships. In the flowchart, constructs will be connected through arrows, where straight arrows indicate direct causal relationships between constructs. The measurement of variable relationships in SEM is known as a structural model. The following is the SEM flowchart used in this study.



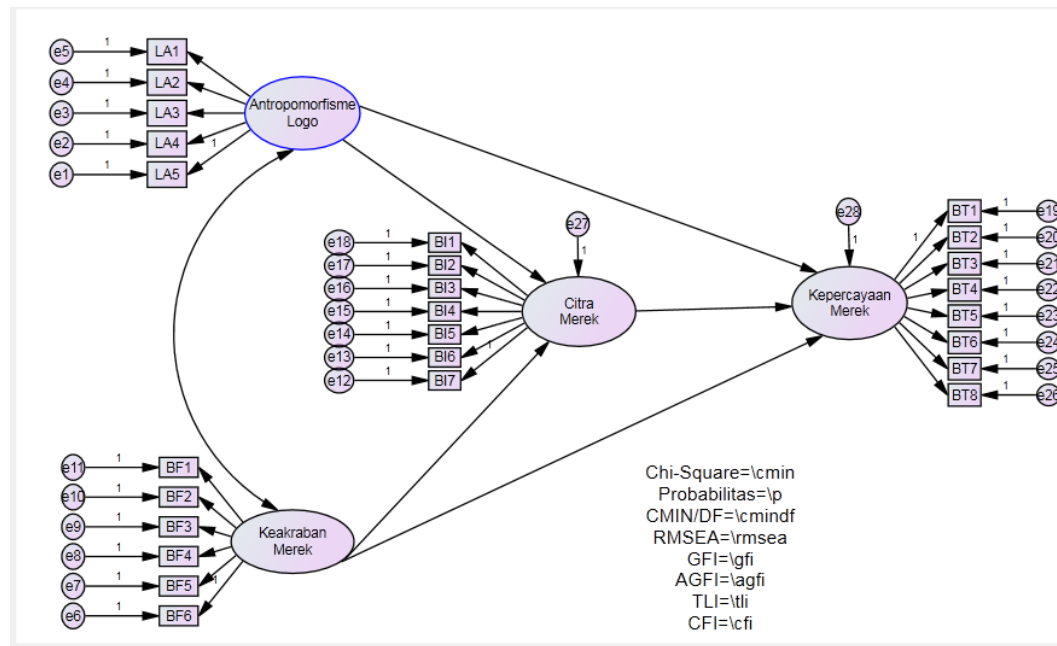
Picture 2. Path Diagram

3. Converting Flowcharts into Structural Equations

The model that has been explained in the flowchart in the previous stage will be described in the form of a structural equation as explained below.

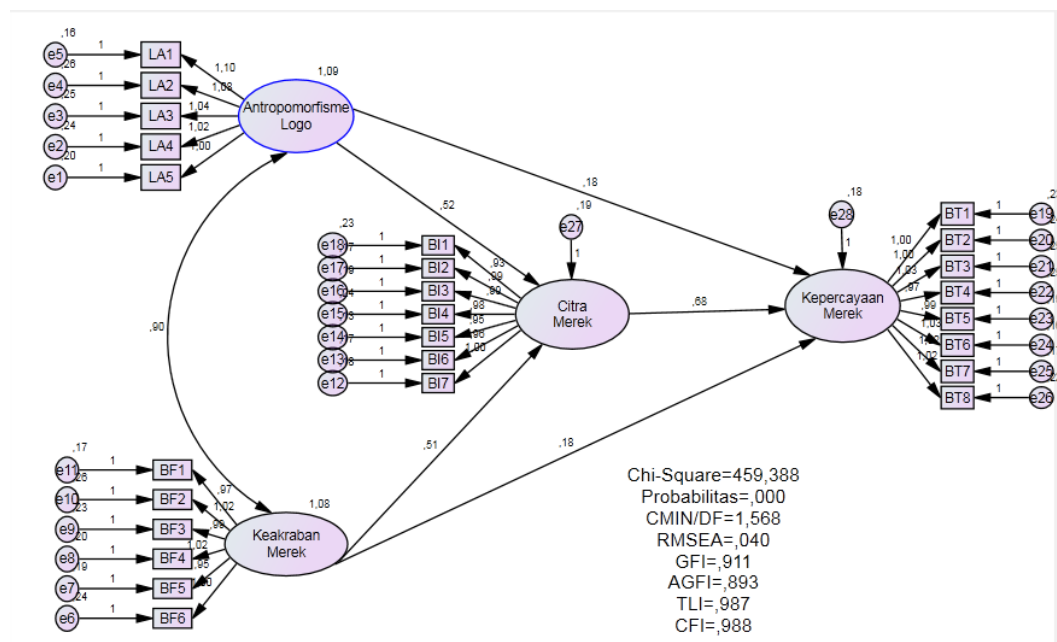
THE EFFECT OF BRAND LOGO ANTHROPOMORPHISM AND BRAND FAMILIARITY ON BRAND TRUST MEDIATED BY BRAND IMAGE (CASE STUDY ON OLIVE FRIED CHICKEN)

Hutdi Nurcahyono and Singgih Santoso



Picture 3. Structural Equations

After getting the structural model diagram as seen in Figure 2. the next step is to input data from each indicator and research variable. Through the processing process using AMOS 24 software, the results are obtained as seen in Figure 3. In the results of Figure 3. the Loading Factor (LF) is obtained which is a numeric value that reflects the level of relationship between the observed variables and the factors or artificial variables used in factor analysis.



Picture 4. SEM Model Flowchart Output

Based on Figure 4. the causal relationship tested in SEM data analysis can be expressed through a flowchart of structural equation formation. The simplified structural model explains the chi-square value = 459.388, Probability = 0.000, RMSEA = 0.040, GFI = 0.911, AGFI = 0.893, CMIN / DF = 1.568, TLI = 0.987, CFI = 0.988. The figure shows that the relationship between variables has a strong influence which is depicted by a solid line. In the next step, testing is carried out whether the resulting model is appropriate or not, to then be able to conclude from the hypothesis being tested. Goodness of Fit Model testing and hypothesis testing of the model values need to be carried out.

4. Input Matrix and Model Estimation

At this stage, the matrix input process uses covariance and correlation, while the model estimation uses maximum likelihood (ML) estimation and must meet various assumptions presented as follows.

a. *Sample Size*

This study included 350 (three hundred and fifty) respondents. Based on the view that the number of representative samples is at least around 200, or obtained from 10 times the number of parameter items or questions in Yamin (2023). This study has considered 26 (twenty six) question items by taking a sample of 350 (three hundred and fifty). Thus, the sample size used has met the requirements needed for the SEM test.

b. *Normality Test*

The normality test is used to test whether a data variable or a set of data variables follows a normal distribution pattern. The multivariate normality test of the data meets the normal assumption because the value of -2.247 is within the range of ± 2.58 .

c. *Identify Outliers*

Outliers can be defined as observations or data that have unique characteristics and are very different from other data, and appear in the form of extreme values (Yamin, 2023). The results of the Mahalanobis Distance value, from the processed data, there is no value that exceeds 54.051. Therefore, it can be concluded that the data does not have outliers.

d. *Structural Model Identification*

Some methods to check for possible problems in identification are through evaluation of estimation results. This identification is done by considering the value of degrees of freedom ($df > 0$) of the model that has been created.

Table 3. Structural Model Identification

Information	Results
<i>Number of distinct sample moments</i>	351
<i>Number of distinct parameters to be estimated</i>	58
<i>Degrees of freedom (351 – 58)</i>	293

Source: Primary data processing results (2024)

The AMOS 24 output results show that the df model has a value of 293 ($df > 0$). This indicates that the model is included in the "over-identified" category because its df is positive. So that data analysis can be continued to the next stage.

e. *Assessing Goodness of Fit Criteria*

Goodness of fit (GoF) describes the model fit test (Yamin, 2023). In SEM it is divided into 3 (three) groups, namely Absolute GoF, Incremental GoF, and Parsimony GoF. The Absolute GoF measure measures how well the proposed model fits the data. Some Absolute GoF measures are Chi Square test (CMIN), RMSEA, GFI, AGFI, RMR. The Goodness of Fit results in this study are shown in the following data:

Table 4. Goodness of Fit Assessment

<i>Goodness of fit index</i>	<i>Cut-off value</i>	MResearch Model	Mmodel
<i>Chi square</i>	$\leq 394,626$ ($df=350$)	459,388	Not Fit
<i>Significant Probability</i>	≥ 0.05	0,000	Not Fit
RMSEA	≤ 0.08	0.040	Fit
GFI	≥ 0.90	0.911	Fit

THE EFFECT OF BRAND LOGO ANTHROPOMORPHISM AND BRAND FAMILIARITY ON BRAND TRUST MEDIATED BY BRAND IMAGE (CASE STUDY ON OLIVE FRIED CHICKEN)

Hutdi Nurcahyono and Singgih Santoso

<i>Goodness of fit index</i>	<i>Cut-off value</i>	MResearch Model	Mmodel
AGFI	≥ 0.90	0.893	Marginal
CMIN/DF	≤ 2.0	1,568	Fit
TLI	≥ 0.90	0.987	Fit
CFI	≥ 0.90	0.988	Fit

Source:Primary data processing results (2024)

Hypothesis Test

The hypothesis is considered proven if there is an influence between variables and has a critical ratio value greater than ± 1.96 at a significance level of 0.05. Meanwhile, the estimate value (loading factor) is obtained from the standardized regression weight in the analysis using AMOS 24 software to determine the orientation and influence of the correlation if the hypothesized influence is significant. The results of the correlation between variables are presented in the following chart.

Table 5. Hypothesis Testing Results

No.	Hypothesis	Estimate	S.E.	CR	P	Results
H1	Anthropomorphism of Logo→Brand Image	0.517	0.052	10.215	***	Significant
H2	Brand Familiarity→Brand Image	0.510	0.051	10,004	***	Significant
H3	Brand Image→Brand Trust	0.679	0.069	9,895	***	Significant
		Direct		Indirect		
H4	Anthropomorphism of Logo→Brand Image→Brand Trust	0.161		0.311		Significant
H5	Brand Familiarity→Brand Image→Brand Trust	0.162		0.306		Significant

Source:Primary data processing results (2024)

According to the data analysis in Table 5. it is known that the CR value shows a significant influence with a value above ± 1.96 . In addition, at a significance value of less than 0.05, it can be concluded that there is an influence between variables (Yamin, 2023). Detailed discussion can be found in the table below.

The results of SEM estimation for testing various hypotheses show that the researcher has summarized the results of testing these hypotheses in a prepared table.

Table 6. Summary of Research Hypothesis Results

Hypothesis	Results	Information
The Relationship of Logo Anthropomorphism to Brand Image	Supported	Positive
Relationship between Brand Familiarity and Brand Image	Supported	Positive
Relationship between Brand Image and Brand Trust	Supported	Positive
The Relationship between Logo Anthropomorphism and Brand Trust with Brand Image Mediation	Supported	Partial Mediation
The Relationship between Brand Familiarity and Brand Trust with Brand Image Mediation	Supported	Partial Mediation

Source: Primary data processing results (2024)

Discussion

Logo Anthropomorphism Has a Positive and Significant Influence on Brand Image

The results of the hypothesis test show that logo anthropomorphism has a positive and significant effect on brand image, with the estimated parameters obtained a value of 0.517 and a CR value of 10.215, and a probability value of ($p < 0.05$). This finding is consistent with the study of Daryanto et al. (2022), which states that logo anthropomorphism affects consumer perceptions of brand functional performance, which is part of brand image. This finding can be explained through the Theory of Planned Behavior (TPB) framework proposed by Ajzen (1991), where individual perceptions of an entity (in this case an anthropomorphic logo) can affect attitudes towards the brand. TPB explains that perception will affect emotions and then lead to individual behavioral intentions (Ajzen, 1991).

Preliminary research also supports this result, where 69% of respondents associate the image of Olive Oyl with the Olive Fried Chicken brand. This shows that anthropomorphic logos can support creating a strong brand image in the minds of consumers. This is in line with TPB which emphasizes that positive perceptions of an object can influence attitudes and behavioral intentions. The positive influence of logo anthropomorphism on brand image can be explained through the theory of anthropomorphism which states that humans tend to attribute human characteristics to non-human entities (Epley et al., 2007). In the context of branding, anthropomorphic logos can help consumers form stronger emotional connections with brands.

These results are consistent with the study by (Kaur & Kaur, 2019) which states that the visual elements of a brand logo contribute significantly to the formation of brand image. Anthropomorphic logos can increase the uniqueness and visual appeal of a brand, thereby helping to differentiate it from competitors. (Machado et al., 2015) study also supports this finding, showing that logo designs that reflect or display natural elements (including anthropomorphism) can influence consumer perceptions of a brand. In the context of Olive Fried Chicken, the use of the familiar Olive Oyl character from the Popeye animation as an anthropomorphic logo may help create positive associations and increase brand recall. However, it should be noted that the level of anthropomorphism should be adjusted to the characteristics of the target market and brand positioning. Research by (Golossenko et al., 2020) shows that consumer perceptions of anthropomorphism can vary based on demographic and psychographic factors. Therefore, it is crucial for companies to conduct in-depth market research before implementing an anthropomorphic logo. In addition, consistency between the anthropomorphic logo and other branding elements also needs to be considered to ensure the coherence of the overall brand image.

Brand Familiarity has a positive and significant effect on Brand Image

The results of the hypothesis test show that the level of brand familiarity significantly affects brand image, with an estimated value of 0.510 and CR 10.004 ($p < 0.05$). These results support the findings of (Kaur & Kaur, 2019) who stated that brand familiarity is a bridge between the brand logo and brand image. In the context of Olive Fried Chicken, consumer familiarity with the Olive Oyl character from Popeye The Sailorman is believed to be able to form a positive brand image. As many as 43% of respondents in the initial study associated the image with the Popeye animation. The positive influence of brand familiarity on brand image explains that the more familiar consumers are with a brand, the easier it is for them to understand information related to the brand (Alba & Hutchinson, 1987). The findings are in line with a study by Blanco & Blasco (2007) which states that brand familiarity influences consumer perceptions of brand quality and value. A high level of familiarity can minimize risk perceptions and increase consumer trust in the brand. In the case of Olive Fried Chicken, the use of familiar characters from popular animations can help create instant familiarity with the brand, even for consumers who have not tried the product. This has the potential to build a positive brand image by leveraging associations that have already formed in the minds of consumers. The practical implications of these findings suggest that companies should focus on strategies to increase brand familiarity, such as through repeated exposure, message consistency, and the use of memorable visual elements. However, it is important to remember that familiarity alone is not enough; it is necessary to ensure that the associations formed are positive and in line with the desired positioning. Keller's (1993) research shows that a strong brand image is formed from unique, strong, and profitable brand affiliations. Therefore, strategies to increase brand familiarity must be in synergy with efforts to form positive brand associations.

Brand Image has a positive and significant influence on Brand Trust

The study shows that brand image has a positive and significant impact on brand trust, with an estimated value of 0.679 and CR 9.895 ($p < 0.05$). Which confirmed that brand image has a positive impact on brand trust. The results were reinforced by a preliminary study in which 37% of respondents identified the Olive Oyl image as the Olive Fried Chicken brand due to the similarity to the name, and 14% of respondents associated the image with visual characteristics. Keller's (1993) study also confirmed that a strong brand image can facilitate the formation of a closer relationship between consumers and the brand. The practical implication of this finding is the need for companies to focus on building and maintaining a positive brand image in order to increase consumer trust. This can be done through various integrated marketing communication strategies, including the use of anthropomorphic logos and increasing brand familiarity. It is also important to ensure consistency between the brand image built and the brand's values and promises. Shows that brand consistency and reliability are important factors in building brand trust.

Logo Anthropomorphism Has a Positive and Significant Influence on Brand Trust through Brand Image

The analysis shows that brand image acts as a mediator in the relationship between logo anthropomorphism and brand trust (indirect effect 0.311 > direct effect 0.161). This finding develops an understanding of the role of logo anthropomorphism in strengthening brand trust through the formation of a positive brand image. Initial research supports this finding, where 32% of respondents indicated that the Olive Oyl image represents the Olive Fried Chicken brand due to the similarity of the name and visual characteristics. This confirms that the use of anthropomorphic logos can help build a strong brand image, which ultimately increases consumer trust in the brand. This mediation phenomenon may be explained through theories of information processing and brand association. Anthropomorphic logos have the potential to strengthen distinctive and differentiating brand associations in the minds of consumers, thereby contributing to a positive brand image. The positive results obtained by the brand image then become the foundation for building trust in the brand (Keller, 1993). In the TPB perspective, logo anthropomorphism can be seen as an external factor that influences consumer normative beliefs, which then shape attitudes and trust in the brand (Ajzen, 1991).

This finding is in accordance with the research results of Daryanto et al. (2022), with the results that logo anthropomorphism affects the perception of brand functional performance. Positive perceptions of this performance have the potential to influence the creation of a strong brand image, which then increases trust in the brand. In the context of Olive Fried Chicken, the use of the Olive Oyl character as an anthropomorphic logo may play a role in creating positive associations and increasing the level of brand memory resilience, which ultimately supports the formation of a strong brand image and increased consumer trust. Keller's (1993) research also supports this finding by showing that strong and unique brand affiliations can strengthen the formation of a positive and lasting brand image. The practical consequence of these findings is that companies are advised to consider utilizing anthropomorphic elements in their logo designs not only to build a strong brand image but also as an indirect strategy to increase brand trust. However, it is important to ensure that the anthropomorphic characteristics chosen are in line with the brand's values and positioning. (Golossenko et al., 2020) study shows that consumer perceptions of anthropomorphism can vary based on demographic and psychographic factors, therefore, it is important to conduct in-depth market research before adopting an anthropomorphic logo.

Brand Familiarity has a positive and significant effect on Brand Trust through Brand Image

The results of the analysis show that brand image acts as a mediator in influencing brand trust (indirect effect 0.306 > direct effect 0.162). Which found that brand trust is influenced by various factors, including familiarity and brand image. In the TPB framework, brand familiarity can influence perceived behavioral control and attitude toward behavior, which then impacts behavioral intentions and actual behavior (Ajzen, 1991).

In the context of Olive Fried Chicken, consumer familiarity with the Olive Oyl character and the positive relationship formed may play a role in the formation of a strong brand image, which will further strengthen consumer trust in the brand. This finding is supported by the results of a preliminary study where 43% of respondents associated the image of Olive Oyl with the animated character Popeye. This mediation effect can be explained using information processing theory and consumer learning theory. High levels of brand familiarity accelerate the information processing process and form stronger brand relationships, which contribute to creating a positive brand image. A positive brand image can be a foundation for increasing brand trust (Hoyer & MacInnis, 2008). The findings are in line with the study by Blanco & Blasco (2007) which concluded that brand proximity

has an impact on consumer perception, which then has an impact on brand quality and value. This positive perception can help form a strong brand image, which will ultimately increase brand trust.

CONCLUSION

The study findings indicate that logo anthropomorphism and brand familiarity have a positive and significant impact on brand image, which in turn positively influences brand trust. Anthropomorphic elements in logo design enhance visual appeal and foster an emotional connection with consumers, while brand familiarity strengthens positive associations in consumers' minds. Moreover, brand image serves as a mediator in the relationship between logo anthropomorphism and brand trust, as well as between brand familiarity and brand trust. Therefore, companies should consider marketing strategies that focus on incorporating anthropomorphic visual elements, maintaining brand communication consistency, and increasing brand exposure to strengthen brand image and build consumer trust, ultimately enhancing customer loyalty. The study's implications highlight the importance of incorporating anthropomorphic elements in logo design and enhancing brand familiarity to strengthen brand image and consumer trust. Companies should adopt marketing strategies that ensure consistent brand exposure, utilize engaging visual elements, and reinforce positive consumer perceptions. By doing so, businesses can differentiate themselves from competitors, build stronger emotional connections with consumers, and ultimately foster long-term brand loyalty.

REFERENCES

- Aggarwal, P., & McGill, A. L. (2007). Is that car smiling at me? Schema congruity as a basis for evaluating anthropomorphized products. *Journal of Consumer Research*, 34(4), 468–479.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Alba, J. W., & Hutchinson, J. W. (1987). Dimensions of consumer expertise. *Journal of Consumer Research*, 411–454.
- Alhaddad, A. (2015). Perceived quality, brand image and brand trust as determinants of brand loyalty. *Journal of Research in Business and Management*, 3(4), 1–8.
- Boulding, K. E. (1961). *The image: Knowledge in life and society* (Vol. 47). University of Michigan press.
- Çetinkaya, N. Ç. (2022). Effect of product color lightness on hedonic food consumption: The regulatory role of hedonic and extrinsic value. *Alanya Akademik Bakış*, 6(2), 2527–2543.
- Delbaere, M., McQuarrie, E. F., & Phillips, B. J. (2011). Personification in advertising. *Journal of Advertising*, 40(1), 121–130.

THE EFFECT OF BRAND LOGO ANTHROPOMORPHISM AND BRAND FAMILIARITY ON BRAND TRUST MEDIATED BY BRAND IMAGE (CASE STUDY ON OLIVE FRIED CHICKEN)

Hutdi Nurcahyono and Singgih Santoso

- Erjansola, A.-M., Lipponen, J., Vehkalahti, K., Aula, H.-M., & Pirttilä-Backman, A.-M. (2021). From the brand logo to brand associations and the corporate identity: visual and identity-based logo associations in a university merger. *Journal of Brand Management*, 28, 241–253.
- Golossenko, A., Pillai, K. G., & Aroean, L. (2020). Seeing brands as humans: Development and validation of a brand anthropomorphism scale. *International Journal of Research in Marketing*, 37(4), 737–755.
- Ho, K. F. X., Tarabashkina, L., & Liu, F. (2024). Anthropomorphised or not? Natural-organic logo's impact on product value perceptions and consumers' willingness to pay. *Journal of Consumer Marketing*, 41(4), 424–438.
- Kaur, H., & Kaur, K. (2019). Connecting the dots between brand logo and brand image. *Asia-Pacific Journal of Business Administration*, 11(1), 68–87.
- Kent, R. J., & Allen, C. T. (1994). Competitive interference effects in consumer memory for advertising: the role of brand familiarity. *Journal of Marketing*, 58(3), 97–105.
- Liang, L., Abidin, S. B. Z., Shaari, N. B., Yahaya, M. F. Bin, & Jing, L. (2024). Logo impact on consumer's perception, attitude, brand image and purchase intention: A 5 years systematic review. *International Journal of Academic Research in Business and Social Sciences*, 14(3), 861–900.
- Machado, J. C., de Carvalho, L. V., Torres, A., & Costa, P. (2015). Brand logo design: examining consumer response to naturalness. *Journal of Product & Brand Management*, 24(1), 78–87.
- Nashef, H. A. M. (2023). Canines: Unlikely Protagonists in the Novels of Coetzee, Saramago and Shibli. In *A Responsibility to the World: Saramago, Politics, Philosophy* (pp. 203–221). Frank & Timme, Berlin.
- Oliveira, T., Martins, R., Sarker, S., Thomas, M., & Popovič, A. (2019). Understanding SaaS adoption: The moderating impact of the environment context. *International Journal of Information Management*, 49, 1–12.
- Suhaili, S. M., Salim, N., & Jambli, M. N. (2021). Service chatbots: A systematic review. *Expert Systems with Applications*, 184, 115461.