



## DO TAGLINES HAVE A POSITIVE IMPACT ON BUILDING THE BRAND PERCEPTION? A CASE STUDY ON KIT KAT

**Farooq-E Azam Cheema<sup>1</sup>**  
*Bahria University, Karachi*

**Saba Rehman<sup>2</sup>**  
*Bahria University, Karachi*

**Sayma Zia<sup>3</sup>**  
*Bahria University, Karachi*

**Mustaghis Ur Rehman<sup>4</sup>**  
*Bahria University, Karachi*

### ABSTRACT

**Purpose:** *This study, focusing on the relationship of tagline and brand image, finds the impact of the Kit-Kat's tagline on the product's popularity.*

**Methodology:** *For the purpose, a correlational test and regression analysis have been conducted. The data was collected by preselected enumerator through shoppers' intercepts method by collecting the responses of 378 consumers of Kit-Kat.*

**Findings:** *Findings of the study suggest that taglines not only have strong impact on brand perception but they also help in creating strong brand associations. Kit Kat is a famous brand that has various attributes and has gained popularity among the customers not just because of its tagline but because of various other elements. Study has concluded that tagline of the brand has strong impact on building positive brand perception about Kit Kat.*

**Practical Implications:** *This study contributes in knowledge development on brand management and it might be helpful to other companies in designing their products' taglines around correct parameters. However, limitation of this research is that it is based on the respondents of one area of Karachi. Hence, results may differ if this study is conducted in wider geographical area with bigger sample size.*

**Keywords:** *Brand perception, Brand Awareness, Brand positioning, Product Taglines,*

---

\* The material presented by the author does not necessarily portray the viewpoint of the editors and the management of the Institute of Business & Technology (IBT)

<sup>1</sup> **Farooq-E Azam Cheema**

:dr.cheema@live.com

## **1. INTRODUCTION AND AIM OF STUDY**

Products and services of various brands are flooded in the market which is intensifying competition regularly among the sellers. In this situation it is important that customers are aware of your brand. Elements of brand identity, such as name, logo and taglines, help in better positioning of the product and all of these elements combine to develop brand's positive perception (Lair, et al. 2005). Each element of brand identity serves a particular function that helps in a positive brand perception. Brand name gives distinction to the brand because of its core identity. Bradley and Meet (2002) mentioned that image of the brand can be taken as an anchor that is not replaced or changed easily. Logos on the other hand give a style statement to the brand. Logos are a way of communication across the globe and with the help of this element customers communicate with the brand. Lastly slogans or taglines are important in the development of brand identity (Wallace, 2001).

During the years buying behaviors, change in behaviors, shopping habits, needs and demands of the customers have not only been changed but they have altered all these aspects (Knight and Kim, 2002). Today there is no particular way of creating brand loyalty because of intense competition in the market and congestion that is beneficial only for the customers (Aaker, 2001). For some companies this competition creates opportunities for them so they can attract customers (Petty, 2004). It is important that companies go for factors like trust; brand satisfaction and brand experience which are used for developing a long term relationship with customers (Park and Young, 2006). Simply, seller-buyer relationship is not beneficial for the companies today because of the short span of product life among the minds of the customers. It is important that stamp of the product is fixed in the minds of the customers so whenever they think of a category they should have only one product in mind (Batra, et al. 2012).

So, the main aim of this paper is to address the impact of taglines on brand perception. For achieving this aim importance of taglines on brand perception will be examined. This study will help contribute in solving this question about the impact of taglines on brand perception as no significant works have been undertaken yet. More specifically, it will be addressed that recall and recognition of the business to consumer brands. Kit Kat has been taken as the main brand for this study and impact of its tagline on this brand is being examined.

As the main objective of this research is to analyze the impact of tagline on the brand perception of Kit Kat and for checking brand perception three parameters has been set which are:

- i. Brand awareness
- ii. Brand Positioning
- iii. Brand elements (Taglines)

### **1.1. Explanation of Key Concepts**

i. Brand awareness: brand awareness can be explained as the extent to which customers are familiar with the qualities and image of the particular brand or service.

ii. Tagline: can be explained as a memorable catchy phrase that is associated with the product, person, service etc.

iii. Brand positioning: it is expressed as the place that is present in the mind of the consumer. It is also expressed as the benefit that one needs to perceive about the brand.

### **1.2. Organization of the Paper**

This paper has been organized as after introduction, in the beginning conceptualizing on the basis of literature underpinning about of taglines with reference to branding will be has been discussed along with indicators that define brand perception. The next part is the formulation of research hypothesis and questions that will be followed by findings about the impact of taglines. For this study three factors will be taken for checking brand perception. These three factors are brand awareness, brand positioning and brand elements. Usually there are nine brand elements but only one element will be selected; Tagline and its impact on brand perception has been checked.

Contribution of this research is to help other companies that are growing and can use taglines in improving their brand recall, awareness and positioning in the minds of customers. These findings will also serve as shadows for Kit Kat and what is the current position of the brand.

## **2. LITERATURE REVIEW AND HYPOTHETICAL FRAMEWORK**

Various products gain popularity with the passage of time but the products that had some serious additions in the form of advertising and relationship with the customers remained popular among the customers for longer period (Homer and Kahli, 2001). Retail market is filled with thousands of brands today and for each category customers have the option that gives the power to the customers in this situation (James, 2005). Companies are struggling because of the intense competitive conditions. Hence are using marketing tools for giving a reason to the customers for remembering their products even among thousands of various products (Brady, et al. 2014).

Loyal customers still look out for their favorite products among the shelves and want to buy their favorite brands. The only solution to this issue is the branding of the products by using various branding tools by the companies (Chaudhuri and Holbrook, 2001).

Two primary elements that can place an impact on the knowledge of brand are brand image and awareness. Wang (2010) mentioned that for brand awareness most prominent indicators are brand recall and brand recognition. Brand recall is said to be the ability of the respondent for remembering the product. Brand image is assessed after examining the type, level and strength of association with the brand. Here role of slogan is identified and could be examined that they help in enhancing brand awareness and brand knowledge. Roy and Banerjee (2007) commented that brand associations established overtime have created a limitation because of lack of ability

that is inherited and communicate about the product. For this another task is performed that is of advertising (Caywood and Gronstedt, 2011). Slogans or taglines help in bridging this gap. It can be used for the communication of the products' features and attributes, something that mentions about the unique identity of the brand and stays forever in the mind of customers (Rio, et al. 2002). Slogans help in enhancing brand recall, awareness and increase brand recognition over a long period of time (Pryor and Brodie, 1998). One can suggest that taglines or slogans serve as hooks or handles for holding the meaning of the brand that is relying on this tagline (Dahlen and Rosengreen, 2005).

It is worth mentioning here the findings of the research conducted by Micael and Sara (2005) that was based on a survey of 500 respondents and aim of the study was to find brand loyalty among various chocolate brands. Findings of this research are presented below briefly. Findings of this research suggested that when respondents were asked about brand recall 40% ranked Kit Kat in this option. This brand had one of the top recognitions in the market. Only Cadbury had 58% of brand recall more than Kit Kat. Findings on brand recognition suggested that 81% of the respondents mentioned that Kit Kat was behind M&M and Snickers with 90% and 89% of brand recognition. Kit Kat was on 81% as mentioned by the respondents. Findings suggested that when respondents were asked to list the top three things that come to their minds when they think of the particular brand. While answering for Kit Kat, 89% of the respondents listed tagline of Kit Kat as basic recognition for the brand. Along with the tagline of the brand wafer and crunchy were the options that were listed.

## **2.1 Taglines and its impact on the brand perception**

Brand perception is all about the experience that is held by the customer. It is important that brand managers work on understanding the perception of customers about particular brand. Decision making of customers is crucial and determines about the perception of brand (Montoyo, 2002). Perceptions and experiences of the brand are developed over time and can be checked by various sources. These sources can be previous experiences about the brand, interactions with the customers (brand communication), brand awareness, brand recall and brand positioning (Jun and Lee, 2007).

Relationship developed between customer and brand is created over a long time that holds the experience of the brand that has been with the customer (Yorkston and Menon, 2002). Brand is usually known as the mechanism that helps in engaging with the buyer and seller that is with the intention of creating long term relationship with the relationship builder (Boush, 1993). This bond is developed because of elements like brand knowledge, brand experience and brand meaning of the products that helps in developing associations with the customers (Katz and Rose, 2000). These associations are long term and are based on the emotional and sometimes physical experiences that help in developing this relationship (Keller, 2000). This relationship developed between the customer and brand is based on the intermediary that helps in creating the edge. Retail stores in this situation has a crucial impact that helping in making or breaking the relationship (carroll and ahuvia, 2006).

Tagline is a short phrase that is used to establish or reestablish the image, identity and position of the particular brand. This helps in enhancing brand recall and recognition. According to Supphellen and Nygaardsvik (2002) taglines are short phrases that help in communicating with customers and have descriptive knowledge about the brand. It can be stated that tagline is a motto and a verbal signature of the brand or product that helps in creating image of the brand. History of taglines can be traced back in the battle of Scottish clans (Higgins, et al. 2005). At that time main aim of taglines was to evolve the oral advertising and propaganda of politics. Still this purpose is used to create repeat purchase by the customer by giving something to recall (Glassman and Ford, 2008).

It has been argued that taglines need to connect with audience in two different areas. First is; it should be understood by the consumer and needs to be associated with the brand. Second area is about the perspective of advertising decision maker (Lerman and Gabarino, 2002). Molian (1993) commented that tagline needs to be easy so it can be remembered by the customer. It needs to make a distinctive claim that attracts the customer. Various benefits of taglines are checked in various studies and few of them are as follows:

- i. Taglines help in improving future business of the company.
- ii. They help in positioning the brand in a clear way.
- iii. They help in giving an aesthetic and creativity to the brand.
- iv. Help in enhancing brand perception.

Hence in the light of the above literature, our first hypothesis is formulated as follows:

**H1: There is significant impact of taglines in building positive brand perception**

### **2.1.1 Taglines impacting on brand awareness and positioning**

Taglines have the ability to achieve much more than just brand awareness. They have the ability of creating brand image that is measured by the nature and dominance of the brand. Study conducted by Supphellen and Nygaardsvik (2002) suggested that taglines help in improving the image of a country in their tourism strategy. The first stage is about the qualitative assessment of the brand that is elicited by taglines. Brand equity is the differential effect that is present with brand knowledge and is used on the responses of the customers towards marketing efforts. Brands with high equity level have higher profits. Kohli and Leuthesser (2001) suggested that these brands have the tendency to grow and create a different position in the society. It can be stated that differentiation is present in the heart of brand equity and without differentiation a brand can never achieve economic premium.

Various studies explain that taglines not only have an impact on the development of brand perception for the company but they also add value to the brand in the form

of improved brand awareness, recall and positioning. For instance study conducted by Yalch (1991) suggested that in various conditions during advertisement taglines helped in enhancing the memory and conditions. When taglines was added in the advertisement in the form of jingle, song or music they helped in improving the memory of the customer about the particular brand. In contrast with this study Dahlen and Rosengren (2005) discovered that taglines were carriers of brand equity and learning of tagline was biased by brand equity. This is the reason why taglines for strong brands were favored more than normal brands. This means that taglines only work for brands that are old and have established strong brand equity in the market. Authors proving this point conducted another study on the same topic the next year and suggested that mismatching of taglines and brands can be cleared by using different memory processing that is utilized by individuals. The key for an effective tagline is linked with the maturity of the brand. It is important that ways are discovered that help in processing the brand.

Hence, in the light of the above literature, we formulate our second hypothesis as below

**H2: Taglines helps in adding value to the brand**

### **3. RESEARCH METHODOLOGY**

For this research, survey method has been applied and the nature of this research is explanatory. In this study, relationship between two variables is checked having variable 'Taglines' as independent variable and 'Brand Perception' as dependent variable. Close ended questionnaire has been used for collecting data from 378 respondents from Karachi city. Main content of the study was designed around primary and secondary data. Ratio of primary data is larger than secondary data. Questionnaire has been used for primary data collection. While secondary data has also been used for the development of literature based on previous studies.

As mentioned by Uma Sekeran in his book; he mentioned that when population size is more than, one hundred thousand, researcher can select 378 respondents (Citation needed). The target population of this study is more than one lack so 378 respondents were selected.. Our target population is the Kit-Kat consumer between the age group of 18 to 25 years. During the development of the questionnaire parameters have been used that are designed for identifying brand perception.

### **4. DATA ANALYSES AND FINDINGS**

Inferential statistics have been used to find the associations between the variables that are under study. This study has used the pattern of relationship between two variables and simple regression analysis for determining their relationships

#### **4.1 Correlation analysis**

Co relational analysis of Pearson was used in this study to examine the relationship between two variables used in this study. (See table 1 in Appendix)

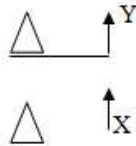
Table-1 shows the relationship of independent variable with the dependent variable in the form of correlation. Taglines have showed a positive impact on brand perception and it can be stated that H1 is validated. Significance is less than 0.05 that shows that the hypothesis is accepted.

#### 4.2 Regression analysis

(See Table 2 in Appendix)

- a. Predictors: (Constant), tag\_lines
- b. Dependent Variable: brand\_perception
  
- a. Dependent Variable: brand\_perception

Value for R (0.822) is the correlation with independent variable (tagline) with the dependent variable (brand perception). Model summary draws light on the fact that variation on the dependent variable is 0.657, which states that 65% of variation is present on brand perception as explained by the independent variable of tagline. Table ANOVA shows the F-Value of 720.463 at 0.000 levels that means that **H1** and **H2** are substantiated. Value for constant is 1.912 and tagline is 86.45. Value of T for tagline is 26.841 which are above than 2 and it proves that it is significant.  $Y = \text{Brand perception}$ ,  $X = \text{taglines}$ ,  $\text{Brand perception} = a + bx$ ,  $\text{Brand perception} = 1.912 + 0.864(\text{Taglines})$ . This means that the value of 0.864 is positive and will increase Y if X increases;



It means that when X will increase by 1 Y will also increase on average by 0.864.

#### 5. DISCUSSION & CONCLUSION

Impact of tagline on brand perception has been discussed in this study and results of the study can be linked with the literature discussed. Various studies of past have already concluded that taglines are one of the significant members in brand element. During the compilation of the marketing literature about taglines and brand perception various definitions and dimensions came up. After this research it was analyzed that taglines have direct and positive impact on brand perception. Outcome of the extensive research conducted by the various firms have revealed that companies that are successful with achieving high level of customer satisfaction were owing to the perceptions of customers about high quality. These companies realized that perceptions are important and they need to be designed accordingly with the quality provided with the product. These companies enjoyed the financial returns and gave tough competition to their competitors. This author has also presented links like brand elements that help in

reshaping the position of the brand and create awareness of the brand in long term. Today aesthetics play an important role in reshaping the name and value of the brand and a catchy phrase can definitely add something to the brand perception.

Previous studies on the impact of taglines have also proved that taglines can serve strong indicators for brand recall when they are used correctly in advertisements. Today each element has an importance in the development of brand perception. All these elements have evolved with the passage of time. Looking 10 or 20 years back at the situation of markets they were not complicated enough and there was no need for using these elements for gaining and maintaining competitive advantage.

Study conducted by Micael and Sara (2005) which was based on Kit Kat was based on a survey that showed results being positive for Kit Kat. Most important finding for that research was about the brand recall for various chocolate brands. When respondents were asked three elements that come to their mind when they think of Kit Kat, 89% of respondents mentioned its tagline "Have a break have a Kit Kat". This can be linked with the current findings of the study. One question of the questionnaire asked about tagline of Kit Kat and respondents were questioned about this tagline and how it has created strong brand perception. Results indicated that majority of the respondents were in the favor of all the questions asked in relation with tagline of Kit Kat and its positive association with strong brand perception.

First study mentioned was conducted by Yalch (1991) and discussed that tagline have an importance while advertisement of the brand because tagline in the form of short phrase or jingle can enhance the memory of user and can aid in brand recall. This aspect was proved in another study that is mentioned above by Micael and Sara (2005). They also mentioned that tagline is one of the main elements in brand recall and for Kit Kat their tagline is more than just a catchy phrase. This aspect is also proved in this study as questions asked by the respondents about remembering the tagline of Kit Kat and how it draws positive impact on brand perception were answered positively in the form of agree and strongly agree. Dahlen and Rosengren (2005) mentioned that taglines can be taken as the carriers for brand equity. They mentioned that learning of tagline was biased because of brand equity. They proved that taglines of strong brands favor more than tagline of normal brands. This aspect is true to an extent but current study did not discussed about brand equity and competitors for Kit Kat were not taken so it could not have been proved that how tagline of Kit Kat is famous because of its strong brand equity. However one of the questions was based on remembrance of taglines of brands and majority of respondents answered that they remember and can recall the tagline.

Although findings of this study suggest that tagline has an important part in the development of brand perception but these findings have some sort of prejudice over the generalizability of the results for different brands. Yet these findings have an important part in the development of further research areas. Impact of environment can be discussed that impacts on the significance of taglines. In various regions of the world taglines have low impact and that is why they hold low impact on brand perception. These



environmental gaps can be discovered. Along with this various other factors like other brand elements can be used for further research and how can these elements impact on brand perception.

## **REFERENCES**

- Aaker, D. (2001) *Managing brand equity*. Ontario, Canada: The Free Press.
- Boush, D. M. (2013) How advertising slogans can prime evaluations of brand extensions. *Psychology and Marketing*, 10(1), p. 67-78.
- Bradley, S. D. & Meeds, R. (2005) Surface-structure transformations and advertising slogans: The case for moderate syntactic complexity. *Psychology and Marketing*, 19(7–8), p. 595-619.
- Brady, D., Hof, R. D., Reinhardt, A., Ihlwan, M., Holmes, S. & Capell, K. (2004) Cult brands: The Business Week Inter brand annual ranking of the world's most valuable brands. *Business Week*, 3894, p. 64-71.
- Batra, R., Ahuvia, A. & Bagozzi, R. (2012) Brand love. *Journal of Marketing*, 76(2), p.1-16.
- Bradley, S. D. & Meeds, R. (2002) Surface-structure transformations and advertising slogans: The case for moderate syntactic complexity. *Psychology and Marketing*, 19(7–8), p.595-619.
- Boush, D. (1993) How Advertising Slogans Can Prime Evaluations of Brand Extensions. *Psychology & Marketing*, 10(1), p.67-78.
- Caywood, C. & Gronstedt, A. (2011) When a “selling word” strategy jeopardizes your brand: “the other white meat” as “the other integrated brand strategy. *Journal of Integrated Marketing Communications*, p.38-45.
- Carroll, B. & Ahuvia, A. (2006) Some antecedents and outcomes of brand love. *Marketing Letters*, 17(2), p. 79-89.
- Chaudhuri, A. & Holbrook, M. B. (2001) The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty. *The Journal of Marketing*, p. 81-93.
- Dahlén, M. & Rosengren, S. (2005) Brands affect slogans affect brands? Competitive interference, brand equity, and the brand– slogan link. *Journal of Brand Management*, 12(3), p. 151-164.
- Glassman, M. & Ford, J. B. (2008) An empirical investigation of bogus recall. *Journal of the Academy of Marketing Science*, 16 (4), p. 38-41.

- Higgins, E. T., Bargh, J. A. & Lombardi, W. (2005) Nature of priming effects on categorization. *Journal of Experimental Psychology. Learning, Memory, and Cognition*, 11(1), p. 59-69.
- Homer, P. M. & Kahle, L. R. (2001) A social adaptation explanation of the effects of surrealism on advertising. *Journal of Advertising*, 15(2), p. 50-60.
- James, D. and Sarwar, A. (2008) Life would be lot easier, if we were Kit Kat: practitioners views on the challenges of branding financial services successfully. *The journal of brand management*. 12 (1), p. 12-30.
- Jun, W, J. & Lee, H. (2007) Cultural differences in brand designs and tagline appeals. *International marketing review*, 24(5), p. 78-90.
- James, D. (2005) Guilty through association: Brand association transfer to brand alliances. *Journal of Consumer Marketing*, 22(1), p.14-25.
- Kohli, C., Suri, R. & Thakor, M. V. (2002) Creating effective logos: Insights from theory and practice. *Business Horizons*, 45(3), p.58-64.
- Katz, M. & Rose, J. (2000) Is your slogan identifiable? *Journal of Advertising Research*, 9(1). p. 21-26.
- Keller, K. L. (2000) *Strategic brand management: Building, measuring, and managing brand equity*. Upper Saddle River,NJ: Prentice Hall.
- Knight, K, D. & Kim, Y, E. (2007) Japanese consumers' need for uniqueness: Effects on brand perceptions and purchase intention. *Journal of Fashion Marketing and Management*, Vol. 11.
- Kohli, C & Leuthesser, L. (2001) Brand equity: Capitalizing on intellectual capital. *Iver business journal*, 64(9).
- Lair, D. J., Sullivan, K. & Cheney, G. (2005) Marketization and the recasting of the professional self: The rhetoric and ethics of personal branding. *Management Communication Quarterly*, 18(4).
- Lerman, D. & Garbarino, E. (2002) Recall and recognition of brand names: A comparison of word and nonword name types. *Psychology & Marketing*. 19(8), p. 456-467.
- Micael, D. and Sara, R. (2005) Brands affect slogans affect brands? Competitive interference, brand equity and the brand slogan link. *The journal of brand management*. 12(3), p. 151-164.

Press.

- Park, C.W. & Young, S. M. (2006) Consumer response to television commercials: The impact of involvement and back ground music on brand attitude formation. *Journal of Marketing Research*, 23(1), p. 11-24.
- Petty, R. E., Cacciopo, J. T. & Schumann, D. (2004) Central and peripheral routes to advertising effectiveness: The moderating role of involvement. *Journal of Consumer Research*, 10 (2), p. 135-146.
- Pryor, K. & Brodie, R. J. (1998) How advertising slogans can prime evaluations of brand extensions: Further empirical results. *Journal of Product and Brand Management*, 7(6), p. 497-508.
- Roy, D. & Banerjee, S. (2007) Caring strategy for integration of brand identity with brand image. *International Journal of Commerce and Management*. 9(4), p. 23-45.
- Rosengren, S., & Dahlén, M. (2006). Brand–Slogan Matching in a Cluttered Environment. *Journal of Marketing Communications*, 12(4), p. 263-279.
- Rio, A. B., Vazquez, R., & Iglesias, V. (2001). The effects of brand associations on consumer response. *Journal of Consumer Marketing*. 18(7), 789.
- Supphellen, M. & Nygaardsvik, I. (2002) Testing Country Brand Slogans: Conceptual Development and Empirical Illustration of a Simple Normative Model. *Journal of Brand Management*, 9(4/5), p. 385-395.
- Wang, W. (2010) Towards a Deeper Understanding of Human Emotions in Marketing Communication: The ‘Slogan Validator’ and Self-Reported Measurement Contrasted. Glasgow: University of Glasgow.
- Wallace, R. (2001) Proving our value: Measuring package design’s return on investment. *Design Management Journal*, 12(3), p. 20-27.
- Yalch, R. F. (1991) Memory in a jingle jungle: Music as a mnemonic device in communicating advertising slogans. *Journal of Applied Psychology*, 76(2), p. 268.
- Yorkston, E. & Menon, G. (2004) A sound idea: Phonetic effects of brand names on consumer Judgments. *Journal of Consumer Research*, 31(1), p. 43.

**Table 1: Correlations with Individual Variables of Taglines and Brand perception**

		taglines	brand perception
taglines	Pearson Correlation	1	.811**
	Sig. (2-tailed)		.000
	N	378	378
brand perception	Pearson Correlation	.811**	1
	Sig. (2-tailed)	.000	
	N	378	378

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Table 2: Model summary**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.811 <sup>a</sup>	.657	.656	1.99742

a. Predictors: (Constant), tag\_lines

**Table 3: ANOVA B**  
**ANOVA<sup>b</sup>**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2874.414	1	2874.414	720.463	.000 <sup>a</sup>
	Residual	1500.119	376	3.990		
	Total	4374.533	377			

**Table 4: Coefficients a**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant )	1.912	.500		3.825	.000
	tag_lines	.864	.032	.811	26.841	.000