# 商標的呈現與演化

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## 摘 要

品牌在企業競爭中扮演重要的角色，良好的商標是建立強大品牌的第一步驟，商標的演化有助於企業重新掌握品牌定位(brand position)。本研究透過問卷調查與眼動儀(Eye tracking)的熱區實驗，探討 STARBUCKS 商標最具代表性的三個時期(分別為：1971 年/ 1992 年/ 2011 年)的演進情形。研究結果顯示 Sample 2 (1992 年版)在各項指標中，優於 Sample 3 (2011 版)與 Sample 1 (1971 版)。不論由設計指標(design index)或消費者的觀測熱區(hot area)及軌跡(track)等，均顯示 Sample 2 (1992 年版)所形成之視覺綜效最大。從演化的角度來看，商標的逐代更新，將有利於企業的形象更符合當代的視覺美學與需求。

關鍵詞：品牌定位、設計指標、熱區、軌跡、品牌演化

# Display and Evolution of Trademark

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## Abstract

Brand plays an important role in corporate competition. A good trademark is the first step in building a strong brand. The evolution of trademark helps the enterprise to regain the brand position. This study explored the evolution of trademarks of STARBUCKS during the three most representative periods (1971/1992/2011 respectively) through questionnaire surveys and hot area experiment of Eye tracking. The results showed that Sample 2 (1992 version) surpassed Sample 3 (2011 version) and Sample 1 (1971 version) in different index. Sample 2 (1992 version) showed the highest visual synergy, whether in terms of the design index or observing hot area for consumers or track. From the perspective of evolution, the renewal of trademark from generation to generation would help the image of the enterprise more conform to the contemporary visual aesthetics and needs.

**Keywords: Brand Position, Design Index, Hot Area, Track; Brand Evolution**

# I. Introduction

Brand is an important intangible asset for an enterprise. Brand value plays an important role in corporate competition [1]. Many enterprises make use of different media to increase the value of their brands [2]. As the brand is built on customer perception, many enterprises have invested in brand perception researches or surveys [3].

Related researches have further explored the emotional value of brands [4] and customer engagement [5]. For an enterprise, the brand does not only represent the product, but also represents the business value of the enterprise. For consumers, the brand is not only a symbol of the product, but also a trust in a product or enterprise. Brand is the source of consumer identity and loyalty, which in turn influences consumer behavior [6].

Consumers are willing to spend more money on branded products [7]. As the differentiation of products in the existing market is getting smaller, establishing a good brand image and brand loyalty is the key to maintain the growth and survival of an enterprise [8].

Trademark is the identification of the brand. A good trademark is the first step establishing a strong brand [9]. Brand is closely related to trademark. The boundary between trademark infringement and parody sometimes is very difficult to define [10]. Many enterprises protect their brand values by trademark lawsuits [11]. The profound meaning of trademarks are considered to be the values, designs and personalities implied to constitute the essence of the brands [12].

This study applied three Starbucks trademarks from different periods as the experimental samples to explore the evolution of Starbucks trademarks. It is expected reviewing the evolution of the brand from the view of consumers.

# II. Literature Review

Enterprise makes use of the brand to position itself so that they can isolate between itself and the competitors in the complex competitive market. The relevant studies recognized the necessity and substantial benefit of brand position [13–15]. Many scholars have further explored the relationship between brand attitude [16], brand investment [17], and brand strategy [18].

In addition to positioning, another core function of the brand is identify. The brand position and brand identify are the two major cores of the enterprise planning the brand strategy [19]. Enterprise applies the brand identify to expand the market [20] or conduct legal protection [21].

The subjects of exploring identify are general consumers instead of trademark experts (such as trademark examiners). For enterprise, understanding how consumers identify the brand means mastering the core spirit of brand planning [22, 23].

Brand evolution has always been a hot topic for brand scholars [24, 25]. Relevant scholars applied brand evolution to online travel agencies [26]. The brand loyalty [27] and brand value [28] are the important topics that have often been explored in the evolution process.

In addition to brand evolution, relevant empirical studies take the topics of trademark infringement and trademark dilution seriously [29]. Relevant scholars have explored the trademark dilution due to the globalized factors [30], or further explored the determinants [31] and the quantitative topics [32] of the trademark dilution. As the trademark evolves with times, they also face the fundamental problems of trademark dilution.

# III. Method

## 1. Subjects

The subjects of this study were divided into 2 parts. For the first part, the questionnaire survey was applied

to explore the difference of Starbucks brands in different periods. The subjects were general consumers (Because trademark judgment focuses on general consumers, rather than specific groups. Therefore, the choice of the subjects in this study is mainly based on general consumers). There were 52 online questionnaires issued (there were also 52 valid questionnaires). The subjects included 11 males (21.2%) and 41 females (78.8%). The second part involved Eye tracking (Mangold Vision VT3 mini) of the subjects to explore the hot area and eye track on the brands. There were 70 subjects, including 26 males (37.1%) and 44 females (62.9%).

## 2. Samples

Because the Starbucks brand is one of the top 100 brands in the world. The brand has gone through half a century, has a clear evolutionary process, and is very representative. Therefore, this study selects the Starbucks brand as the research sample.

This study applied three Starbucks brands in different periods as experimental samples. Sample 1 was the brand of Starbucks in 1971. The design image of the brand was based on the two-tailed mermaid (Siren) pattern in the 16th century Greek mythology. Sample 2 was the brand of Starbucks in 1992. Although the design image of the brand followed the mermaid pattern, the design style was changed, and the brand color was changed to green, which integrated the characteristics of Sample 1 (primary Starbucks) and daily coffee. Sample 3 was the brand of Starbucks in 2011. The design image of the brand has removed the text information of the outer circle of Sample 2 (including STARBUCKS COFFEE and double star pattern). Compared with Sample 2, it was more concise and only the mermaid pattern in the middle was retained.

Through the subjective ratings and eye track measurement of consumers to Starbucks brands, it is expected to explore the evolution of Starbucks brands of the three periods. The research samples are shown in Figure 1 [33].

**Figure 1**

*Research Samples*



Sample 1                     Sample 2                     Sample 3

## 3. Tools

This study included two parts. The first part applied questionnaire survey to conduct the 10 design index of brands. The second part applied Eye tracking to track the eyeballs of the subjects.

In the first part, this study applied questionnaire survey to explore 10 design index of the brands. (1) Graphical principle: graphical signs are better than textual signs in terms of identification; (2) Simplified principle: design of sign should be easy for consumers to understand; (3) Particular principle: design of sign should be easy to make deep impression on viewers; (4) Positioning principle: design of sign should conform to its brand position; (5) Originality principle: the sign design should include originality; (6) Ease of use principle: it should be easy to manufacture or copy when the sign is applied; (7) Abstract principle: abstract image provides more room to imagine due to the uncertainty (8) Aesthetic principle: people are easy to make favorable impression on sign of beauty; (9) Stability principle: brand could be used for long time and still not appear to be "outdated"; (10) Ductility principle: design of sign has ductility or better extensibility, so that it is applicable to all stages of brand

development [34].

The second part of the study applied Eye tracking (MangoldVision VT3 mini) to track the eyeball movement of the subjects. The sampling frequency of Eye tracking is 60/120Hz, and the error is within 0.5 degree. The major purpose was to understand the focusing position, gaze time and track of the subjects when they viewed different images. Arranged by the researchers, the subjects conducted the experiment before they checked the basic personal information. Finally, the Eye tracking would record the hot area and track of the subjects.

## 4. Statistical methods

The first part of this study applied Likert 5-points Scale. The options of each index include: "Strongly agree", "Agree", "Neutral", "Disagree", and "Strongly disagree". Choosing "Strongly agree" gets 5 points, the points are decreased according to performance. Choosing "Strongly disagree" gets 1 point. The higher points of this index, the more consistent the design principle of trademark is in the minds of consumers. According to the evaluation result, it is expected to analyze the differences of the Starbucks brands in the three evolutionary periods. The statistics software SPSS was applied for data analysis, and ANOVA was used to analyze whether there were significant differences of Starbucks brands in each period. The independent variables were samples of three periods (Sample 1, Sample 2, and Sample 3), and the dependent variables were the subjective scores of the brand design index for the three samples by the subjects. The second part of the study directly presented the results of the hot area and track.

# IV. Result

## 1. The first part of descriptive statistics

The first part of the study applied questionnaire survey to conduct a survey of 10 design index of the brands and brand identification. There were 52 subjects for this part of questionnaires. There were 11 males (21.2%) and 41 females (78.8%). The Sample 3 of Starbucks trademark had the highest familiarity for the subjects, while Sample 1 had the least familiarity. This result showed that trademark is definitely affected by time and old trademark could not provide high familiarity.

## 2. Design index of brands

This study applied ANOVA as the statistical method. The independent variables were samples of Starbucks trademarks in three different periods (Sample 1, Sample 2, and Sample 3), and the dependent variables were the subjective scores of design index of the brands and identification of the three samples by subjects. The results of study are shown below in Table 1.

**(1) Graphical Principle**

The statistical results showed that there are significantly difference (p=0.000) for the 3 samples. Tamhane method was applied for analysis. The results showed that there are no significant difference between Sample 2 and Sample 3 (p=0.448). For consumers, both Sample 2 and Sample 3 are better than Sample 1.

**(2) Simplified Principle**

The statistical results showed that there are significantly difference (p=0.000) for the 3 samples. Tamhane method was applied for analysis. The results showed that there are no significant difference between Sample 2 and Sample 3 (p=0.205). For consumers, the ease of understanding of trademark design for both Sample 2 and Sample 3 are higher than that of Sample 1.

**(3) Particular Principle**

The statistical results showed that there are significantly difference (p=0.000) for the 3 samples. Tamhane method was applied for analysis. The results showed that there are significant difference for the 3 samples. Sample 2 is the easiest to make deep impression on consumers, followed by Sample 3 and Sample 1.

**Table 1**

*ANOVA Results of 10 Principles*

| | **Dependent Variable** | | **Quantity** | | |
| --- | --- | --- | --- | --- | --- |
| | **(I) Brand** | **(J) Brand** | **Mean Difference (I-J)** | **Std. Error** | **Sig.** |
| **(1) Graphical Principle** | Sample 1 | Sample 2 | -1.7115* | 0.1532 | 0.000 |
| | | Sample 3 | -1.4808* | 0.1912 | 0.000 |
| | Sample 2 | Sample 1 | 1.7115* | 0.1532 | 0.000 |
| | | Sample 3 | 0.2308 | 0.1707 | 0.448 |
| | Sample 3 | Sample 1 | 1.4808* | 0.1912 | 0.000 |
| | | Sample 2 | -0.2308 | 0.1707 | 0.448 |
| **(2) Simplified Principle** | Sample 1 | Sample 2 | -1.6154* | 0.15660 | 0.000 |
| | | Sample 3 | -1.2885* | 0.20829 | 0.000 |
| | Sample 2 | Sample 1 | 1.6154* | 0.15660 | 0.000 |
| | | Sample 3 | 0.32692 | 0.18022 | 0.205 |
| | Sample 3 | Sample 1 | 1.2885* | 0.20829 | 0.000 |
| | | Sample 2 | -0.3269 | 0.18022 | 0.205 |
| **(3) Particular Principle** | Sample 1 | Sample 2 | -1.4615* | 0.1805 | 0.000 |
| | | Sample 3 | -1.0192* | 0.2098 | 0.000 |
| | Sample 2 | Sample 1 | 1.4615* | 0.1805 | 0.000 |
| | | Sample 3 | 0.4423* | 0.1669 | 0.028 |
| | Sample 3 | Sample 1 | 1.0192* | 0.2098 | 0.000 |
| | | Sample 2 | -0.4423* | 0.1669 | 0.028 |
| **(4) Positioning Principle** | Sample 1 | Sample 2 | -1.5769* | 0.1547 | 0.000 |
| | | Sample 3 | -1.1923* | 0.1776 | 0.000 |
| | Sample 2 | Sample 1 | 1.5769* | 0.1547 | 0.000 |
| | | Sample 3 | 0.3846 | 0.1661 | 0.067 |
| | Sample 3 | Sample 1 | 1.1923* | 0.1776 | 0.000 |
| | | Sample 2 | -0.3846 | 0.1661 | 0.067 |
| **(5) Originality Principle** | Sample 1 | Sample 2 | -0.7500* | 0.1717 | 0.000 |
| | | Sample 3 | -0.3846 | 0.1873 | 0.123 |
| | Sample 2 | Sample 1 | 0.7500* | 0.1717 | 0.000 |
| | | Sample 3 | 0.3654* | 0.1470 | 0.043 |
| | Sample 3 | Sample 1 | 0.3846 | 0.1873 | 0.123 |
| | | Sample 2 | -0.3654* | 0.1470 | 0.043 |
| **(6) Ease of Use Principle** | Sample 1 | Sample 2 | -1.0769* | 0.2049 | 0.000 |
| | | Sample 3 | -1.3269* | 0.2097 | 0.000 |
| | Sample 2 | Sample 1 | 1.0769* | 0.2049 | 0.000 |
| | | Sample 3 | -0.2500 | 0.1807 | 0.427 |
| | Sample 3 | Sample 1 | 1.3269* | 0.2097 | 0.000 |
| | | Sample 2 | 0.2500 | 0.1807 | 0.427 |
| **(7) Abstract Principle** | Sample 1 | Sample 2 | -0.48077* | 0.1908 | 0.013 |
| | | Sample 3 | -0.63462* | 0.1908 | 0.001 |
| | Sample 2 | Sample 1 | 0.48077* | 0.1908 | 0.013 |
| | | Sample 3 | -0.15385 | 0.1908 | 0.421 |
| | Sample 3 | Sample 1 | 0.63462* | 0.1908 | 0.001 |
| | | Sample 2 | 0.1539 | 0.1908 | 0.421 |

(continued)

| | Dependent Variable | | Quantity | | |
|---|---|---|---|---|---|
| | (I) Brand | (J) Brand | Mean Difference (I-J) | Std. Error | Sig. |
| **(8) Aesthetic Principle** | Sample 1 | Sample 2 | -1.8077* | 0.1677 | 0.000 |
| | | Sample 3 | -1.2885* | 0.1971 | 0.000 |
| | Sample 2 | Sample 1 | 1.8077* | 0.1677 | 0.000 |
| | | Sample 3 | 0.5192* | 0.1504 | 0.003 |
| | Sample 3 | Sample 1 | 1.2885* | 0.1971 | 0.000 |
| | | Sample 2 | -0.5192* | 0.1504 | 0.003 |
| **(9) Stability Principle** | Sample 1 | Sample 2 | -1.5577* | 0.1698 | 0.000 |
| | | Sample 3 | -1.1154* | 0.1852 | 0.000 |
| | Sample 2 | Sample 1 | 1.5577* | 0.1698 | 0.000 |
| | | Sample 3 | 0.4423* | 0.1452 | 0.009 |
| | Sample 3 | Sample 1 | 1.1154* | 0.1852 | 0.000 |
| | | Sample 2 | -0.4423* | 0.1452 | 0.009 |
| **(10) Ductility Principle** | Sample 1 | Sample 2 | -1.2115* | 0.1824 | 0.000 |
| | | Sample 3 | -1.0769* | 0.1824 | 0.000 |
| | Sample 2 | Sample 1 | 1.2115* | 0.1824 | 0.000 |
| | | Sample 3 | 0.1346 | 0.1824 | 0.462 |
| | Sample 3 | Sample 1 | 1.0769* | 0.1824 | 0.000 |
| | | Sample 2 | -0.1346 | 0.1824 | 0.462 |

## (4) Positioning Principle

The statistical results showed that there are significantly difference (p=0.000) for the 3 samples. Tamhane method was applied for analysis. The results showed that there is no significant difference (p=0.067) for the Sample 2 and Sample 3. For consumers, the trademark design of Sample 2 and Sample 3 have higher conformity with their brand position than Sample 1.

## (5) Originality Principle

The statistical results showed that there are significantly difference (p=0.000) for the 3 samples. Tamhane method was applied for analysis. The results showed that there is no significant difference (p=0.123) for the Sample 3 and Sample 1. For consumers, Sample 2 has the highest originality, and is better than that of Sample 3 and Sample 1.

## (6) Ease of Use Principle

The statistical results showed that there are significant difference (p=0.000) for the 3 samples. Tamhane method was applied for analysis. The results showed that there is no significant difference (p=0.427) for the Sample 2 and Sample 3. For consumers, the trademark design of Sample 2 and Sample 3 are easier to reproduce and manufacture than Sample 1.

## (7) Abstract Principle

The statistical results showed that there are significant difference (p=0.003) for the 3 samples. Least Significant Difference (LSD) was applied for analysis. The results showed that there is no significant difference (p=0.421) for the Sample 2 and Sample 3. For consumers, the trademark design of Sample 2 and Sample 3 have more room to imagine than Sample 1.

## (8) Aesthetic Principle

The statistical results showed that there are significantly difference (p=0.000) for the 3 samples. Tamhane method was applied for analysis. The results showed that there is significant difference for the 3 samples.

According to the statistical results, it is found that Sample 2 has the most aesthetic appeal in the minds of consumers, followed by Sample 3 and Sample 1.

**(9) Stability Principle**

Tamhane method was applied for analysis. The results showed that there is significant difference for the 3 samples. According to the statistical results, it is found that the order of the 3 samples in accordance with the stability principle is Sample 2, followed by Sample 3 and Sample 1 in the minds of consumers.

**(10) Ductility Principle**

The statistical results showed that there are significant difference (p=0.000) for the 3 samples. Least Significant Difference (LSD) was applied for analysis. The results showed that there is no significant difference (p=0.462) for the Sample 2 and Sample 3. Both Sample 2 and Sample 3 have higher ductility than Sample 1.

By combining the 10 results of the criterion of validity, it is found that there are significant difference (p=0.000) for the 3 samples. Least Significant Difference (LSD) was applied for analysis. The results showed that there are significant difference for the 3 samples. According to the statistical results and the evaluating the criterion of validity of the 3 samples, Sample 2 has the best evaluation in the minds of consumers, followed by Sample 3 and Sample 1. The results are shown in Table 2.

**Table 2**

*ANOVA Results of Comprehensive Criterion of Validity*

| Dependent Variable | | Quantity | | |
|---|---|---|---|---|
| (I) Brand | (J) Brand | Mean Difference (I-J) | Std. Error | Sig. |
| Sample 1 | Sample 2 | -40.0500 | 3.2974 | 0.000 |
| | Sample 3 | -25.2500 | 3.2974 | 0.000 |
| Sample 2 | Sample 1 | 40.0500 | 3.2974 | 0.000 |
| | Sample 3 | 14.8000 | 2.4926 | 0.000 |
| Sample 3 | Sample 1 | 25.2500 | 3.2974 | 0.000 |
| | Sample 2 | -14.8000 | 2.4926 | 0.000 |

## 3. Brand identification

The study explored the trademark identification of Starbucks in different periods. The statistical results showed that there are significant difference (p=0.000) for the 3 samples. Tamhane method was applied for analysis. The results showed that there are significant difference for the 3 samples. In the minds of consumers, the identification of Sample 2 is higher than Sample 3, and followed by Sample 1. The results are shown in Table 3.

**Table 3**

*ANOVA Results of Identification*

| Dependent Variable | | Quantity | | |
|---|---|---|---|---|
| (I) Brand | (J) Brand | Mean Difference (I-J) | Std. Error | Sig. |
| Sample 1 | Sample 2 | -3.0000* | 0.1207 | 0.000 |
| | Sample 3 | -2.1923* | 0.1629 | 0.000 |
| Sample 2 | Sample 1 | 3.0000* | 0.1207 | 0.000 |
| | Sample 3 | 0.8077* | 0.1606 | 0.000 |
| Sample 3 | Sample 1 | 2.1923* | 0.1629 | 0.000 |
| | Sample 2 | -0.8077* | 0.1606 | 0.000 |

## 4. Brand observing hot area

This study applied Eye tracking to record the observing hot area and track of the subjects for Sample 1 to Sample 3. There were 70 subjects, including 26 males (37.1%) and 44 females (62.9%). The average age of the subjects was 22. Their familiarity with the samples were Sample 1 = 4.23, Sample 2 = 4.16 and Sample 3 = 3.93 respectively. One way ANOVA was applied to test the familiarity of the 3 samples. The familiarity of the subjects with Sample 1 - Sample 3 has no significant difference. Figure 2 to Figure 4 showed the observing hot area for Sample 1 to Sample 3 of the subjects. The observing hot area mainly focused on the center of the brand. The observing hot area of Sample 1 and Sample 2 was distributed in the center and upper part of the brand. In addition to the image in the center, the observing hot area included the wordmark "STARBUCKS" at the top.

**Figure 2**

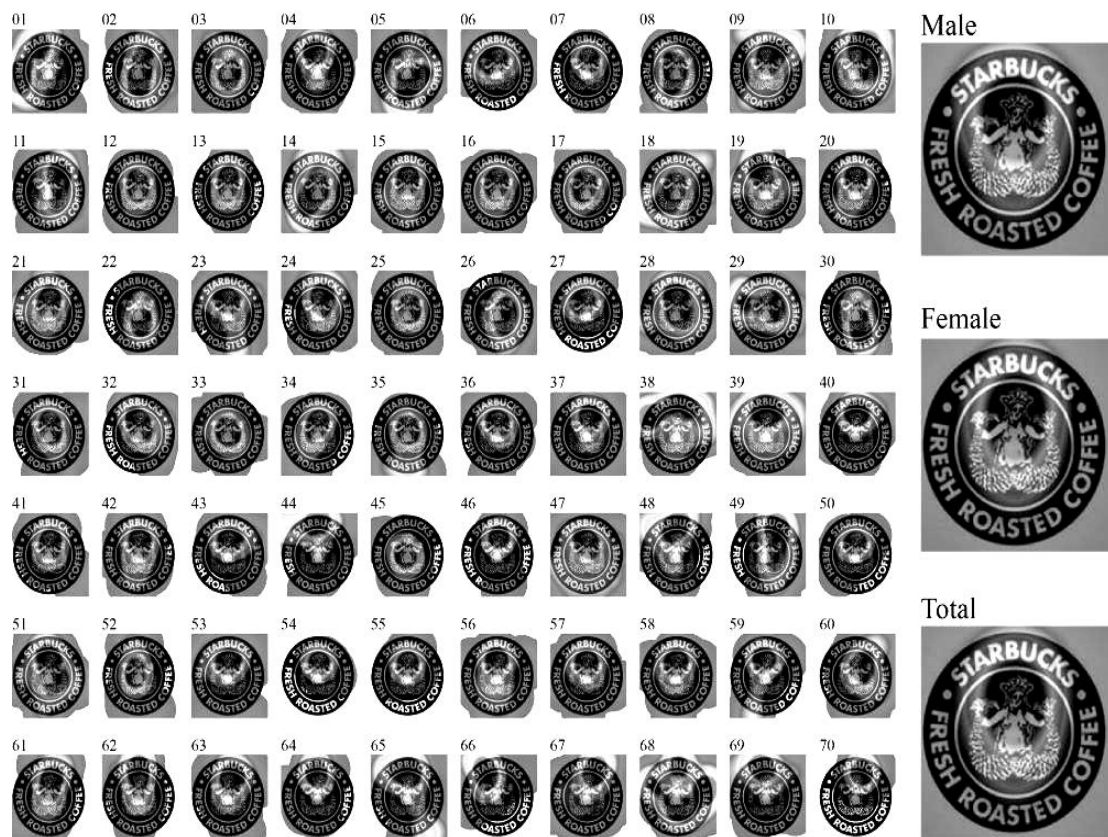*Brand Observing Hot Area of Sample 1*

**Figure 3**

*Brand Observing Hot Area of Sample 2*



**Figure 4**

*Brand Observing Hot Area of Sample 3*

## 5. Brand viewing track

Figure 5 showed the observing track of subjects for Sample 1 to Sample 3. In general, the observing track of females was more concentrated than that of males. The observing track of Sample 3 was more concentrated than that of Sample 1 and Sample 2. The track for Sample 2 was completely focused on the face in the center and the text "STARBUCKS" above, for which it had the best comprehensive effect of identification.

**Figure 5**

*Observing Track for Brand*



Male

Female

Total

Sample 1　　　　Sample 2　　　　Sample 3
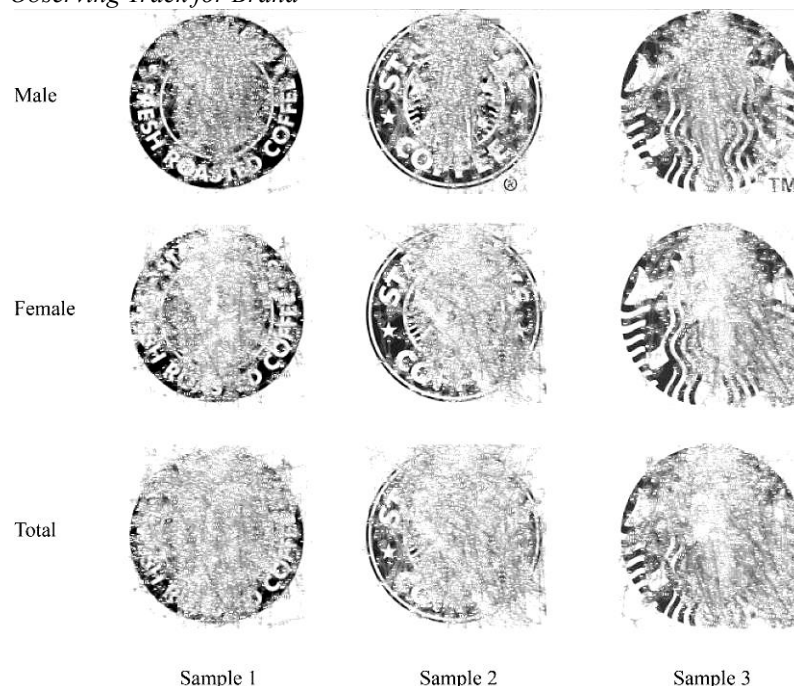
# V. Conclusion and Discussion

This study applied questionnaire surveys and hot area experiments to explore the brand evolution of STARBUCKS in the three most representative periods (1971, 1992 and 2011 respectively). The results showed that the 10 design index of the 3 samples (Sample 1 - 1971 version / Sample 2 - 1992 version / Sample 3 - 2011 version) had significant difference. For Sample 2, the Particular principle, Aesthetic principle, Stability principle, and Originality principle got the highest ratings in the minds of consumers. For Graphical principle, Simplified principle, Positioning principle, Ease of Use principle, Abstract principle, and Ductility principle, Sample 2 and Sample 3 had no significant difference but both are better than that of Sample 1. For the study of identification, there were significant difference for the 3 samples. The statistical results showed that identification of Sample 2 was better than Sample 3, and followed by Sample 1.

Based on the results of evaluation and identification of the 10 design index, the evaluation of Sample 2 is higher than that of Sample 3, and followed by Sample 1. However, according to the trademark evolution, the latest trademark (Sample 3 - 2011 version) did not get the best ratings for all the 10 design index. That means in the process of trademark evolution, enterprises may revise the trademarks due to the consideration of certain aspects (such as the scope of trademark rights). In the process of revision, the ratings of certain aspects may be increased, while the ratings of other aspects may be decreased.

Starbucks is a worldwide well-known brand and it maintains the brand proactively and aggressively. STARBUCKS has filed trademark lawsuit against the trademarks of other enterprises (such as "eCOFFEE") with

the trademark structure (image on inner circle and text on outer circle) [35]. However, STARBUCKS lost the trademark lawsuit. The result represents the image of "inner and outer circle" of the trademark, is transformed from corporate image to industrial image. For STARBUCKS, it is equivalent to trademark "dilution". STARBUCKS may be affected by the results of the trademark lawsuits so it has launched a new trademark without text on outer circle in 2011, and only the mermaid image on the inner circle is retained (Sample 3) in order to create the clear and identifiable new trademark.

From the perspective of observing hot area of brand, although consumers are "holistic observation" when they observe the brands, the hot area of different brands observed by consumers are different. Taking this study as example, Sample 2 included two-dimensional visual features. The one-dimensional feature was "face" image and two-dimensional feature was the "STARBUCKS" text. Over the long period, consumers would remember both image (face) and text (STARBUCKS) of the trademark. The synergy would be the highest. From the perspective of brand recognition, it is debatable whether the brand strategy of Starbucks revising the original Sample 2 to Sample 3 is appropriate.

Brand is one of the core assets of an enterprise, and it represents the loyalty and trust that the enterprise has accumulated in the minds of consumers for long time. However, trend issue is involved in trademark design. Enterprises would face the aging of trademarks, or re-positioning in the market every few decades. The trademark design is required to adjust or update in order to meet the contemporary aesthetics and needs. There are many factors to be considered for brand evolution. In terms of actual significance, the generational update of trademark would help the image of enterprise conforming to contemporary visual aesthetics and needs.

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