

# Digital Branding and its Impact on Psychology of Youth and Middle Aged People in Delhi NCR

Lokinder Kumar Tyagi<sup>1\*</sup>, Ankit Gupta<sup>2</sup> and Gurjit Singh<sup>2</sup>

<sup>1</sup>Professor (OB and HRM), Amity School of Business, Amity University, Noida - 201313, Uttar Pradesh, India ; lokinder.tyagi@gmail.com

<sup>2</sup>B.Tech and MBA Scholar, BVIMR, New Delhi - 110063, Delhi, India

## Abstract

Branding is an understanding or a position established by a team in any Company with the consent of customers with excellent and effective communication, services and products. The right branding of any company may lead to success or negligence on branding efforts may cause to failure. The impact of brand will reduce competition, unreachable products & services and also avoid customer's dissatisfaction. In the present age of globalization, digital branding has emerged as a one of very strong tool for direct marketing. With digital marketing a company can communicate straight and interactively with their target customers. The present study is indeed very important for the corporate world, corporate leaders, researchers and academicians as digital branding is emerging one of the prominent way for the sustainable development and growth.

This study has attempted to analyze the merits and demerits of digital branding and also to understand its impact on the psychology of youth and middle aged people in Delhi NCR. Primary and secondary sources of data collection have been used to attain the objectives of the study.

**Keywords:** Digital Branding, Globalization, Media, Networking, Psychology

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## 1. Introduction

India has a very huge market and that is why world is looking anxiously for business opportunities. The Indian market is influenced by the latest trends of e-mail and information system. Internet use is very normal among Students, youngsters and professionals and the use of mobile is increasing. The velocity of change continues to be fast with digital channels continually growing in volume. The Trend of using internet is increasing and more people are spending more time online. The use of digital tools including social networking sites, various apps and their role is ever-growing in human life. It is not only the customer and consumers are using internet for their shopping but Indian industry is also experiencing a paradigm shifts in online businesses. The smart businessmen are changing their marketing strategies and adopting use of advance technology including Information Communication Technologies (ICT) in their business.

Though digital advertising industry is very young in India and working in the same way as Western European internet Advertising Industry was working 6 years ago, but it is also enjoying fast growth. In India this sector is headed by financial services, Information Technology, Mobile, consumer package

goods, motors etc. which account for very small share of national online advertising market.

Smart marketers keep on top of the scale of change and ensure their marketing strategies and touch point's mirror where the consumer is spending their time. These notes give a sense of the scale of change we've seen so far and imply the scale of what is coming.

## 2. Objectives

The main objective of this study is to analyze the merits and demerits of digital branding and to understand its impact on the psychology of youth and middle aged people in Delhi NCR.

## 3. Literature Review

Although there has been much research on individual measures of Advertising Effectiveness and digital branding but few studies have examined the relationship among these measures. Stewart's (1986) study was designed to examine the relationship among three measures of advertising performance. Even in (970's many reported that recall understates the true remembrance of advertising. However, an additional concern had been raised by Zielske

(1982) about day after recall as a copy testing technique in terms of whether it penalizes 'feeling' ads as opposed to 'thinking' ads

In consistent with standards set under DAGMAR (Defining Advertising Goals for Measured Advertising Results; 1961) and PACT (Positioning Advertising Copy Testing; 1982), Chow et.al (1992) proposed a new copy testing method SEQUENCE (Structural Equation Estimating of New Copy Effectiveness). It extends previous advertising copy-testing research by permitting an assessment of the strength of the linkages among brand beliefs, brand attitudes and purchase intention

Aaker and Myers (1982)<sup>1</sup> describe the procedure involved in this method. ".....respondents (who report having read a specific issue of a magazine) are taken through the magazine and, for each ad, are asked if they saw it in the issue. The 'noted' score is the percentage of respondents who answer affirmatively. Two companion measures are 'seen' associated (noted the name of the ad) and 'read most' (read more than 50 percent of the copy)." But Starch scores have also been criticized as invalid recognition measure due to over claiming by respondents.

Zinkan and Gelb (1986) probed into whether Starch scores predict much sought-after consumer responses as favourable attitudes and intention to purchase the advertised brand. They designed a model to clarify this issue and tested this model in a study. The results offer some evidence to support that Starch scores do predict Attitude towards brand; and Brand Attitude predicts the Purchase probability. Thus advertisers who use the Starch scores to compare alternative creative treatments have evidence that the scores are positively related to purchase intention, with attitudes serving as the explanatory intervening variable.

## 4. Limitation of the Study

The research study is limited to a few aspects. Firstly, this study was conducted in Delhi-NCR only hence may not be applicable to other areas. The sample size was selected as per our convenience. Since study has 76.36 per cent of youth hence findings may vary, if different number of data collected from middle aged people.

## 5. Research Methodology

This study is a Descriptive research, which is used to describe characteristics of a population or phenomenon being studied as it is attempting to study the affect of digital branding on psychology of youth and middle aged people.

## 6. Sources of Data Collection

In this research Primary as well as secondary sources of data collection has been used. Primary data has been collected with the

help of pre-planned Questionnaires and secondary data has been collected through newspaper, magazines, journals, Reports, web-sites etc.

## 7. Techniques for Data Analysis

In this study percentage value, Pie chart and Bar graph have been used to analyze the data by using MS-Excel and inferences of the collected data were drawn accordingly.

## 8. Sample Size

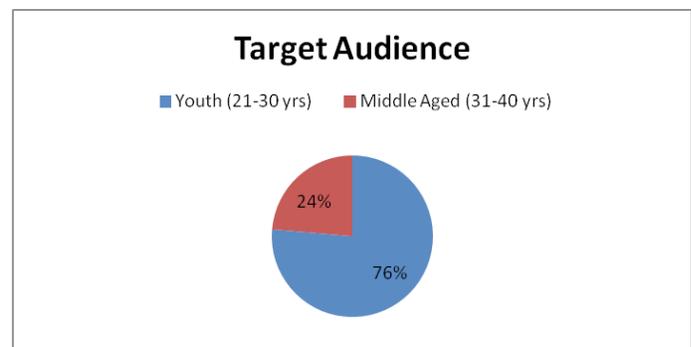
It was decided to collect the relevant data from a sample size of 100 people including 50 youth aged between 21-30 years and 50 middle aged between 31-40 years working people. The researchers could received 70 questionnaire duly completed and 15 questionnaire were incomplete and wrongly filled by the candidates hence rejected. The data analysis of 55 questionnaires was completed.

## 9. Data Analysis

The collected data was arranged, tabulated, edited and their values & inferences were drawn. The question wise inferences drawn from the responses received through questionnaire are as under:

**Table 1.** Demographic Status of Respondents

Target Audience		%age
Youth (21-30 yrs)	42	76.3%
Middle Aged (31-40 yrs)	13	23.7%
Total	55	100%

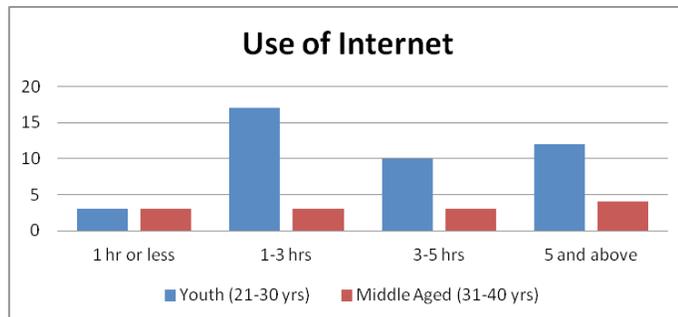


**Figure 1.** Demographic data of Youth.

The demographic data indicated that 76% of the youth aged between 21 to 30 years have responded and only 24% of middle aged (31-40 years) people have responded.

**Table 2.** Youth and Middle Aged Comparison

Particulars	Youth (21-30 yrs)	%age	Middle Aged (31-40 yrs)	%age
1 hr or less	3	7.14%	3	23.07%
1-3 hrs	17	40.47%	3	23.07%
3-5 hrs	10	23.80%	3	23.07%
5 and above	12	28.57%	4	30.76%

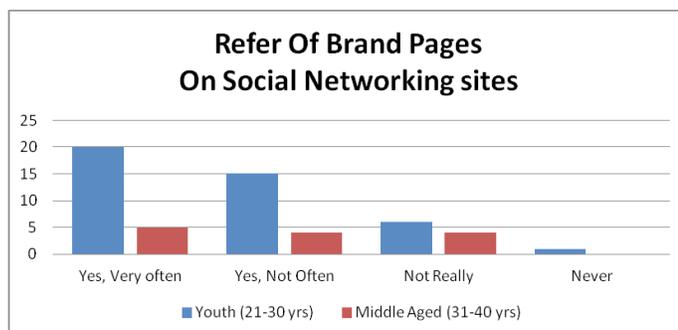


**Figure 2.** About Youth.

From the above table and figure, it is revealed that large number of youth i.e. 40% spend 1-3 hours on internet whereas; while 30% of middle aged people especially professionals spend 5 hours and above on internet use.

**Table 3.** Brand pages on social networking sites

Particulars	Youth (21-30yrs)	%age	Middle Aged (31-40yrs)	%age
Yes, Very often	19	45.23%	6	46.15%
Yes, Not Often	14	33.33%	1	7.69%
Not Really	6	14.28%	5	38.46%
Never	3	7.14%	1	7.69%

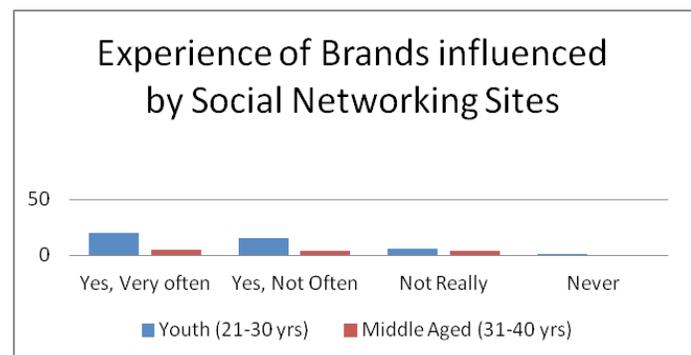


**Figure 3.** Refer of Brand Pages on Social Networking sites.

From the above table and figure, it is revealed that majority i.e. 45% of Youth and 46% of Middle Aged people very often refer brand pages on social networking sites like Twitter, Facebook etc.

**Table 4.** Youth are influenced by Brands

Particulars	Youth (21-30yrs)	%age	Middle Aged (31-40yrs)	%age
Yes, Very often	16	38.09%	3	23.07%
Yes, Not Often	13	30.95%	5	38.46%
Not Really	10	23.80%	3	23.07%
Never	3	7.14%	2	15.38%



**Figure 4.** Experience of Brands influenced by Social Networking Sites.

From the above table and figure, it is revealed that 38.9% of Youth are influenced by Brands through social networking sites while 38.46% of Middle Aged People are not often influenced by social networking sites.

**Table 5.** Percentage of Youth and Middle Aged

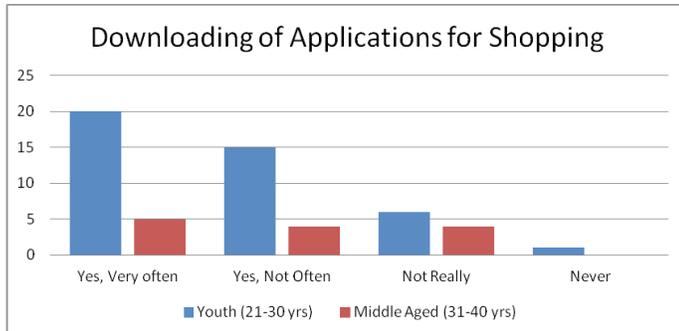
Particulars	Youth (21-30yrs)	%age	Middle Aged (31-40yrs)	%age
Yes, Very often	20	47.62%	5	38.46%
Yes, Not Often	15	35.71%	4	30.76%
Not Really	6	14.29%	4	30.46%
Never	1	2.38%	0	0%

**Table 6.** Method of approach

Particulars	Youth (21-30 yrs)	%age	Middle Aged (31-40yrs)	%age
Its Animation	9	20.45%	7	31.82%
Method Of Approach	11	25.00%	5	22.73%
Promotional Gifts & discounts	12	27.27%	4	18.18%

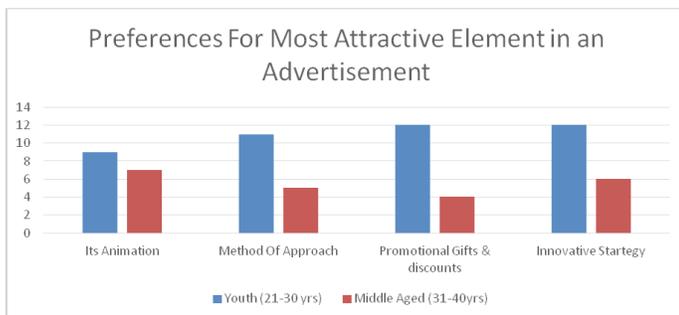
Innovative Strategy	12	27.27%	6	27.27%
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(12 questionnaires are rejected)



**Figure 5.** Downloading of Applications for Shopping.

From the above table and figure, it is revealed that both Youth and Middle Aged People i.e. 47.52% & 38.46 per cent respectively love to download applications for shopping.



**Figure 6.** Preferences for Most Attractive Element in an Advertisement.

From the above table and figure, it is revealed 27.27% Youth gets attracted towards the innovative strategy and promotional gifts and discounts offered in an advertisement. Whereas; Middle aged people 31.82% gets attracted towards animation and 27.27% attracted innovative strategy of the advertisement.

In response to the questions about merits and demerits from the respondents, the analysis of the same is as under:-

1. Maximum people gave **Merits** of Digital Branding as:
  - a. It is cost effective.
  - b. It can reach the Masses.
  - c. Time saving process.
2. Maximum people gave **demerits** of Digital Branding as:
  - a. Not everyone can access the computer.
  - b. Need experience.
  - c. It is expensive.

## 10 Findings

In view of the above study, the findings are that large number of youth access internet up to 3 hours a day while working people use internet for 5 hours and above in India as per the responses received. Secondly, it is also found that majority of youth and middle aged people very often refer brand pages through social networking sites. Thirdly it is found that youth are moderately influenced by the brand pages on social networking sites. The responses received also indicate that youth and middle aged people love to download applications for purchasing. Youth are also attracted towards innovative strategy and promotional gifts while middle aged are more attracted towards animation of advertisement followed by innovative strategy of the company.

The questions were asked from the respondents and maximum people conveyed that Merits of Digital Branding is cost effective. With the help of advance technology including ICT digital branding can reach to the masses. It is also a time saving process. On the other hand respondents have given important demerits of digital branding that everyone cannot access the computers. Secondly, digital branding needs some experience to use it and at times it is very expensive at new places, where new to invest in man, machines and material.

## 11. Future Scope

Digital Branding is booming in Indian industry today and is going to have strong impact in the world of advertising and marketing due to its effectiveness and cost cutting measures. The digital marketing industry is worth \$68 billion and according to one survey digital branding through mobile phones and tables has increased by 200 per cent. Digital branding surprisingly has boomed high with 40% growth rate while other industries are struggling with 5-10% only. Its importance is visible as Government of India has initiated two mega schemes i.e. Digital India and Make in India. The future is alarmingly bright as the use of mobile and internet is increasing day-by day in India. Thus, this study will certainly provide latest data on the Digital Branding and its impact on psychology of Youth and Middle aged people in Delhi NCR and help Research Scholars, Academicians, Professionals and industry experts on the subject.

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### Appendix-1

#### Questionnaire

Dear Respondents,

This is part of an academic research project and assures you that it will not be used for commercial purpose. You are requested to kindly give your opinion/response for the following questions

pertaining to “**Digital Branding and its impact on psychology of Youth and Middle aged people in Delhi NCR**”.

Thank you

(Please Tick the appropriate option)

Q.1 How often you use internet on daily basis:

- a) 1 hr or less    b) 1 to 3 hrs.    c) 3 to 5 hrs.    d) 5 and Above

Q.2 Do you refer Brand Pages on social networking sites like Twitter, Facebook etc

- a) Yes, Very Often    b) Not often    c) Not Really    d) Never

Q.3. Do you like experiencing new brands influenced by networking sites?

- a) Yes, Very Often    b) Not Often    c) Not Really    d) Never

Q.4 Do you download Apps for shopping?

- a) Yes, Very Often    b) Not Often    c) Not Really    d) Never

Q.5 What do you find most attractive in an advertisement give your preferences by numbering the following:

- a) Its Animation  
 b) Method of approach  
 c) Promotional Gifts & Discounts  
 d) Innovative strategy -----

Q.6 Please write two merits of Digital Branding.

- 1)  
 2)

Q.7 Also write two demits of digital branding according to you.

- 1)  
 2)

#### PERSONAL DETAILS

◆ Age:

- |             |             |
|-------------|-------------|
| 21-30 Years | 31-40 Years |
| 41-50 Years | 51-60 Years |

◆ Gender :

- |      |        |
|------|--------|
| Male | Female |
|------|--------|

◆ Marital status:

- |                    |                 |
|--------------------|-----------------|
| Married            | Unmarried       |
| Separated/Divorcee | Widowed/Widower |

◆ Educational Qualification:

- |                       |                            |
|-----------------------|----------------------------|
| 10+2                  | Graduation                 |
| Post-Graduation       | Professional Qualification |
| Not formally educated | Any Other _____            |

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Author of a Paper had no conflict neither financially nor academically.