IMPACT OF ICT ON EMOTIONAL BRANDING IN ADOLESCENTS

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Abstract: ICT is one of the fastest growing technologies as a result playing a major role in our daily life. It has also changed way of living as well as our life perceptions. On the view point of business outlook, it has touched each and every aspect of business. Since the beginning of Internet it is gaining strength day by day. If we talk in perspective of India, the use of internet is higher and playing a crucial role in the growth of Indian marketing landscape. Emotional branding and adolescent’s inclinations are imperative for marketing. This study is an effort to understand and analyse the trends which may be the potential drivers of emotional branding of products and services in adolescents in urban areas of the India. The exploration analyzed that youth have expanding ability to gather more data about brands and use it for their purchases. The exploration of various ICT platforms gives the youths idea about various brands and its unique appeal to create their brand inclinations. This paper reveals about the effect of emotional branding efforts with the help of various Ad-formats directed towards youths. Beside practical advantages, he/she may pick a specific brand to express his/her identity, economic wellbeing, connection or to satisfy his/her longing for newness. The motivation behind the proposed study is to break down the effect of emotional branding and analysing various strategies of the brand marketing.

Key Words: Chatbots, Adolescents, Lead Score, AMP

INTRODUCTION

Since the mid-1990s we have seen a noteworthy procedure of entrepreneurial change. Organizations are changing their hierarchical and plans of action, just as the manner in which they build up their gainful and key exercises. The utilization of ICT has turned out to be amazingly famous in the most recent decade and utilized by numerous organizations around the globe. Since the technology and business environment are experiencing a gigantic change these days, organizations need to adjust rapidly and pick their branding strategy in like manner. A market arranged business culture considers the consumer as the focal component of the business methodology and ICT, connections and learning are perceived as inward vital components of association as a worldwide and intelligent process that grasps all divisions and capacities created both inside and outside the organisation. To begin with, it can ensure the development and support of correspondence and participation connections between various agents, both inside and outside the organisation. Second, the promoting capacity oversees marketing information effectively, organizing its acquisition, stockpiling and dispersal all through the organization, and ensures the presence of a market intelligence that can be utilized during the process of decision making. ICT use has achieved a major change at all dimensions of the organisation, and the advertising capacity has been one of the fundamental recipients. ICT are a standout amongst the most proper media for drawing near to business environment and getting or making information about the diverse operators that are a piece of it. This article focused on explaining what is the impact of ICT on emotional branding in adolescents, what is in its core and how it is useful to companies. Emotional branding is strongly related and affects the consumer behaviour and their ability to choose what they want or need. The brand’s job is mainly to give a direction to people to make their decision in their favour and a favour of the brand itself. If a company manages to inspire its customers and to connect with them on emotional level that will most likely turn those people into loyal clients. Online Emotional branding is strongly necessary in today’s world because the consumers themselves are online. Digital media and mobile technologies have a big impact on adolescents. Often consumers think that it is the easiest and fastest way to connect with brands. Precisely, that is the reason why brands choose to form their branding strategy around that. There are different channels, such as social media platforms, blogs, websites, and etc. that could be used according to the type of business and the type of customers it has.

LITERATURE REVIEW

Kotler & Keller (2015) Branding has been defined as a name, slogan, sign, symbol or design, or a combination of those, in order to identify company’s products and services and distinguish them from others. Similarly Henry, Paul. (2001) proposes that evaluation of these predictions can be aided by employing a number of certainties of human nature. Discussion of these constants will include the issue of just how consumers use information to make decisions, and will highlight the possibility that access to additional information often increases consumer uncertainty. In addition, learning’s drawn from our understanding of human need for intimate social interaction, group acceptance, and conformity to group norms will be...
Consumers acquire information selectively. Their data set is reduced to their individual personality construct. Then they construct a set of mental categories. It becomes easier to sort competing brands quickly. They allocate competing brands to mental categories. It enables them to give more meaning to the brands. Consumers may interpret brands differently from the marketers. Emotional purchases differ in terms of the extent of emotions involved. Emotional ads are deliberately designed to touch the emotional chords of the consumers and are used to have a favourable affective response rather than to provide information about the product.

Willett, Rebekah (2009) analysis demonstrates that teenagers are using Bebo in very specific ways as part of a range of modes of communication with different audiences. Often their use of Bebo is quite banal, highlighting the possibility that adults (parents, researchers, government, NGOs) over-invest in the meaning of Bebo for young teens. However, typical of the tensions involved in people's subject positioning, the interviewees also indicate that Bebo is serving particular purposes in relation to their identities as teenagers. Therefore, it considers the dimensions of the life stage of adolescence as a way of understanding the significance of Bebo in teenagers' lives.

Ansari, M.E., & Joloudar, Y.E.(2011) investigate that television advertisements influence positively on customers. In this study interesting findings came up through regression analysis. They used AIDA’s model for conducting research and concluded that television advertisement has positive impact on Avishan’s company. They also revealed that customer's satisfaction was increased up to 56 percent due to television advertisement. They predicted optimistic affect of television advertisement on attention towards advertisement, interest in favor of purchasing, desire intended for purchasing, action towards purchasing and consumers satisfaction towards the purchased product.

Jasmina Ilicic, C. M., & Webster. (2011). When consumers decide to buy products there are number of factors that influence them and affect the decision of purchasing the product among them is celebrity attachment. Now it depends upon the celebrity effectiveness, attachment and match-up with the product. Well, results show good and positive results of the celebrity attachment towards the advertisement and with the brand. A high effect was found for purchase intention when a celebrity comes up in a TV advertisement and endorses a particular product. Both number of endorsements and celebrity attachment influence the buying behaviour of consumers. When consumers have strong attachment with celebrity and see that he/she is endorsing numerous brands then it negatively affects the purchase intent. And when they have weak connection their purchase objective is increased with various endorsements.

Akgun, Ali and et al.(2013) studied that firms compete for the establishment of consumer-brand linkages at the sensual and emotional level. This way marketers aim at developing deeper, long-lasting, and strong brand attachments for the consumers. To tap into the domain of emotional branding first the emotion-cognition approach needs to be recognized, second the key to position the brand into the core of consumers’ lives and create a self-congruence by allowing the consumer to identify him/herself with the brand ought to be identified and third a framework on the antecedents and consequences of a successful and sustainable emotional branding strategy has to be developed.

Pandey, A.C.( June,2014) expressed the adoption of digital platform in big way whereas earlier there were a lot of anxieties about e-shopping to the customers doing online shopping for the first time. The reasons may be due to cultural and perceptual background of the customers. This will come down as the customers engage themselves more and more to the web portals experience the digital environment and remove the hesitation. It is very apparent that if the fundamental principles are set right, the e-shopping becomes more.

Online shopping has inspired and largely overturned the society as a whole.

Bhandari, Upasna & Chang, T.T.Klarissa (2014) Usability and efficiency has received lot of attention in terms of ICT usage and attitude however non instrumental factors like emotions and aesthetics and their impact on ICT usage attitude and performance has not been extensively tested. Aesthetics have been shown to be an important predictor of usage but this has not been tested in underserved communities. Also positive emotions have been linked to greater ICT usage as well as aesthetic experience. The measurement of factors like emotions, aesthetic preferences and ICT usage has so far been restricted to questionnaires however we propose to use objective measures like brain imaging technique (EEG) to supplement existing methodologies. The study is a research in progress that addresses potential role of aesthetics and emotions for understanding aesthetic preferences and ICT usages in underserved communities. Considering the attitude and purchase relationship the study done by Vishal et.al is significant. Soodian, Vishal et.al(2016) revealed consumer attitude as a result of a number of factors. The subjective norms also contribute significantly to the attitude development. Further, the assumption focused on establishing a relationship between pre-purchase consumer attitude and purchase intention with the help of hypothesis. The hypothesis was also rejected which implies that there lies a significant
relationship between consumer attitudes and purchase intention. It is therefore clear that attitudes and subjective norms act as antecedents of purchase intentions which ultimately lead to purchase decisions.

Soodan, V., Pandey, A.C.(2016) in the study on influence of emotions on consumer buying behaviour on FMCG purchases in Uttarakhand, India, may be termed as major contribution of this research to the emotional branding. The study of FMCG purchases earlier assumed as only impulsive and was generally associated with a lower level of consumer involvement but now with the changing marketing trends and significance of emotions in every purchase, the approach to FMCG purchase is transforming at a great pace.

Dwivedi, Abhishek et.al.(2018).identified a strong relationships between the focal variables. A phantom model analysis explicates specific indirect effects of emotional brand attachment on CBBE. The authors also find support for a fully mediated effect of emotional brand attachment on social media brand equity.

Pandey, A.C.(2006) elaborated that while making strategies for the brands, the companies should keep in mind the emotional aspects so that it hits the mind of consumers and the impact of the emotion can be effectively capitalized.

OBJECTIVES

1. To understand the concept of emotional branding.
2. To study the Impact of ICT on emotional branding and adolescent.
3. To study the trend of latest trend of ICT for Ad formats

RESEARCH METHODOLOGY

This research is based on various research studies and for analysis purpose the required information’s has been collected from various research journals, newspaper, published and non-published sources and apart from this few relevant books, online blogs relevant books and case studies have been referred in order to reach the conclusion to the problem.

Relevance of Emotions towards a Brand

An emotional bond must be developed between the consumer and the product for a brand to be successful. Emotion is a mental state derived from ones intuitive feelings, which arise from reasoning, knowledge and cognitive appraisals of events or thoughts. Emotion may trigger actions depending on its nature and the reason for the person having emotion. Emotions happen as feedback of what one makes of a situation such as a brand consumption experience. Emotion is different from attitude, attitude is learned over time and controls responses whereas emotion is rarely consistent and occurs differently in separate events. Therefore, emotion is less consistent than attitude. Emotions arise on brand consumption and attitudes do not. Attitude is harder to change than emotion. Emotion plays a dominant role on the influence of brand experience and brand loyalty, “marketing practitioners need to pay more attention to customer’s emotions than to customers brand cognition” (Ding & Tseng, 2015). Emotions cause the positive or negative relationship between brand experience and brand loyalty. Consumers are likely to indulge in emotionally or culturally significant products. This is where experiential marketing is proven effective as it can attain brand loyalty by appealing to emotions. Emotions are triggered by fantasies, imagination, feelings, and pleasure experienced during consumption of an object. The promise of pleasure in consumption forms a powerful and on-going motivation for consumers to want to experience the pleasurable feelings again and again. Consumers tend to be loyal to a brand because they want to re-experience the pleasurable feelings. Marketers use emotional branding as stimulant in forming or changing the attitude of consumers. The emotions of the consumers always work as a strong tool and can be used as a strategic initiative for making a successful brand. (Pandey.A.C. 2006).

According to Wendy Mexian

Media are powerful because they control information individuals require for goal achievement. The flexibility afforded by mobile ICTs did not change that. Media’s power is, in part, based upon their ability to manipulate audiences’ emotional responses. Although this conceptualization of media power accords with Ball-Rokeach (1998), it also suggests that media power exists at the psychological level. By eliciting emotional responses indicative of action and approach tendencies, media are more than gatekeepers. The main effects for dominance and valence, the arousal correlation, the negative relationship between use and dominance, and the significant regression models indicate that when individuals approach media for goal achievement their emotions are affected. Because the stimuli did not include media messages or content, the reported responses are based only upon ability to access media, regardless of type.

Coca Cola: Case Study

In the 2016 Olympic Games Coca-Cola’s company started social media campaign to reach teens during the most connected games in history. and Coca-Cola launched “That’s Gold” a multi-platform social media effort designed to engage 13- to 20-year-olds with a steady stream of content filled with influencers, musicians, and of course, the athletes. The Olympics are so dynamic that real-time marketing has to happen to make consumers part of the party. Coca-Cola, an Olympic sponsor since 1928, devised a year-long, three-phase
campaign to capture teens’ attention before, during and after the games. It’s a common strategy for brands looking to capitalize on tent pole events like the Olympics. Coca-Cola focused most of its social activity on Facebook and Instagram, where the brand regularly sees the most engagement. It used all of the marketing features available on the platforms, including the recently launched Instagram Stories and Facebook Live. Coca-Cola always wants to test novelty activations and ways to reach consumers. From the year 2013 to today Coca-Cola Brazil campaign reached 21 million teens (or 77% of Brazil’s teen population), and 90% of these teens were reached on mobile. The brand also saw 30 million video views across all campaign content during this time, according to Coca-Cola. The beverage brand worked with Facebook, Ogilvy Brazil, Sao Paulo-based creative agency Mutato, and UK-based design lab Kolab to create the content. And it was designed to complement the brands global “That’s Gold campaign”. The advertising, which includes TV, outdoor and other executions, celebrates “gold moments,” everyday happenings that capture the sensation of the win. They created Brazilian Instagram account @oursooficial, which attracted 1 lack 44 thousands followers, shared photos and videos throughout the games. A top-performing Canvas ad that was created in April got 76,000 reactions, 530 comments and 421 shares.

A 30 second ad was posted few days before the start of the Olympics, received 4.6 million views, 26,000 reactions, 1,042 shares and 191 comments on Facebook. Overall, the brand saw an 88% accuracy rate for targeting teens, as well as a seven point brand lift for teens 13-20 who saw the second phase of the campaign over those who did not.

Emotional Branding Campaign ‘LetsUnstereotype’:

Brook Bond Red Label’s latest advertisement part of ‘LetsUnstereotype campaign throws light on discrimination towards Indians from the Northeast. Coceptualised by Prime Focus technologies, the film shows how a lady is asked to show her passport for the entry into a monument as the staff assumes she’s a foreigner.

In this ad the purpose was to make India more inclusive. Companies are also looking for opportunities to try and challenge stereotypes that come in the way of being more inclusive. The companies have also started crafting content for campaign that conveys a social message. The objective is to create a thought provoking narrative that will trigger a positive attitude change among consumers’.

McDonald’s Corporation: Case Study

McDonald's went public in 1965 and introduced its flagship product, the Big Mac, in 1968. Today, McDonald's operates more than 30,000 restaurants in over 100 countries and have one of the world's most widely known brand names. McDonald's sales hit $57 billion company-wide and over $25 billion in the United States (2006). The main target customer for McDonald's includes parents with young children, young children, business customers, and teenagers. Perhaps the most obvious marketing for McDonald's is its' marketing towards children and the parents of young children. Ronald McDonald was first introduced in 1963 and marked the beginning of their focus on young children as a critical part of their on-going business. Parents like to visit McDonald's because it is a treat for the kids, and the kids enjoy the cartoon like atmosphere. McDonald's also targets business customers as a part of their core business. Business customers may stop during the workday and can count on fast service, and consistently good food. Another major target of McDonald's marketing is to teens. Teens find the value menu especially appealing and McDonald's markets their restaurants as a cool place to meet with their friends and to work.

Strategies for recent ICT trends on Emotional Branding:

It’s no secret that the world of digital marketing is constantly in a state of flux. The digital marketing formats are changing very fast making every technology working today becoming obsolete tomorrow. If your brand is still continuing to use the same techniques as it had been done in the previous year may result in declining results. There are some of the new ad formats and strategies to ensure the brands to stay on top of its digital marketing game which are as follows.
Explosion of vernacular content online - The online space in India is set to get even more colourful and diverse. As even larger numbers of users get access to low-cost internet and affordable mobile phones, there will be a greater demand for internet content in the languages they understand best. To cater to this growing internet audience, brands need to push vernacular to the front and centre of their digital marketing strategy. Right from their websites, to their apps, social media campaigns, performance advertising and even social media listening, Indic languages should be the focus.

Speaking to regional audiences involves more than just taking a brand’s main communication and translating it into various languages. Instead, it requires them to develop communications aimed specifically at these audiences, keeping their unique needs, challenges and desires at the core. Only by doing this can they create that all-important personal connection with consumers. Languages, one of the top vernacular startups, is designed specifically to help brands reach out to a larger audience in vernacular languages.

Growth of voice search - The seeds of voice search have started working in full swing. Today, it isn’t just mobile that’s driving voice search, but the proliferation of smart assistants like Amazon’s Alexa and Google’s Voice Assistant. The push for voice search has also become important from the other end of the spectrum, from users who are just starting to use the internet or who might not even know how to type. But regardless of whom the audience for voice search is, one thing is certain: SEO as we know it will have to change. Traditional keyword research will become obsolete since user queries will be completely different when using voice search. Voice also means that position zero, the ‘featured snippet’ will become even more coveted. 99% of voice search results draw from the featured snippet, so content creators will have to focus even harder on optimising their content for Google to pick it up.

Growth of Videos and Interactive Content: While videos have been around for decades, they have only recently started exploding on digital platforms and social media. YouTube, the world’s second largest search engine has become more essential for the companies to put more impact on branding. Through techniques like YouTube SEO, brands can ensure that their content is visible to relevant audiences. But the importance of videos extends beyond just YouTube. Videos on landing pages and in emails have been shown to improve performance and conversions. Facebook is also witnessing a growing popularity of videos. In one survey, around 44% of respondents admitted to watching at least 5 videos everyday on the platform. As videos gain momentum, multiple video formats are also being developed and explored. Interactive videos are emerging as a popular option due to the higher user engagement they deliver. In these videos, users are required to take some form of action which can influence the video. This could be either in terms of the content displayed or the story line that the video takes. Apart from interactive content, live videos are also creating a stir. Currently, they are available on Instagram and Facebook, while YouTube is also starting to introduce it. Live videos are a great way for brands to showcase ‘behind-the-scenes’ footage and develop a more personal connect with the audience.
Smarter interactive chatbots

Chatbots have crept slowly from 2017 which have become more intelligent. Most chatbots currently have a limited script, usually offering a fixed set of options that users can choose from. Once the query is narrowed down, users are often transferred to a human representative to resolve it. With the advent of AI, however, chatbots are likely to completely replace the human aspect previous involved. They are programmed to be smarter, respond to a wide number of queries in a meaningful way and resolve issues without requiring any human intervention. Actually, through AI, chatbots are likely to be able to keep up a long conversation with users without coders having to input a long script beforehand. As the technology matures, you can expect chatbots to become even more ubiquitous as brands capitalise on their low cost and higher efficiency.

Audience targeting through AI

AI isn’t just for smarter chatbots; it is also becoming the most accurate way for brands to identify their core audience and develop core messaging for them. Through a combination of machine learning and artificial intelligence, predictive customer analytics can eliminate much of the guesswork involved with digital marketing. One way they do this is by assigning a “lead score” to leads generated. AI can analyse large volumes of leads at a time, identify common patterns, group them into various buckets based on their behaviour and help you create hyper-personalised content for them. Since personalisation is key to nurturing leads, AI can almost certainly lead to higher conversions for marketers. AI can also identify similarities in current consumers and generate custom targeting options that marketers can utilise to ensure more accurate delivery of ads. This will help improve the quality of leads generated via digital.

UX and AMP for desktop

Accelerated Mobile Pages (AMP) was a crucial mobile ranking factor for websites in 2018. In 2019, the importance of AMP will not be limited to mobiles alone. Google recently made AMP available for desktops versions of websites as well. With this feature, users will be able to enjoy the same speed and easy navigation that AMP offers even while browsing on their desktop. With the introduction of this feature, it’s time for brands to re-look at their website and how user-friendly it is. By making their websites AMP-friendly, brands might be able to enjoy greater visibility on search engines. Since AMP pages are also easier for users to navigate through, an improved UX can encourage them to spend more time on the website and learn more information about the brand.

Growth of Programmatic

In 2019, almost 65% of all digital media buying will be programmatic. Programmatic is without a doubt the most cost-effective, efficient way for advertisers to purchase digital ad space. Unlike previous methods which required human intervention and manual bids, programmatic algorithms can determine the best media mix and automatically purchase it. This technology enables marketers to reach a scale previously unthought of. They can target larger audiences over a wider variety of channels with absolutely no time or effort lost. Since it can optimise in real-time, markets can do a lot more with their budgets and reduce their cost-per-leads.

Decline in organic search and traffic

With every new SERP feature that Google introduced, organic traffic takes a hit. Click-through-rates have been steadily dropping and 2019 will be a continuation of this trend. Answer boxes; for instance, answers a user’s query without them having to actually click on a link. So while your page might show up on a featured snippet, you might not notice a significant rise in organic traffic to that page. This just means that marketers will need to re-align their SEO strategy. For example, they will need to start focusing more on creating brand awareness and driving up brand searches. When users start searching for your company’s name, Google cannot prevent users from clicking on your website. It also means tailoring your content specifically for higher click-through rates. You need to give users enough information that Google picks it up and displays it, but not enough for their curiosity to be satisfied. If users are only getting half an answer from your snippet, they are more likely to click on your page to get the full information.

Decline in organic reach on Instagram

Previously, organic reach on Facebook had taken a hit, with pages showing close to zero reach without paid promotions. In 2019, all signs are pointing towards Instagram going down the same route. As Instagram grows in popularity and adds new users every minute, it predictably wants brands to start paying for higher reach. If your company page doesn’t have adequate promotional budgets, then it’s time to scale up this year. But while showcasing your brand on Instagram might become more expensive, it’s still completely worth it. India currently has around 71 million active users and this number is only set to grow from here. Clearly, brands cannot afford to neglect this audience, paid or otherwise. Ad formats and strategies. By taking advantage of these upcoming trends, brands can gain a strong lead over their competition.
CONCLUSION

The purpose of this article was to show that more ICT formats and digital platforms have given the brand an accelerated growth but Ad with more meaningful and inclusive emotion may help the brands more persuasive and consistent. This will help them to attract the adolescent/youths. This idea is helpful for researchers working in the area of branding. The work confirmed and brought into general understanding that the awareness of an emotional connection between brands and youth using innovative ICT tools may result into gain and maintain more loyal adolescent consumers. In this article case studies validated the fact that maintaining emotional connections with the adolescent consumers is vital for the success of branding strategy of company using information and communication technology as a promotional tool.

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