

EFFECTIVENESS OF BRAND IDENTITY AND GENERATIONAL ADVERTISING ON GEN Z

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Abstract

Gen Z, an upcoming generation serving as a target market in India has gained significance in stature and as consumers in recent times. Various reports on Gen Z claim that as ‘Digital Natives’, they are unique and instrumental in changing the dynamics of Indian market including established and new brands both local and global.

This article is an attempt to research chosen brands and its impact on Gen Z based on selected parameters. The sample chosen is between 17 to 27 years of age as students, young employees and consumers who served as research submits. Both online and printed version of questionnaire containing various Facets of Advertising Effectiveness and Gen Z Characteristics showcased by advertisements, developed by the researcher has given result to the extent where the impact of Gen Z’s character is reflected in chosen brand and its advertisements. It emphasizes the necessity in creating unique brand identity for various categories of brands with Gen Z through advertisements as communication channel integrating the identified characteristics of Gen Z as potential and enviable consumers.

Key Words: Gen Z, Advertisement, Brands, Effectiveness, Digital Natives

Introduction

Gen Z is a generational cohort born between (1995-2012). Known as ‘Digital Natives’ they have access to internet, portable digital tools and social media. Gen Z are identified by McKinney Report to have assumed certain characteristics which are studied among the target segment and embedding those to measure effectiveness of advertisements of certain brands known hereby ‘Generational Advertising’. Those characteristics are ‘**Digital Native**’, ‘**Self-Expressive**’, ‘**Communaholic**’, ‘**Dialoguer**’, ‘**Realistic**’, ‘**Singular**’, ‘**Passionate**’ and ‘**Multiple Realities**’ identified by world-wide research by **McKinsey & Co.**,ⁱ

An advertisement is a short form video aiming to connect with its audience and brands reach Gen Z through various channels including TV and social media.

Facet Model of Advertising Effectiveness measures advertisements on certain parameters viz., ‘Perceive’, ‘Understand’, ‘Feel’, ‘Connect’ and ‘Believe’ to critically evaluate each characteristics assumed to be effected in chosen advertisements. ⁱⁱ

This study is to evaluate advertisement as a medium and its effectiveness in imbedding Gen Z Characteristics to create awareness and interest among them as ‘Generational Cohort’ and a dynamic target market segment.

The objectives, research questions, data analysis, findings, interpretation, suggestions and conclusions are author’s efforts to provide a perspective to the main doctoral research thesis on said topic, ‘Effects of Generational Advertising on Brand Identity’.

Need for the Study

Gen Z is an evolving generation and the corporates need to create, rebrand brand identities and as such there is demand to measure advertising effectiveness as a communication medium.

Gen Z expresses unique demands of brands that separate them as generational cohort in the economy.

Gen Z’s individualistic self-expression and sense of togetherness as a community create gap in the market for products and services inter-alia the brands.

Gen Z’s dialogue via social media and internet show advertisement as a medium should be effective to reach the Gen Z as target segment and to create identity for brands.

Objectives of the Study

1. To critically evaluate the characteristics of Gen Z as consumers of advertising.
2. To analyse the impact of brand identity creation on Gen Z through advertisements.
3. To evaluate Facet Model of Advertisement Effectiveness and its influence on Gen Z.

Research Gap

Changing dimensions of ‘Gen Z’ as a generational cohort creates demand for gender fluidity, product placements and brand preferences with no delineation like carpooling, content streaming.

Brand community and user generated communication via social media and the need to reach Gen Z as evolving ‘customer segment’ and unique target audience has to be addressed.

Advertisements as a marketing medium follows techniques to reach a market segment and since Gen Z grows to be a demanding segment with unique characteristics, advertisers and brand experts need to impact them by integrating those dimensions that closely resemble either as a persona, issues, behaviour, beliefs, perception, understanding, feelings, emotions and as connectors to the online world, connect with various aspects of their life.

Research Methodology

Source of Data: Primary & Secondary Data

Secondary Study: Books on Advertising, historical and current data from Reports and Surveys on Gen Z, Articles from online and offline sources.

To prove hypothesis 1, Gen Z Characteristics, Singularity, Self-Expressive, Realistic, Dialoguer, Multiple Realities, Digital Native, Communaholic & Passionate serve as Independent Variable and Facet Model of Advertisement Effectiveness as Dependent Variable.

To prove hypothesis 2, Facet Model of Generational Advertisement with Perceive, Connect, Understand, Feel and Believe as factors serve as Independent Variable and Gen Z Characteristics as Dependent Variable.

Sample Population: Gen Z in the age group of 17-27 (more than 100000)

Sample Size: Yamene formula for sample size is simplified to calculate at 95% confidence level and margin of error is 0.5.

Variables used in the formula where n is the sample size, N = population of the study and e is the margin error at 95% confidence level.

$$N = N / (1 + N(e)^2) = 383; \text{ totalled to } 400$$

The formula is applied to Gen Z population in Chennai which happens to be more than 100000. Hence with such large population decided to apply 'Yamene' formula which gives 'n' as 383, rounded to 400 as sample size for main study and 120 for pilot study.

Sample Design: Convenience Sampling. Samples were drawn from different colleges (students) and companies (employees in IT sector, Service sector, Automobile Industries, Government Organizations, Other Businesses) in the said age group. Time taken to collect the samples is about a month.

Statement of the Problem

Characteristics of Gen Z are studied and analysed in connection to the facet model of advertising effectiveness and their various dimension having impact on Gen Z. Gen Z, the happening generational cohort plays a key role in sustenance of marketing communication of advertisers and branding strategists. Hence its effectiveness is studied in addition to integrating Gen Z characteristics to the term, 'Generational Advertising'.

I.) Scientific Reviews (Quotes)

A.) Review of Literature – Generational Advertising

Morden (1991) opines advertising establishes basic awareness of product or service in the minds of potential customers and build up knowledge about it. **Donald J. Messmer & Robert R. Johnson (2000)** says Internet advertising delivers advertising messages and marketing communication through web. Significant correlation exists between type of user's online activity and effectiveness of internet advertising. **Arens (1996)** say advertiser's primary mission is to reach prospective customers and influence their awareness, attitudes and buying behaviour. To succeed, they may understand what makes potential customers behave the way they do.ⁱⁱⁱ

Greenwald, Leavitt (1984) & Krugman (1965) state consumers at deeper level of processing, recognition, understanding and memory of input stimuli are enhanced and involved to understand and remember brand-related information better. **Maclnnis & Jaworski (1989)** state connective elaboration produce "self-generated persuasion" resulting in strong belief about brands. **Wright (1973, 1974, 1975); Greenwald & Leavitt (1984); Maclnnis & Jaworski (1989); Edell & Keller (1989)** explore effects and degree of consumer involvement in advertising response models influence both amount and quality of their cognitive response.^{iv}

Bergkvist & Zhou (2016) inform celebrity endorsement engages famous people, artists and sports personalities to personally endorse a brand/ product. **Kim & Jang (2019)** say perception of physical, psychological and economic health play a role in consumers' choice and information processing. **Ohanian (1990)** inform consumers perceive celebrities as credible endorsers who are knowledgeable and unbiased and their endorsed brand messages more trustworthy.^v

Fatima & Lodhi (2015) point popularization of product is the aim of advertising. **Doyle & Saunders (1990)** explain advertisements that help advertisers to reach their goals are effective advertisements. **Joloudar, Yaser & Ansari (2011)** find that television advertisement has prime effects on viewers and persuades them to start acquiring information and has solid influence on consumers' perception.^{vi}

Wells et al., (1995) state that appeal of advertisement is the slogan and need-creating stanza used in it. Attractive personality, commercial's keyword/caption and some information adding to knowledge come under appeal of advertisement of a specific brand. They motivate consumer to centre his/her attention to specific brand / product. **Wells et al., (1995)** state that acceptance is the extent to which, a consumer relies on advertisement's information and act accordingly to the appeal, keyword / caption, stanza, slogan and model personality. **Wells et al., (1995)** state advertising is large and varied industry. All types of advertising demand creative, original messages that are strategically sound and well carried out. **Shahid (1999)** said advertising campaigns are run on six fundamental principles: to secure attention; arouse interest; develop and sustain that interest; create desire; incite action and create goodwill.^{vii}

Hamelin et al., (2017) said emotions are good predictor of advertising effectiveness; with a known important impact in the cognitive process. **Mai & Schoeller, (2009); Lewinski et al., (2014)** inform emotions impact highly on individual's response to receive a message. **Page et al.,**

(1990) said advertisements with emotional content are likely to be remembered than those conveying information. **Mcduff et al., (2015)** inform effectiveness of advertisements is quantified to resort to emotions and emotional responses to measure “ad liking and purchase intent” properly.^{viii}

Brown & Stayman (1992) suggest that a consumer’s liking for an advertisement is an effective indicator to measure its effectiveness. **Callcott & Phillips (1996)** discovered that advertisements endorsed by animated characters are more popular than other advertisement types.
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Alijani et al. (14) explored online advertisement factors affecting recall of online advertisements and found embedded videos, product price and credibility are key elements that makes consumers to recall online advertisements. **Keshari et al. (27)** in their research explored factors viz. attractive visuals, believability, informational content, relevance, memorability and persuasiveness that make service print advertisement more effective. ^x

Divya Soni (2016) say advertisements create long-lasting impression on the minds of viewers. Understanding the advertisement effectiveness is important to create awareness.^{xi}

B.) Review of Literature- Endorser-Ambassador

Spry et al., (2011) inform endorsers boost overall effectiveness of an advertisement. **Belch & Belch (2013)** state celebrities are used as endorsers to draw attention to advertising messages, enhance positive evaluation and influence attitude.^{xii}

C.) Review of Literature- Gen Z Characteristics

Bascha (2011) inform Gen Z prefer ‘transparency, self-reliance, flexibility and personal freedom’ as non-negotiable.^{xiii}

Madden (2017, P.16) say Gen Z are known for their ‘move from face to face and digital platforms for social life, conversation, learning, assessment, work and play with fluidity and ease’. **Kaplan & Haenlein (2010)** considers Gen Z as building personal brand with information, thoughts, feelings and likes. **Kaplan & Haenlein (2010)** argues users create an image consistent with one’s personal brand identity by consciously revealing personal information such as thoughts, feelings, likes.^{xiv}

Liu & Suh (2017) state the necessity of authenticity, acts as differentiation factor on social media from other platforms. **Francis & Hoefel (2018)** highlights McKinsey & Co report with four fundamental Gen Z behaviours, all based on a single element– this generation continuous search for ‘truth’. **Francis & Hoefel (2018)** inform Gen Z mobilize themselves for a variety of causes.^{xv}

E&Y Study (2015) find (1) individual expression is highly valued by Gen Z; (2) ‘inclusivity and self-centeredness’ correlates with the findings of **Francis & Hoefel (2018)**. **E&Y (2015)** state Gen Z as young people place greater emphasis on their role in the world as part of the larger ecosystem and their responsibility to help improve it. **Mccrindle (2010)** point India has the world's largest Gen Z cohort with 256 million. They are unique, exclusive, formally educated, started school younger and will carry on with their education for longer as a digital savvy generation. **Palfrey & Gasser (2008)** say Gen Z as digital native generation considered as connected smart, practical and have superficial and divided attention using multiple media constantly and simultaneously.^{xvi}

Meera Mathur & Shaheema Hameed find Gen Z are the most technologically literate generation globally who thinks in hyperlinks, multi-task simultaneously on virtual platforms and gather brand information from multiple digital sources spending time online. They state Gen Z care about global environment. As such brands should align with their expectations of eco-conscious products and services. Majority of them identify religious, gender and ecological discrimination as a key concern. **Mcqueen (2011)** state Gen Z are empowered cohorts. From young age, they are considered 'little people' and encouraged to take decisions be it brands or career. They develop their capacities to be self-reliant and believe their needs and wants are the primary priority in their lives. **Singh (2013)** explored Gen Z in different demography are comfortable with various devices, trust digital information and are isolated from others in their physical environment. **Mutte (2004)** find Gen Z having socio-environmental concerns and propagate values respecting ecological conservation.^{xvii}

II.) GEN Z CHARACTERISTICS (Dimensions)

1. **Digital Native:** Gen Z are true digital natives who use smart phones and laptops, advanced gaming software to gather information, improve their perception and belief on various activities including watching advertisements. It is determined by ‘**Symbolic Meaning & Knows the Score**’ as variables.
2. **Self-Expression:** Gen Z are creative and they create content willing to express their identity. Hence their self-identity as authentic and self-expression through brands define their personality as they care for collective good and freedom of self-expression. It is determined by ‘**Social Cause, & Set You Apart (Differentiator)**’ as variables.
3. **Communaholic:** Connecting through different truths (“be radically inclusive”). They are inclusive, prefer online communities to mobilize information, support social causes and have radical interests. It is determined by ‘**Connect, Versatile & Personalize**’ as variables.
4. **Dialoguer:** Understanding different truths (Have fewer confrontations and more dialogue). Gen Z use social media as their gateway to the world extracting truth on various issues they

confront. It is determined by ‘**Informative, Engage, Essence of Youth & Advocacy**’ as variables.

5. **Realistic: Unveiling the truth behind all things (“Live life pragmatically”)**. Gen Z is synonymous with technology, social media, internet, online community and as first generation to grow with internet and target market, they are unique, realistic about their interaction with the society and market as consumers. Gen Z wish to be pragmatic, versatile, independent and good paying jobs. It is determined by ‘**Entrepreneurial, Originality & Pragmatic**’ as variables.
6. **Singularity: Expressing individual truth (“don’t define yourself in only one way”)**. They express dynamically in different ways as identity nomads with broader beliefs on freedom and self-evaluation. It is determined by ‘**Express with Freedom, Undefined Identity & Embrace Change**’ as variables.
7. **Passionate: Gen Z is passionate about climate change, sustainability, environmental protection, wellness, healthcare, innovation, eco-friendliness and economic freedom for all gender. A sense that a brand is authentic and trustworthy helps their perception as to its identity.** It is determined by ‘**Aesthetics / Visual Appeal, Purpose, Trust & Fairness**’ as variables.
8. **Multiple Realities: Gen Z expect honest conversation to build brand trust. Gen Z are discerning consumers with local brands to improve daily life with internet and mobile phone for choice of products and services to buy. Political topics are part of peer conversation. Exposure through great advertising. Gen Z perceive that business have positive impact on society.** It is determined by ‘**Transform, Meaningful User Imagery & Variety-Novelty Seeking**’ as variables.

III.) FACET MODEL OF GENERATIONAL ADVERTISING EFFECTIVENESS

- A.) **PERCEIVE: Perceive** is the process by which consumers receive info through their senses and assign meaning to it. It also entail exposure to advertising message, identify key brand information, recognize its relevance and pay attention to it. It reckons with personal ‘interest’ ‘awareness’ and ‘recognition’ as consumers ‘expose’ themselves to enhance their brand perception. It is represented by ‘**Exposure, Attention, Awareness, Interest, Recognition & Relevance**’ as variables.
- B.) **UNDERSTAND: Cognition** refers to ways audience/consumers respond to brand information, learn to create a sense of differentiation for the brand, understand the identity

elements and recall either to identify or take a purchase decision. It is represented by **‘Information Needs, Cognitive Learning, Recall & Differentiation’ as variables.**

C.) FEEL: Feel is an ‘affective’ response to advertisements based on feelings and liking the audience resonate and emote with product/brand messages. It is represented by **‘Like, Emotions & Resonance’ as variables.**

D.) CONNECT: Advertisements connect the brand giving meaning to its unique personality, quality / value to associate with audience and transform a generic product to a brand linking its features, benefits, attributes, value proposition and heritage and other identifiable factors. It is represented by **‘Symbolism, Personality, Brand Link & Transformation’ as variables.**

E.) BELIEVE / PERSUASION: Persuasion is a believe component of facet model of advertising. It is the conscious intent on the part of advertiser and the brand to ‘influence’ and ‘motivate’ the audience towards brand messages through various formats of advertisement to ‘involve’ them in intended identifying elements like ‘brand slogan, tagline, vision, mission, celebrity endorser’s claim on the brand value proposition (benefits), ‘argue’ on quality parameters, create ‘conviction’ on self-expressive values and a positive ‘attitude’. It is represented by **‘Argument, Influence, Motivation, Attitude, Involvement & Conviction’ as variables.**

IV.) DAVID AAKER BRAND IDENTITY MODEL

According To David Aaker, Brand identity is a unique set of brand associations that the brand strategist aspires to create or maintain. These associations represent what the brand stands for and imply a promise to customers from the organization members. Brand identity helps to establish relationship between the brand and the customer by generating a value proposition involving functional, emotional and self-expressive benefits.

A good brand identity system would ‘position’ the brand among its customer ‘segments’ by ‘focusing’ on the ‘best’ product and brand attributes and communicate them effectively ‘using’ multiple channels like advertising.

Brand Core represents the brand centre, indicating the reason for its existence. It remain constant and timeless, captures brand’s value proposition as functional, emotional and self-expressive benefits.

Brand Extended Core represents elements like name, logo, icons, tagline, symbols, slogans, jingles etc., extended core provides direction and meaning to chosen brand elements.

V.) ANALYSIS & INTERPRETATION

Reliability and Validity of Primary Data from Pilot Study and Main Study

Result and Discussion of Pilot Study through SPSS Software from IBM

Table 1 Result of Reliability Test by SPSS (Cronbach Alpha) – Pilot Study

S. No	David Aaker Brand Identity Model	Cronbach Alpha - Reliability Test Value
1.	Brand Core & Elements	0.821
2.	Brand as Product	0.851
3.	Brand as Organization	0.776
4.	Brand as Person	0.789
5.	Brand as Symbol	0.910
6.	Value Proposition	0.802
7.	a. Credibility	0.735
	b. Corporate Voice	0.845
8.	Brand Customer Relationship	0.785
9.	Brand Position	0.756

Source: Primary Data Computed

Discussion: Cronbach Alpha Test Result of David Aaker Brand Identity Model gives ‘Reliability’ more than .7 (Table 1) which exceed the thumb rule suggesting good internal consistency and reliability. Hence the researcher moved on to conduct main study with identified samples (Gen Z).

Table 2 Result of Reliability Test by SPSS (Cronbach Alpha) – Pilot Study

S. No	Facet Model of Advertising Effectiveness (Generational)	Cronbach Alpha - Reliability Test Value
1.	Perceive	0.935
2.	Understand	0.930
3.	Feel	0.811
4.	Connect	0.804
5.	Believe	0.847

Source: Primary Data Computed

Discussion: Cronbach Alpha Test Result of Facet Model of Advertising Effectiveness (Generational) gives ‘Reliability’ more than .7 (Table 2) which exceed the thumb rule suggesting good internal consistency and reliability. Hence the researcher moved on to conduct main study with identified samples (Gen Z).

Table 3 Result of Reliability Test by SPSS (Cronbach Alpha) – Pilot Study

S. No	Gen Z Characteristics	Cronbach Alpha - Reliability Test Value
1.	Digital Native	0.805
2.	Self-Expressive	0.792
3.	Communaholic	0.784
4.	Dialoguer	0.793
5.	Singularity	0.800
6.	Multiple Realities	0.809
7.	Realistic	0.719
8.	Passionate	0.705

Source: Primary Data Computed

Discussion: Cronbach Alpha Test Result of Gen Z Characteristics gives ‘Reliability’ as more than .7 (Table 3) which exceed the thumb rule suggesting good internal consistency and reliability. Hence the researcher moved on to conduct main study with identified samples (Gen Z). Hence proceeded to complete main study with the sample of 400.

VALIDITY (CONVERGENT & DISCRIMINANT FOR MAIN STUDY WITH 400 SAMPLES)

RESULT AND DISCUSSION

Table 4 Result of Convergent Validity for David Aaker Brand Identity Model (Total)

FACTORS OF DAVID AAKER BRAND IDENTITY MODEL	CONSTRUCT RELIABILITY (CR)	AVERAGE VARIANCE EXTRACTED (AVE)
Brand as Product	0.818	0.51
Brand as Organization	0.769	0.64
Brand as Person	0.791	0.66
Brand as Person - Core Brand User Person	0.860	0.64
Brand as Symbol	0.813	0.61
Brand Core & Elements	0.863	0.51
Credibility – Corporate Voice	0.779	0.59
Value Proposition (Benefits)	0.767	0.53
Value Proposition (Brands)	0.857	0.62
Brand Customer Relation	0.847	0.74
Brand Position	0.754	0.51
Product & Organizational Attributes	0.863	0.70

Source: Primary Data Computed

Discussion: Construct Reliability (CR) is .754 for Brand Position and .863 for Brand Core Elements and Product & Organizational Attributes which is more than .7 (Table 4) and hence show good and reliable internal consistency. **Average Variance Extracted (AVE)** is adequate where thumb rule is > 0.50 , from .51 for Brand Position and Brand as Product to .74 for Brand Customer Relation, thus ‘**Convergent Validity**’ (CV) criteria for David Aaker Brand Identity Model is fulfilled.

Table 5 Result of Convergent Validity for Facet Model of Advertising Effectiveness (Generational) -Total

Facet Model of Advertising Effectiveness (Generational)	Construct Reliability (CR)	Average Variance Extracted (AVE)
PERCIEVE	0.885	0.55
UNDERSTAND	0.793	0.62
FEEL	0.743	0.50
CONNECT	0.762	0.53
BELIEVE	0.838	0.57

Source: Primary Data Computed

Discussion: Construct Reliability (CR) is .743 for Feel and .885 for Perceive which is more than .7 (Table 5) and hence show good and reliable internal consistency. **Average Variance Extracted (AVE)** is adequate where thumb rule is > 0.50 , from .55 for Perceive to .62 for Understand, thus ‘**Convergent Validity**’ (CV) criteria for Facet Model of Advertising Effectiveness is fulfilled.

Table 6 Result of Convergent Validity for Gen Z Characteristics (Total)

CONVERGENT VALIDITY – GEN Z CHARACTERISTICS	CONSTRUCT RELIABILITY (CR)	AVERAGE VARIANCE EXTRACTED (AVE)
REALISTIC	0.749	0.63
PASSIONATE	0.767	0.57
SELF-EXPRESSIVE	0.726	0.56
SINGULARITY	0.727	0.61
COMMUNAHOLIC	0.798	0.57
MULTIPLE REALITIES	0.703	0.55
DIGITAL NATIVE	0.830	0.74
DIALOGUER	0.749	0.78

Source: Primary Data Computed

Discussion: Construct Reliability (CR) is .703 for Multiple Realities and .830 for Digital Native which is more than .7 (Table 6) and hence show good and reliable internal consistency. **Average Variance Extracted (AVE)** adequate where thumb rule is > 0.50 , from .55 for Multiple

Realities to .78 for Dialoguer, thus ‘**Convergent Validity**’ (CV) criteria for Gen Z Characteristics is fulfilled.

RESULT OF PEARSON MULTIPLE CORRELATION COEFFICIENT ANALYSIS OF GEN Z CHARACTERISTICS, FACET MODEL OF ADVERTISING EFFECTIVENESS AND DAVID AAKER BRAND IDENTITY MODEL

Null Hypothesis: Ho: Facet Model of Advertising Effectiveness (Generational), Gen Z Characteristics and David Aaker Brand Identity Model ‘**Do Not Co-relate Highly**’ with its determinant factors.

Alternate Hypothesis: Ha: Facet Model of Advertising Effectiveness (Generational), Gen Z Characteristics and David Aaker Brand Identity Model ‘**Co-relate Highly**’ with its determinant factors.

Table 7 Pearson Multiple Correlation Coefficient of Gen Z Characteristics, Facet Model of Advertising Effectiveness (Generational) and David Aaker Brand Identity Model

Gen Z Characteristics, DABIM, FMAE (G)	Gen Z Characteristic s	Facet Model of Advertisement	Brand Identity Model
Gen Z Characteristics	Pearson Correlation	1	.833**
	Sig. (2-tailed)	.000	.000
	N	400	400
Facet Model of Advertisement	Pearson Correlation	.833**	1
	Sig. (2-tailed)	.000	.000
	N	400	400
Brand Identity Model	Pearson Correlation	.699**	.725**
	Sig. (2-tailed)	.000	.000
	N	400	400

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

Objective 1: To critically evaluate the Characteristics of Gen Z as consumers of advertising.

Discussion: Table 7 explains Correlation between David Aaker Brand Identity Model, Gen Z Characteristics and Facet Model of Advertising Effectiveness (Generational) is explained by

Pearson Correlation Coefficient at .000** where **Alternate Hypothesis** is ‘Accepted’ to ‘Correlate Highly’ by Gen Z and Facet Model of Advertising Effectiveness at 83%; Gen Z and David Aaker Brand Identity Model at 70%; and Facet Model of Advertising Effectiveness and David Aaker Brand Identity Model at 73% at **1% Significance**.

MULTIPLE REGRESSION ANALYSIS OF CONCEPTUAL FRAMEWORK OF GEN Z CHARACTERISTICS, FACET MODEL OF ADVERTISING EFFECTIVENESS (GENERATIONAL) AND DAVID AAKER BRAND IDENTITY MODEL

GEN Z CHARACTERISTICS IS DETERMINED BY FACET MODEL OF ADVERTISING EFFECTIVENESS (GENERATIONAL)

Objective 2: To evaluate Facet Model of Advertisement Effectiveness and its influence on Gen Z.

Table 8 R & R Square of Gen Z Characteristics & Facet Model of Advertising Effectiveness (Generational)

Gen Z Characteristics & Facet Model of Advertising Effectiveness (Generational)	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
Pearson Multiple Correlation Coefficient (PMCC)	.919 ^a	.845	.843	9.901	428.924	.000 ^a

Source: Primary Data Computed

Table 8 Multiple Regression Analysis of Gen Z Characteristics (Dependent Variable) determined by **Facet Model of Advertising Effectiveness (Generational)** - ‘Perceive, Feel, Understand, Believe & Connect’ as **Independent Variable**.

R Value Hypothesis

Null Hypothesis: Ho: **Gen Z Characteristics (Dependent Variable)** is ‘Not Positively Related’ to **Facet Model of Advertising Effectiveness (Generational)** as **Independent Variable**.

Alternate Hypothesis: Ha: **Gen Z Characteristics (Dependent Variable)** is ‘Positively Related’ to **Facet Model of Advertising Effectiveness (Generational)** as **Independent Variable**.

R Value of Gen Z Characteristics is represented by 91.9 % at .000 Significance, thus ‘Accepting’ the Alternate Hypothesis, ‘**Multiple Correlation Coefficient (R)**’ is ‘**Related Positively**’ to ‘**Facet Model of Advertising Effectiveness (Generational)**’ at **1% Significance**.

R Square Value Hypothesis

Null Hypothesis: Ho: ‘**Goodness of Fit**’ of Gen Z Characteristics as **Dependent Variable** is ‘**Not determined**’ by **Facet Model of Advertising Effectiveness (Generational)** as **Independent Variable**.

Alternate Hypothesis: Ha: ‘**Goodness of Fit**’ of Gen Z Characteristics as **Dependent Variable** is ‘**determined**’ by **Facet Model of Advertising Effectiveness (Generational)** as **Independent Variable**.

R Square Value of Gen Z Characteristics explain the variation of ‘**Coefficient of Determination (R Square)**’ by **.845** at **.000** thus ‘Accepting’ the Alternate Hypothesis, ‘**Gen Z - Goodness of Fit**’ is determined by **Facet Model of Advertising Effectiveness (Generational)** as a model at **F Value 428.924** and at **1% Significance**.

Table 8A Unstandardized & Std. Beta of Gen Z Characteristics & Facet Model of Advertising Effectiveness (Generational)

FACET MODEL OF ADVERTISING EFFECTIVENESS (GENERATIONAL)	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	115.545	9.336		12.376	.000
FEEL	1.407	.129	.442	10.907	.000
CONNECT	.474	.106	.183	4.482	.000
BELIEVE	.362	.073	.197	4.969	.000
UNDERSTAND	.104	.091	.045	1.138	.256
PERCEIVE	.416	.070	.237	5.981	.000

Source: Primary Data Computed

Table 8A ‘Unstandardized Beta’ values represent the strength of ‘Gen Z Characteristics’ as determined by **Facet Model of Advertising Effectiveness (Generational)** (Constant) + Beta. It is inferred that **Feel Increases** by (116.95), **Connect** (116.02), **Believe** (115.91) and **Perceive** (115.96) at **1% Significance** and **Understand** (115.65) at **5% Significance** to determine **Gen Z Characteristics**.

Based on **Standardized Coefficient ‘Beta’**, Feel (.442), Perceive (.237), Believe (.197) & Connect (.183) at **1% Significance** and Understand (.045) at **5% Significance** are the **most important** Facet Model factors to determine Gen Z Characteristics.

DAVID AAKER BRAND IDENTITY MODEL IS DETERMINED BY FACET MODEL OF ADVERTISING EFFECTIVENESS (GENERATIONAL)

Objective 3: To analyse the impact of David Aaker Brand Identity Model creation on Gen Z through advertisements (Facet Model of Advertising Effectiveness).

Table 9 R & R Square of FMGAE & David Aaker Brand ID

David Aaker Brand Identity Model & Facet Model of Advertising Effectiveness	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
Pearson Multiple Correlation Coefficient (PMCC)	.725 ^a	.526	.524	22.852	33.462	.000 ^a

Source: Primary Data Computed

Multiple Regression Analysis of **David Aaker Brand Identity Model (Dependent Variable)** determined by **Facet Model of Advertising Effectiveness (Generational) – ‘Perceive, Feel, Understand, Believe and Connect’** as **Independent Variable**.

R Value Hypothesis

Null Hypothesis: Ho: David Aaker Brand Identity Model as Dependent Variable is ‘Not Positively Related’ to Facet Model of Advertising Effectiveness (Generational) as Independent Variable.

Alternate Hypothesis: Ha: David Aaker Brand Identity Model as Dependent Variable is ‘Positively Related’ to Facet Model of Advertising Effectiveness (Generational) as Independent Variable.

R Value of ‘**David Aaker Brand Identity**’ is represented by 73 % at .000 Significance, thus ‘**Accepting**’ the Alternate Hypothesis, **Multiple Correlation Coefficient (R)** is ‘**Related Positively**’ to ‘**Facet Model of Advertising Effectiveness (Generational)**’ at **1% Significance**.

R Square Value Hypothesis

Null Hypothesis: Ho: ‘Goodness of Fit’ of David Aaker Brand Identity Model as Dependent Variable is ‘Not determined’ by Facet Model of Advertising Effectiveness (Generational) as Independent Variable.

Alternate Hypothesis: Ha: ‘Goodness of Fit’ of David Aaker Brand Identity Model as Dependent Variable is ‘determined’ by Facet Model of Advertising Effectiveness (Generational) as Independent Variable.

R Square Value of ‘David Aaker Brand Identity Model’ explain the variation of ‘Coefficient of Determination (R Square)’ by .526 at .000 thus ‘Accepting’ the Alternate Hypothesis, ‘David Aaker Brand Identity Model - Goodness of Fit’ is determined by ‘Facet Model of Advertising Effectiveness (Generational)’ as a Model at F Value 33.462 and at 1% Significance.

Table 9A Unstandardized & Std. Beta of David Aaker Brand Identity Model & Facet Model of Advertising Effectiveness (Generational)

FACET MODEL OF ADVERTISEMENT EFFECTIVENESS (GENERATIONAL)	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	403.561	16.603		24.306	.000
FEEL	1.394	.229	.266	6.075	.000
CONNECT	.385	.188	.090	2.050	.041
BELIEVE	.816	.130	.269	6.293	.000
UNDERSTAND	.619	.162	.164	3.816	.000
PERCEIVE	.721	.124	.249	5.836	.000

Source: Primary Data Computed

‘Unstandardized Beta’ values represent the strength of ‘David Aaker Brand Identity Model’ determined by Facet Model of Advertising Effectiveness- Generational (Constant) + Beta. It is inferred that Feel **Increases** by (404.96), Believe (404.38), Perceive (404.28) & Understand (404.18) at **1% Significance** and Connect (403.95) at **5% Significance** to determine David Aaker Brand Identity Model.

Based on **Standardized Coefficient ‘Beta’**, Believe (.269) followed by Feel (.266), Perceive (.249) and Understand (.164) and at **1% Significance** and Connect (.090) at **5% Significance** are **the most important** ‘Facet Model of Advertising Effectiveness (Generational)’ factors to determine David Aaker Brand Identity Model.

FINDINGS OF THE STUDY

‘Reliability’ of Gen Z Characteristics, Facet Model of Advertising Effectiveness and David Aaker Brand Identity Model is more than .7 which exceed the thumb rule, suggesting good internal consistency and reliability for each Model.

Construct Reliability (CR) is more than .7 and hence show good and reliable internal consistency for Gen Z Characteristics, Facet Model of Advertising Effectiveness and David Aaker Brand Identity Model.

Average Variance Extracted (AVE) is adequate where thumb rule is > 0.50 for Gen Z Characteristics, Facet Model of Advertising Effectiveness and David Aaker Brand Identity Model thus ‘**Convergent Validity**’ (CV) criteria is fulfilled for each Model.

Pearson Correlation Coefficient between David Aaker Brand Identity Model, Gen Z Characteristics and Facet Model of Advertising Effectiveness (Generational) ‘**Correlate Highly**’ **1% Significance**.

Multiple Regression Analysis of **Gen Z Characteristics and Facet Model of Advertising Effectiveness (Generational)** is ‘**Positively Related**’ for R Value at **1% Significance**.

‘**Coefficient of Determination (R Square)**’ Value of Gen Z Characteristics- **Goodness of Fit**’ is determined by **Facet Model of Advertising Effectiveness (Generational)**’ at **1% Significance**.

Feel, Perceive, Believe & Connect at **1% Significance** and Understand at **5% Significance** are **the most important** Facet Model factors to determine Gen Z Characteristics.

Multiple Regression Analysis of **David Aaker Brand Identity Model and Facet Model of Advertising Effectiveness (Generational)** is ‘**Positively Related**’ for R Value at **1% Significance**.

‘**Coefficient of Determination (R Square)**’ Value of ‘**David Aaker Brand Identity Model - Goodness of Fit**’ is determined by ‘**Facet Model of Advertising Effectiveness (Generational)**’ at **1% Significance**.

Believe, Feel, Perceive and Understand at **1% Significance** and Connect at **5% Significance** are **the most important** ‘Facet Model of Advertising Effectiveness (Generational)’ factors to determine David Aaker Brand Identity Model.

CONCLUSION

Advertisements in this study given the significance level with which it represents Gen Z Characteristics can be called ‘**Generational Advertising**’.

The Facet Model of Advertising Effectiveness is suitable to measure 'Generational Advertising' Effectiveness enhancing the model's applicability in marketing and branding significantly.

Gen Z Characteristics imply the chosen factors represent the whole of Gen Z with confidence as Generational Cohort (students and employees drawn from IT, Banking, Government, Industry, Arts & Science colleges of different streams) in Chennai City.

The impact of Gen Z Characteristics on chosen brand advertisements is established significantly as consumers they influence brands and corporate houses. Infusing the identified Gen Z Characteristics in advertisements not only enhances its effectiveness but also utilize it as a medium to secure 'Digital Native' Gen Z as target segment consumers.

Further David Aaker Brand Identity Model is identified by target segment, Gen Z at significant level which impacts the branding and marketing of products and services in various segments like Food, Personal Care, Corporate sectors etc., Each identity element is identified as effective and making an impact on Gen Z's mind through 'Generational Advertising'.

Future Study

Researchers can find the impact of generational advertising on Brand Image, Brand Promise, Brand Personality and other key brand management criteria.

Limitation of the study

Marketers and Advertisers can include Analysis segment of David Aaker Brand Identity Model to make it more comprehensive. This study was limited to study the key aspects as the scope of competitor or stakeholder analysis was not included.

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