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Are today's youth brand-oriented? Exploring the factors influencing their preferences

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Abstract

The 21st century has witnessed a significant transformation in lifestyles driven by globalization, industrialization, technological advancements and revolutionary developments in the ways today's world communicates. These interventions have not only connected diverse populations but also fostered a sense of homogenisation in consumer preferences and trends, especially among the youth. It can be argued that in this world, youth across urban and rural regions appear to share common trends in fashion, technology, and lifestyle choices, influenced by a globally interconnected market.

In the context of youth, a question arises wrt how the students who are studying in the Government schools or who are less privileged, are affected by the brands? How do they manage to buy these products? Is it causing a negative impact on their personality development and how do they overcome this influence? All these will be analyzed in this research paper using statistical analysis.

Keywords: Youth, consumer behavior, branding influence, government school students, personality development

Introductions

In today's digital age, the media, spanning the internet, television, newspapers and magazines, plays a pivotal role in shaping consumer preferences. Advertisements for sportswear, electronic gadgets, apparel and other commodities target individuals across all age groups, making the selection process increasingly challenging due to the plethora of choices available. The preferences of today's youth therefore reflect an intriguing intersection of culture, socioeconomic background and exposure to marketing campaigns by big brands.

This study seeks to explore the brand orientation of youth in both urban and rural settings, investigating the factors that drive their inclination toward specific brands of sports items, clothing, watches, electronic gadgets, and more. By understanding these factors, the research aims to uncover the influence of variables such as gender, socioeconomic background, internet and advertisement exposure etc.

Methodology

The research methodology involves designing an indirect questionnaire tailored for students from class 6th to 12th, to gather data on their family and academic backgrounds, as well as the brands they prefer. Approximately 150 students will be surveyed, providing insights into whether brand orientation differs between boys and girls, and among various age groups. Furthermore, the study will examine whether youth from professional or business family backgrounds exhibit stronger brand orientation and whether academic performance correlates with brand-conscious behaviour.

Statistical techniques such as the Chi-square test will analyse associations, while correlation analysis will explore gender-based brand preferences. The Yule's coefficient of association will assess the strength and nature of these correlations, and binomial distribution will predict the likelihood of specific brand preferences in larger populations.

To ensure a comprehensive and nuanced analysis, the questionnaire will be shared with youth from both rural and urban areas. To capture diverse perspectives, it will be distributed among students from government schools as well as private and public schools. Additionally, to explore the potential influence of school type on brand preferences, feedback will be collected from students studying in single-sex

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schools and co-educational schools. The collected data will undergo rigorous statistical analysis to identify trends, patterns, and correlations, providing a detailed understanding of the factors influencing brand orientation among youth.

Findings & Analysis

Chi-square: The chi-square analysis revealed that certain preferences, such as T-shirts and electronic gadgets, depend significantly on gender, while others, like jeans and perfumes, show no such dependency. For instance, girls exhibited a stronger inclination toward specific T-shirt brands, suggesting that gender-oriented marketing strategies influence their choices.

The correlation coefficient between boys' and girls' preferences for brands was calculated to be 0.607, indicating a moderate positive relationship. This suggests that the number of boys preferring a brand correlates with the number of girls preferring it, albeit with some variability. The probable error analysis confirmed the existence of this correlation, further emphasizing the parallelism in brand preferences among genders.

The binomial distribution analysis highlighted the strong dominance of specific brands in youth such as Nike, Adidas, Apple, Reebok and Converse etc. among various other popular brands discussed in the 'Attitude Measuring Tape' later in this paper.

The probability of randomly selecting individuals who prefer brands other than these was negligible, underscoring these brands' strong market presence. For instance, the probability of 117 out of 153 youth choosing a T-shirt brand other than Nike was found to be exceptionally low, underscoring Nike's significant popularity among the youth.

Brand attitude analysis demonstrated that 66.7% of youth possess a positive outlook toward brands, driven by factors like quality, sustainability, and market image. The Yule's coefficient supported this finding, indicating a positive association between boys' and girls' attitudes toward brands. However, girls showed a notable preference for local watch brands, contrasting with boys' inclination toward international brands, reflecting diverse values and priorities within the demographic.

Critical observations included the role of socioeconomic factors, with no significant dependency of brand preference on parents' professions. This suggests that brand orientation among youth transcends economic backgrounds, likely influenced by peer interactions and global marketing trends.

Further, the project underscores the intersection of mathematics, statistics, and social behavior, offering a nuanced understanding of brand orientation among adolescents. It highlights the relevance of data-driven decision-making in tailoring marketing strategies and understanding consumer behavior. The results not only

reflect current trends but also serve as a foundation for further exploration into the evolving dynamics of brand influence.

Chi-square test (χ^2): In different situations it is impossible to draw assumptions about the distribution of population from which the samples are taken. This limitation has led to the development of a group of alternative techniques such as the Chi-square test.

The χ^2 test is one of the simplest and most widely used non-parametric tests in statistics. The symbol χ^2 is derived from the Greek letter Chi. This test was first used by a famous mathematician called Karl Pearson in the year 1900.

The quantity χ^2 describes the magnitude of the discrepancy between theory and observation. It is defined as:

$$\chi^2 = \sum \left(\frac{(O - E)^2}{E} \right)$$

Where 'O' stands for the Observed frequency and 'E' for the Expected frequency.

While the formula for Expected Frequency is:

$$\text{Expected Frequency (E)} = \frac{\text{Row Total} \times \text{Column Total}}{\text{Full Total}}$$

Where 'Full Total' means the sum total of rows and columns.

A sample calculation is done with the brand of T-shirts and the responses got from the students:

Table 1: Gender-wise Distribution of Brand Preferences

	Nike	Pepe Jeans	Esprit	Others	No preference	Total
Boys	33	16	15	14	6	84
Girls	17	14	9	21	5	66
Total	50	30	24	35	11	150

- 1) Null Hypothesis: Preference of selection of T-shirt brand is independent of gender
- 2) Alternate Hypothesis: Preference of selection of T-shirt brand is dependent of gender
- 3) Degree of freedom = $(2-1) \times (5-1) = 4$
- 4) Critical Value of $\chi^2 = 9.488$
- 5) Level of Significance = 5%
- 6) Calculated Value of $\chi^2 = 6.173135577$

Table 2: Chi-Square Analysis of Observed and Expected Brand Preferences

Observed frequency	Expected frequency	$O_f - E_f$	$(O_f - E_f)^2$	$\frac{(O_f - E_f)^2}{E_f}$
33	28	5	25	0.892857143
16	16.8	-0.8	0.64	0.038095238
15	13.44	1.56	2.4336	0.181071429
14	19.6	-5.6	31.36	1.6
6	6.16	-0.16	0.0256	0.004155844
17	22	-5	25	1.136363636
14	13.2	0.8	0.64	0.048484848
9	10.56	-1.56	2.4336	0.230454545
21	15.4	5.6	31.36	2.036363636
5	4.84	0.16	0.0256	0.005289256
150				$\chi^2 = 6.173135577$

Result: At 5% significance level for 4 degree of freedom, the Calculated Value of χ^2 (6.173) is lesser than the Critical Value of χ^2 (9.488). Therefore, the null hypothesis is accepted, and the alternate hypothesis is rejected. This shows that selecting a T-Shirt is independent of the gender of a person.

On the basis of responses obtained from the students of various schools, current manufacturing approach suggests no strong statistical evidence that gender significantly influences t-shirt selection.

Similarly the Chi square test was done with the other popular wearables segments like Shoes, Jeans, Perfumes, sports items and the results are as follows:

Table 3: Gender Neutrality in Brand and Product Preferences

S. N.	Type of Brands	Outcome
1	Shoes	The Choice of Shoe brand is Gender Free
2	Mother Tongue	The mother tongue is Gender Free
3	T-shirt	T-Shirt choices are Gender Free
4	Jeans	Jeans are Gender Free
5	Shirt	Choice of Shirt brand is Gender Free
6	Sports	Sports are not Gender Free
7	Perfumes/Deodorants	Preference of Perfumes/ Deodorants is not Gender Free

Based on the statistical analysis across different product categories, the research findings reveal a consistent pattern of gender independence in consumer choices for most brands. Specifically, shoe brands, mother tongue, t-shirts, jeans and shirt selections demonstrate no significant gender-based influence. However, two notable exceptions emerge: sports and perfumes/deodorants categories show statistically significant gender-dependent preferences, suggesting these product domains may have more pronounced gender-specific selection patterns compared to other consumer goods examined in the study.

various schools. The formula to calculate Karl Pearson Coefficient of correlation is as follows:

$$r = \frac{N\sum xy - \sum x \times \sum y}{\sqrt{[(N\sum x^2 - (\sum x)^2)][(N\sum y^2 - (\sum y)^2)]}}$$

Where, r = Coefficient of Correlation

N = Number of Observations

x = Independent Variable

y = Dependent Variable

But here both x and y are independent variables, however taking x the choice of boys as x and choice of girls as dependent variables. If boys have a specific brand in their mind which brand is in the mind of girls or vice versa.

Now Karl Pearson's Coefficient of correlation will be applied with the choices of brands of the girls and boys of

Table 4: Correlation of Brand Preferences between Boys and Girls

Name of the Brand	Number of Boys	Number of Girls
Nike (Deodorant)	18	23
E-Sprit (Shirt)	10	15
Levis (Jeans)	58	46
Nike (Shoes)	21	14
Pepe Jeans (T-Shirt)	16	14
Nike (T-Shirt)	33	17
Watch- International Brand	60	34
Watch- Local and Indian Brand	12	11
Sum Coefficient of correlation between boys and girls in the brand selection is 0.88841153	228	174

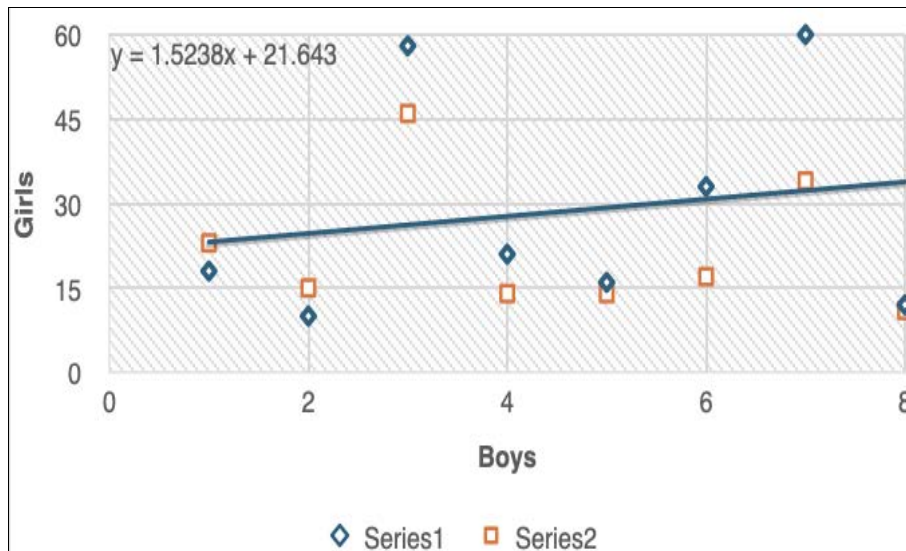


Fig 1: Graph Image Representing Correlation between Boys and Girls for Brands

This shows that there is a strong positive correlation between boys' and girls' brand selection. It indicates that there are similar brand preferences across genders. Slight variations exist in specific product categories. International watch brands show the highest overall preference. The perspectives of boys and girls vary by 78.9%. It can be determined statistically that most of the youth of today are brand oriented.

A question arises here, if the survey would have been done in any city or in any other country with the youth, then would it be the same correlation? To answer this question, we can apply student t-test. This is a hypothetical test and carries out with the null hypothesis and it is tested at 5% level of significance for (n-2) degrees of freedom.

$$t_{cal} = r \times \sqrt{\frac{n-2}{1-r^2}}$$

The formula for the student t-test is, here r is 0.888 and n is 8. This value is 4.73. Whereas the critical value of t for 6 degrees of freedom is 2.477, which is lesser than the calculated value of t. It concludes that the stated null hypothesis, which favours there is no correlation between two sets of data, is rejected and statistically we can confirm there will be a correlation with the population data sets too. By calculating probable error we can determine the limits of population correlation between the selection of choices of Boys and girls.

$$P.E = 0.6745 \frac{1-r^2}{\sqrt{N}}$$

The formula of probable error is. If r=0.888 and n is 8 then P.E. is 0.0504.

According to Statistician Karl Pearson, if 6 times probable error is less than the coefficient of correlation, then the correlation exists with the population data. Here the 6 times 0.0504 is 0.303 that is less than 0.888. To determine the limit of population correlation coefficient, $r \pm P.E.$ is used. Therefore, the limit of population correlation coefficient (ρ) is.

$$0.838 \leq \rho \leq 0.938$$

Attitude Measuring Tape Analysis

In an attempt to further analyse the brand orientation and preferences, a brand attitude measuring tape assessment was conducted with a sample set of 10 random individuals/students. The assessment or this metaphorical framework (attached in the appendix) was used to evaluate a student's perception and emotional connection to a brand. It encompassed key metrics such as awareness, perception, trust, relevance, emotional connection, quality perception, differentiation and loyalty. The elements mentioned below helped assess how well a brand resonated with its audience.

Table A Table B Rating

1. Unattractive Beautiful (1, 2, 3, 4, 5, 6, 7)

Scores were used to gather insights into customer opinions and experiences. From a scale of 1 to 7, students were asked to select one number against one significant attribute of the brand. Typically, a student or respondent is asked to rate between the numbers while keeping the swing movement (like that of a pendulum) in mind.

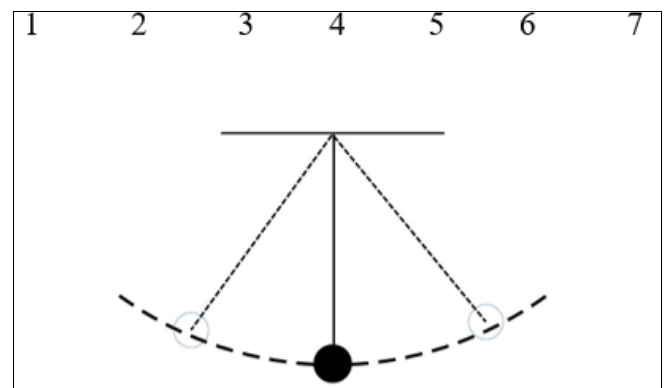


Fig 2: Image of a swinging pendulum

The following scoring method was used.

-3 -2 -2 0 +1 +2 +3

1 2 3 4 5 6 7

(If someone’s score is less than 10, that implies the individual is unaffected by the brand and if someone’s score is above 10, that implies the individual is affected by the brand).

This approach is effective because it combines qualitative and quantitative methods to provide a comprehensive understanding of brand performance. By analyzing the scores, the Brand Attitude Measuring Tape helps understand customer’s/ respondent’s orientation towards a particular brand.

Rank Correlation

A rank correlation activity can effectively gauge the alignment between a designer’s and a marketer’s perspectives on youth brand influence. By listing various factors such as social media, peer pressure, sustainability and celebrity endorsements; and having both professionals rank them in order of influence,

the correlation between their viewpoints can be assessed using statistical methods like Spearman’s or Kendall’s rank correlation. A high correlation would indicate that both the designer and the marketer recognize branding as a dominant force shaping youth preferences, while a lower correlation may highlight differing priorities where a designer might emphasize aesthetics and innovation, and a marketer might focus on emotional engagement and trend appeal. To achieve this, a questionnaire was shared with two respondents in the profession of Design and Marketing.

$$\begin{aligned} \rho &= 1 - \frac{6\{11 + 13\}}{7^3 - 7} \\ &= 1 - \frac{6 \times 24}{336} \\ &= 0.571 \end{aligned}$$

Table 5: Comparative Analysis of Brand Loyalty Factors Ranked by Marketer and Designer

Factors	Respondent 1 Marketer	Respondent 2 Designer	Rank 1	Rank 2	Difference of Ranks (D)	D ²
Influence	5	5	2	2	0	0
Social Media Impact	3	1	6.5	7	-0.5	0.25
Logo & other Features	4	3	4.5	5	-0.5	0.25
Emotional connection with Brands	5	4	2	4	-2	4
Brand Reputation	3	2	6.5	6	0.5	0.25
Ethical & Sustainable Practice	5	5	2	2	0	0
Product Quality & Functionality	4	5	4.5	2	2.5	6.25
					Sum of D ²	11

To determine the ranks for the experts, when points are repeated, the average ranks will be assigned. For example, if the points 5 are repeated three times, the corresponding rank for 5 will be the average of the ranks (1, 2, 3), which is (1+2+3)/3 = 2. Similarly, if the points 4 are repeated twice, the corresponding rank for 4 will be the average of 4 and 5, which is (4+5)/2 = 4.5, and so on.

Spearman Rank Correlation with the repeated ranks and with correction factor is:

$$\rho = 1 - \frac{6 \sum D^2 + \sum \frac{1}{12}(m^3 - m)}{(n^3 - n)}$$

Correction Factor =

$$\begin{aligned} &\frac{m(m^2 - 1)}{12} \\ &= \frac{(3^3 - 3)}{12} + \frac{(2^3 - 2)}{12} + \frac{(2^3 - 2)}{12} \\ &= \frac{24}{12} + \frac{6}{12} + \frac{6}{12} \\ &= 12 + 1 \\ &= 13 \end{aligned}$$

Therefore Rank correlation

$$\rho = 1 - 6 \times \left(\frac{11 + 13}{7^3 - 7} \right) = 0.571$$

Although the rank correlation is low, it remains positive, indicating that experts in the field of brands also believe that youth are brand-oriented, regardless of various influencing factors.

Additionally, respondents shared the following thoughts on brand’s influence on youth.

Q. In your experience, what is the biggest factor driving brand loyalty among youth today? (Open-ended)

R1: Youth are loyal to brands that align with their personality and taste.

R2: Brands that create a sense of belonging and two-way interaction win youth loyalty.

Q. Do you believe the influence of branding on youth is more emotional or rational? Why? (Open-ended)

R1: Influence of branding on youth is emotional rather than just logic or function.

R2: Storytelling, experiences, and cultural relevance drive stronger connections than pure product utility

Q. From a Designer’s/Marketer’s perspective, what future trends do you foresee in youth-brand relationships? (Open-ended)

R1: Future brands will be more immersive, allowing youth to shape the narrative through digital world engagement.

R2: Future brands will leverage AI and social platforms to deliver ultra-personalized, value-driven experiences

Results indicate that the experts have low correlation about the brands and their influence on the youth. Although both of them think alike which validates that youth are brand oriented. The comparison between marketer and designer perspectives on brand loyalty reveals a strong alignment on key factors like influence, emotional connection, and ethical practices, while slight differences emerge in the weight

given to social media impact, logos, and product quality. The sum of rank differences ($D^2 = 11$) suggests a moderate variation in their priorities, with designers emphasizing functionality and aesthetics, while marketers focus on engagement and reputation. Overall, both perspectives highlight that authenticity, emotional appeal, and brand credibility are crucial in building long-term youth loyalty.

Conclusion

This study highlights the nuanced dynamics of brand orientation among youth, revealing significant insights into their preferences and behaviors. Statistical analyses such as the Chi-square test and Karl Pearson’s correlation coefficient confirm that while gender plays a minimal role in influencing choices for most products, notable exceptions exist in categories like sports and perfumes, which exhibit strong gender-specific preferences. The findings emphasize that brand choices among youth transcend socioeconomic backgrounds, often shaped by peer influence, marketing strategies, and global trends. Furthermore, the strong positive correlation between boys’ and girls’ brand preferences underscores a convergence in consumer behavior across genders, reflecting the growing homogenization of tastes in the 21st century.

The research also underscores the efficacy of tools like the ‘brand attitude measuring tape’ in capturing the emotional and perceptual dimensions of brand engagement. By

evaluating metrics such as trust, relevance, and loyalty, the study demonstrates the deep-rooted impact of branding on youth, even among less-privileged students. While global brands dominate, the study also reveals subtle variations in values and priorities. These insights are invaluable for educators, leaders and marketers in understanding and addressing the broader implications of branding on youth personality development and consumer behavior.

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**Appendix
Chi Square Table**

DF	P										
	0.995	0.975	0.2	0.1	0.05	0.025	0.02	0.01	0.005	0.002	0.001
1	.0004	.00016	1.642	2.706	3.841	5.024	5.412	6.635	7.879	9.55	10.828
2	0.01	0.0506	3.219	4.605	5.991	7.378	7.824	9.21	10.597	12.429	13.816
3	0.0717	0.216	4.642	6.251	7.815	9.348	9.837	11.345	12.838	14.796	16.266
4	0.207	0.484	5.989	7.779	9.488	11.143	11.668	13.277	14.86	16.924	18.467
5	0.412	0.831	7.289	9.236	11.07	12.833	13.388	15.086	16.75	18.907	20.515
6	0.676	1.237	8.558	10.645	12.592	14.449	15.033	16.812	18.548	20.791	22.458
7	0.989	1.69	9.803	12.017	14.067	16.013	16.622	18.475	20.278	22.601	24.322
8	1.344	2.18	11.03	13.362	15.507	17.535	18.168	20.09	21.955	24.352	26.124
9	1.735	2.7	12.242	14.684	16.919	19.023	19.679	21.666	23.589	26.056	27.877
10	2.156	3.247	13.442	15.987	18.307	20.483	21.161	23.209	25.188	27.722	29.588
11	2.603	3.816	14.631	17.275	19.675	21.92	22.618	24.725	26.757	29.354	31.264
12	3.074	4.404	15.812	18.549	21.026	23.337	24.054	26.217	28.3	30.957	32.909
13	3.565	5.009	16.985	19.812	22.362	24.736	25.472	27.688	29.819	32.535	34.528
14	4.075	5.629	18.151	21.064	23.685	26.119	26.873	29.141	31.319	34.091	36.123
15	4.601	6.262	19.311	22.307	24.996	27.488	28.259	30.578	32.801	35.628	37.697
16	5.142	6.908	20.465	23.542	26.296	28.845	29.633	32	34.267	37.146	39.252
17	5.697	7.564	21.615	24.769	27.587	30.191	30.995	33.409	35.718	38.648	40.79
18	6.265	8.231	22.76	25.989	28.869	31.526	32.346	34.805	37.156	40.136	42.312
19	6.844	8.907	23.9	27.204	30.144	32.852	33.687	36.191	38.582	41.61	43.82
20	7.434	9.591	25.038	28.412	31.41	34.17	35.02	37.566	39.997	43.072	45.315

**Questionnaire
Understanding Brand Orientation**

A questionnaire on understanding brand orientation among students.

1. Name & Email ID*
2. Date of Birth*
3. Gender*
Male
Female
Prefer not to say
Other
4. What kind of product branding catches your attention the most?
5. Clothing
6. Shoes
7. Accessories (e.g., watches, bags)
Electronics
Personal Care (e.g., perfumes, skincare)
8. How often do you consider the brand name before purchasing a product?
Always
Often
Sometimes
Rarely
Never
9. What influences your choice of brand the most?
Quality

- Price
 - Advertisements
 - Peer recommendations
 - Celebrity endorsements
 - 10. Which medium do you find the most impactful for brand advertisements?
 - Social Media
 - Television
 - Print Media
 - Online Influencers
 - Other (please specify)
 - 11. Do you prefer international brands over local ones ?
 - Yes
 - No
 - Depends on the product
 - 12. How important is sustainability (eco-friendliness) in your choice of brands?
 - Very Important
 - Important
 - Neutral
 - Not Important
 - I don't consider it
 - 13. Do you believe branded products offer better value for money compared to non-branded ones?
 - Strongly Agree
 - Agree
 - Neutral
 - Disagree
 - Strongly Disagree
 - 14. How do you feel about brands promoting social causes?
 - It positively influences my opinion of the brand
 - It doesn't affect my perception
 - I feel skeptical about their intentions
 - 15. Do you associate specific brands with your identity or personality ?
 - Yes, strongly
 - Sometimes
 - No, not at all
 - 16. Which factor makes you avoid certain brands?
 - High price
 - Negative reviews
 - Lack of availability
 - Unethical practices
 - Poor quality
3. Brand Attitude Measuring Tape (An Instrument for Taping Brand Attitudes)

Content towards which the attitude of brand to be checked (Brand Quality/ Sustainability/ Brand image In market)

Name: Shikha Class: Xth

Table A Table B Rating

1. 1. Unattractive Beautiful (1, 2, 3, 4, 5, 6, 7)
2. 2. Changeless Changing (1, 2, 3, 4, 5, 6, 7)
3. 3. Gustly Calm (1, 2, 3, 4, 5, 6, 7)
4. 4. Strange Familiar (1, 2, 3, 4, 5, 6, 7)
5. 5. Unexplored Explored (1, 2, 3, 4, 5, 6, 7)
6. 6. Unpleasant Pleasant (1, 2, 3, 4, 5, 6, 7)
7. 7. Bad Good (1, 2, 3, 4, 5, 6, 7)
8. 8. Dirty Clean (1, 2, 3, 4, 5, 6, 7)
9. 9. Unsafe Helpful (1, 2, 3, 4, 5, 6, 7)
10. 10. Worthless Valuable (1, 2, 3, 4, 5, 6, 7)

Average Score

4. A Questionnaire on Understanding Youth Influence on Branding Perspectives of Designers & Marketers

Section 1: Respondent Information

Name

Your Role

- Designer
- Marketer
- Other (Please specify)

Years of Experience in Your Field:

- 0-2 years
- 3-5 years
- 6-10 years
- 10+ years

Section 2: Perception of Brand Influence on Youth

On a scale of 1-5, how strongly do you agree with the statement:

"Youth today are highly influenced by brands in their purchasing decisions."

- Strongly Disagree (1)
- Disagree (2)
- Neutral (3)
- Agree (4)
- Strongly Agree (5)

Rank the following factors based on their influence on youth brand perception (1 = Most Influential, 5 = Least Influential):

- Social Media Influence
- Peer Pressure & Word-of-Mouth
- Celebrity & Influencer Endorsements
- Brand Aesthetics & Design
- Ethical & Sustainable Practices

In your opinion, which of the following branding elements has the greatest impact on youth appeal? (Select up to 3)

- Logo & Visual Identity
- Product Packaging & Design
- Brand Storytelling & Messaging
- Celebrity & Influencer Associations
- Sustainability & Ethical Commitments
- Affordability & Accessibility

Rank the following aspects based on their importance in making a brand popular among youth (1 = Most Important, 5 = Least Important):

- Emotional Connection with the Brand
- Trendiness & Virality
- Product Quality & Functionality
- Brand Reputation & Trust
- Advertising & Promotions

How do you think youth engagement with brands has changed in the last 5 years?

- Increased significantly
- Increased moderately
- Remained the same
- Decreased moderately
- Decreased significantly

As a Designer/Marketer, which of the following strategies do you think is the most effective in capturing youth interest?

- Creating aesthetically unique and visually appealing products
- Partnering with influencers and celebrities
- Focusing on sustainability and ethical branding

- Building strong emotional connections through storytelling
- Offering competitive pricing and affordability

Section 3: Open-Ended Insights

In your experience, what is the biggest factor driving brand loyalty among youth today? (Open-ended)

Do you believe the influence of branding on youth is more emotional or rational? Why? (Open-ended)

From a Designer/Marketer's perspective, what future trends do you foresee in youth-brand relationships? (Open-ended)