Impact of Doppelganger Brand Image (DBI) on Consumer Behavior

Shivangi Mishra, Shivika Marwah, Manu Sreelatha Subby, Neha Prusti

Abstract: Doppelganger brand images (DBIs) are a collection of disparaging brand images and stories circulated in popular culture, customarily targeted at brands to hold them accountable for any inconsistency in the quality of the products or services provided. If overlooked, DBIs may prove harmful to the brand's equity and value and sometimes even directly lead to a loss in sales. This paper delves into how DBIs affect an end consumer's perception of a brand. It aims to draw insights into a possible change in consumers' attitudes towards purchasing and subsequent consumption of the products and services offered by brands from four different industries(Beverage, Cellular Network, Airlines and Sports Entertainment) after being exposed to DBIs. The research was conducted in three steps, including two quantitative surveys and one qualitative research with the help of in-depth interviews. Through the first quantitative survey, the preferred attributes of four product categories beverages industry, the sports entertainment industry, cellular network industry, and the airline industry, was observed. Next, any changes in the respondents' willingness to consume after they have been exposed to DBIs of four brands from the above four different industries have been mapped. Through in-depth interviews on a sample of respondents, the underlying reasons behind the change or lack thereof were observed. Conducting the qualitative research on each product category's three competitive brands helped in assessing the variation in the level of indifference a consumer has towards a DBI concerning a particular product category. Finally, quantitative research on the selected sample of respondents was used to map any possible difference in attitude towards consumption of the products and services of the brands discussed in the in-depth interviews, which was used to arrive at the findings and conclusion. The novelty of this paper lies in the fact that much of existing research has been done to gauge the effects of negative branding via Doppelganger Brand Images of products on the brand equity and sales, by studying on specific brands/products. The question of "How are consumers impacted by the exposure to the aforementioned negative branding?" has been attempted to be answered through this paper, without restricting our scope to a single business industry or product category. The paper throws light on the emergence of a possible pattern of consumer's perception towards brands that have been targeted by DBIs, across four product categories, which need to be taken into account by marketers planning on large scale emotional branding campaigns of those product categories.

Keywords: Brand equity, Consumer perception, Doppelganger brand image, Fishbein multi attribute model

I. INTRODUCTION

The purpose of the research was to gain insights into how doppelganger brand image (DBI) affects consumers' perception of brands. Doppelganger is a look-alike of the original brand that has been modified disparagingly, altering the authenticity of the same. While doppelganger brand image can be defined as a family of defamatory pictures and stories about a brand that circulates through popular culture, there are chances that these images have positive, negative, or no impact on the consumer. This research is aimed at understanding why and how a DBI impacts the consumer.

II. LITERATURE REVIEW

Brands continuously strive to build Brand Image and Brand Equity, which are complex concepts but are a dynamic asset to the firm. Such concepts are subjective and are formed by consumer perception and interpretation through their rationale or emotion.

A. Gaurav Sood and J K Sharma (2016)

They speak about the emergence of doppelganger brand image in their article 'A Historical Background to Genesis of Brand Doppelgänger.' According to them, Doppelganger Brand Image holds the potential to harm the overall image of a brand and lead to the company's downfall. It goes against the foundation of what the brand authentically stands for and maps negative perceptions, which impacts the brand's long-built image [5].

B. Craig J. Thompson, Aric Rindfleisch & Zeynep Arsel (2006)

They state in their article 'Emotional Branding and the Strategic Value of the Doppelganger Brand Image' that a brand that positions itself as an emotional brand encourages the formation and propagation of doppelganger brand imagery. They define doppelganger brand image as a family of defamatory images and stories about a brand that circulates through popular culture. They also develop a contradictory proposition that doppelganger brand image can benefit a brand by providing early warning signs that an emotional branding story is losing its cultural symbolization [2].

C. Abha Kotwal (2019)

In her paper 'Emotional Branding and Countering the Doppelganger Brand Image,' speaks about the impact DBIs have on brand equity.

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The brand under consideration in this paper is Starbucks, and how brand avoidance occurred because of DBIs, claiming that Starbucks does not deliver its brand promise [3].

D. Joel Hietanen, Pekka Mattila, Antti Sihvonen, Henrikki Tikkanen (2018)

They study the benefits of knockoffs and counterfeits to luxury companies in their paper 'Paradox and market renewal: Knockoffs and counterfeits as doppelgänger brand images of luxury.' Culture and prestige play a dominant role in luxury markets; therefore, doppelganger brand imagery contributes to the renewal and growth of luxury markets.

The two contradicting ideas mentioned above formed the central theme for the research - The doppelganger brand image's two-fold impact. The negative impact alters customer perception and, in turn, affects the customer purchase decision. Example: Pepsi logo was reinterpreted as a fat man, implying that the high sugar content beverage was directly linked to obesity.

The positive impact mentioned for luxury brands highlights that doppelgangers drive the elite consumers to seek new types of luxury products to distinguish themselves from the masses. This accelerates the fashion cycle, latest trends, and demand for new goods.

Another angle that emerged from the above articles was that no structured framework is put in place to measure the impact of doppelgangers on the brand, quantitatively [4].

E. Gaurav Sood and J K Sharma (2017)

In their paper 'Measurement and Impact of Brand Doppelgänger Imagery on a Brand,' surveyed to measure doppelgangers' negative impact on the brand image of Indian Premier League (IPL). They used the 'Advanced Brand Concept Maps' methodology and found out that the respondents did not give weightage to the controversies generated by IPL. They concluded that not all doppelgangers pull down a brand, and similarly, not all positive influencers add value to the brand. This study emphasizes the importance of measuring doppelgangers' impact to denote a real picture of consumer perception [1].

F. James Freund & Erik S. Jacobi (2013)

In their paper, 'Revenge of brand monsters: How Goldmann Sach's doppelganger turned monstrous,' show the importance of anthropomorphism when attacking a brand that does not employ emotional or culture brand strategies [6].

G. Markus Geisler (2013)

In his article 'How Doppelganger Brand Images Influence the Market Creation Process: Longitudinal Insights from the Rise of Botox industry, speaks about the role DBIs play in the evolution of a brand. It states that brands evolve in stages and the DBIs help move the brand to evolve and adapt to the changing environment.

Cultural evolution is another central theme concerning the subject under study. The advancement of marketing initiatives on the digital platform has given rise to the meme culture. Opinion leaders and celebrities have become brands in themselves and thus exposed to the impact of doppelganger brand image.

Doppelganger Brand Images are likely to target iconic brands. Therefore, it is of paramount importance to brand managers to identify and measure the brand's negative impact on maintaining their position [7].

H. Key Insights

The key insights can be summarised as follows:

- *DBI has a negative impact in the following ways:*
a. Results in brand avoidance and thus, affects the consumer purchase intention.
b. It affects brand equity and, thus, affects the stock market returns.
c. There is a lack of a framework to measure DBI quantitatively.
d. They cost brands in millions as the brands have to scrap their campaigns.

- *DBI has a positive impact in the following ways:*
a. It leads to the new market creation process.
b. It results in the creation of loyalty camps.
c. It pushes brands to be responsible for what they advertise.

- *Cultural evolution*
a. Social media has drastically changed the scenario, and any news can spread in minutes across the whole world.
b. The power held by Influencers/ Opinion leaders has dramatically increased.
c. People are now trying to indulge in personal branding and, thus, have become susceptible to DBIs.

- *Anthropomorphism*
a. Not only are brands projected as humans/having human-like traits, but also those brands that have no emotional branding strategy are susceptible to DBI.

After studying the literature available on Doppelganger Brand Image, it was decided to focus on the following objective for the research:

"Understand through quantitative research, whether a consumer's perception and buying intention is affected or not, because of a doppelganger brand image and also explore through qualitative research the underlying reasons for the observed consumer behaviour. Conducting this research using a foray of different brands would make it possible to understand the variation in the level of indifference the consumer has to a DBI concerning a product category."

III. RESEARCH METHODOLOGY

A. Primary Research – 1st Phase

The primary research was quantitative and was conducted using a survey. The minimum age of the sample was 16 years, and the maximum age was 55years. The respondents were mostly from Tier-1(40%), Tier-2(30%), and Tier-3(24%) cities of India. Only 10% per cent of the respondents were MBA students/graduates.

The survey's goal was to understand how DBIs affect the consumers' perception of a brand without creating any bias in their minds. Apart from asking the respondents' necessary details, the survey inquired about the respondents' attributes with the product/service in question. The products/service chosen for this purpose were:

- Beverage (e.g., Pepsi)
- Cellular Network (e.g., Airtel)
- Airlines (e.g., Air India
- Sports Entertainment (e.g., IPL)

The respondents were provided with five attributes (listed in Table- I) belonging to each product/service category based on secondary research. The respondents were asked to select two attributes that they felt were most important to them for purchasing the product/service. This information was collected to understand whether there is any erratic behaviour concerning attribute selection and the extent to which the DBIs affected them. Next, the respondents were asked to rate their willingness to purchase products/services from a brand on a scale of 1 to 5 (1: least willing & 5: Most willing). The brands mentioned were:

- Pepsi
- IPL
- Airtel
- Air India

Next, the respondents were shown DBIs of the four brands mentioned in the previous section and then asked to rate their willingness to purchase on a scale of 1 to 5 (1: least willing & 5: most willing).

Table- I: Attributes considered for the brands

INDUSTRY: **BEVERAGE**	INDUSTRY: **AIRLINES**
Attribute: • Fizz(taste) • Popularity • Price • Packaging • Sugar Content	Attribute: • Low Price/Deals • On-Board Comfort • Punctuality • History and Reputation • Customer Service
INDUSTRY: **SPORTS-ENTERTAINMENT**	INDUSTRY: **CELLULAR-NETWORK**
Attributes: • Ticket availability • Sheer Pleasure • Fandom towards a player • Live match updates • Glamour and grandeur	Attributes: • Network Quality • Value-added service • Price Structure • Billing system • Customer Care

B. Primary Research – 2nd Phase

The second stage of the research was qualitative in nature, and in-depth interviews were conducted. Sixteen people selected from the respondents of the survey conducted in the first stage. The selection of the sample for the second stage was made based on the uniqueness of the responses given, the respondents' willingness to get interviewed, and the goal of having a healthy sample of people from different walks of life to understand what drives their purchase decisions and brand perception. At the beginning of the interview, the person's background, and the correlation that it might have to his/her responses was understood. Then the interviewees were asked to rate the attributes given based on a scale provided for each industry, following which the interviews were asked to rate the brands mentioned in Table-II**.** This was to determine the respondents' attitudes towards a brand before showing them the DBIs by conducting Fishbein Analysis. The scale used for the rating was -3 to +3. (-3: Extremely bad and +3: Extremely Good)**.** After, the interview was conducted industry-wise, beginning with the beverage industry, followed by the cellular

network, followed by the sports entertainment industry, and ended with the airline industry.

Table- II: Brands used for in-depth interview

INDUSTRY: **BEVERAGE**	INDUSTRY: **AIRLINES**
Brand mentioned in the survey: **Pepsi**	Brand mentioned in the survey: **Air India**
Brands added for in-depth interview: • Coca-Cola • Sprite	Brands added for in-depth interview: • Go Air • SpiceJet
INDUSTRY: **SPORTS-ENTERTAINMENT**	INDUSTRY: **CELLULAR-NETWORK**
Brand mentioned in the survey: **IPL**	Brand mentioned in the survey: **Airtel**
Brands added for in-depth interview: • WWE • EPL	Brands added for in-depth interview: • Vodafone • BSNL

For every industry, the respondents were initially shown the image which was present in the survey. They were also asked about the attributes they paid importance to and any unexplained response in terms of the discrepancy between the attribute selected and the willingness to purchase before and after seeing the DBI- the interviewers tried to understand its reason. After this, the interviewee was shown another DBI of the same brand and asked to interpret it and how it affects his perception of the brand. Then for the same industry, one DBI, each of two competitor brands, was shown. Then again, for each DBI, the consumer was asked to interpret it and speak about his brand's current perception. The goal here was to understand how the consumer perceives a DBI and what role his/her existing perceptions play in their willingness to purchase and what creates inconsistency in their responses. The questions were kept open-ended, and leading questions were avoided to not create any bias.

C. Primary Research – 3rd Phase

The third phase of the primary research was conducted using a Survey, and the sample consisted of the same interviewees who had been interviewed in the second stage of the research. Data was collected with the help of a spreadsheet filled up by the respondents within 24 hours of the interview. This survey aimed at understanding whether the respondent's attitude towards a brand has changed after having a detailed discussion on the DBIs using the Fishbein Model. Also, the respondents' willingness to purchase has changed or remained the same after the interview, was observed. The respondents were asked to rate the brands based on the attributes given on a scale of -3 to +3. (-3: Extremely bad and +3: Extremely Good). This step was similar to what was asked to the respondents during the in-depth interview. The goal here is to see if there has been any change in attitude towards the brands after coming across the DBIs. They were asked to rate their willingness to purchase the four brands (same four brands used in Step 1: Primary Research-1st Phase) on a scale of 1 to 5(1: least willing and 5: Most willing).To help the respondents make an informed decision, they were notified of what they had rated in the initial survey.

D. Fishbein's Model

Fishbein's consumer behaviour model attempts to explain the rationality of choice of the product by using a measure of his overall attitude towards the object. This model helps to understand the consumer decision-making process and suggest different ways to influence it.

$$A = \sum_{i=1}^{n} b_i e_i \qquad (1)$$

where,

A = attitude towards the object

b_i = strength of belief that the object has attribute i

e_i = evaluation of attribute i

n = no. of salient attributes

IV. FINDINGS

A. Phase 1: Quantitative – Primary Research

Beverage Industry: For beverages, the two most important attributes identified by respondents were Fizz(taste) and Price.
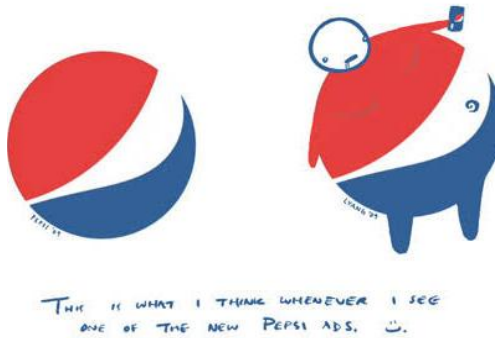
The DBI shown to the respondents was:

Fig. 1: 1st DBI of Pepsi [8]

This DBI was related to sugar content/calorific value of the beverage, which was not among the top two attributes of the respondents; but after seeing this DBI; the willingness to purchase for maximum respondents changed from 3 to 1. (attributes were marked on a scale of 1 to 5 with 1: least willing & 5: most willing).

Cellular Network Industry: For cellular networks, the two most important attributes, according to the respondents, were network quality and price structure.

The DBI shown in the survey was:

Fig. 2: 1st DBI of Airtel [9]

The DBI shown in the survey was related to price structure, with the Fig. 2 calling out airtel for being expensive. But even

after the respondents claimed that they consider the price of the cellular network before purchasing the product; there was a clear conflict in the willingness to acquire Airtel services before and after seeing the DBI; with it decreasing to 1 for some respondents and increasing to 4 for some. (attributes were marked on a scale of 1 to 5 with 1: least willing & 5: Most willing).

Sports Entertainment Industry: For sports entertainment, the two major attributes chosen by the respondents were 'sheer pleasure to watch' and 'fandom towards a particular team/player.

The DBI shown in the survey was:

Fig. 3: 1st DBI of IPL [19]

The DBI shown in the survey was related to the authenticity of the match.Even then, the respondents' willingness to purchase IPL services decreased from 4 to 1. (attributes were marked on a scale of 1 to 5 with 1: least willing & 5: Most willing).

Airlines Industry: For airlines, the two essential attributes chosen by the respondents were 'low price/deals,' and a tie between two attributes for the 2nd preference was 'Punctuality' & 'On-Board Service/Comfort.'

The DBI shown in the survey was:

Fig. 4: 1st DBI of Air India [10]

The DBI shown in the survey was related to On-Board Service.Interestingly, the respondents' willingness to purchase decreased from 3 to 1 after seeing the DBI, which is in line with the chosen attributes. (attributes were marked on a scale of 1 to 5 with 1: least willing & 5: Most willing).

B. Phase 2: Quantitative – In-depth Interview

Beverage Industry: Consumers of soft drinks have a preferred brand in the beverage industry, and the beverage's taste mainly drives preferences in this industry. Some respondents are not frequent consumers of soft-drinks and do not have any preferences.

i. *Interpretations and Impact:*

- After seeing Fig. 1, Respondents agreed that Pepsi's consumption leads to obesity due to the sugar content, and this thought might cross their mind the next time they consume or purchase the product. However, they said that the image was not strong enough to stop them from consuming Pepsi, and it did not impact their purchasing decision.

- It was interpreted by some as fun and happiness associated with the brand and its consumption and positively influenced them.

Fig. 5: 2ⁿᵈ DBI of Pepsi [11]

- Fig. 5, Interpreted by some respondents as a marketing initiative of Pepsi itself and positively impacted some. Others believed that a brand should promote its USP instead of using a rival brand's identity.

Fig. 6: DBI of Sprite [12]

- The interviewees who preferred the consumption of Sprite over other soft-drinks and liked the taste of the product, dis-agreed with the Fig. 6.

- Also, the respondents who did not consume Sprite regularly felt thatthis image was disparaging, and if a rival company is promoting such an image, it is not doing a good deed.

- A unique response received from one of the respondents was that 'It is an advertisement by Sprite and portrays the brand's confidence in its product, by communicating that even if one has to spit it ultimately, even then they should purchase Sprite'.

Fig. 7: DBI of Coca-Cola [13]

- Fig. 7 had a substantial impact on most respondents because of the intensity of the harmful effect on body organs, as portrayed in the image. This image made respondents more cautious of their choices andalso influenced their purchase decision negatively towards the brand.

ii. *Overview:*

- An image depicting a negative meaning against the respondents' favourite brand does not have a negative impact on them, even though they agree to the message being conveyed through the image. They do not get affected by advertisements. Instead, they believe in the product's quality and taste, and they would not influence their purchase decisions.

- Coca-Cola received negative responses from most because of the intense picture and the severe impact on all body organs.

- However, if the frequency at which these disparaging images are shown increases, their consumption might reduce because of the harmful impact on the individual's health.

Cellular Network Industry: Network connectivity and price structures are the two most important attributes to this industry's respondents.Each image shown during the interview receives at least two distinct responses. Respondents give a positive statement for the network they use currently and disagree with the DBIs shown. Respondents negatively react to those networks they have previously used and did not have a good experience with. They also count in on the reviews given by their friends, family, and acquaintances.

i. *Interpretations and Impact:*

- After seeing Fig. 2, Airtel users believed that the brand provides superior network connectivity, and even if it is a little pricey, they would still use it for the excellent quality services they receive.

- Non-users agree to Fig. 2 and the message it conveys. They draw their conclusion from prior experiences and reviews heard from close ones.

- One respondent found Fig. 2 offensive stating 'India is not driven by rich people, instead driven by middle/working-class labourer, farmers and the poster is ironic.' The respondent (a user of Airtel) states that the image is accusing the brand of its target customer groups.

Fig. 8: 2ⁿᵈ DBI of Airtel

- After seeing Fig. 8, Airtel's current users did not believe the image and stated that Airtel provides a reliable and high-speed network.
- However, the non-users state that their prior notion about the brand was reinforced with Fig. 8.

Fig. 9: DBI of Vodafone [9]

- Fig. 9 received a mix of both positive and negative opinions, with intensity lesser than that of Airtel.

Fig. 10: DBI of BSNL [14]

- Fig. 10 receives a negative response from most respondents. Interviewees agree to the image stating the company provides slow-speed connectivity and poor customer service, both not suited to the current needs' requirements.

  ii. *Overview:*

- After a thorough study or observation of the price structures, deals, and reviews on customer service and connectivity, people empirically chose their network. Advertisement images do not alter their opinion on the brand at all. The images only strengthen their already held opinion or go against their argument altogether.

Sports and Entertainment Industry: From the interviews, the prime reason for watching matches is 'Sheer Pleasure.' 'Fandom towards a player' is the next most important reason.

Respondents interpret the negative side of the brands, but since they watch games for entertainment purposes, their engagement with the brand does not change.

  i. *Interpretations and Impact:*

- After seeing Fig. 3, Interviewees agreed with the brand's many attributes, such as betting, match-fixing, and others, and state that this has been known and been out in the open for a long. They were aware of game tampering and meddling of players, but their sole reason, in most cases, is entertainment and sheer pleasure in watching the games. So, as long as they were getting entertained with the matches, they would continue to watch.

Fig. 11: 2ⁿᵈ DBI of IPL [15]

- Interviewees are affected by Fig. 11 and spoke in parallel to the image as to how the poor farmers starve on one side and, how on the other side, the rich are wasting money and tonnes of water for IPL matches. They also stated that State governments should take up responsibility for this and that IPL organizers could donate a part of their profits to the farmers.
- Some interviewees also mentioned that the Fig. 11 depicts an unfortunate truthful scenario and would affect them only for a short period or momentarily. They would still go back to the game and purchase IPL tickets for entertainment. They feel the issue at hand is extensive, and their contribution will not make a difference and because they need entertainment in life and would go back to IPL for that.

Fig. 12: DBI of WWE [16]

- Some interviewees agreed with the Fig. 12 completely, some agree partially, and others denied the message being conveyed by the image. A few considered the image as offensive for people who are in this business. They respect the game as well as the players, so they found the image very offensive. Also, they stated that their opinions for the game are firm, and this image will not affect their opinion.

Fig. 13: DBI of EPL [17]

- Fig. 13 again found a two-fold response depending on the fan base for the game among the interviewees. Some interviewees disagreed with the image, while others agreed to it and state that it was indeed the reality depicted in the image, but again it will not affect their engagement towards the brand.

ii. *Overview:*
- In the case of IPL images, all respondents agreed to the message conveyed. However, that will not deter them from watching the match for entertainment.
- In WWE and EPL, some interviewees agreed while some others did not agree with the images' depiction. However, in all cases, the interviewees agree that they will not be impacted by the images, and their engagement with the brand will continue as before.

Airlines Industry: In the airline industry, many attributes play an essential role, coming from different segments of customers. A negative point in any one aspect could go a long way in bringing down the airline's image and reputation.

i. *Interpretations and Impact:*
- After seeing Fig. 4, Interviewees who have travelled by Air India before disagreed with the image, as their experience spoke differently. Interviewees state that they received satisfactory services from the airline, and nothing would make them think on the line of what the image depicted.
- For people who had not travelled by Air India before stated that the image is misleading and not credible as it could be an exaggeration by the media and would have no impact on them.

Fig. 14: 2ⁿᵈ DBI of Air India

- Fig. 14 had a negative impact on some, as interviewees said that they would be more careful the next time they board an Air India flight and check their food properly. Some others are deeply impacted by the image and would only board an Air India flight but not consume any flight meals.
- A few other interviewees did not believe Fig. 14 and considered it fake. Also, from their prior experience, they stated that this is not Air India's fault; instead, the food contractor is responsible for this; Air India should be more careful towards this issue.

Fig. 15: DBI of Spice Jet [18]

- A few interviewees interpreted Spice Jet as a cheap option from Fig. 15. Some concluded that the temperature is not maintained during flight because it is a cheap airline that does not provide good service and maintenance.
- Some others do not believe Fig. 15 as they have not experienced something like this before. While a few are ready to purchase Spice Jet tickets even if this problem exists, the tickets are cheaper than other airlines.

Fig. 16: DBI of Go Air

Four different sets of responses were identified:
- The first group did not believe Fig. 16 because they have not had much experience with the airline.
- The second group believed Fig. 16 and considered it a mistake which could be rectified by employing more ground staff. Hence this image did not impact these two groups.
- The third group agreed to the image and reconfirmed their negative affiliation with Go-Air.
- The fourth group would find out more about the image and be concerned if the image was true. Hence, this image has an overall impact on these two groups of interviewees.

ii. *Overview:*
- The conclusion that can be drawn here is that when attributes such as customer service, onboard flight comfort are shown in a negative limelight, the customers rely on their experience to form an opinion and do not entirely go by the advertisement image.
- However, when issues concerning more important aspects, such as baggage and food, pop up, the customers are concerned and do a thorough check before availing of the services.

C. Phase 3: Quantitative – Primary Research

The respondents' attitude towards the brands, before and after the discussion on DBIs, measured using the Fishbein Model equation (1).

Table- III: Attribute scores and its significance

Legend						
-3	-2	-1	0	1	2	3
Extremely Bad	Moderately Bad	Slightly Bad	Neither Bad nor Goods	Slightly Good	Moderately Good	Extremely Good

All the scoring mentioned below has been done by the respondents, according to Table- III.

Step 1 : Attributes scoring for Beverage Industry (e_i) based on how important the respondent considered the attribute in question to the industry in question, i.e. Beverages was done. This scoring can be seen in Column "Scoring" of Table- IV.

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Step 2 : The brand from the survey conducted in Phase 1 of quantitative research (here, Pepsi) along with its competitor brands (Coca Cola, Sprite) as mentioned in Table- II, were scored based on the respondent's belief (b_i1, b_i2, b_i3) that the brand has the attribute.

Table- IV: Attribute scoring for beverage industry

Attribute for the beverage industry	Attribute Scoring (e_i)	Pepsi has the attribute score (b_i1)	Sprite has the attribute score (b_i2)	Coca Cola has the attribute score (b_i3)
Fizz	3	3	2	2
Popularity	2	3	1	3
Price	2	2	2	2
Package Size	2	3	3	3
Sugar content	2	1	3	2

Step 3 : Attitude calculation for different brands was done based on the scoring in Table- IV.

Attitude value for Pepsi $= \sum_{i=1}^{5} e_i b_i 1$
$= 3*3+2*3+2*2+2*3+2*1$
$= \textbf{27}$

Attitude value for Sprite $= \sum_{i=1}^{5} e_i b_i 2$
$= 3*2+2*1+2*2+2*3+2*3$
$= \textbf{24}$

Attitude value for Coca Cola $= \sum_{i=1}^{5} e_i b_i 3$
$= 3*2+2*3+2*2+2*3+2*2$
$= \textbf{26}$

Steps 2 and 3 were repeated for all the brands of the four industries mentioned in Table- II. The attributes used for different industries are mentioned in Table- I. The brand wise average of the attitude scores obtained from all the respondents has been represented in Fig. 17. The scoring was done both before and after the interviewees were exposed to the DBIs so as to obtain a quantitative comparison of a possible difference in attitude towards a brand after an in-depth discussion on its DBIs.
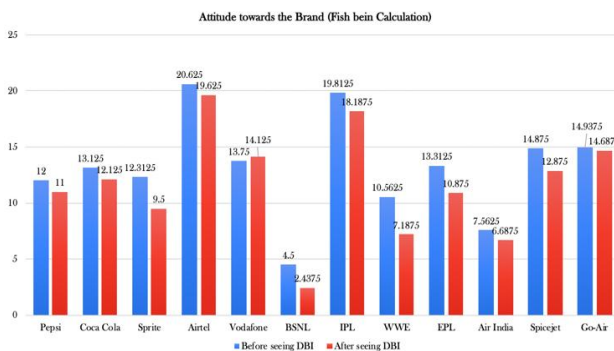

Fig. 17: Respondent's Attitude Towards a Brand

Beverage Industry: It can be observed from Fig. 17 that the interviewees' attitude towards all the three brands decreased considerably, and there was a significant reduction in the case of 'Sprite.' After the discussion, the brand's image was in negative limelight for most interviewees and the impact on their opinion can be seen, especially for 'Sprite' where the fall is from 12.3 (initial value) to 9.5. There is also a slight decrease in the value of Pepsi and Coca Cola.

Cellular Network Industry: It can be observed from Fig. 17 that interviewees attitude towards 'BSNL' decreased significantly. Most interviewees had an unfavourable opinion regarding BSNL, and their notions were re-affirmed after looking at the DBI for BSNL. The attitude value for the brand falls blue from 4.5 to 2.4. We also see a slight positive increase in the value for Vodafone and a slight decrease in the value for Airtel.

Sports and Entertainment Industry: It can be observed from the Fig. 17 that interviewees' attitude towards all the three brands decreased considerably. According to the response received during interviews, the interviewees did agree with the message being conveyed by the DBI. The attitude of interviewees towards the brands has fallen by 1.7-3.4 points.

Airline Industry: It can be observed from Fig. 17 that interviewees attitude towards 'BSNL' decreased significantly. Most interviewees had an unfavorable opinion regarding BSNL, and their notions were re-affirmed after looking at the DBI for BSNL. The attitude value for the brand falls from 4.5 to 2.4. We also see a slight positive increase in the value for Vodafone and a slight decrease in the value for Airtel.

Fig. 18: Respondents willingness to purchase/avail services of the brand

Beverage Industry: It can be observed from Fig. 18 that interviewees have reflected a fall for the willingness to consume Pepsi after the in-depth interview and after looking at the images shown during the interview. The image on Pepsi equating to fatness had an impact on some interviewees. The value has decreased from 2.6 to 2.1.

Cellular Network Industry: It can be observed from Fig. 18 that interviewees have reflected an increase in the purchase of Airtel services after the interview. The interviewees who were users of 'Airtel' took the tag line 'Airtel – the Rich People network' in a positive manner depicting better network quality and services. The value has increased from 3.1 to 3.5.

Sports and Entertainment Industry: It can be observed from Fig. 18 that interviewees have reflected a very slight decrease in the purchase of IPL tickets, which is in line with the interviews because most interviewees stated that even though the images on IPL depicted the truth, it continues to be a source of entertainment and for that reason, they would continue watching IPL matches. The value has decreased from 3.1 to 3.

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Airlines Industry: It can be observed from Fig. 18 that interviewees have reflected a decrease in Air India services' purchase. During the interviews, a strong, negative response was received to Air India's food image. A considerable number of interviewees stated that they would not consume meals on Air India flights. The fall in willingness to purchase value is from 3 to 2.

V. LIMITATIONS

- The sample taken into consideration does not have any respondents below the poverty line.
- The average value of Fig. 17 is not an exact representation of the sample as an individual attitude towards brands varies from person to person.
- Fish-bein model used for calculation of attitude score does not consider the interaction among the different attributes and assumes that these are independent of each other, thus eliminating the subjectivity of the same.

VI. CONCLUSION

The research paper covered the exposure and measured the effect of Doppelganger Brand Image on existing and potential consumers of the targeted brands. The comprehensive findings from the research study concluded as follows:

- DBIs do not necessarily have a negative impact, as opposed to popular culture, as in some cases, DBIs interpreted positively as well. The negative message does not get conveyed clearly or not understood by the consumers. E.g., Pepsi
- For products and services frequently used by consumers, they tend to go by their experience and not by advertisement. E.g., beverages and cellular networks.
- DBIs that are interpreted negatively by the consumers 'may' change consumers' attitudes towards the brand (momentarily, in some cases). However, it does not necessarily impact the purchase decision of the consumer for those brands.
- Increased frequency and intensity of DBIs displayed to consumers may significantly impact their willingness to purchase or avail of the brand's products and services.

As observed in the research, DBIs and advertisements have a long-lasting impact on the consumer's mind, and it is essential to take steps to maintain the brand's image and true essence. Brands that fall under the target of DBIs must adopt transparency in putting down claims about their product and services and be careful with the content they display in their advertisements.

Further research should be done in the field to develop more elaborate and well-defined frameworks to measure both the negative and positive impact of DBIs on the brand and the consumer. Advancements in this study would provide brands with the changing consumer perceptions and help them devise action points to mitigate the negative impact and leverage on the positive benefits.

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