



The yin - yang of technology payoffs in Indian consumer life: New Brand Chakras™ study

Efficiency and indulgence, refuge and escape, conformism and showmanship, child like delight and intellectual growth, the payoffs from technology in personal life are dichotomous says the latest Brand Chakras™ study. In work life, technology can facilitate democracy or meritocracy, be a performance leveler or a performance discriminator, foster conformism or creativity. Technology can be functional and symbolic, in the temporary and immediate or in the permanent and the long term. It can help social anchoring or enhance social clout.

It all depends on your orientation. You could be looking to satisfy your need to belong or your need to be individualistic. At the very least, technology helps you celebrate life, but as you go up the ladder, it becomes a life-evolving tool.

The study identified five types of technology mindsets.

The Doer: keen on upgrading quality of everyday life, with a thirst for ease and efficiency in day-to-day life, wants technology to maximize life and help balance different spheres.

The Connector: strong urge to nurture relationships and stay anchored.

The Indulger: fundamental need for fun and entertainment to cope with day-to-day pressures

The Discriminator: pressured to establish, redeem, conquer, catch up or breakaway to create a distinct identity and distance himself from the rest.

The Explorer: instinctive thirst for excitement through new experiences and keen to constantly add new facets to his life.

Technology is no longer just about convenience and greater efficiency, its influence on the average individual is more profound and life defining. Technology is now the most powerful agent of mental evolution. The power and worth of any technology will increasingly be evaluated in terms of its ability to unlock and express the power of the mind and the intellect.

The study was done through indepth discussions in Mumbai & Chennai, India with 25 – 35 year old early adopters, working in technology companies, and attempted to answer the question “what are the deeper payoffs that consumers seek and are getting from technology in their lives - both personal life and work life?” The study found that technology largely catered to Pleasure and Power chakra needs in our lives. And identified almost 20 payoffs that technology brands could use to connect with consumers.

SUMMARY OF MOST RESONANT CHAKRA PAYOFFS

Survival Chakra	<ul style="list-style-type: none"> *Gives me a sense of security and stability *Reflects my spirit of persistence
Pleasure Chakra	<ul style="list-style-type: none"> *Creates the desire to try out new things *Makes me feel attractive *Fills me with vitality and joy *Makes me happy with myself and less jealous of others *Brings me sexual pleasure
Power Chakra	<ul style="list-style-type: none"> *Helps me achieve my goals *Symbolizes my influence over others *Enhances my optimism about life *Reflects my spirit of ruthless ambition *Helps me to be in control *Helps me feel good about my achievements *Reflects my highly competitive spirit
Love Chakra	<ul style="list-style-type: none"> *Help me maintain good relationship with others
Creative Expression Chakra	<ul style="list-style-type: none"> *Brings out my creativity and innovative spirit *Makes me feel more intelligent than others *Helps me convey my views without fear
Transcendence Chakra	<ul style="list-style-type: none"> *Inspires me *Encourages me to do things that have not been done before
Spirituality Chakra	<ul style="list-style-type: none"> *Helps me to get inspiration from within *Helps me achieve my potential

The findings are particularly relevant for brands in the personal technology domain like personal computers, internet, connectivity, telecom, mobiles and visual imaging gadgets.

Brand Chakras™ is the first Indian strategic planning tool that applies the 2000 year old chakra system as laid out by Patanjali, to consumers and brands. This original system of understanding human behaviour based on the seven major nerve/energy centers in the human body has never been used in marketing, and is an initiative of Strategic Planning at JWT India.

