

Influence of Brand Consciousness on Consumers: myth or reality?

Outline

1. Introduction

2- Crunch paragraph

3. Influence of brand consciousness on consumers is a reality.

- a) Brand conscious consumers associate brand with social status.
- b) Consumers judge the quality of products by brands.
- c) Brand consciousness ^{impacts} ~~shapes~~ cognition of people by shaping their purchase decisions.
- d) Consumers make brands as a part of their personal identity.
- e) People regard brands, whose products are resilient to market volatility, as financial assets.

4- However, broader outlook suggests influence of brand consciousness on consumers to be a myth

- a) Not all the cultures around the globe link brands with social status.
- b) Quality of a product ~~is~~ based depends more on personal experience than on the brand.
- c) Most of the people make purchasing decisions on the cost-effectiveness of the goods.

- d) People belonging to rural areas do not associate brands with personal identity.
- e) Interference of governments with market can devalue any product.

5- Nonetheless, recent developments prove the influence of brand consciousness on consumers to be a reality.

- a) Brand consciousness is increasingly all the cultures & classes owing to globalization.
- b) Time and time again, brands have proved the reliability of their products.
- c) Digital marketing is forcing people on making relevant purchase decision through targeted marketing tactic.
- d) Technological out-reach to the countryside is increasing brand consciousness of the people.
- e) Rise in the liberalization of market around the world is increasing the value of reputable brands' products.

6- Conclusion:

Attack on Ideology as a Potent Tool of Hybrid Warfare

Outline

1- Introduction

Thesis-statement

2- Overview of the nature of Hybrid Warfare

3- The reasons for attack on ideology being 1 a potent tool of Hybrid Warfare

a) Incapacitation of the rivals without sending troops is the hallmark of the attack on ideology.

b) Ideological - attack hits the enemy at grass root level.

c) Countering the ideological warfare is difficult for a state.

d) By the time attack on ideology is discovered, significant damage has taken place.

e) Its end-goal is not defeating the enemy, but the disintegration of the whole

country.

f) Ideological warfare has intergenerational outreach as ideologies ~~are transferred~~ keep getting passed on.

g) Hybrid warfare sows the seed of inter-institutional as well as intra-social fault lines.

4- Impacts of Hybrid Warfare's ideological tool on Pakistan

4.1- Attack on ideology has economic impacts

a) Internal polarization resulting from attack on ideology leads to ~~volatility~~ volatility of the economic policies.

b) Distrust between the general public and the ruling elites decreases the revenue collection.

4.2- Ideological-attacks affect the politics of a country

a) Hybrid warfare gives rise to extremist ideologies in political arena.

b) Populist leaders exploit the polarized environment to come to power.

4.3- Society also bears the impacts of the attack on ideology

a) Attacking a country's ideology creates ~~it~~ gives rise to social conflict by exaggerating ethno-racial differences.

b) Situation of law and order deteriorates as people become apprehensive of the loyalty of the law enforcement agencies.

5- The way forward: holistic approach to counter the Hybrid warfare's attack on ideology

a) Society should be made aware of the hybrid warfare tactics.

b) Enhancing the cyber-security framework and measures.

c) Bridging the gap between the law enforcement agencies and general public.

d) The existing socio-political and economic fault lines should be addressed.

e) Collaboration with social media platforms to sensor fake information and propaganda

6- Conclusion