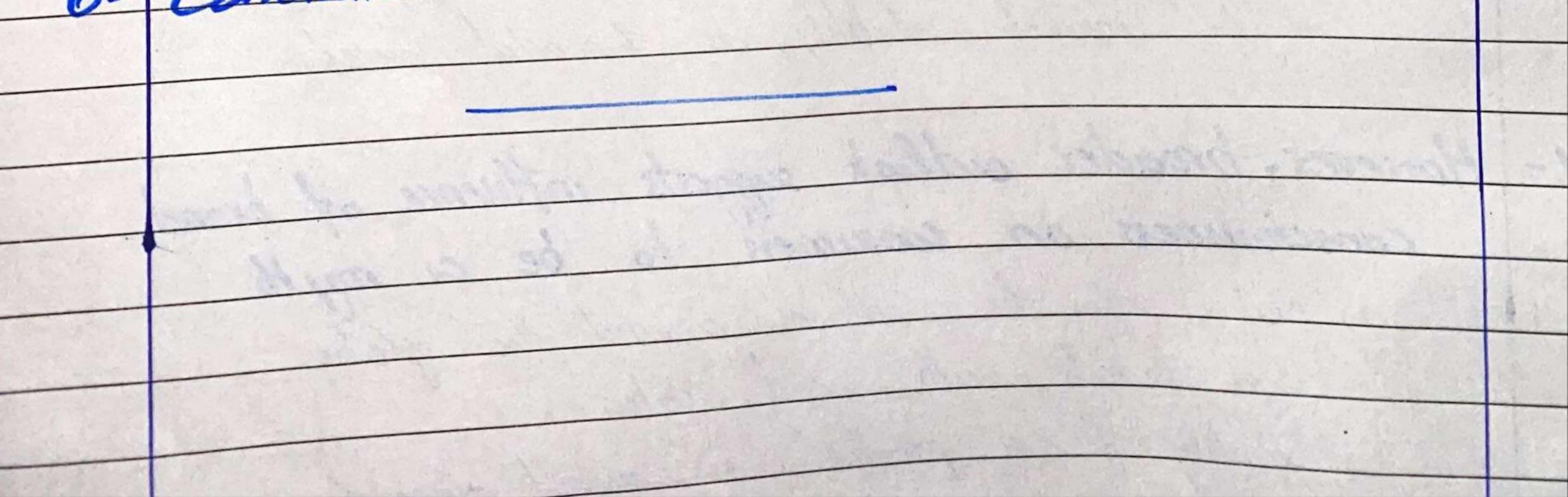
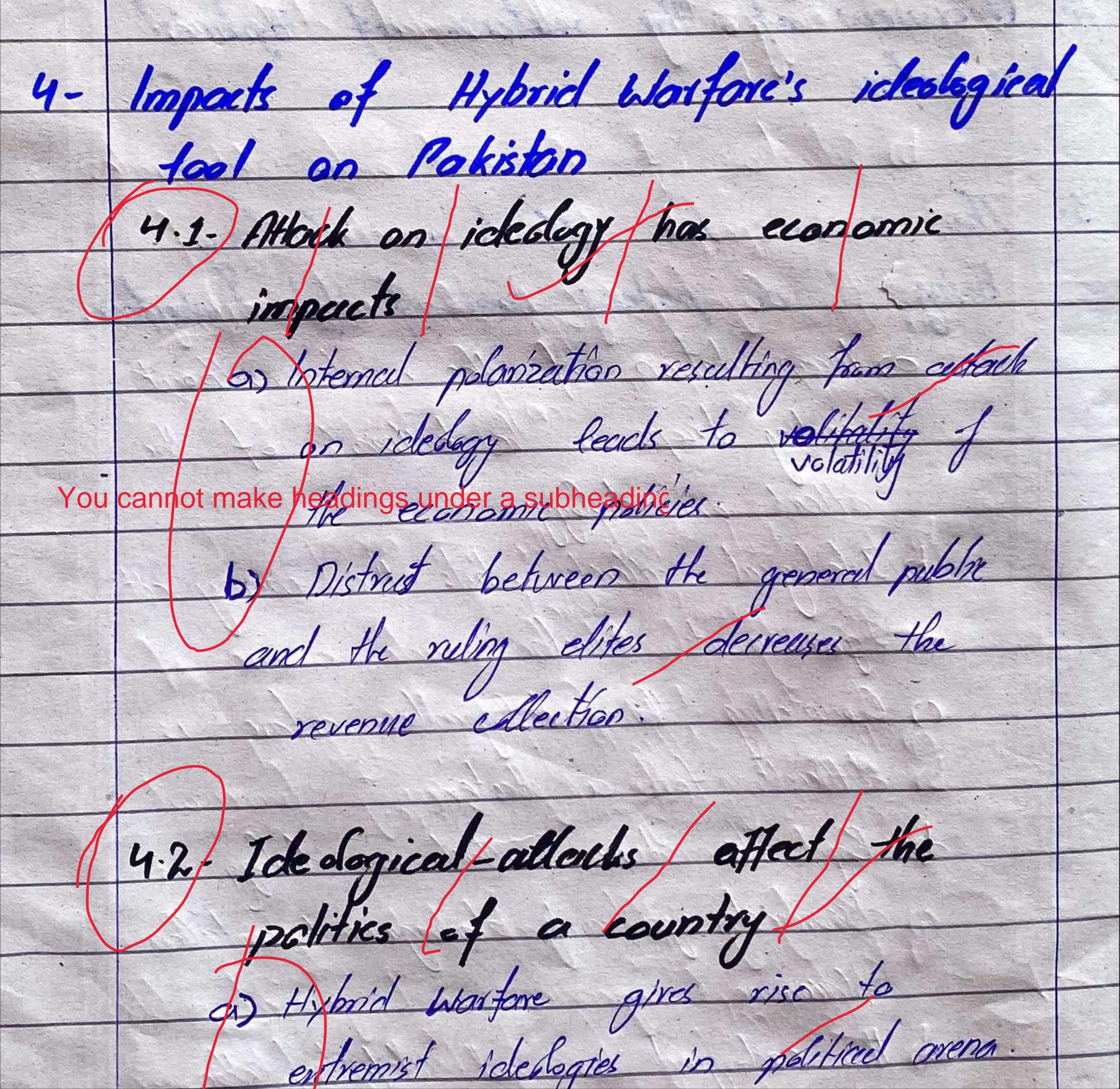
Sarawell Influence of Brand Conscionment on Consumers: myth or reality? Outline 1. Introduction 2- Crunch porgraph Heading should be topic-specific Influence of brand consciousness on consumers a rality a) Brond conscious consister associate brand with social status. b) Consumers judge the quality of products c) Brance consciouness elapses cognition of d) Consumers make branch as a part of their personal identify. e) People regard brands, where products are resilient to market valality, as financial assets. 4- However, broader outlock suggests influence of branc consciousness on consumers to be a my lb a) Not all the cultures around the globe eink branchs with social status. b) Quality of a product is based depends more on personal enperience than on the brand c) Most of the people make purchasing decisions on the cast-effectiveness of the goods. Select

d) Resple belonging to niral areas do not associate s brands with personal identity: e) Enterference of governmente with market can devalue any product. 5- None theless, recent developments prove the influence of brand consciousness on consumers to to be a reality. a) Brand consciousness is increasingly all the cultures & classes owing to globalization. by Time and time again, trank have proved the vehicity of their products. is Digital manueting is forcing people on making relevant purchase delision through forgeted manuetry tactic d Technological out-reach to the camprice is increasing brand consciousness of the people. es Rise in the liberalization of market around the world is increasing the value of reputable brands. moducts. 6- Conclusion:



Sajawal Attack on Ideology as a Patent Tool of Hybrid Warfare ailline 1- Introduction Thesis-statement 20 Overview of the nature of Hybrid Waifare 3. The reasons for atlack on ideology being 1 a potent tool of Hybriel Worfore a) Incapacitation of the rivals without seoding troops is the hallmorth of the attent on ideology by Ideological - attack hits the enemy at graus voot level c) Countering the ideological warfare is difficult for a state. d) By the time attack on ideology is discovered, significant clamage has taken place. e) its end-goal is not defeating the enony, but the disintegration of the whole

country. D'Ideological wonfare has Intergenerational altreach as ideologies an partered heep getting passed on. 9) Hybrid Warfare sowe the seed of inter-institutional as well as intro-social fault lines.



or lappilist lados explait the polarized environment to come to power. 4.3-Society also bears the impacts of the atlack on ideology a) Allocking a country's ideology creates digives rise to social conflict by energementing ethno-roaded differences. b) situation of law and protor deteriorates as people become approbensive of the loyality of the law enforcement agencies 5- The way forward: halistic approach to counter the Hybric Worfore's attack on ideology a) Society shauld be made avon of the Hypord Wanfore factics. b) Enhancing the cyber-security framework and measures. a Bridging the gap between the law enforcement agencies and genoral public. d) The existing socio-palitical and economic faulling should be addressed.

e) Collaboration with social media platforms to sensor fake information and propagarda 6- Conclusion in the second of the second se the state of the second second

