

# Influence of Brand Consciousness on Consumers: myth or reality?

## Outline

### 1. Introduction

### 2- Crunch paragraph Heading should be topic-specific

### 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 <sup>impacts</sup> 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:

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# 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 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) <sup>Ideological</sup> 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 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.

You cannot make headings under a subheading.



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