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Abstract - This research was conducted to gauge the perception about the more brand conscious gender, awareness regarding the quality, effect of brand name, if brand consciousness is good and whether youth has become more brand consciousness in the recent years or not. The questionnaires were got filled by students of different universities. The results revealed that among the two females are more brands conscious and the overall focus of youth remains on the brand name as well as the brand quality. There were also those who had no interest in brands but in a very number comparatively. Thus the government should acknowledge it and take necessary steps to create ease for the international brands so that it can add more to the national growth of the country.

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Is Youth Brand Conscious

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I. Introduction

These days social mobility increased, people are becoming highly brand conscious. Renowned brand labels on eatables, outfits, footwear's and electronics give satisfaction to the conspicuous consumers. They are becoming more self-conscious, which raise the temptation in them to follow the craze of brand race. The street trends are getting down market and latest styles tagged with brand name are dominating the market.

This writing can be moved to different directions, for instance we can say signature wear raise the confidence level. The quality, comfort and style become major motivation for getting designer stuff and it gives a great boost to personal ego. If we move to another aspect, social pressure is a major factor for choosing branded things. Even some say, brand helps them to become style icon. Stereotype shoppers today are highly brand obsessed. These snobs are mainly categorized into youth and the working class. Youth prefers brand because it gives them funky style. Whereas working class is particular about using branded products so their personality can be enhanced and also gives them sophisticated and professional look.

a) Objectives of the Study

i. Is to check people are aware of brand qualities
ii. Customers focus on brand name or features.
iii. Is brand consciousness is good for customers.
iv. Impact of brand name on daily life of customers.
v. Brands targeting youth with different segments.

b) Literature Review

i. *Anshul Khandelwal (2012)*

Found out that different age groups of the youth have different preferences regarding the brands. Youth has gone crazy about the brands and it has become their weakness. They prefer to go for the brands when it comes to clothing, shoes, accessories etc. and are willing to pay a much larger amount for brands just to look different and trendy. Although brand consciousness has increased to a great extent but youth is not loyal to any single brand, whenever they find anything better they simply shift to it.

ii. *Sadiya Zaheer (2012)*

Found out that the youth of Pakistan is very much different from their predecessors and they do not stick to the same things as their predecessors in fact they have become more advanced and modern not only in their studies but also all the other activities, they are involved in. It is very good to see that by spending a little more amount of money boys and girls of the middle class do look different and confident too.

iii. *Sidra Agha (2012)*

Found out the brand awareness and consciousness has not only increased among the youth of Pakistan but has affected the youth globally. The increase in this trend has given a rise to uncharacteristic behaviors and worries among the youth too, which is not a good sign at all. A number of leading issues which have been analyzed because of brand consciousness are self-doubt, decrease of decision making potentials, supreme rise in disquiets at a very early age, waywardness, sense of social uncertainty, exaggerated level of impersonating others and sometimes emotional unevenness. The saddest part is that it stands high in the marketing and economic perspective but has not set in the social point of view.

iv. *Lyall Salkinder (2011)*

Research told us that African youth is also becoming more aware about the brands and they want to be involved on the relevant platforms too. Brands with the best chances of succeeding are those which fulfill specific needs and add to their value. Is that your product, brand experience, or service is being discussed and an opinion is being formed around your brand.

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II. Research Methodology

a) Data Type

We use first hand data for our research that is primary data.

b) Research Approach

We use survey method for our research which is widely used method for data collection. Our research instrument is questionnaire.

c) Sampling Unit

Our research was carried in Lahore, there were 200 respondents which include males and females with age ranging from 18 – 22, 23 - 27 and 28-32.

d) Sampling Technique

The method that we carried out for our research was simple non-probability convenient sampling.

e) Data Collection Source

We needed to target the youth for the collection of data, for which we decided to visit to the educational institutions for a serious response and collected data from University of Lahore, COMSATS institute of sciences and technology, Superior University and University of South Asia.

f) Data Analysis

The data was analyzed using statistical packages for social sciences (SPSS) 16.0.

i. *Findings*

Table 1 : What is your gender?

	Frequency	Percent
Female	80	40.0
Male	120	60.0
Total	200	100.0

The table 1 shows the number of all the individuals which have responded to us through our questionnaires. Overall two hundred individuals have responded to our questionnaires including 80 females and 120 males which becomes 40% and 60% respectively.

Table 2 : What is your age?

Age	Frequency	Percent
18-22	150	75.0
23-27	41	20.5
28-32	9	4.5
Total	200	100.0

The table represents the age of the individuals that have responded to us. There were three categories which include 18-22, 23-27 and 28-32. 150 respondents were from the first category, 41 from the second category and 9 from the third category. This makes them 75%, 20.5% and 4.5% respectively.

Table 3 : What is your occupation?

	Frequency	Percent
Student	184	92.0
business man	8	4.0
Teacher	4	2.0
Other	4	2.0
Total	200	100.0

The table 3 tells us about the occupation of the respondents among the five major categories we have included. 184 were students, 8 were businessmen, 4 teachers and 4 belonged to others which result in 92%, 4%, 2% and 2% respectively.

Table 4 : What is your marital status?

	Frequency	Percent
Single	165	82.5
Married	18	9.0
Divorced	2	1.0
Other	15	7.5
Total	200	100.0

The 4 table shows the marital status of the respondents. 165 of them were single, 18 were married, 2 were divorced and rest of the 15 belonged to others category.

Table 5 : Are you a brand conscious?

	Frequency	Percent
strongly disagree	19	9.5
Disagree	22	11.0
Neutral	58	29.0
Agree	79	39.5
strongly agree	22	11.0
Total	200	100.0

The table 5 tells us about the percentage of the respondents who agreed that they were brand consciousness. They were provided with the five options among which 19 strongly disagreed, 22 disagreed, 58 were neutral, 79 agreed and 22 strongly agreed showing the highest percentage for agreeing.

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Table 6 : What do you think, who is more brand conscious?

	Frequency	Percent
Boys	69	34.5
Girls	112	56.0
dont know	19	9.5
Total	200	100.0

The table 6 clearly depicts that 56% of the respondents agreed that girls were more brand conscious than the boys whereas 34.5% were of the view that boys are more brand conscious.

Table 7 : How aware are you about the quality of brand you consume in daily life?

	Frequency	Percent
very much	77	38.5
little bit	109	54.5
not at all	14	7.0
Total	200	100.0

We had given three options to the respondents about the extent of their awareness regarding the quality of brands where 38.5% agreed to 'very much', 54.5% said 'a little bit' and 7% said they were not aware at all.

Table 8 : Are you focusing on brand name or brand quality?

	Frequency	Percent
brand name	29	14.5
brand quality	85	42.5
both(a&b)	86	43.0
Total	200	100.0

The table 8 shows if the focus of the respondents were on the brand name, quality or the both. 43% said that they focus on both, 42.5% said that they focus on the brand quality whereas only 14.5% said that they focus on the brand name.

Table 9 : What comes in your mind before purchasing a branded product?

	Frequency	Percent
brand name	41	20.5
brand feature	26	13.0
brand quality	85	42.5
brand style	48	24.0
Total	200	100.0

The table 9 depicts the mind set of different kind of respondents to what come to their mind while purchasing the branded product. The highest percentage was 42.5% who said that they give importance to brand quality, 24% agreed to style, 20.5% agreed to brand name whereas only 13% said that they give importance to brand feature.

Table 10 : How important is the brand name for you when purchasing something?

	Frequency	Percent
not very important	21	10.5
not important	22	11.0
Neutral	68	34.0
important	56	28.0
very important	33	16.5
Total	200	100.0

The table 10 represents if the respondents even consider the brand name important while purchasing. The highest percentage is 34% which don't consider it, at second comes 28% which consider it important whereas 16.5%, 11% and 10.5% consider it very important not important and not very important respectively.

Table 11 : Do you think brand conscious is good for you?

	Frequency	Percent
Yes	95	47.5
No	74	37.0
dont know	31	15.5
Total	200	100.0

The table 11 shows whether they think brand consciousness is good for them or not and the results show that 47.5% of them said yes whereas 37% said it's not good for them.

Table 12 : 2Is brand name has any impact in your daily life?

	Frequency	Percent
strongly disagree	21	10.5
D sagree	34	17.0
Neutral	69	34.5
Agree	61	30.5
strongly agree	15	7.5
Total	200	100.0

The question was about the impact of brands in daily life. As the table shows 34.5% were neutral about it,17% disagreed, 10.5% strongly disagreed, 30.5% with

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the highest rating agreed and 7.5% strongly agreed that brand name does has an impact in the daily life.

Table 13 : Do you think brands are targeting you with different segments?

	Frequency	Percent
Yes	114	57.0
No	47	23.5
Don't know	39	19.5
Total	200	100.0

The table shows result of the question regarding the segmentation. The highest percentage (57%) agreed that brands are targeting with different segments, 23.5% disagreed whereas 19.5% had no idea about it.

Table 14 : In today's world the youth gives more significance to brands?

	Frequency	Percent
Yes	166	83.0
No	17	8.5
Don't know	17	8.5
Total	200	100.0

The table 14 shows results of the most important asked in the questionnaire. This can be considered as the conclusion of our findings where 83% have agreed that the youth is brand conscious, 8% disagreed and the rest of 8% didn't know.

III. Conclusion

This research conducted to check that how many of in young generation are really conscious about brand. The results of our findings given us a lot of experience, we had interact with a lot of people. As results show 39.5% people remained neutral and 29.0% people agreed that they are brand conscious, in the conducted questionnaire. Youth is conscious about brand but they do not stick to one brand in daily life as they have many options to go for. If we look gender wise girls are more conscious about brands. These days, youth focus on brand name and its quality as well so the overall results show youth are aware of the brands. In Pakistan many brands are targeting new generation with different segments.

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