

**"Impact of Brand Consciousness on the
Well-Being of Consumer: A Comparative Study
between Males & Females?"**

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03-200172-006

FALL-2018, (1.5)

MBA (MARKETING)



**DEPARTMENT OF MANAGEMENT SCIENCES
BAHRIA UNIVERSITY LAHORE CAMPUS**

Principal Supervisor:

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Abstract

Brand consciousness is increasing particularly in young generation. Theory of self-expansion argues that revelation with the new objects or with existing in a new way leaves impact on the overall satisfaction of human. The objective of the research was to determine the relationship between brand consciousness and well-being of consumers. Research further investigated the comparison of brand consciousness and well-being among the males and females.

180 responses were collected via electronic and physical survey to investigate the relationship of brand consciousness and well-being of consumer.

Findings of research shows that overall there is a positive significance relationship between brand consciousness and well-being of consumers. Gender is used as moderator in the study and demographically data was analyzed separate for males and female, there was also a positive significant and direct relationship for both said groups.

In comparison of well-being among the males and females it is shown that males have the high positive significant direct impact of brand consciousness than the females. Males also have the dominating impact than the overall impact of males and females. Females who are brand conscious have also significant positive relation with well-being but lower than the males and overall impact.

People who are more conscious about using brands when they buy it gives them sense of joy which enhance their overall satisfaction level.

Self-expansion theory is central to understand the relationship of brand consciousness and well-being of consumers.

Keywords: brand consciousness, well-being, Gender

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