

**SURVEY ON BRAND AWARENESS, BRAND PERCEPTION  
AND BRAND CONSUMPTION**  
A Case Study about Quaid-I-Azam University Staff Colony, Islamabad



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## **ABSTRACT**

Fashion brands have built their unique images and personalities symbolizing wealth, success, glamour and beauty. The widespread influence of media has allowed brands to portray their image worldwide, and thus create global fashion trends. This brand culture has spread to the third world countries as well, including Pakistan. The aim of the present study was to study the knowledge about brand awareness, attitudes towards brand perception and brand consumption practices among people in the residential colony of Quaid-I-Azam University. For this purpose, fieldwork was done, observations were made, case studies were taken, and a questionnaire was developed and administered to 132 respondents. Findings show that knowledge brand awareness was high among residents, with the media being the biggest source of knowledge. Attitudes towards brands were neutral, but an interesting observation was that brands are used as a status symbol more in this society, then as a source of personal pleasure. Most people believe that the values of simplicity, modesty and moderation are challenged by the brand culture and are thus hesitant to adopt it. Brand consumption is lesser than awareness. Those who do consume branded items, purchase both international and local brands. Copies are purchased more frequently than originals.

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