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Teknik Pengucapan

# BARACK OBAMA

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Whether You  
like It  
or Not

# BRAND MATTERS

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## BUSINESS PERSPECTIVE

Why are people paying so much for a brand, that sometimes they couldn't afford themselves? A mere example could be aiming for a certain product by end of every month every time salary hits. Are people pleasing themselves or others? A question till date, has no specific answer but from years in the media industry, dealing on a day-to-day basis with fast forward fashion. Carrying a brand does provide social acceptance and lets a person fit in a group that they desire. As we all know, everyone wants to be accepted whether at school, work, or social circles. The greater the brand, the broader social acceptance is.

Branding marketers are working all day thinking of strategies to increase the brand's presence, to widen their target market. A simple logic behind all the hard work is for people to believe that they need their product or services to be able to fit into a social status. Not all brands do this, but management that think ahead of time will always invest in brand building more than just promo ads. The reason is long term investment gets the business running on its own.

## THE CONSUMER

What always comes to mind when a consumer enters a shopping mall for jeans as an example, overwhelmed with different types of brands, which would be the top three outlets to spend ones money on.

As the brand positioning applies, the customer will they think of the latest brand that came across. Brand helps to ease out the decision-making process and with minimum thought, the unique selling point of that one brand that crossed the mind appears and sealed the deal. Should the customer take a brand that is established or a brand that is rather new in the market? Besides price point being another factor, having that brand for social status and being part of a trend is the strongest factor. And that is why, brands sell themselves despite the price.

## SPENDING HABIT

Is it worth for youth to choose the branded item to be look good for others? Youth nowadays are spending too many branded items for their social media to get thousands likes without counting their pennies.

Over spending habit sometimes influenced by their peers. Staying in a circle can exert significant pressure on individuals to conform to certain spending behaviors.



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