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Brands: Not Just Craze but the New Fashion Mantra of the Youth with special reference to Patna

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Abstract : Brands are becoming very important factor of the corporate world today. The people today, especially the youth are attracted to various branded products available in the market. It is often perceived that the products of some reputed brands have the capacity to enhance the status, image and overall personality of the users. The youth have become aware about the importance of brands and for this media is responsible. The present study was conducted to gauge the

perception about the craze for fashionable things of different brands among the young students of Patna. This paper evaluates the concepts and terms related to brands such as types of brands, brand consciousness, brand awareness among youth, impact of brands etc.

Key words: Brand, International brands, Media.

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Introduction :

Brand consciousness is one of the major traits of the upcoming Indian youth. Young adults are nowadays one of the most attractive and appealing market segments for the companies. As the consciousness for brands among youth has spread like a forest fire, they want to go for branded goods like clothes, shoes, perfumes, eatables, accessories, and different types of gadgets.

The term 'Brand' refers to the name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers (www.wikipedia.com). Any brand is a set of perception and image that represents the products of a company or services (www.economictimes.com). While many people refer to a brand as a logo,