



Do brands rule our lives?

## Description

### Yes – Brand rule our lives:

- Companies spend a lot on marketing and thereby influence people through advertisements and other marketing strategies to promote their brands. Most of the time, our decisions while purchasing products are influenced by their marketing strategies. Companies hire data scientists, and psychologists to influence and manipulate consumers. By the amount they put into it, we can say that they are getting huge profits by manipulating our choices.
- Subconsciously, many people judge others based on the branded goods they use.
- The hype that is created around branded products is so high that people spend beyond their budget just to fit into their peer group. By this, we can say that brands rule our lives.
- Brands influence us so much that we tend to neglect the loss to local stores because of brands. Many companies just pack the same product that local stores sell and sell them for high prices by branding them. We are caught up in the web of branded goods that we often forget that local stores do sell quality products for cheaper prices. But in the present times, everyone is worried about the quality especially if it is food products. So, they are preferring branded goods over the ones in local stores.
- Many people buy fake imitations of branded goods. Through this, we can observe the importance of brands in our society. Companies market their products in such a way that using their products is turning into a style statement.
- Companies create trends. They make us believe that their clothes or products are in trend so that we buy them to keep up with the times. Brands are so good at capturing our attention, influencing us to desire their product. They can also create a feeling of FOMO (Fear Of Missing Out) in us. This can lead to excessive materialism tendencies in people.



### No – Brands do not rule our lives:-

- Companies just market their products, and the ultimate decision to get influenced by their marketing strategies lies with us, consumers. So, brands do not rule our lives.
- We can say that it's a win-win situation for both companies and consumers. Companies put so much effort to deliver quality products to get a good name for their brands. This helps consumers to not waste money on low-quality products. Once the brand earns the trust of its consumers, they tend to buy from the same companies, and brands build their loyal

customer base. So, it's not like brands rule our lives, it's just that they work hard to be a part of our lives.

- If we go to a new city or country, we may not know the good local stores that sell quality products, but if we know the quality of specific brands for the products we require, we can easily buy them in supermarkets. It saves us a lot of time in figuring out which local store to trust. But ultimately, it is our personal choice.

### **Conclusion:**

Although brands do not rule our lives, subconsciously they influence us a lot that our purchase choices do depend on the advertisements we see in our daily lives. Some people do recognize it and try to buy brands that are worth the price, and some others fall into the trap of branded goods and buy expensive stuff. It is important to recognize the influence brands have on our lives so that we can make informed choices.

### **Your Turn...**

What is your opinion on this topic? Do you think brands are ruling our lives? Express your thoughts in the comment section below. Subscribe to our blog to get new articles on GD topics delivered to your mail.

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