

# Influence of brand consciousness on consumerism

## Outline

### Introduction

- What is brand consciousness and consumerism.
- Thesis statement: Brand consciousness plays important role in shaping the behaviour of consumer towards consumption.

Brand consciousness is the significant factor that influences the decision making of consumers. It has direct influence over the purchasing value.

How does brand consciousness influence the <sup>consumerism</sup> ~~decision~~ making

- It influences the decision making of consumers
- Consumers pay willingly for the known brands
- Consumers choose brands

to create their high social status

- Brand consciousness leads to brand loyalty

Effects of Brand consciousness on consumerism

- Positive impacts of brand consciousness on consumers

a- Brands give quality assurance to their consumers

b- consumers satisfaction about prices

c- Easily availability of their products

- Negative impacts of brand consciousness on consumers

a- It promotes materialism in masses

b- It gives hype to status consciousness

c- It also promotes overconsumption of money

Balance between brand consciousness and responsible consumerism

- Responsible and healthy consumption should be promoted.
- Sustainable products must be promoted
- Brands must not influence very basic decisions of consumers
- Consumers should prefer products with extended lifespan
- Consumers should buy what they need

Conclusion

Over the past few years brand consciousness has become increasingly used phenomenon. It seems like an idol of this modern era. Brand consciousness refers to the customers' orientation towards the purchase of expensive and well-known brands. Brand consciousness plays important role in shaping the behaviour of consumers towards consumption. Brand consciousness is the significant factor that influence the decision making of the consumers. to purchase. It has direct influence on the purchasing power of the consumers. In simple words, brand consciousness is an essential factor in purchasing decisions. consumers are running behind a tag or some renowned name. In this 21 century, Brands are taken as religion. Brands are trying

their best to get the attention of customers. Because of this race of brand consciousness, consumers who are highly brand conscious prefer to purchase expensive, well-known products rather than lesser known brands. It is found that brand consciousness is due to social acceptability, self recognition and also quality assurance.

Brand consciousness influence the consumerism. Brands use effective slogans to attract the consumers. They try their best to use the most attractive and impactful advertisements to get the attention of masses. Customers get attracted towards them by their luxurious setup. The consumers make comparison between the brands of same category of products. This brand consciousness heavily influences the decision making power

of consumers. Brands deliberately make attractive consumerism policies to get consumers' attention. "Brand has a direct influence on consumer's purchase decision. (Hafstorm) consumers have different views and attitudes towards different brands. It influences the consumers' decision to purchase local and imported brands. In simple words the brand name has strong impact on the consumer. Recently a study by Korean researchers found that Korean consumers prefer well-known international brands over local brands. In order to get the desired products, consumers willingly pay for the brands. No matter how high the prices are, consumers pay them because of their brand consciousness. A brand becomes brand after how it is perceived by people, the image that it projects

and the quality it promises to the customers. Consumers purchase their desired products on all possible prices the brands offer. Likewise, the consumers choose brands in order to get social status. Consumers all over the world try to be recognised by elite and prestigious brands. Wealthier people prefer products that are completely branded and with high prices. Brand seems to be a mean of consumers self-expression and desired personal lifestyle. The consumers are showing the loyalty towards certain brands. They are emotionally attached to the brands they use. The loyalty towards their brands give them self satisfaction. We see celebrities who give references of brand in order

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to show their loyalty towards specific brands. In nutshell, we can say that the brand consciousness has a great impact on the consumerism.

Brand consciousness has both positive and negative impacts on consumerism. Brand consciousness positively impact their consumers in many ways. They give quality assurance to their consumers. Brands make quality products for their consumers to get their trust. They do not let their customers to compromise on quality. Along with quality assurance, brands try to give satisfaction about the prices. They convince their customers that their money is utilized. Same as those they make sure that their customers are provided with the products. They



are available for their consumers.

Their products are easily available as compared to the local markets. However, the brand consciousness has negative influence as well.

The brand consciousness promotes materialism in masses. People have become more conscious about brands than humanity. It gives rise to luxurious lifestyle. People compromise on values even for purchasing their desired brands. It gives hype to status consciousness. People consider it as a quality of humans.

If a person uses elite brand, one is considered respectable. The wealthier brand you afford the more respectable you become. It is considered as social acceptance now. You are more socially accepted if you use a highly priced

brand. It also promotes the overconsumption of wealth. People seem like blindly using their money for that brand tag or name. The more expensive the brand is, the more consumers it has.

To stop this marathon of brand consciousness, responsible consumerism must be promoted. Consumers should not only look at the tag and name but should also consider the healthy and responsible consumption. They should not buy a product just because it has status. People should no more attach status with the brands they use. In addition to that, consumers and brands both should promote sustainable products. Those products which are more sustainable for

the environment shall be promoted. People should spread the awareness that unsustainable products can lead to unhealthy environment. Moreover, the brands should not influence the very basic decisions of the consumers. Brand consciousness should not blind fold the consumers to mindlessly follow the brands. They should consider their own conscious to make healthy and sustainable decisions. Instead of buy continuously, consumers should prefer products that are used in long term. They should prefer products with extended life span.

A Canadian research 2020 has found that people are becoming aware of their products purchase. They now

promote "Do I need it, or do I want it?" consumer with good and responsible conscious promote products with extended lifespan. Consumers should promote ~~buy~~ buy what they need not what they want. They should promote eco-friendly materials instead of attractive and luxurious ones.

In nutshell, the brand consciousness has influence on consumerism. It influences the consumers in all possible ways. This influence can be used in positive ways as well.

The brands should promote and produce sustainable products.

The consumers should also use eco-friendly products. It can promote "buy what you need not what you want" to sustain ecosystem.