

# Influence of brand consciousness on Consumerism

## Outline

### 1. Introduction

Thesis statement:

### 2. Brand Consciousness in context of Consumerism

### 3. Factors which enhance brand consciousness

- a) Government policies affect brand consciousness.
- b) Income levels and economic stability.
- c) Adherence to cultural and ethical norms.
- d) Social media contributes to heightened brand consciousness.
- e) Tools like digital marketing increase visibility
- f) Use of technological innovations to influence consumers

### 4. How brand consciousness affects consumer behavior

- a) Consumers choose brands with positive image
- b) Affordability and perceived value of a brand
- c) Receptive to new products and services
- d) Premium position in consumer's mind
- e) affects decision making and buying process
- f) endorsement by society

### 5. Contributions of brand consciousness to market trends

- a) impacts consumer spending
- b) Expresses social conscious
- c) cultural relevance shapes market trend
- d) digital marketing and innovation drive

trends

### 6. Conclusion