

Influence of brand consciousness on Consumerism

Outline

1. Introduction

Thesis statement:

2. Brand Consciousness in context of Consumerism

3. Factors which enhance brand consciousness

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

Repetition of idea

4. How brand consciousness affects consumer behavior

- Consumers choose brands with positive image
- Affordability and perceived value of a brand
- Receptive to new products and services
- Premium position in consumer's mind
- Affects decision making and buying process
- Endorsement by society

5. Contributions of brand consciousness to market trends

a) Impacts consumer spending

b) Expresses social conscious

c) Cultural reference shapes market trend

d) Digital marketing and innovation drive

trends

6. Conclusion