

Topic

Influence of Brand Consciousness on Consumerism.

OUTLINE

1- Introduction

Thesis Statement:

Brand consciousness influence consumers through many means: building a trust worthy relation, providing numerous choices of their selection, developing a competitive environment and full filling their demands ~~through brand consciousness.~~

Therefore, brand consciousness has a great impact on consumers.

2- How brand consciousness influence consumerism

3- Brand consciousness: a gateway towards consumers' awareness and demand

4- Attributes which influence brand consciousness on consumerism

- A) Reviews and position of a brand
- B) Price of the branded products
- C) Quality and standard of a brand
- D) Affiliation of a brand
- E) Duration of a brand

5- Resultant Effects of Brand Consciousness on Consumerism.

A) At Market Level

- I. Build competition among market competitors
- II. Branded companies work more enthusiastically to attract customer
- III. A better solution provided to customers over other brands

B) At Social level

- I. Excess information about local and branded product
- II. Provide alternative option to customers over others
- III. Build Emotional Attachment to brands

C) At Individual level

- I. Foster trust of a customer about the product
- II. Numerous choices are provided to customers
- III. Fulfil customers demands

6- Brand Consciousness: Two sides of the same coin

A) Positive Impacts

B) Negative Impacts

7 - Mitigating the Negative impacts

A) Awareness and Education

B) Proper use of Technology

8 - Conclusion

