

Topic *Mashaal*  
Influence of Brand Consciousness on Consumerism.

OUTLINE

*Attention Again*

1- Introduction

Thesis Statement:

Brand consciousness influences 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.

*write only 1 crunch*

2- How brand consciousness influences 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

*Main heading is synonymally and syntactically wrong*

*write self explanatory headings*

## 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

clarify

### 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

similar

### C) At Individual level

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

## 6- Brand Consciousness: Two sides of the same coin

A) Positive Impacts

B) Negative Impacts

general

# 7 - Mitigating the Negative impacts

- A) Awareness and Education
- B) Proper use of Technology

# 8 - Conclusion



generic  
narrow  
POV  
relate to  
topic  
directly

organization  
content is  
not coherent

Ideas are  
repeated