



EVALUATE THE EFFECTIVENESS OF CONSUMER EDUCATION AND AWARENESS IN MARKETING

Dr. C.B. RAGOTHAMAN¹, Dr. VINAYAK VISHWAKARMA²,
CHAITANYA KONETTI³, Dr. PADMA SINGHAL⁴, Dr. NIMIT SHETH⁵ and
Dr. PRASHANT MISHRA⁶

¹Professor, Department of Management Studies, Rajalakshmi Engineering College, Chennai.

²Assistant Professor, Jaipuria Institute of Management, Indore, M.P. Email: vinayakvishwakarma@gmail.com.

³Doctoral Student, S P Jain School of Global Management, Sydney.

⁴Associate Professor, Chetana's Institute of Management and Research, Mumbai.
Email: padmamodi@gmail.com.

⁵Assistant Professor, Master of Management Studies (Marketing Department), SIMSREE (Sydenham Institute of Management Studies, Research and Entrepreneurship Education), Mumbai.

⁶Assistant Professor, Master of Management Studies, Pramod Ram Ujagar Tiwari Saket Institute of Management (PRUTSIM), Kalyan.

Abstract

Introduction: Cumulative consumer consciousness of the rate of construction of a business also leads to a better selling rate of the goods. Submission of social media platforms is one of the most advantageous and helps to increase customer mindfulness in a very short time.

Literature Review: Distribution of new-fangled entrance products of a business to consumers all over the world with the help of digital media is one of the most convenient processes to increase the retailing rate and attention of the customers

Methodology: The primary quantitative method with the SPSS software has been used in the study for the proper determination of the results and outcomes.

Findings and Analysis: The triumph of the workers and manager of an occupational can be upsurge with the help of the as long as of the customer training in the business institute.

Discussion: Customer tutoring is drawn by informed decision-making to control the factors and preferences that are backed by utmost trustworthiness and brand trust.

Conclusion: By employing an innovative strategy customer attention and cognizance be increased for the betterment of a business.

Keywords: Customer education and awareness, Issue in the delivery, Fraudulent, Training programs

INTRODUCTION

Customer education and awareness or CEA is a method that ensures the information and demands about a business product and also improves the service quality and the rights of the products. As per the opinion of Pham et al., (2020), increasing consumer awareness of the rate of production of a business also leads to a better Selling rate of those products. By improving consumer education, it can be easier to involve the customers in the awareness campaign that includes the pricing, safety standards, and authenticity of a product. Customer awareness leads to the full film and goal of a business which also includes the better purchasing of the services and goods of an organisation. Therefore, customer attention can be the reason for enhancing of the growth of a business.

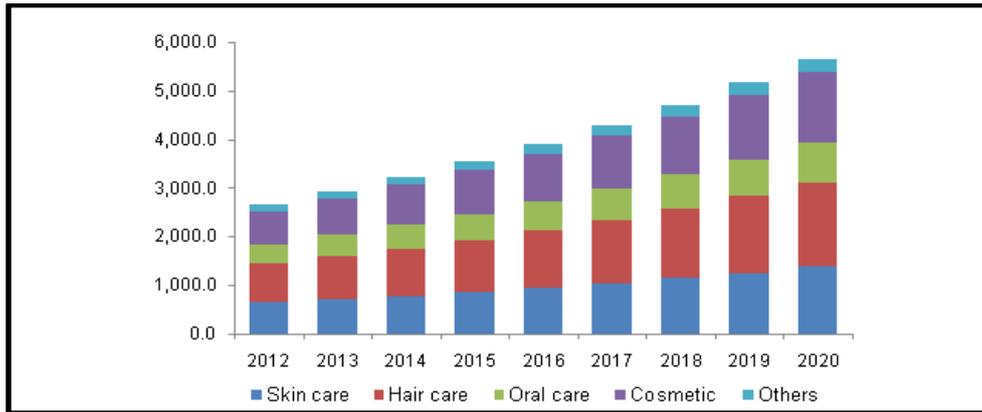


Figure 1: Customer awareness of the personal care products (Source: Pham et al., 2020)

From the above graphs, it can be concluded that the growth of customer awareness for personal care products increased from the year 2012 to the year 2020. The use of cosmetic products is the highest customer evening among all other personal care products in the year **2020** and the amount is **1000 US million dollars**. As per the view of Rosário, & Raimundo (2021), the application of social media platforms is one of the most beneficial and helps to increase customer awareness in a very short time. Hence, the CEA process becomes effective and beneficial for the growth and development of an organization and makes us strong impact on the business products of the customer all over the world

The consumer awareness and education process currently phase sum problems and risks that seem to be harmful to the development of a business. As per the recommendation of Lahtinen, Dietrich, & Rundle-Thiele (2020), currently most organizations face the problem of inaccurate and unsafe items in their workplace. The production of quality products also requires good customer care service to take **refunds** or **replacements** from the consumers. Also, the **issue in the delivery** of the items and products has also made a negative impact on the brand value. This kind of negative impact on a business is also effective for the reduction of demand and the selling rate of the product to customers all over the world. Therefore, by taking proper action on this issue and problems a business can be successful and achieve its goal in the current era.

RESEARCH AIM

The research purposes to find out the importance and essentiality of the education of customers and improvement of awareness in case of an increment of the profit in a business.

RESEARCH OBJECTIVES

The objectives of the research are given below:

RO1: To estimate the importance of customer education in order to develop a business

RO2: To demarcate different methods and ways to increase customer attention to a business

RO3: To assess the impact of exploitative practices in the reduction of fraudulent in a company

RO4: To uncover future scope by implementing different processes for enhancement the customer awareness



RESEARCH QUESTIONS

The questions that arise from the objectives of the study are:

RQ1: What is the importance of customer education in order to develop a business?

RQ2: What are the methods and ways to increase customer attention to a business?

RQ3: What is the impact of exploitative practices in the reduction of fraud in a company?

RQ4: What is the future scope of implementing different processes for enhancement the of customer awareness?

Hypothesis

H1: An optimistic relationship has been find out between exploitative practices and the Awareness Protection Act

H2: Customer awareness and production of high-quality products are correlated

H3: The social media advertising and increment of customer cognition are related to each other

H4: Customer training made a great impact on the customer education

From the analysis of the study, the impact of customer awareness on the increment and improvement of the selling rate of business products can be determined properly. The study signifies the impact of providing better training programs to the workers away business for the development of their skill and performance capacity. As per Topolska, Florkiewicz, & Filipiak-Florkiewicz (2021), the proper implementation of strategy and method becomes helpful and effective for determining the risk of a business and reducing the challenges for better marketing. Therefore, the study played a noteworthy role in order to evaluate the effectiveness and importance of the enhancement of customer awareness.

LITERATURE REVIEW

Importance of customer education in order to develop a business

Implementing customer education in a business is one of the most vital ways to build trust and reliability among the customers and employees of a business. Implementing customer education includes the costiveness of the competitors and the price of an organization. As per Febriyantoro (2020), providing education to the customer is also excellent for the growth and development and development of a business. Accessing the overall customer journey is an essential way to engage them in the growth of a business and also the marketing process of an industry. Creating useful business content like posts on social media innovative blogs and YouTube videos is the process of engaging the customer and enhancing the level of their awareness. Sharing new arrival products of a business to consumers all over the world with the help of social media is one of the most useful processes to increase the Selling rate and attention of the customers (Labanauskaitė, Fiore, & Stašys, 2020). Therefore providing customer education and guiding materials increases the popularity of a business.

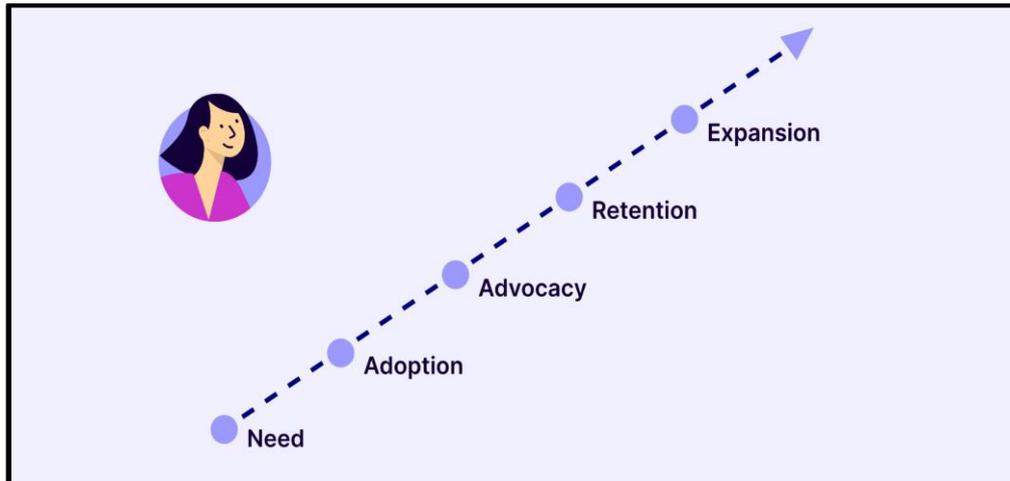


Figure 2: Importance of consumer education(Source: Labanauskaitė, Fiore, & Stašys,)

Essentiality of the consumer education for the growth of a business can be determined from the above figure which indicates that the first step is the demand and the last stage is an expansion of the products.

Methods and ways to increase customer attention to a business

There are various ways by which customer attention and awareness can be increased by a popular brand or a business. As per the view of Kohli, & Haenlein (2021), the first stage to attract the attention of consumers to a business is the proper audience and attracts them with attractive advertisements in social media. The various advertising platforms like social media and newspaper journals are the resources from which the customer can be built to get the current trains and offers given by the business. Providing a valuable and **comfortable offer** to the customer is one of the most effective ways to increase awareness among them. Maintaining and **enhancing the quality** of the products of a brand is another most effective method to increase the attention and awareness of the customer to a business (Chou et al., 2020). The application of the different methods also indicates the implementation of new and modern plan in a business which can be effective for the growth of a company. Therefore, it is clear that the proper implementation of innovative ways can make a business into a brand.

Impact of exploitative practices in the reduction of fraudulent in a company

Fraud and activity in an organization have a pessimistic influence on the business atmosphere and also on the mental health of the employees in a workplace. The excessive effect of fraud in a business can result in the increment of erosion of the reliability and trust between the emperor and the higher authority of a business. As per the view of Precup et al., (2022), employee exploitation is one of the main and common reasons for the business environment and positivity in a workplace. Sometimes, the discrimination between the male and female employees of a business can have a great impact on the mental and emotional health of the employees. To maintain the national and International Financial reputation of a business every industry has to pay more carefully to the betterment of an industry (Aljumah, Nuseir, & Alshurideh, 2021). Thus, from the above analysis of the effect of exploitative practices in a company, it can be defined that taking proper methods can be the reason to decrease the rate of fraud in a business.

Future scope by implementing different processes for enhancement of customer awareness

Implementation of various processes and methods in order to increase customer awareness and attention for a business can be discussed in different ways for different industries. As per commentary of “**Customer experience or CX**”, the transformation of the digital industry implements the sophistication for a brand or channel. Enhancing customer awareness helps to reduce or prevent the exploitation rate in a business organization that maintains the physical and mental health of the workers (Dastane, 2020).

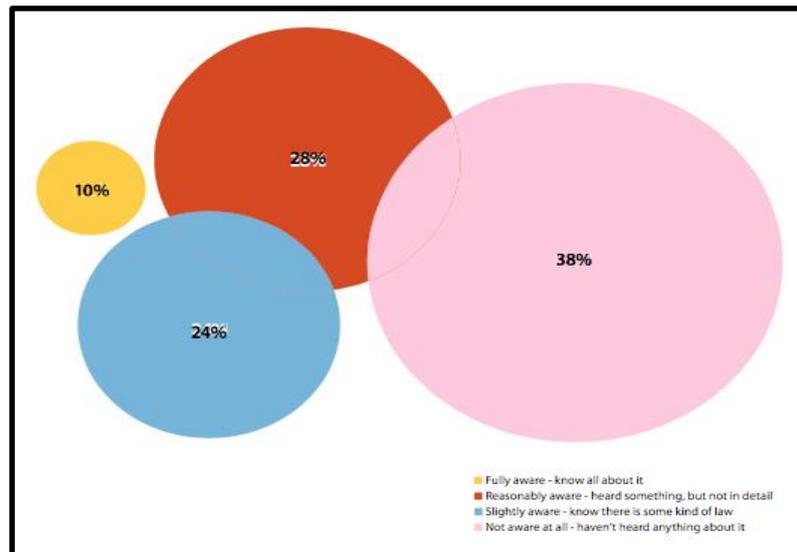


Figure 3: Information about the customer's awareness (Source: Dastane, 2020)

From the ever figure it can be said that the most effective customer data protection law is for those people who lack awareness about the growth of a business. The percentage of people who are not ever tall for the growth of a business is 38%.

METHODOLOGY

The primary quantitative data collection method is one of the most useful and effective methods which include the data directly from the receiver related to the study topics. As per the view of Wedel, Bigné, & Zhang (2020), the use of primary quantitative Data Collection methods reduces the investment and cost that are necessary for a study. In the study, 13 questions are used in the questionnaire set to improve the relativeness and understanding of the impact of customer awareness on the improvement of the marketing system. For analysing the collected data SPSS software has been applied and utilized in the research by taking the data from different primary sources. The application of primary quantitative data enhances the level of understanding of customer returns and the quality of products to the improvement of awareness of business (Abou-Shouk, & Soliman, 2021). Hence die use of this data collection method gives a numerous change to the outcome of the study.

FINDING AND ANALYSIS

Demographic examination

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	18	32.7	32.7	32.7
	Male	19	34.5	34.5	67.3
	Prefer not to say	18	32.7	32.7	100.0
	Total	55	100.0	100.0	

Table 1: Table of gender frequency (Source: IBM SPSS)

From table 1, it can be said that the percentage, valid parentage and cumulative percentage of female who participated in the survey is 32.7%. The percentage of people who does not want to enclose their gender is also 32.7% and for the people with gender of male is 67.3%. Thus, it can be concluded that most of the participants in the survey who give their vote for education and awareness in the marketing system are male.

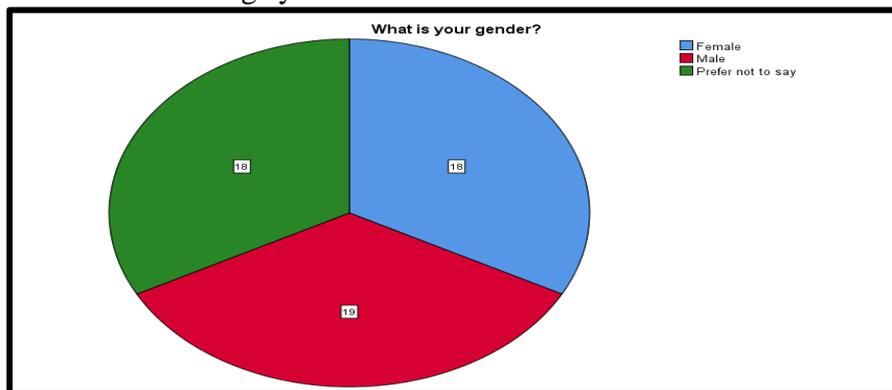


Figure 4: Frequency of gender (Source: SPSS)

From the overhead figure, it can be said properly that the people who are male and participated in the survey is 19% among the other people and the percentage of the people of females is 18%. The people who do not prefer to say their gender is 18%. Therefore, from the above gender calculation of the study, it is clear that most of the people who are participated are male.

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25 to 30 years	9	16.4	16.4	16.4
	31 to 35 years	9	16.4	16.4	32.7
	36 to 40 years	18	32.7	32.7	65.5
	40 year and above	19	34.5	34.5	100.0
	Total	55	100.0	100.0	

Table 2: Frequency of oldness (Source: SPSS)

From the upstairs demographic table 1, the cumulative percentage of the time phase of the people can be resolute. It can be supposed from the above table that the cumulative percentage of the people between the age group 25 to 30 years is 16.4% and that for the people of age group between 31 to 35 years is 32.7%. The valid percentage of the people of the age group 40 years and above is 34.5%. Therefore, the clear decision about the age of the people on the survey is that the people above 40 years are the most participated in the survey.

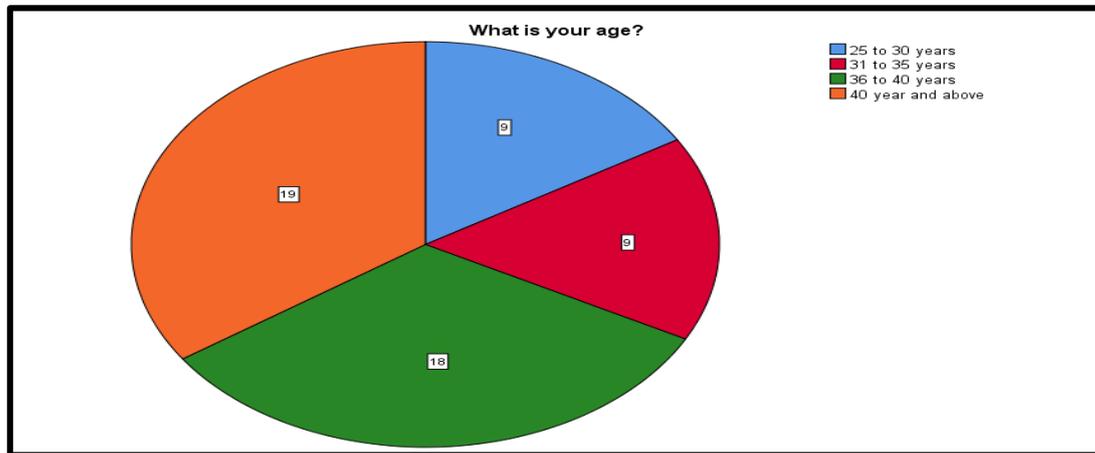


Figure 5: Frequency of age (Source: IBM SPSS)

Image 5 expresses the occurrence of the oldness of the people who participated in the survey. The portion in the pie chart of the people from the age group 25 to 30 years is 9% and the ratio of the people of the age group 36 to 40 years is 18%. Therefore, from the calculation of the age of the people, it can be said that the people of the age 40 years and above are most interested in the survey.

Designation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	CEO	10	18.2	18.2	18.2
	Employee	9	16.4	16.4	34.5
	Manager	9	16.4	16.4	50.9
	Students	27	49.1	49.1	100.0
	Total	55	100.0	100.0	

Table 3: Frequency of designation (Source: IBM SPSS)

From the appearance of the frequency of the designation of the participants, it is clear that the cumulative percentage of the people who are CEO of a business and participated in the survey is 18.2%. The cumulative percentage of the people who are one of employees of an organization is 34.5% and for the people who are manager of a company is 50.9%. Calculating the above cumulative and valid percentage of the participants it can be clearly said that 5 the most participated people in the survey are students and the percentage of the participated students is 49.1%.

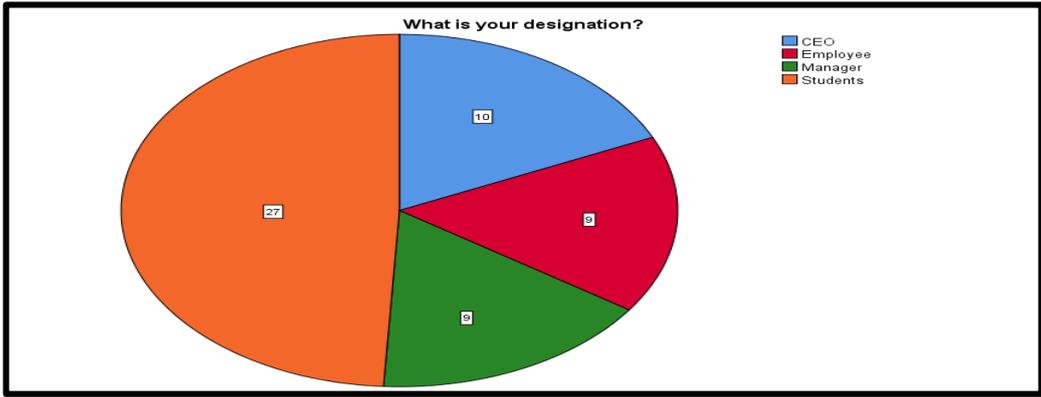


Figure 6: Occurrence of designation (Source: IBM SPSS)

From the above pie chart investigation of the involvement of the people, it can be settled that the proportion of the people with the designation of students is 27% and this is the highest percentage among the other people. The people with the position of an employee of a business are 9%. The minimum number of people attending the survey is the employees and that is 9%.

Statistical analysis
Expressive analysis

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
DV_Customer Education	55	2	5	3.53	.979	-.018	.322	-.956	.634
IV1_Customer training	55	1	5	3.85	1.471	-1.044	.322	-.298	.634
IV2_Purchase decisions	55	2	5	3.35	1.109	.026	.322	-1.396	.634
IV3_Social responsibility	55	3	5	3.82	.696	.263	.322	-.876	.634
IV4_Consumer Awareness	55	2	5	4.45	1.168	-1.697	.322	.910	.634
Valid N (listwise)	55								

Figure 7: Descriptive statistics (Source: IBM SPSS)

The image 7 of the study indicates the relationship among the IVs and DV of the research and the different values to figure out the impact of a business to increase the awareness among the employees of a business, it is clear that the minutest quantity of quality of the awareness of the employees is 1 and the supreme price is 5. The assessment of customary deviation of the IV 1 of the study is 1.471 for customer training on the improvement of business. As per the recommendation of Abou-Shouk, & Soliman (2021), for the value of standard deviation lower than 1 means that the mow relativeness and connectivity between the exact IV and DV of a survey. The value of the Std. error for the development of the performance of the employees of a business is 0.322. As per the view of Blanche et al., (2021), the greater value of a standard error of a study and the value of the IV and DV shows that there are a negativity between the DV and the IV of a research.

Hypothesis 1

Model Summary ^b											
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson	
						F Change	df1	df2			
1	.659 ^a	.434	.424	.743	.434	40.675	1	53	.000	1.335	
a. Predictors: (Constant), IV1_Customer training											
b. Dependent Variable: DV_Customer Education											
ANOVA ^a											
Model		Sum of Squares	df	Mean Square	F	Sig.					
1	Regression	22.453	1	22.453	40.675	.000 ^b					
	Residual	29.256	53	.552							
	Total	51.709	54								
a. Dependent Variable: DV_Customer Education											
b. Predictors: (Constant), IV1_Customer training											
Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.					
		B	Std. Error				Beta				
1	(Constant)	1.838	.283		6.487	.000					
	IV1_Customer training	.438	.069	.659	6.378	.000					
a. Dependent Variable: DV_Customer Education											

Figure 8: Regression of Hypothesis 1 (Source: IBM SPSS)

The figure of the first hypothesis of the study defines various “Regression and residual factors” and the value of the changeable value of the square of R is 0.434, and thus value is near the value of 0.51. As per the opinion of Cheung, M. L., Pires, & Rosenberger (2020), the value of the regression near to 0.5 indicates the improved enslavement of the “Dependent variable or DV” on the IV of a research. The accomplishment of the workers and manager of a business can be upsurge with the help of the provision of the customer training in the business institute. The callous square value of IV1 and the “Dependent variable” is 22.453 and this specifies the high efficacy of training on the growth and profit achievement of a business.

Hypothesis 2

Model Summary ^b											
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	Durbin-Watson	
						F Change	df1	df2			
1	.170 ^a	.029	.011	.973	.029	1.583	1	53	.214	1.584	
a. Predictors: (Constant), IV2_Purchase decisions											
b. Dependent Variable: DV_Customer Education											
ANOVA ^a											
Model		Sum of Squares	df	Mean Square	F	Sig.					
1	Regression	1.500	1	1.500	1.583	.214 ^b					
	Residual	50.209	53	.947							
	Total	51.709	54								
a. Dependent Variable: DV_Customer Education											
b. Predictors: (Constant), IV2_Purchase decisions											
Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.					
		B	Std. Error				Beta				
1	(Constant)	3.025	.420		7.193	.000					
	IV2_Purchase decisions	.150	.119	.170	1.258	.214					
a. Dependent Variable: DV_Customer Education											

Figure 9: Regression of Hypothesis 2 (Source: IBM SPSS)

From the exceeding regression symbol, it can be determined that the value of the “Standardized coefficients” of the employee's awareness in an organization is 0.170. The importance of the “Std. Error” is 0.973. This above charge is less than 1 which indicates that there is a weaker affiliation amongst the differences in the quantity of acquisition decisions to the quality of the products of a company. The residual value of the sum of the squares is 50.209 and this is a high value.

Hypothesis 3

Model Summary ^b										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				Sig. F Change	Durbin-Watson
					R Square Change	F Change	df1	df2		
1	.652 ^a	.425	.414	.749	.425	39.169	1	53	.000	1.098

a. Predictors: (Constant), IV5_Exploitative practices
b. Dependent Variable: DV_Customer Education

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	Sig.
1	Regression	21.975	1	21.975	.000 ^b
	Residual	29.734	53	.561	
	Total	51.709	54		

a. Dependent Variable: DV_Customer Education
b. Predictors: (Constant), IV5_Exploitative practices

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.880	.282		6.667	.000
	IV5_Exploitative practices	.652	.104	.652	6.259	.000

a. Dependent Variable: DV_Customer Education

Figure 10: Regression of hypothesis 3 (Source: IBM SPSS)

The above symbol of the “Third hypothesis” of the study indicates that the “Changeable value of the R squares” for the DV and IV5 is 0.414. The value is less than 0.5 which is also less than 1 and this indicates the lower effectiveness of the practices of the workers of a company to the quality of the products and items which are sold to the customers. The rate of the summation of the remaining value is 29.734.

Correlation test

Correlations							
		DV_Customer Education	IV1_Customer training	IV2_Purchase decisions	IV3_Social responsibility	IV4_Consumer Awareness	IV5_Exploitative practices
DV_Customer Education	Pearson Correlation	1	.659**	.170	-.889**	-.716**	.652**
	Sig. (2-tailed)		.000	.214	.000	.000	.000
	N	55	55	55	55	55	55
IV1_Customer training	Pearson Correlation	.659**	1	.451**	-.533**	-.370**	.080
	Sig. (2-tailed)	.000		.001	.000	.005	.562
	N	55	55	55	55	55	55
IV2_Purchase decisions	Pearson Correlation	.170	.451**	1	.059	-.281*	.324*
	Sig. (2-tailed)	.214	.001		.670	.038	.016
	N	55	55	55	55	55	55
IV3_Social responsibility	Pearson Correlation	-.889**	-.533**	.059	1	.559**	-.645**
	Sig. (2-tailed)	.000	.000	.670		.000	.000
	N	55	55	55	55	55	55
IV4_Consumer Awareness	Pearson Correlation	-.716**	-.370**	-.281*	.559**	1	-.716**
	Sig. (2-tailed)	.000	.005	.038	.000		.000
	N	55	55	55	55	55	55
IV5_Exploitative practices	Pearson Correlation	.652**	.080	.324*	-.645**	-.716**	1
	Sig. (2-tailed)	.000	.562	.016	.000	.000	
	N	55	55	55	55	55	55

** Correlation is significant at the 0.01 level (2-tailed).

Figure 11: Correlation (Source: IBM SPSS)



From the above amount it can be indicated that the above correlation significance of the IV2 and the DV of the study is 0.170 and the constructive charge of the correlation of the IV and DV indicates the lesser connection of the effectiveness of the purchase decision on the increment of the awareness among the people and the customers of a business. The value of the IV4 and DV in the “Correlation test” is -0.716 and the negative value show the low addiction of the DV on the IV4.

DISCUSSION

Consumer education and awareness programs play an important role in managing the contemporary settings that are triggered by significantly elaborating the concept of brand sustainability. This has the effectiveness of putting forth the consumer education that is based on the overall brand marketing dynamics. As per the critical analysis by Dastane (2020), consumer education is drawn by informed decision-making to regulate the factors and preferences that are backed by utmost credibility and brand trust. In addition to that, educating consumers and gaining trust and credibility have enforced better sourcing and nature of the practices that are well-informed by a sense of trust and customers' responses.

Consumer education serves as a countermeasure against misconceptions and myths surrounding a product or industry. By providing accurate information, brands can dispel rumors, clarify misunderstandings, and shape a more positive narrative. This is particularly crucial in industries where misinformation or negative perceptions can hinder consumer adoption. As per the critical analysis by Wedel, M., Bigné, & Zhang (2020), consumer education serves as a myth or misconception wherein the products are sourced as information for adopting the social and additional prodigies for better explanation of the consumers. This has played an important role in navigating the factors that have emerged as the specific needs in fostering deeper connections as well as consumer values authenticity. In addition to that, a well-informed customer base is more likely to trust and remain loyal to a brand.

The statistical analysis has enriched the concept of brand offers that are gasped by technical details and unique selling propositions. As stated by Belanche et al., (2021), the complexity of some products or services may require additional explanation for consumers to grasp their value. Through educational campaigns, brands can simplify technical details, highlight unique selling propositions, and demonstrate how a product addresses specific needs. This understanding fosters a deeper connection between consumers and the brand. In some industries, the propensity to administer the legal requirements is backed by the potential courses of possibilities that can influence consumers' choices. As opined by Walker et al., (2021), adapting to new market trends is a sign of renewing the brand agility and responsiveness. This adaptability has stigmatized the concept of competitive marketing dynamically. The alignment of marketing practices has built up the knowledge of sophistication towards effectively maintaining marketing credibility rate. Additionally, the legal requirements are marked by effective knowledge and market credibility in terms of avoiding the potential and social shortcomings in a relevant manner.

Consumer education and awareness of the market are the most integral sections that are influenced by brand perception and market dynamics. Brands have pursued consumer beneficiaries not only to empower the customers but also to make informed decisions to increase the rate of loyalty and credibility. As per the views by van Langen et al., (2021), markets continue to evolve in a manner that helps in shaping positive relationships as well as vitalizes the course of actions based on brand appropriateness. This has emerged as a significant goal in terms of evaluating the strategic investment that pays dividends in terms of fostering



long-term customer satisfaction and brand success. Moreover, in the era of information where marketing information is overloaded with diverse choices and possibilities happens to capture the target audiences thereby eventually contributing to the development of brand advocates. As stated by Melović et al., (2020), educated customers are equipped with brand acquisition knowledge which helps in facilitating the self-sustaining cycles. Therefore, this amplifies a brand's reach to the customers which helps to understand the attention of the target audiences.

CONCLUSION

Incompletion and can we set from the whole analysis of the study that the offering system can be one of the most useful and essential to sweeten the growth and marketing proficiency of a business. The current issue that is faced by most businesses is the increment of fraudulent and quality issues in business products. For reduction the of exploitative practices in a business the implementation of a better strategy to reduce the discrimination issue in business can be effective. Presently most people around the world and not ever and attend the quality and you are durability of products over the price of the items. Therefore from the whole study, it can be concluded that only by implementing an innovative strategy the customer attention and awareness be increased for the betterment of a business.

References

1. Abou-Shouk, M., & Soliman, M. (2021). The impact of gamification adoption intention on brand awareness and loyalty in tourism: The mediating effect of customer engagement. *Journal of Destination Marketing & Management*, 20, 100559. Retrieved on: 22nd January, 2024. From: <https://www.sciencedirect.com/science/article/pii/S0959652621023842>
2. Aljumah, A., Nuseir, M. T., & Alshurideh, M. T. (2021). The impact of social media marketing communications on consumer response during the COVID-19: does the brand equity of a university matter? In *The effect of coronavirus disease (COVID-19) on business intelligence* (pp. 367-384). Cham: Springer International Publishing. Retrieved on: 22nd January, 2024. From: <https://www.emerald.com/insight/content/doi/10.1108/APJML-04-2019-0262/full/www.socialmediaexaminer.com/report2014/>
3. Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Understanding influencer marketing: The role of congruence between influencers, products and consumers. *Journal of Business Research*, 132, 186-195. Retrieved on: 22nd January, 2024. From: <https://www.sciencedirect.com/science/article/pii/S0959652621023842>
4. Cheung, M. L., Pires, G., & Rosenberger, P. J. (2020). The influence of perceived social media marketing elements on consumer-brand engagement and brand knowledge. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 695-720. Retrieved on: 22nd January, 2024. From: <https://www.emerald.com/insight/content/doi/10.1108/APJML-03-2019-0178/full/html>
5. Chou, S. F., Horng, J. S., Liu, C. H. S., & Lin, J. Y. (2020). Identifying the critical factors of customer behavior: An integration perspective of marketing strategy and components of attitudes. *Journal of retailing and consumer services*, 55, 102113. Retrieved on: 22nd January, 2024. From: <https://www.emerald.com/insight/content/doi/10.1108/APJML-04-2019-0262/full/www.socialmediaexaminer.com/report2014/>
6. Dastane, D. O. (2020). Impact of digital marketing on online purchase intention: Mediation effect of customer relationship management. *Journal of Asian Business Strategy*, DOI, 10, 142-158. Retrieved on: 22nd January, 2024. From: <https://www.emerald.com/insight/content/doi/10.1108/APJML-04-2019-0262/full/www.socialmediaexaminer.com/report2014/>
7. Febriyantoro, M. T. (2020). Exploring YouTube Marketing Communication: Brand awareness, brand image, and purchase intention in the millennial generation. *Cogent Business & Management*, 7(1), 1787733. Retrieved on: 22nd January, 2024. From: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3605954



8. Kohli, A. K., & Haenlein, M. (2021). Factors affecting the study of important marketing issues: Implications and recommendations. *International Journal of Research in Marketing*, 38(1), 1-11. Retrieved on: 22nd January, 2024. From: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3605954
9. Labanauskaitė, D., Fiore, M., & Stašys, R. (2020). Use of E-marketing tools as communication management in the tourism industry. *Tourism Management Perspectives*, 34, 100652. Retrieved on: 22nd January, 2024. From: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3605954
10. Lahtinen, V., Dietrich, T., & Rundle-Thiele, S. (2020). Long live the marketing mix. Testing the effectiveness of the commercial marketing mix in a social marketing context. *Journal of Social Marketing*, 10(3), 357-375. Retrieved on: 22nd January, 2024. From: <https://repository.petra.ac.id/19256/>
11. Melović, B., Jocović, M., Dabić, M., Vulić, T. B., & Dudic, B. (2020). The impact of digital transformation and digital marketing on brand promotion, positioning, and electronic business in Montenegro. *Technology in Society*, 63, 101425. Retrieved on: 22nd January, 2024. From: <https://www.emerald.com/insight/content/doi/10.1108/APJML-03-2019-0178/full/html>
12. Pham, V. K., Do Thi, T. H., & Ha Le, T. H. (2020). A study on the COVID-19 awareness affecting the consumer perceived benefits of online shopping in Vietnam. *Cogent Business & Management*, 7(1), 1846882. Retrieved on: 22nd January, 2024. From: https://link.springer.com/chapter/10.1007/978-3-030-67151-8_21
13. Precup, G., Pocol, C. B., Teleky, B. E., & Vodnar, D. C. (2022). Awareness, Knowledge, and Interest about Prebiotics—A Study among Romanian Consumers. *International Journal of Environmental Research and Public Health*, 19(3), 1208. Retrieved on: 22nd January, 2024. From: <https://www.emerald.com/insight/content/doi/10.1108/APJML-04-2019-0262/full/www.socialmediaexaminer.com/report2014/>
14. Rosário, A., & Raimundo, R. (2021). Consumer marketing strategy and E-commerce in the last decade: a literature review. *Journal of theoretical and applied electronic commerce research*, 16(7), 3003-3024. Retrieved on: 22nd January, 2024. From: <https://www.mdpi.com/1660-4601/19/3/1208>
15. Topolska, K., Florkiewicz, A., & Filipiak-Florkiewicz, A. (2021). Functional food—Consumer motivations and expectations. *International journal of environmental research and public health*, 18(10), 5327. Retrieved on: 22nd January, 2024. From: <https://www.mdpi.com/1660-4601/19/3/1208>
16. van Langen, S. K., Vassillo, C., Ghisellini, P., Restaino, D., Passaro, R., & Ulgiati, S. (2021). Promoting circular economy transition: A study about perceptions and awareness by different stakeholder groups. *Journal of Cleaner Production*, 316, 128166. Retrieved on: 22nd January, 2024. From: <https://www.emerald.com/insight/content/doi/10.1108/APJML-03-2019-0178/full/html>
17. Walker, T. R., McGuinty, E., Charlebois, S., & Music, J. (2021). Single-use plastic packaging in the Canadian food industry: Consumer behavior and perceptions. *Humanities and Social Sciences Communications*, 8(1), 1-11. Retrieved on: 22nd January, 2024. From: <https://www.emerald.com/insight/content/doi/10.1108/APJML-03-2019-0178/full/html>
18. Wedel, M., Bigné, E., & Zhang, J. (2020). Virtual and augmented reality: Advancing research in consumer marketing. *International Journal of Research in Marketing*, 37(3), 443-465. Retrieved on: 22nd January, 2024. From: <https://www.sciencedirect.com/science/article/pii/S0160791X20310162>

APPENDICES

Appendix 1: Survey questionnaire

Survey link: <https://forms.gle/3QSTKzmaFBQgc6pw7>

What is your gender?

What is your age?

What is your designation?

Customer Education is content designed to onboard and existing customers

Customer education is sometimes also referred to as customer training



Consumer education helps customers make informed choices when making purchase decisions

Consumer educational parties include consumers, businesses, and government

Businesses should give back to the consumers and the community through corporate social responsibility

Consumer Awareness is an act of making sure the buyer or consumer is aware of the information

Consumer awareness is important so that buyers can take the right decision and make the right choice

Awareness protects consumers from fraudulent and exploitative practices

Consumer awareness drives demand for high-quality products and services

Advertising made a great impact on consumer awareness