SOCIAL MEDIA AS MARKETING TOOL IN COFFEE INDUSTRY: A LITERATURE REVIEW

Ayu Indira Dewiningrat

Faculty of Economic and Business, University of National Education (Undiknas) Denpasar

Contact: dewiningrat@undiknas.ac.id

ABSTRACT

Social Media as Marketing Tool in Coffee Industry: A Literature Review. The purpose of this study is to review the existing literature to synthesize and find out the impact of its use in social media marketing, as well as to provide recommendations on possible future research directions. This study uses a library method approach to collect and synthesize academic literature on social media marketing in the coffee industry. This study is a literature review by reviewing existing studies with the focus of analysis on the antecedents of the use of social media as a marketing tool, especially in the coffee industry. The method used is a literature study published in peer-reviewed journals that are systematically collected from various scientific sources and analyzed thematically to reveal the impact of using social media as a marketing tool. The researcher proposes a research model from Social Media Marketing, also explained about Social Media and some research questions to be developed future research.

Keywords: *social media, marketing tool, coffee industry*

FOREWARD

The extensive technology development which has undertaken by the world, traditional concept of marketing has fabricated with a digital mode that brings the whole world to the customer's doorstep in one click. Businesses turn to social media to increase market share and profits. Social media usage has become an integral element to the lives of many people across the world. The presence of social media is considered as a refinement of the existing forms of mass media. Businesses users incorporate social media as a marketing tool to connect with customers and partner companies. Current social media platforms allow users to post photos, upload videos, make new connections ("friends"), post promotions, advertise, share information, and communicate with customers and partners which based on the internet.

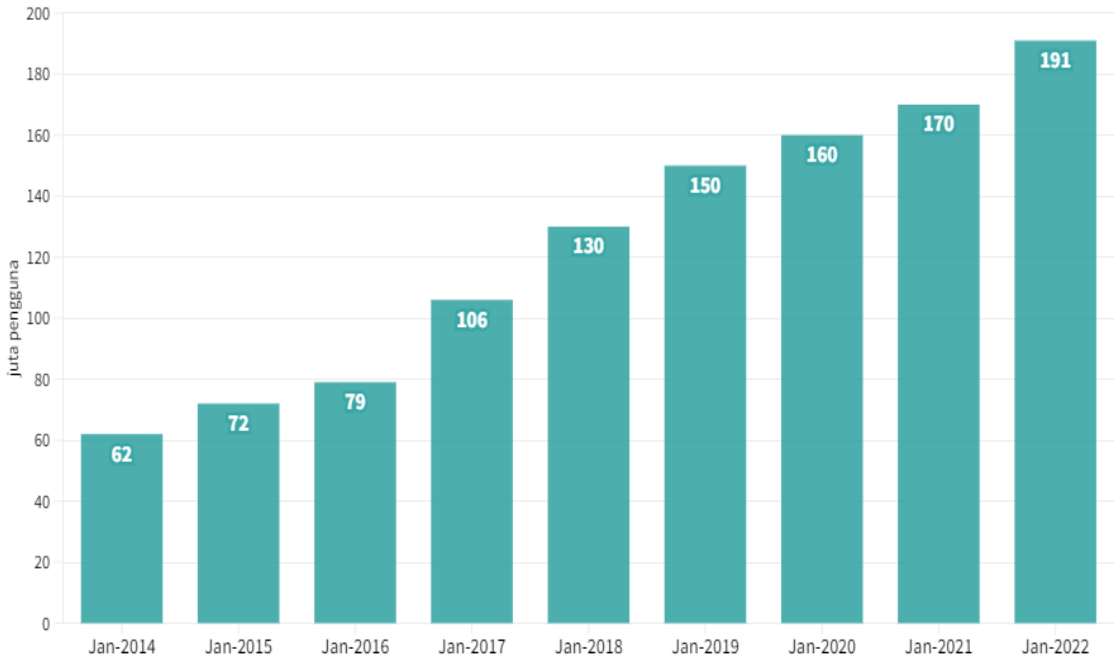
Increased interest in the use and understanding of social media for marketing food and beverage businesses, especially coffee shops, is expected to provide real convenience. To discuss the role of social media in business, a literature review was conducted to find out how the coffee shop industry uses social media as a marketing tool.

Social media users are growing rapidly throughout the world, including also in Indonesia. For individuals, motivation using social media is looking for information, information sharing, entertainment, relaxation, and social interaction (Whiting dan Williams, 2013). Unlike traditional media which are only able to implement one-way communication, social media able to implement two-way communication or more. Using social media as a marketing communication tool is not just like using the internet and technology, but will have to use communication tactics and strategies (Wigstrom and Wigmo, 2010).

A strategy will determine the most profitable direction for an organization to take over the specified time period. In marketing, strategy starts from the outside, takes into account the needs and expectations of consumers and moves into the core of the brand identity, to see where the business can gain profit and add value. A simple and old-fashioned definition for marketing is the creation of demand for a product or service. A business on the Internet can gain value in the form of time, attention and advocacy from the consumer. For the user, value can be added in the form of entertainment and utility. The reciprocity of the transaction is what's important here – in other words, the exchange is a two-way street that provides benefit to both parties simultaneously. The Internet has changed the world in which we sell. It reaches beyond being a new channel for marketing and offers a new paradigm for the way consumers connect with brands and with each other. The online medium provides consumers with more choice, more influence and more power.

Based on the We Are Social report, the number of active social media users in Indonesia was 191 million people in January 2022. This number has increased by 12.35 percent compared to the previous year which was 170 million people (Figure 1).

Figure 1
Number of Active Social Media Users in Indonesia (2015-2022)



Source: We Are Social Report

The coffee industry has grown rapidly in recent years in Indonesia. The high enthusiasm of the public, especially young people, has led to increasingly fierce competition in determining marketing strategies for coffee business people. Starbucks is one of the leading businesses that have successfully used social media as a marketing tool. In addition to large multinational corporations such as Starbucks, many local businesses have also used social media as a marketing tool, such as Janji Jiwa and Kopi Kenangan. With the increase in advertising spending on social media platforms, the use of social media has become one of the main methods for companies to increase sales and gain more new customers.

This study will analyze the reasons or motivations (antecedents) of business people in the coffee industry using social media as a marketing communication tool and what consequences will be generated by using social media as a marketing communication tool.

Despite the importance of social media, it is necessary to first emphasize the how and why consumers use social media.

This literature review was conducted by analyzing previous studies that discussed social media as a marketing tool in the coffee industry. The literature used as a reference is literature that has the topic of social media as a marketing tool. At the end of the article, conclusions will be drawn and a model for Social Media Marketing and some further research that can be developed related to this topic will be proposed.

LITERATURE REVIEW

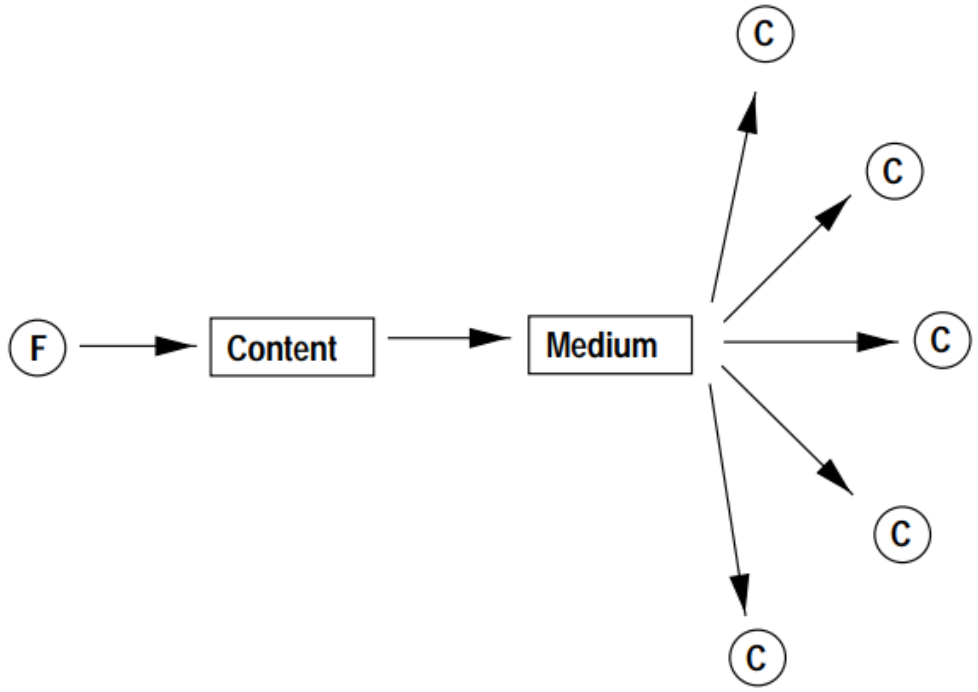
Uses and Gratifications Theory

Uses and Gratifications Theory, which has its roots in the communication literature, can be an integral part of developing better scales and measurement instruments for social media marketers. The basic premise of usability and gratification theory is that individuals seek media that meet their needs and lead to the highest satisfaction (Lariscy et al., 2011).

This theory proposes the idea that individual differences cause audiences to seek, use and respond to media content differently due to various social and psychological factors that differ between individual audiences. This theory considers that the audience in using media is goal-oriented, active as well as discriminatory. Audiences are judged to know their needs and to know and be responsible for the choice of media that can meet their needs. Use and satisfaction theory explains when and how audiences as media consumers become more or less active in using media and the consequences of using the media (Karman, 2013).

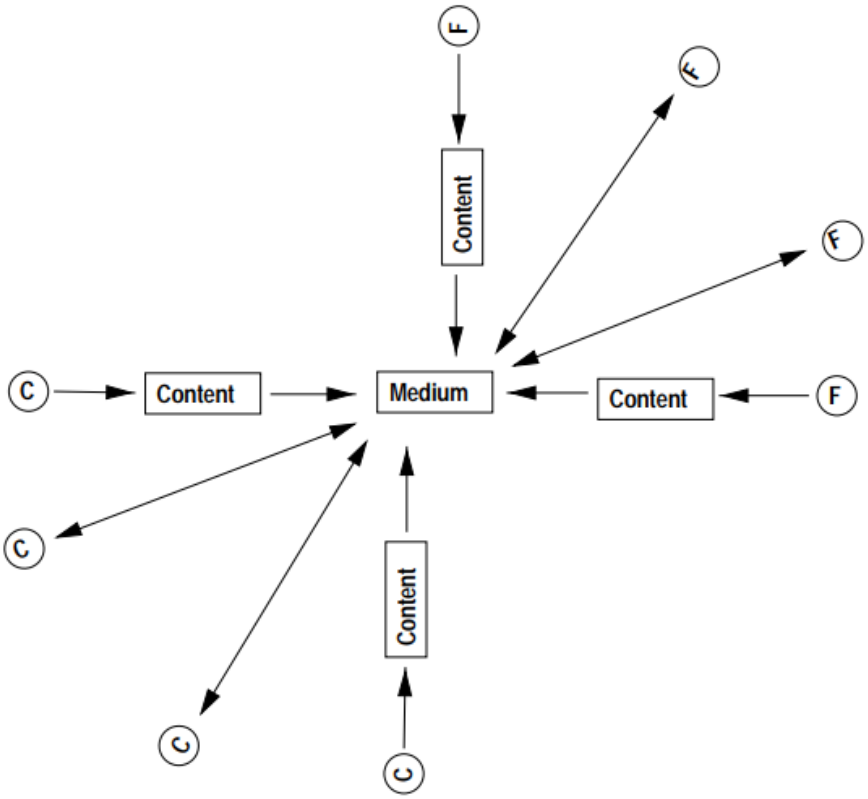
Marketing

Figure 2
Traditional One-To-Many Marketing Communications Model



Source: Originally published in Hoffman and Novak (1996) by the American Marketing Association.

Figure 3
A New Many-To-Many Marketing Communications Model



Source: Originally published in Hoffman and Novak (1996) by the American Marketing Association.

Marketing is about identify and fulfill human and social needs, one of the shortest best definition of marketing is meeting a need profitably. The marketing concept states that the key achieving organizational goals consists in determining needs, wants of the target market and providing the desired satisfaction desired more effectively and efficiently than the competitor. The purpose of marketing is to fulfill, serve the needs and desires of customers. Therefore, a marketer must understand and study the desires, perceptions, preferences and behavior of customers in order to meet customer needs. Customer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants (Kotler and Keller, 2016: 179).

Figure 3 shown a many-to-many mediated communications model in which 1) consumers can interact with the medium and with each other, 2) firms can provide content to the medium and interact with each other, 3) firms and consumers can interact, and in the most radical departure from traditional marketing environments, 4) consumers can provide commercially-oriented content to the medium. In this mediated model, the primary relationships are not between sender and receiver, but rather with the computer-mediated environment (CME) with which they interact. In this new model, information or content is not merely transmitted from a sender to a receiver, but instead, mediated environments are created by participants and then experienced. For example, we may predict that when in flow in a particular Web site, a consumer will be more likely to remember the brand name, feel good about the brand, and be more likely to return on a subsequent occasion (Hoffman and Novak, 1996).

Social Media

The rise of social media and how it has transformed the marketing and communication landscape can largely be attributed to the development of different social media platform over the years. Social networking sites provide Internet-based services that allow individual users to create public or semi-public profiles within a restricted system. Users can share connections, upload videos and communicate with each other among other things. Social media is used as a marketing tool for companies to connect them directly with customers. It is also a platform for customers where they can find new friends and communicate with each other, post photos and upload videos based on the network through the product site (Zeng, 2017).

Social Media Marketing

Social media marketing is the process of achieving website traffic through social media channels. Baker (2017) states that social media marketing creates content on social media channels such as Facebook, Instagram, and YouTube to promote products and services. To increase brand awareness, companies must tailor content to specific channels. On social media, interactions such as likes, shares, comments, and follows are described as an attachment. There are two types of interaction, namely meaningful interaction and passive interaction. Meaningful interactions include comments and conversations, and passive interactions consist of liking and sharing. Meaningful interactions are more significant than passive interactions. Customers are more connected to the brand when customer engagement is higher. Therefore, social media can maintain a positive level of customer engagement before, during, and after a purchase. Social media is great for creating brand-to-customer, customer-to-brand, and customer-to-customer interactions.

Antecedents

Based on the analysis results from previous research, the researcher categorizes the antecedents or motivations for business people in the coffee industry to use social media as a marketing communication tool. Antecedents are described as follows:

Customer Engagement. Individual motivation to use social media is to interact socially (Whiting and Williams, 2013). This gives organizations the opportunity to establish interactions between brands/companies and consumers through social media, with social media capabilities that have the ability to carry out two-way communication. According to (Men and Tsai (2015), customer engagement is the relationship between the customer and the organization, where customers not only do consumption, but contribute and be creative to the organization or brands. Where does the activity start? from starting to read messages, communication two directions, participate, and make recommendations online. In doing engagement through social media, organizations are expected to do so in a friendly, fun, open, empathetic, and supportive way. In addition, the organization must be able to hold the nature of being honest, sincere, trustworthy, and responsible.

By doing customer engagement, customers indirectly participate and conduct marketing communications for the company. Social media allows users to do communication with millions of other users (Williams et al. 2012). Unite brands and consumers on social media currently growing and other social media continues to grow, for example Instagram. The social media application is used by marketers as a communication tool that is integrated with other communication tools so that relationships with consumers can be maintained.

Viral Marketing. Viral Marketing is one of the advantages that social media has compared to traditional media. According to Wigstrom and Wigmo (2010), Viral marketing is creating a marketing or advertising message which aims to be disseminated through word of

mouth (WOM). Share information, such as photos, videos, or articles, previously done on the Website certain, has now migrated to social media (Hutton and Fosdik. 2011). The basic difference between viral marketing and online WOM is not just a perception or opinion of a product or service company spread in viral marketing, but will focus more on share marketing messages that represent a brand.

There are several factors that influence advertising in the media so that the social gets a positive attitude from the social media users, namely informative, cool, own brand alignment, and partner influence (Taylor et al. 2011). Research It also explains the factors which can negatively affect consumer attitudes towards advertising in the media social, namely invasiveness and privacy concern.

Buzz Marketing. Buzz marketing uses WOM to spread consumer experiences, opinions, or information about the brand or company to fellow social media users (Wigstrom and Wigmo. 2011). In this study, it was also explained that buzz marketing was divided into two types, namely, consumer to consumer or buzzer to consumer. Bell is a brand ambassador or a person who appoint a company to represent the company. One of the reasons customers joining social media is for share experiences with other users (Hutton and Fosdick. 2011).

People who provide online recommendations in the form of overview of the product or experience After using a product, they are called influencers, while people who seek online recommendations are called adopters. Marketers can use the opinion of the role of leader to carry out marketing communications to target consumers, because their recommendations are more trustworthy social media users (Katona et al., 2011). The breadth of exposure in the media social, marketers earn little control of the marketing communications.

There are several factors that make social media users to provide online word of mouth, including interpersonal connectivity, social influence, product involvement, and attitudes towards online word of mouth (Akrimi and Khemakem. 2012). Online word of mouth is a marketing communication tool potential, but there are also risks for marketers to face marketers from online word of mouth, namely online recommendations that are negative. Negative news can destroy the reputation of a company or a company brand, where negative news is faster spread than positive news.

Peer Influence. Increase interpersonal relationship is the goal from social media. Social media consists of relationships between individuals who become an interconnected network. With ways of exchanging information and communicating between individuals or within groups will create interpersonal relationships or groups become closer (Taylor et al., 2011). According to Wang, Yu, and Wei (2012) peer communication can influence attitudes and behavior towards products brands. In social media users who the recommendations are frequent or trusted by another social media user is called influencers or opinion leaders. Marketers can use the role of opinion leader to carry out marketing communications to target consumers, because their recommendations are more trusted and can affect the network or the peer influence (Katona et al., 2011).

According to Shi and Wojnicki (2014), there are two motivations that can influence opinion leaders to provide online word of mouth, namely intrinsic and extrinsic motivation. Media users social provides online recommendations with intrinsic motivation aims to increase social capital, namely the trust of other users. Whereas extrinsic motivation aims to get something that is more tangible, such as money or goods. Opinion leaders are usually more motivated to give online recommendations if motivated extrinsic, but for non-opinions leader is influenced by intrinsic motivation (Shi and Wojnicki. 2014). Marketers can provide extrinsic motivation to opinion leader to give positive online word of mouth. On the other hand, extrinsic motivation can reduce social capital for the opinion leader. For this reason, opinion leaders must have a balance between intrinsic motivation and motivation extrinsic.

Online Community. Online community is a virtual arena where everyone gets together with others to talk, exchange information, learn, play, or just to get together. Brand community on social media is also a one of a kind online community. Brand community based on media social is a collection of customers who have interests or preferences same for a brand or company (Luo et al. 2015). From a survey conducted by Huston and Fosdick (2011), as much as 60% of social media users who join a community brand, using products from the brands.

The community of a brand can be categorized into two, namely the community that shaped by the brand and the community created by customers. According to Lou et al (2015), a brand community can provide co-creation value to the brand. Where are most of community members are consumers from the same brand.

Table 1
Study on Social Media Marketing toward Brand Awareness

Author	Object	Findings
Agustinus, Andiranus and Ahmad Junaidi (2020)	Kopi Kenangan	The mass media are convinced to have a fantastic ability to influence knowledge, attitude and behavior of the public. Especially if the mass media can easily control the audience that produces views of events that will then take place. Based on the results of the study, it is known that there is a significant positive impact on social media (Instagram) in increasing Brand Awareness.
Hartono,Hermawan (2020)	Co. White Coffee	Referring to the results of the research, which has been carried out with distributed questionnaires filled out by 84 respondents, and then the data were analyzed using Multiple linear regression analysis, then the formulation of the problem in this study has been answered and can be concluded as follows: context variable has a significant influence on brand awareness Co. White Coffee; communication variable has no significant effect on brand awareness Co. White Coffee; collaboration variable has an influence on brand awareness Co. White Coffee; connection variable affects brand awareness Co. White coffee.

Upadana, Made Wahyu Krisna and Komang Agus Satria Pramudana (2020)	Starbucks Indonesia	Social media marketing positive and significant effect on purchasing decisions. It shows that the better the use of social media marketing is done, the more also increase the purchasing decisions of consumers. Brand awareness mediates positive and significant relationship of social media marketing to purchasing decisions. Brand awareness is able to mediate the relationship of social media marketing to decisions purchase.
Febriansyah, Muhammad Rizky and Ira Dwi Mayangsari (2021)	Transitory Coffee	The role of content marking is very high to support a brand awareness; therefore, the researcher concludes that the content marketing shared by transitory coffee has a significant impact so that make transitory coffee brand awareness get a positive response.
Kurniawan, Mita Sari and Rewindinar (2021)	Point Coffee	The results showed that Point Coffee carried out a digital communication strategy with awareness campaigns, promotions, collaborations, user generated content campaigns, and product information. Point Coffee applies a photo posting strategy with a carousel. It is used to collaborate with existing strategies so that Point Coffee ensures product sales so that it can increase awareness and interaction between followers and the @pointcoffeid account.

Table 2
Study on Social Media Marketing toward Purchase Intention

Author	Object	Findings
Karman, Melissa Anastasia (2015)	Starbucks Indonesia	Social media marketing has significant impact toward the purchase intention of Starbucks Indonesia. In addition, online communities, interaction, and sharing of content were found to have significant impact toward the

		purchase intention of Starbucks Indonesia. Brand equity is also found to be the mediating variable between social media marketing and purchase intention of Starbucks Indonesia.
Kurniasari, Meatry and Agung Budiatmo (2018)	J.co Donuts & Coffee Semarang	Social media marketing influence on purchase intention. Brand Awareness influences purchase intention. Meanwhile, purchase intention influences the purchasing decision. Based on result of regression analysis of two stages known that variable of buying interest can be intervening variable from social media marketing and brand awareness to purchasing decision. It means that the better social media marketing and brand awareness, the higher the buying interest and the better the buying interest, the higher the purchasing decision of J.CO Donuts & Coffee in Semarang City.
Rabianti, Debbyla., Indira Rachmawati., and Tarandhika Tantra (2021	Morgy Coffee	Structural equation modeling results support the validity current model and shows the positive effect of SMMA on brand equity. In addition, brand equity has a positive impact on e-WOM; and e-WOM maintains a positive influence on customer purchase intentions. The final results show that SMMA (Social Media Marketing Activity) has also shown an impact directly on customer purchase intentions.
Santoso, Stefanie Sandra and Sheellyana Junaedi (2021)	Janji Jiwa	The results of this study show that Social Media Marketing Activity has a positive and significant effect on Purchase Intention.

METHOD

This study adopts a systematic literature review methodology to address the research aim and objectives. This study uses systematic secondary data collection from peer-reviewed scholarly journal articles to conduct a comprehensive and detailed literature review ensuring

high-quality standards in order to map the development and usage of social media marketing in the coffee industry.

To achieve a holistic understanding and track research findings that are constantly evolving in field of social media marketing in the specific context of the coffee industry, synthesizing fragmented findings and integrating conflicting evidence, systematic literature review provides a compression method that offers synthesis overview of the current state of knowledge, evaluate the methodological approaches applied, and offer useful insights in specific areas (Palmatier et al., 2018).

DISCUSSION AND ANALYSIS

Social media is used as a tool marketing communication in accordance with marketing programs and targets. There are several consequences or outcomes that can generated through social media marketing, including increased brand awareness, improved reputation, increased relationship, brand development, and increases purchase intention.

Increased Brand Awareness. Aaker (1991) stated that brand equity has several categories namely brand awareness is a measure of the strength of a brand's existence in the mind of the customer. Brand Awareness consists of brand recall and brand recognition. Increased brand awareness is one of the outputs targeted by marketers. According to Taylor et al (2011), companies do advertising on social media to increase awareness, besides that several companies also appointed a brand ambassador for write or share recommendations on social media. Marketers do this because of the powerful capabilities of social media can do viral and buzz marketing, using online WOM. This matter in line with one of the reasons or individuals use social media, namely to share information, opinions, and experiences (Hutton and Fosdick. 2011). According to Wigstrom and Wigmo (2011), factors which affects the increase of the brand awareness, namely (1) message or advertising must be attractive consumer attention and able to invite consumers to participate; (2) using the right marketing channels and in accordance with the target consumers who addressed; (3) use the brand ambassador that are in line with the brand and target consumers, and (4) provide encouragement or stimulus to make the intention to participate in consumers.

One of the advantages of social media is that it can display ads accordingly to the tastes of the users. For marketers this can be advantageous because it can facilitate the segmentation of target customers. Before there regulation of privacy control on social media, marketers target ads to all these social media users, it is very ineffective and disturbing other users who are not the target. After regulation about the privacy control, marketers more effective and communication made through advertising according to their target, and users also feel the ads is useful because it suits their tastes and needs (Tucker, 2014).

Improved Reputation. When companies actively use social media, there are opportunities to answer questions and provide feedback to consumers that can improve the reputation of the brand or company, if it's done right (Wigstrom and Wigmo. 2011), in this case online community can be used by marketers to improve reputation, by means of active in answering questions and responses from members of the community. By building good communication good with consumers and invites consumers to participate in the communication, it will strengthen the relationship between the brand and consumers so as to improve brand reputation or companies (Floreddu et al., 2014). In addition, it is also explained that consumers who got a good experience will increase the intention to deliver WOM online. This is in line with viral marketing, where consumers share their opinions and experiences with each other. Online word of mouth is a potential marketer communication tool. However, there are also risks for marketers that marketers must face from online word of mouth. Negative

new can destroy the reputation of a company or a brand, where news negative news spread faster than positive news (Pfeffer et al., 2014). Therefore, the company must have good governance in managing online reputation (Floreddu et al., 2014).

Increased Relationship Doing good communication with consumers, companies can improve relationships with consumers, where social media allows for communication with many people and two-way communication. By conducting public engagement through communication with social media, it will have an effect on improving the relationship between organizations and consumers (Men and Tsai, 2014). It is also influenced by the organizational character that consumers perceive when communicating through social media, a sincere organizational character that makes the organization's relationship with consumers closer. In the research of Hudson et al. (2015), organizational and consumer interactions through media social influence to increase brand relationship quality through the mediation of emotional influence. Therefore, to improve the relationship between people and consumers through social media must use binding messages emotionally.

CRM (Customer Relationship Management) capabilities of a company can be influenced by customer-centric management system and social media technology (Trainor et al., 2013). Both things must be combined to strengthen the company's capabilities so that improve customer relationship performance. In traditional media no possible and cost great for communicating with consumers, especially product categories which has a very large number of consumers (fast moving consumers) goods). With social media technology able to communicate with thousands of customers, make communication with customers becomes easier and cheap.

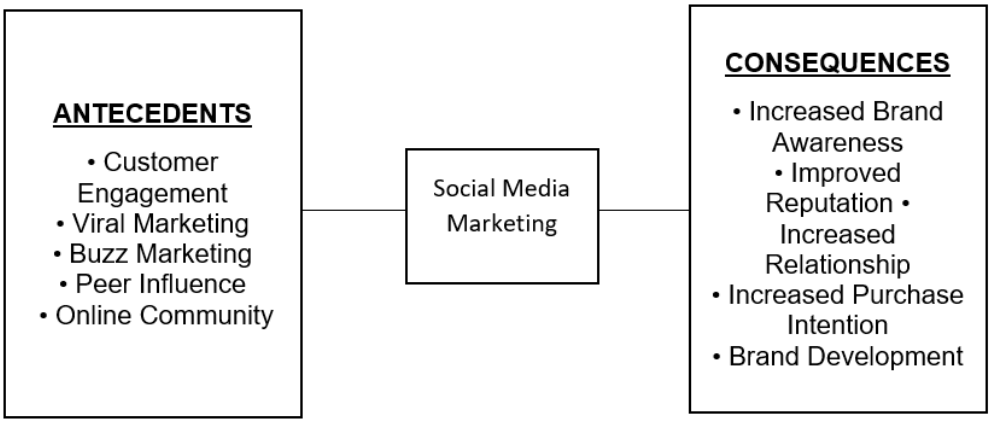
Brand Development. In developing a brand or products that follow the needs or consumer tastes, information about consumer behavior and needs is needed. By using social media through the online community will make it possible to get that information. Based on the research of Nguyen et al. (2015), brand innovation strategy through social media, namely by getting information or knowledge about consumers using social media. The research also states that the result of a brand innovation strategy. Social media can provide the information needed by the company in developing brand or product, but the information contained in social media is still not structured, fragmented, and many in number. The company must be able to analyze the information, and formulate it into knowledge that can contribute for brand or product development.

Increased Purchase Intention. In this digital era, the customer's decision-making process can be influenced by social media, including influencing decision to buy a product (Powers et al., 2012; Mikalef et al., 2012). According to Wang et al. (2012), peer influence affects consumer attitudes towards a product, by increasing the positive attitude towards the product, it will increase the intention to buy the product. From survey by Huston and Fosdick (2011), as many as 60% of social media users who join the community of a brand, use products from the brand. It can be concluded activity marketing through social media can increase purchase intention.

Before taking the decision, social media users usually look for advance information about the brand or the product. Powers et al. (2012) explain some of the factors that give implications for social media users. The first is social media which always on, social media users can be shared into two, namely passive and active shopping. When being passive shopping, users get information or recommendations from their network or community that creates a desire to buy the product. Meanwhile, when the customer is active shopping conditions, they will look for information related to products or brands required. Therefore, the user will move from a passive to an active position, marketers can encourage or facilitate this transition and provide services to make it easier for active shoppers to make information search.

Second, in the mobile era, customers can search for information from anywhere via their smartphone or tablets, the information contained in social media is also combined with other traditional media such as TV, radio, and print media. Therefore, marketers must do marketing communication integrated across all media. Third, the role of customer emotions is very influential in the decision making process. By using social media, marketers can provide convenience it to customers. Emotions about a brand also affect customer trust in the brand, therefore marketers must understand that emotions can affect logic. Fourth, social media can form a network that can be trusted by people each user. On a brand community, fellow members trust each other, even though they sometimes don't know each other in real life. That belief greatly affects the decision-making process for social media users. Fifth, mobile equipment is influential to the decision-making process. Customers can feel the experience shopping or looking for new information, which previously can't be done before mobile era. Through mobile devices such as smartphones or tablets continue to influence the increase in adopters or information seekers and also customers are more likely to shop online through mobile devices. Sixth is the role of a brand, customers want the brand as expected, through social media the company can find out what expected or desired by customers to the brand. Companies can build communication with customers or analyze customer communications without disturbing them. The last is the evolution of process of buying goods. Before the social media era, customers have little information about the brand or product that want to buy, the information is limited from promotions by marketers. After In the era of social media, customers can seek information from sharing sources about desired product and can be done anywhere and anytime. From the results of the analysis of several previous studies, the researchers formulated research framework and some research questions that can be used as a reference for future research of Social Media Marketing (Figure 4).

Figure 4
Social Media Marketing Model



Customer Engagement
RQ1: How to push consumers to actively participate sustainable on social media?
Viral Marketing
RQ2: How to do viral marketing on social media that doesn't interfere with the privacy and convenience of consumers?
Buzz Marketing
RQ3: How to do control over buzz marketing so that it doesn't raise negative opinions on social media?
Peer Influence
RQ4: How to choose the right influencer and opinion leader for reach target consumers on social media?
Online Community

RQ5: How to analyze consumer behavior or tastes through online communities on social media?

Social media is a marketing communication tool that has the ability to great because of communication skills with a broad scope, capability share information, and break geographic boundaries. Social media is not becoming substitute for traditional media, but integrated with traditional media to get more optimal results. In addition to determining the target or output want to achieve in using the media social media as a marketing tool is very important, knowing that can formulate effective and efficient strategies to suit marketing objectives. By knowing social media capabilities (antecedents) then marketers can formulate marketing strategies according to marketing objective.

CONCLUSION

From the explanation above, it can be concluded that social media is a marketing communication tools that can be categorized based on the reasons or motivations of marketers using social media (antecedents) and the target of the program marketing (consequences) that can be achieved by using social media. Antecedents can be combined in strategy to get optimal results, but social media management in the company must also be implemented maximally and effectively. What can be done as described by Powers et al. (2012): In an active shopping condition, customers will seek as much information as possible, both information positive or negative, to help decision-making process. Whereas in passive shopping conditions, customers will get a stimulus from the promotion what marketers, family, friends, or online community, to be active shopping. The stimulus can come constantly on social media. Implications for marketers for this evolution is the brand must be able to spread and flexible, the brand must establish communication with customers and prospects at the beginning and end of the decision-making process, the brand must be visible in every place that allows to increase customer awareness, and brand must receive input from customer.

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