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Enhancing Brand Awareness Through Instagram Marketing: A Quasi-Experimental Study of a Traditional Herbal Brand

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Abstract

Digital platforms offer opportunities for traditional brands to engage younger consumers, yet evidence on intervention-based approaches for culturally embedded products remains limited. This study examined changes in brand awareness following exposure to Instagram promotional content for Jamu Bu Bekti, a traditional herbal beverage brand in Karawang, West Java, Indonesia. A quasi-experimental pre-test-post-test comparison-group design involved 60 social-media users aged 18-30 years, with 30 participants in each group. The intervention was exposure to a package of educational reels, consumer testimonials, and interactive posts; these were content components rather than independently tested predictor dimensions. We conceptualized the outcome, brand awareness, as brand recognition, brand recall, and top-of-mind awareness. We examined descriptive statistics, reported normalized gain (N-Gain) scores, and within-group paired-sample t-tests. The treatment group's mean score increased from 2.85 to 4.10, compared with the control group's increase from 2.91 to 2.98. The reported N-Gain scores were 0.72 and 0.10, respectively; the within-treatment change was statistically significant ($p < .001$). The mean change differed by 1.18 scale points between groups, but the authors did not report a direct inferential comparison between groups. Findings suggest that structured Instagram communication may support awareness of a traditional brand among younger consumers, but the study design and statistical analysis limit causal interpretation.

Keywords: Brand Awareness; Instagram Marketing; Social Media Marketing; Traditional Brand; Digital Branding

JEL Classification: M31; M37; L26.

1. Introduction

Digital transformation has substantially changed how businesses communicate with consumers, particularly among micro, small, and medium enterprises (MSMEs). The increasing adoption of digital technologies and social media has enabled MSMEs to extend their market reach, facilitate knowledge exchange, and strengthen innovation and business performance (Moy et al., 2020; Muna et al., 2022). In Indonesia, this transformation has accelerated the adoption of social media platforms such as Instagram, Facebook, and TikTok as strategic marketing channels through which MSMEs can maintain customer relationships, promote their products,

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and expand their market presence (Patma et al., 2020, 2021; Tulipa et al., 2024). Consequently, social media has evolved from a supplementary communication channel into an increasingly important component of MSME marketing activities.

Among these platforms, Instagram provides particular value for brand communication because its visual and interactive features allow businesses to communicate product information through images, short-form videos, testimonials, and other forms of digital storytelling. Previous studies indicate that MSMEs increasingly employ social media marketing because it offers relatively broad audience coverage at comparatively low communication costs while facilitating direct interactions between businesses and consumers (Effendi et al., 2020; Patma et al., 2021). Instagram, in particular, enables firms to combine visual presentation and interactive communication to attract consumer attention and strengthen brand-related perceptions (Armawan et al., 2023; Tulipa et al., 2024). Such capabilities are especially relevant when businesses need to introduce or reposition products to younger consumers who are highly exposed to digital media.

The strategic role of digital communication becomes particularly important for traditional products. Products such as jamu, an Indonesian traditional herbal beverage, carry cultural and functional value but may face difficulties remaining relevant to younger consumers when their marketing communication relies predominantly on conventional approaches. Studies on local products and MSMEs suggest that branding innovation, market orientation, and technological capabilities are increasingly important for improving the competitiveness of traditional products in contemporary markets (Sarwono, 2025; Sasmita et al., 2023). Digital communication offers an opportunity to translate traditional product attributes into formats that are more accessible to younger audiences. Educational videos, visual storytelling, customer testimonials, and other creative content can communicate product benefits and cultural values while presenting traditional products in a more contemporary manner (Sasmita et al., 2023; Susilo et al., 2024).

Brand awareness is particularly important in this context because consumers must first be able to recognize and recall a brand before stronger brand-related responses can develop. Social media communication can contribute to this process by repeatedly exposing consumers to brand names, visual identities, product information, and brand-related narratives. Previous research has associated social media marketing with stronger brand-related outcomes, including brand awareness, brand image, customer interaction, and purchase-related responses (Armawan et al., 2023; Patma et al., 2021; Zubair et al., 2022). For MSMEs with limited conventional advertising resources, therefore, Instagram may provide an accessible mechanism for increasing brand visibility and strengthening consumers' ability to recognize and recall a product.

Despite growing evidence concerning the role of social media in marketing, important gaps remain. First, much of the existing empirical discussion has examined social media marketing in general MSME or relatively contemporary product contexts, whereas evidence concerning culturally embedded traditional products remains comparatively limited. This distinction is important because strengthening awareness of a traditional product involves not only increasing brand exposure but also communicating cultural and functional meanings in forms that remain relevant to contemporary consumers (Patma et al., 2020, 2021; Sasmita et al., 2023). The effectiveness of digital communication observed for other product categories therefore cannot automatically explain how younger consumers respond to Instagram content promoting a traditional herbal brand.

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Second, previous studies cited in this research have predominantly examined associations between social media use, marketing capabilities, brand-related outcomes, and business performance (Armawan et al., 2023; Patma et al., 2021; Susanto et al., 2023). Such evidence is valuable for establishing relationships among marketing constructs, but it provides more limited evidence regarding changes in brand awareness following a specific digital marketing intervention. Assessing consumers before and after exposure to systematically designed Instagram content, while simultaneously observing a comparison group without the intervention, provides a different form of evidence regarding the effectiveness of social media communication. This methodological perspective is particularly relevant for MSMEs seeking evidence about whether a specific content intervention can generate measurable changes in consumer awareness.

Addressing these gaps, the present study examines the effect of Instagram promotional content on the brand awareness of Jamu Bu Bekti, a traditional herbal beverage MSME located in Karawang, West Java, Indonesia. The intervention consists of educational reels, consumer testimonials, and interactive Instagram posts designed to communicate the product's benefits and strengthen its relevance among younger consumers. Brand awareness is evaluated through three dimensions-brand recognition, brand recall, and top-of-mind awareness-using a quasi-experimental pre-test-post-test control group design involving consumers aged 18-30 years.

This study makes two principal contributions. From an empirical and methodological perspective, it provides quasi-experimental evidence of changes in brand awareness following exposure to Instagram promotional content by comparing patterns in treatment and control groups. From a contextual perspective, it extends digital branding research into a traditional herbal-product setting, illustrating how social media communication can be employed to strengthen awareness of a culturally embedded product among younger consumers. Accordingly, the study seeks to answer the following research question: To what extent does exposure to Instagram promotional content increase consumers' brand awareness of a traditional herbal brand?

2. Literature Review

2.1 Social Media Marketing and Instagram Content

Social media has become an important component of digital marketing, particularly for MSMEs seeking to communicate with consumers with relatively limited marketing resources. Unlike conventional one-way promotional channels, social media enables businesses to distribute product information while simultaneously facilitating interaction, feedback, and consumer participation. Previous studies on Indonesian MSMEs indicate that social media adoption contributes to marketing activities by expanding market reach, supporting customer interaction, and strengthening firms' ability to communicate their offerings to increasingly digital consumers (Effendi et al., 2020; Patma et al., 2020, 2021).

Instagram provides additional marketing value through its emphasis on visual and interactive communication. Images, short-form videos, reels, testimonials, and interactive posts let businesses present product information in formats that attract attention while communicating functional and symbolic brand meanings. Research has shown that social media marketing activities are associated with important brand-related outcomes, including brand image, brand trust, customer engagement, and purchase-related responses (Armawan et al., 2023). In the MSME context, effective social media use also depends on firms' marketing capabilities and

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their capacity to transform technological access into consistent communication with consumers (Susanto et al., 2023).

The characteristics of Instagram content are particularly relevant for traditional products because digital communication can reframe how established cultural products are presented to contemporary consumers. Educational content can explain product benefits, visual storytelling can communicate cultural meaning, and customer testimonials can provide social cues that make traditionally positioned products more relatable. Studies concerning MSME digitalization indicate that creative content and the effective use of social media features can help local businesses communicate product value and strengthen their digital presence (Sasmita et al., 2023; Susilo et al., 2024). Accordingly, Instagram promotional content in the present study is conceptualized as a digital communication intervention comprising educational reels, consumer testimonials, and interactive posts designed to increase consumer exposure to the brand.

In this quasi-experiment, Instagram promotional content exposure was the independent intervention condition, operationalized by membership in the treatment group (exposed) versus the control group (not exposed). Educational reels, consumer testimonials, and interactive posts describe the three components of the intervention package; they are not separate psychometric dimensions and their individual effects were not isolated or compared.

2.2 Brand Awareness

Brand awareness refers to consumers' ability to identify a brand and retrieve it from memory within a particular product category. It represents an important cognitive component of brand development because consumers are unlikely to consider a brand that they cannot recognize or recall. In digital environments, repeated exposure to brand names, visual identities, product information, and consistent communication can strengthen the accessibility of brand information in consumers' memory. Previous research has linked traditional and social media communication with the development of consumer-based brand equity and highlighted the importance of brand-related cognitive responses (Zubair et al., 2022).

For this study, brand awareness is the dependent outcome and is conceptually represented by three dimensions: (1) brand recognition, or identification of Jamu Bu Bekti when a name, logo, or other brand cue is presented; (2) brand recall, or retrieval of Jamu Bu Bekti from memory in the traditional herbal beverage category without a direct brand cue; and (3) top-of-mind awareness, or the brand's priority in spontaneous recall within that product category. The study used a five-point questionnaire measure of brand awareness before and after the intervention. These dimensions specify what the outcome is intended to capture; the available results report the overall awareness score rather than separate estimates or tests for each dimension.

Social media can strengthen these dimensions through repeated and meaningful brand exposure. Visual consistency can support recognition, recurring brand messages can reinforce recall, and sustained communication can increase the likelihood that a brand becomes cognitively accessible when consumers consider a product category. For traditional products, this process is particularly relevant because awareness may depend not only on exposure to the product name but also on consumers' ability to connect traditional product attributes with contemporary consumption contexts.

2.3 Theoretical Mechanism of Instagram Content Exposure and Brand Awareness

The theoretical argument of this study draws on the Uses and Gratifications perspective (Katz

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et al., 1973) and the Attention-Interest-Desire-Action (AIDA) framework. These perspectives address complementary aspects of how consumers interact with marketing communication. Uses and Gratifications emphasizes that media users actively engage with media content to satisfy informational, entertainment, emotional, or social needs. In an Instagram environment, consumers are therefore not merely passive recipients of promotional messages; their responses can depend on whether content provides information, relevance, entertainment, or other forms of value.

This perspective helps explain why promotional content characteristics matter. Educational reels can provide informational value by explaining the benefits and characteristics of a traditional herbal product. Consumer testimonials can provide socially relevant information and relatable consumption experiences, while interactive posts can encourage greater attention to brand-related messages. When these content forms align with users' informational or social motivations, consumers may devote greater cognitive attention to the brand and its associated cues.

The AIDA framework complements this explanation by describing how marketing communication can progressively stimulate consumer responses beginning with attention and interest. In the context of the present research, visually salient Instagram content is expected first to capture consumers' attention. Educational information, testimonials, and interactive communication can subsequently sustain interest by making the product easier to understand and more relevant to younger audiences. Although the complete AIDA sequence extends toward desire and action, the present study does not empirically test purchase desire or behavioral action. Instead, it focuses specifically on brand awareness as the cognitive outcome examined following content exposure.

Combining these perspectives provides the theoretical mechanism underlying the study. Instagram content that offers informational, visual, and socially relevant value can attract and sustain consumer attention; repeated attention to identifiable brand cues can then increase the cognitive accessibility of the brand. Greater cognitive accessibility should be reflected in stronger brand recognition, recall, and top-of-mind awareness.

2.4 Hypothesis Development

Previous empirical studies provide support for the proposed relationship between social media communication and brand-related outcomes. Social media marketing has been associated with stronger brand image, trust, and purchase-related responses, indicating that digital communication can meaningfully influence how consumers process and evaluate brands (Armawan et al., 2023). Research among Indonesian SMEs further shows that social media use and marketing capabilities play important roles in firms' ability to communicate with markets and improve marketing performance (Patma et al., 2021; Susanto et al., 2023). Evidence concerning consumer-based brand equity also indicates that media communication contributes to the development of brand-related cognitive responses (Zubair et al., 2022).

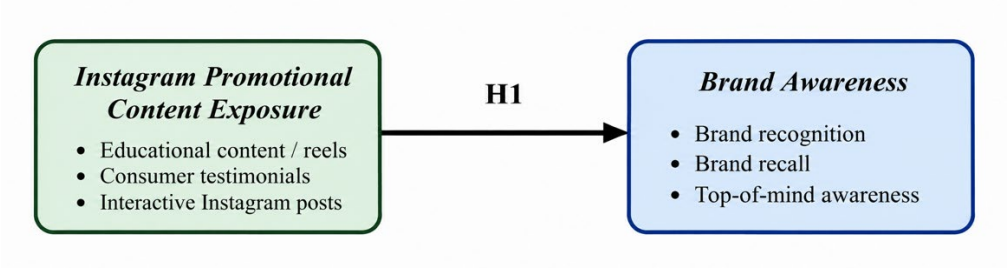
These relationships are particularly relevant for traditional brands seeking to engage younger consumers. Traditional products may possess established cultural meanings but require contemporary communication formats to make those meanings accessible and relevant within digital consumption environments. Instagram promotional content can perform this function by repeatedly presenting brand identifiers while simultaneously communicating product benefits, cultural attributes, and consumer experiences.

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Based on this theoretical reasoning and previous empirical evidence, consumers who receive structured exposure to Instagram promotional content are expected to demonstrate increased brand awareness. The following hypothesis is proposed:

H1: Exposure to Instagram promotional content significantly increases consumers' brand awareness of a traditional herbal brand.

Figure 1. Research Framework



Source: Authors' elaboration.

3. Research Method

3.1 Research Design and Setting

This study used a quantitative quasi-experimental pre-test-post-test design with a non-exposed comparison group. Instagram promotional content exposure was the independent study condition (treatment versus control), while participants' overall brand awareness questionnaire score was the dependent outcome. We measured the same outcome before and after the intervention in both groups. The treatment group was exposed to the Instagram promotional package; the control group received no study-administered digital promotional intervention during the observation period.

The research was conducted at Jamu Bu Bekti, an MSME in Karawang, West Java, Indonesia, from January to March 2025. The design evaluated changes in brand awareness before and after exposure to the Instagram content intervention and observed the corresponding pattern in a control group that did not receive the intervention.

3.1.1 Participant and Sampling

The target population comprised consumers aged 18-30 years in Karawang who actively used social media. The authors selected 60 participants using purposive sampling and allocated them to a treatment group (n = 30) and a control group (n = 30). The underlying materials do not specify a random assignment procedure; therefore, do not assume random allocation or baseline comparability. The study's findings pertain to the selected participants rather than a probability sample of the wider consumer population.

3.1.2 Instagram Content Intervention

The treatment condition involved exposure to promotional content distributed through Jamu Bu Bekti's Instagram account. The intervention package consisted of (a) educational reels addressing jamu and its product-related attributes, (b) consumer testimonials describing product experiences, and (c) interactive Instagram posts encouraging attention to the brand. All three formats formed one intervention package; no content-format-specific treatment arms or outcome estimates were reported. The control group received no study-administered Instagram content intervention during the same period. The available documentation does not specify

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exposure frequency, posting schedule, duration per participant, or compliance checks; these details should be supplied from the study records if available.

3.2 Data Collection and Measurement

Data were collected through online pre-test and post-test questionnaires administered using Google Forms; interaction with the Jamu Bu Bekti Instagram account was also observed. The questionnaire used a five-point Likert scale and measured overall brand awareness across three conceptually specified dimensions: brand recognition, brand recall, and top-of-mind awareness. The original study reports that the instrument was checked for validity and reliability before data collection; however, the manuscript materials available for this revision did not include item wording, the number of items per dimension, or psychometric coefficients. Accordingly, we do not infer item-level properties or subdimension effects here.

3.2.1 Operational Definitions of Study Variables and Dimensions

Table 1 distinguishes the experimentally defined exposure condition from the measured outcome. In particular, the three Instagram formats constitute intervention components, whereas the three awareness dimensions define the dependent variable's content domain. The reported analysis evaluates one overall awareness outcome; it does not estimate separate effects for individual content formats or awareness dimensions.

Table 1. Operational definitions of the intervention and outcome

Variable and role	Operationalization	Components/dimensions	Measurement/evidence in this article
Instagram promotional content exposure (independent intervention condition)	Treatment-group exposure to the promotional package versus no study-administered intervention in the control group	Educational reels; consumer testimonials; interactive Instagram posts. These are three content components, NOT separately tested psychometric dimensions.	Group membership (treatment n = 30; control n = 30); no separate format-level effects reported.
Brand awareness (dependent measured outcome)	Pre-test and post-test overall brand awareness questionnaire score on a five-point response scale	Brand recognition (identify using brand cues); brand recall (retrieve brand without cues); top-of-mind awareness (priority of spontaneous recall)	Overall group mean, reported N-Gain, and paired-sample t-test; no dimension-level item scores or tests reported.

Source: Authors' operationalization based on the study design and existing measurement description.

3.3 Data Analysis

Descriptive statistics compared overall brand awareness scores at pre-test and post-test within each group. The original analysis additionally reported average normalized gain (N-Gain) scores, with values of at least 0.70 classified as great improvement; the participant-level values needed to reproduce these averages are not included in the present manuscript. Paired-sample t-tests assessed pre-test-to-post-test change separately in the treatment and control groups at a two-sided 5% significance level. Importantly, a significant paired test for one group and a nonsignificant paired test for the other do not, by themselves, establish that changes differ significantly between groups. A direct test of the between-group change contrast (e.g., the

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group-by-time interaction or the difference in change scores) would require participant-level data and is not reported here.

3.4 Research Ethics

The study was conducted in accordance with basic ethical principles for social research. Participation was voluntary, and respondents' data were kept confidential throughout the research process.

4. Findings and Discussions

This section presents the empirical findings on changes in brand awareness following exposure to Instagram promotional content and discusses them in relation to the theoretical arguments and previous studies. The analysis focuses on descriptive changes in brand awareness, N-Gain results, and the paired-sample t-test for the treatment and control groups.

4.1 Descriptive Findings of Brand Awareness

The descriptive analysis indicates a substantial increase in brand awareness among respondents who received the Instagram promotional content intervention. Before the intervention, the treatment group recorded a mean brand awareness score of 2.85, categorized as moderate. Following exposure to educational content, consumer testimonials, and interactive Instagram posts, the mean score increased to 4.10, categorized as high. In contrast, the control group recorded only a marginal change, from a pre-test mean of 2.91 to a post-test mean of 2.98, with both scores remaining in the moderate category.

Table 2. Descriptive findings of brand awareness

Group	Stage	Mean	Category
Treatment	Pre-test	2.85	Moderate
Treatment	Post-test	4.10	High
Control	Pre-test	2.91	Moderate
Control	Post-test	2.98	Moderate

Source: Processed primary data.

The treatment mean rose by 1.25 scale points (4.10 - 2.85), compared with a 0.07-point increase (2.98 - 2.91) in the control group. The descriptive difference in change was therefore 1.18 points. This pattern is compatible with a beneficial association between the intervention package and brand awareness; it is not, by itself, an inferential test of the treatment-versus-control effect.

The finding is consistent with previous research indicating that social media can function as an effective communication channel for strengthening consumers' brand-related perceptions (Armawan et al., 2023; Patma et al., 2021). In this context, educational content, testimonials, and interactive posts gave younger consumers repeated exposure to Jamu Bu Bekti in digital formats that differed from the conventional communication commonly associated with traditional products.

4.2 Effectiveness of the Instagram Content Intervention

The effectiveness of the intervention was further evaluated using N-Gain analysis. The treatment group obtained an average N-Gain score of 0.72, categorized as high, whereas the control group recorded an average N-Gain score of 0.10, categorized as low.

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Table 3. N-Gain test results

Group	Average N-Gain	Effectiveness Category
Treatment	0.72	High
Control	0.10	Low

Source: Processed primary data.

The originally reported mean N-Gain was classified as high in the treatment group (0.72) and low in the control group (0.10). Interpret these reported values alongside the pre-test and post-test descriptive means. They cannot be independently reconstructed from the group-level summary statistics alone without details of the original calculation and individual participant scores.

These results reinforce the descriptive findings and suggest that structured Instagram communication can effectively strengthen awareness of a traditional brand. This finding is consistent with previous studies emphasizing the strategic value of social media marketing for MSMEs (Armawan et al., 2023; Patma et al., 2021; Sasmita et al., 2023; Susilo et al., 2024).

4.3 Hypothesis Testing

Paired-sample t-tests examined the pre-test-post-test difference in overall brand awareness within each group. The supplied results did not include a direct inferential test comparing the groups' respective changes.

Table 4. Paired-sample t-test results

Group	Sig. (2-tailed)	Interpretation
Treatment	< .001	Significant
Control	0.217	Not significant

Source: Processed data output.

For the treatment group, the result output reported p = .000, which should be expressed as p < .001 rather than as an exact zero probability. This indicates a statistically significant within-group pre-test-post-test difference. The control group had p = .217, indicating insufficient evidence of a within-group change at the .05 significance level. Neither p-value directly tests the between-group difference in change.

The treatment group's statistically significant within-group improvement and the descriptive contrast with the control group are consistent with H1, but do not constitute a complete causal test of H1. A direct between-group test of change scores or a group-by-time interaction is needed to determine whether improvement differed significantly across conditions. Because the respondent-level dataset was not supplied, the present article does not report a new test statistic, effect size, confidence interval, or between-group p-value.

4.4 Discussion

Following the Instagram content intervention, the treatment group's overall brand awareness mean increased from 2.85 to 4.10, whereas the control group's mean remained relatively stable (2.91 to 2.98). The treatment group reported an N-Gain of 0.72 and a statistically significant within-group paired test (p < .001). The descriptive difference in change between groups was 1.18 points. These findings suggest that a combined package of Instagram content may help support awareness of a traditional brand; however, the available statistical results do not establish a significant between-group causal contrast or identify which content format drove

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the improvement.

From the perspective of the AIDA framework adopted in this study, the findings can be interpreted primarily through the early stages of attention and interest. Instagram's visual communication format enables promotional content to capture consumer attention, while educational information, testimonials, and interactive communication can sustain interest in the brand. Repeated exposure to these brand-related cues can increase consumers' familiarity with the brand and strengthen its accessibility in memory. Because this research measures brand awareness rather than purchase intention or purchasing behavior, the findings specifically support the role of digital content in strengthening cognitive brand outcomes rather than the complete AIDA sequence.

The findings can also be interpreted through the Uses and Gratifications perspective (Katz et al., 1973). Educational Instagram content can provide information about the characteristics and benefits of jamu, while testimonials can make product communication more relatable. When promotional content presents information in formats compatible with social media consumption, consumers may pay closer attention to brand-related cues, strengthening recognition and recall.

The combination of these theoretical perspectives helps explain why the intervention may be particularly relevant for a traditional product. Consumers may already know jamu as a traditional Indonesian herbal beverage while remaining unfamiliar with a particular MSME brand. Digital content can bridge this gap by linking existing category knowledge to a specific brand identity. Repeated presentation of Jamu Bu Bekti through contemporary visual communication can therefore strengthen the connection between the traditional product category and the individual brand.

The results broadly align with previous research linking social media marketing to brand-related and marketing outcomes (Armawan et al., 2023; Patma et al., 2021). They also align with studies emphasizing the importance of social media use, digital capabilities, and creative content for MSMEs seeking to strengthen communication with consumers (Sasmita et al., 2023; Susanto et al., 2023; Susilo et al., 2024). This study offers a different empirical perspective by examining changes in awareness before and after a defined Instagram content intervention, rather than relying solely on consumers' cross-sectional perceptions of social media marketing.

From a managerial perspective, the findings indicate that social media communication for traditional products should not be limited to displaying products or announcing sales. The intervention examined in this study indicates the value of combining educational reels, consumer testimonials, and interactive posts to communicate product benefits and maintain repeated brand exposure. For traditional herbal brands targeting younger consumers, digital communication can translate cultural and functional product attributes into contemporary formats while maintaining a recognizable brand identity.

5. Conclusion

This quasi-experimental study examined changes in Jamu Bu Bekti brand awareness following a combined Instagram promotional content intervention. The overall treatment-group mean increased from 2.85 to 4.10, compared with 2.91 to 2.98 in the control group; the descriptive between-group contrast in mean change was 1.18 points. Reported N-Gain scores were 0.72 and 0.10, respectively. A paired-sample t-test detected significant within-treatment change ($p < .001$), while the control-group result was not significant ($p = .217$). The findings are consistent

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with the hypothesis that exposure supports brand awareness, but a direct inferential comparison of changes between groups was not reported.

The study distinguishes a single promotional-content intervention condition from its three components (educational reels, consumer testimonials, and interactive posts), and an overall brand awareness outcome from its three conceptually defined dimensions (recognition, recall, and top-of-mind awareness). Uses and Gratifications and the early attention-interest stages of AIDA offer plausible interpretations of why the content package may increase brand familiarity, but the cognitive mechanisms, individual intervention components, and three awareness dimensions were not tested separately.

From a managerial perspective, the findings indicate that MSMEs managing traditional products can use Instagram as a structured brand-communication platform. Educational reels can communicate product characteristics and benefits, consumer testimonials can present relatable product experiences, and interactive posts can provide repeated opportunities for consumers to encounter the brand. For traditional herbal brands seeking greater relevance among younger consumers, these content formats can be integrated while maintaining consistent brand identifiers and communicating the cultural and functional value of the product.

The interpretation is limited by purposive sampling of 60 participants aged 18-30 years from one locality and one brand, the absence of documented random allocation, and the lack of a direct statistical comparison of changes across groups. The available materials also do not include separate item-level/dimension-level results, instrument reliability coefficients, complete intervention exposure records, or respondent-level N-Gain calculations. Therefore, the results should not be generalized to all traditional brands or interpreted as demonstrating effects on purchase intention, purchasing behavior, customer engagement, or loyalty.

Future studies should include larger and more diverse samples, document assignment and exposure procedures, and report item-level measurement properties and results for each brand awareness dimension. Using participant-level observations, investigators should test treatment-by-time interactions or directly compare change scores, ideally with effect sizes and confidence intervals. Factorial or multi-arm interventions could isolate the contributions of educational reels, testimonials, and interactive posts. Longitudinal outcomes and additional platforms could clarify whether improvements persist and extend to subsequent consumer responses.

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