

# Customer Knowledge Sharing and Effectiveness of Internal Marketing for Sustainable Consumption

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**Abstract:** *Recent years of consequences significance role of contemporary companies take responsibility to educate and inform customers due to a high level of knowledge that has a substantial beneficial impact on consumer purchasing behaviour and the adoption of sustainable consumption patterns in where companies may use modern technology to discover what drives customers to be more environmentally conscious and encourage sustainable purchasing. In this case, customer knowledge management, social media has lately emerged as a viable tool. One of the most important elements influencing green purchasing intention and behaviour is knowledge. Consumers' understanding of environmental problems may raise awareness, resulting in increased interest and a more favourable attitude toward sustainable goods and consumption habits. This research article represents the effectiveness of Internet marketing and customer knowledge sharing how effectiveness for them to make sustainable of consumption. Internet marketing and knowledge management that consider together as important tools of knowledge sharing in between internal and external marketing. The investigation of this research paper define the goal that shows how social media affects consumer environmental awareness, decision-making processes, and choices, attitudes, and behaviour when it comes to sustainable goods, brands, and consumption patterns.*

**Key Words:** *Internet Marketing, Knowledge Sharing, Sustainable Consumption.*

## 1. INTRODUCTION:

Today's business environment growing with sustainable which has emerged as a key component of a company's long-term competitive advantage. Climate change's increasingly visible effects, the degradation of ecological systems, and customers' higher expectations of business's role in society have all heightened corporate awareness of the importance of environmental issues in recent years. Despite the fact that sustainability has become a major trend in modern society, individual consumers' unsustainable consumption patterns remain a major impediment to long-term development. People's knowledge of the long-term implications of their consumption for environment or society is linked to sustainable consumption (Buerke et al., 2017). Green consumption behaviour refers to a kind of consumption that reduces the negative effect of consumption on the environment throughout the purchase, use, and disposal process, with a focus on buying ecologically friendly goods (Sheng et al., 2019; Pagiaslis et al., 2014). Because a high level of environmental awareness is linked to the effective adoption of sustainable consumption patterns, a major role for modern businesses is to educate and enlighten consumers. Companies may use modern technology to discover what drives customers to be more environmentally conscious and encourage sustainable purchasing. Social media has lately developed as a significant tool for customer knowledge management, making it one of the most promising areas of such activity. "A collection of Internet-based apps that enable the production and sharing of user-generated content" is how social media is described. In a virtual community, users of these apps create, initiate, share, and exchange information (Ngai et al., 2015). Social media facilitates the open exchange of information and expertise, raising public awareness of sustainable consumerism. It also allows for more information exchange, involvement, and engagement with sustainability-related material. As a result, social media communication promotes environmentally beneficial behaviour among its users, resulting in the reduction of climate change's negative impacts and the promotion of climate change activism. The overall efficacy of social media platforms in promoting sustainability concerns and increasing consumer involvement in messaging has been shown in studies (Chu et al., 2020). According to Du and Vieira (2012), information management through social media may assist decrease consumers' scepticism about sustainable consumption. Furthermore, Lee, Dolen, and Kolk (2013) discovered that social media helps raise consumer awareness of sustainability problems by allowing consumers to readily express their opinions without the involvement of businesses. Companies that can constantly create fresh customer knowledge and successfully manage customer knowledge assets, in fact, have a competitive advantage over their competitors (Ofori and El-Gayar, 2020). As a result, customer knowledge management (CKM) is becoming a hot topic in knowledge management study and practise (Zhao et al., 2020). It refers

to knowledge management methods for managing organisational information gleaned through interactions between businesses and their consumers (Gamble, 2020).

## **2. LITERATUR REVIEW:**

One of the most significant factors influencing green buying intention and behaviour is knowledge, according to the study. Internal marketing has been identified as a critical component of organisational growth and transformation. According to Varey & Lewis (2000), the lack of internal marketing may cause workers to be more resistant to change and adaptability. The majority of research indicate that customers' awareness of social and environmental problems has a favourable impact on their attitudes toward green goods and their willingness to buy them. The connection between green attitude and environmental behaviour is also mediated by one's degree of environmental knowledge (Pesci et al., 2020). Because every purchasing choice has a direct effect on the environment and society, consumption is inextricably connected to sustainability. Although a growing number of consumers have a positive attitude toward sustainability and appear to be more interested in balancing quality of life and sustainable behaviour (Trudel, 2019), there are a number of individual barriers to sustainable consumption, including a lack of knowledge and uncertainty. Environmental awareness has been identified as a key element influencing every stage of the purchasing choice process. Customer knowledge management aims to collect, organise, share, transmit, and regulate customer-related knowledge for the benefit of the business. It assists businesses in addressing particular consumer requirements and making them more successful in improving customer satisfaction (Vijay and Srivastava, 2020).

Consumer understanding of environmental problems may boost interest and favourable attitudes toward sustainable goods, however information regarding sustainable products and environmentally friendly activities is not uniform across the board. Consumers have varying degrees of awareness about environmental sustainability, which influences their commitment to sustainable activities (Khare, 2014). Advertising has a critical role in increasing public knowledge about sustainability problems and reinforcing socially responsible brand images, both of which affect customers' decisions regarding green clothing items (Yang et al., 2015).

The primary purpose of advertising is to persuade prospective customers to purchase more, but it is also reacting to increasing consumer expectations for transparency, ethical, social, and environmental responsibility. Social media advertising may be a strong instrument for encouraging sustainable consumption by emphasising the sustainability aspects of goods and services and persuading customers to buy them, even if the price is high. Customer knowledge management refers to the methods that businesses employ to control the flow of information from their organisations to their customers. It is critical for businesses to choose an effective medium for communicating with their consumers. Customer knowledge management methods are used by businesses to control knowledge flow from customers to organisations. Customers' knowledge aids businesses in improving the quality of their goods and services, as well as developing new products and services. Customer knowledge management refers to the methods that businesses employ to control the flow of information among their consumers. Customers' preferences and previous transactions are just part of the picture; information about them also includes evaluating current requirements, future wants, changing tastes, and trends. It entails examining consumers' attitudes about goods and services in order to determine their preferences and concerns (Chua et al., 2013).

Companies are increasingly using social media to manage consumer knowledge. Information, action, and community are three primary purposes of social media, according to Lovejoy and Saxton (2012). The information function entails one-way communication, in which data is uploaded on social media only for the purpose of sharing. The use of social media to promote certain actions and behaviours is referred to as the action function. Finally, the community function entails using social media to stimulate and maintain relationships with other users. Improved understanding of consumer behaviour and attitudes is required to manage customer awareness of sustainable consumption. Companies may use modern technology to discover what drives customers to be more environmentally conscious and encourage sustainable purchasing. By providing an essential platform for businesses to interact with customers, social media is rapidly moulding consumers' routines and affecting their everyday purchasing patterns. Organizations may use social media platforms to effectively disseminate their messages and create communities. Social networking platforms have the ability to influence and promote collective decision-making. Furthermore, people and organisations may use this communication channel to rapidly distribute information to broad audiences, create networking possibilities, and participate in two-way conversation (Men and Tsai, 2012).

Blogs are one of the most powerful social media platforms. Blogs have acquired a lot of traction as a knowledge management tool, particularly in businesses. Blogs are seen as a more sophisticated medium for effectively exchanging information and expertise. According to studies, blogs are useful for organising, expressing, creating, and sharing information, as well as building and sustaining community connections (Zarei and Jabbarzadeh, 2019). Moreover, internal communication is one of the areas of public relations that is gaining popularity, and it has been extensively researched across a variety of disciplines, including management and marketing. Internal communication seems to be a

co-created process between the company and its workers (Lee and Yue, 2020), which Jackson and Welch (2007) describe as the strategic management of interactions and relationships among stakeholders inside companies (Jackson and Welch, 2007).

### **3. CONCEPTUALIZATION AND METHODOLOGY:**

The concept of internal marketing emerged from the development of business structures and services marketing, Varey & Lewis, (2000). Most financial institutions with a direct connection to the consumer market have enthusiastically embraced the ideas and methods of retail marketing. This viewpoint highlights the question of how effectively manage the knowledge resource, particularly how to make knowledge transfer behaviours easier. This necessitates a more expansive understanding of knowledge than the conventional (Wan et al, 2015) - an item that can be codified and disseminated outside of the person who produced it (Fahey & Prusak, 1998) - knowledge also resides inside the brains and experiences of the employees (Sousa et al, 2021). The knowledge transfer encompasses knowledge that is entrenched in individual behaviours and exchanges (Dal Mas et al., 2020; Fahey & Prusak, 1998). Individual or workgroup experiences, as well as interpretations and routinization of work procedures, may all contribute to embedding (Sousa et al, 2021; Alavi and Leidner, 2000). The ability to transfer information effectively is critical for competitiveness, but the issue is that knowledge is difficult to capture, even though all recognise that tacit knowledge is entrenched in organisational processes and individuals. Individual knowledge, according to Frappaolo and Wilson Todd (2000), is highly individualised, context-sensitive, and informal, and difficult to quantify and manage. It encompasses a significant portion of the organization's culture, including know-how, intuition, and informal communications. Internal marketing may help create a work environment where workers are appreciated and able to enhance service delivery and company performance, as well as promote long-term competitive advantage, through fostering strong organisational cultures. Rafiq and Ahmed (2003). Customers' realisation is assumed when different quality dimensions and techniques utilised by customers in assessing such quality are stated, whether they were internal customers (employees) or external customers (individuals, organizations). Descriptive method of research is to gather information about the present existing condition. Internal marketing seems to be an effective way of influencing workers' attitudes and behaviours so that they recognise the significance of matching external consumer expectations and fulfilling customer demands.

### **4. KNOWLEDGE TRANSACTION ON INTERNET MARKETING**

Internet marketing has many benefits for both consumers and businesses. Let's look at some of the advantages that Internet marketing provides for your audience, as well as how those advantages assist particular company. The world around us is always changing. Every day, new trends, goods, problems, and demands arise. Consumers need a method to keep on top of everything that is happening in a fast-changing environment. The Internet is an excellent resource for keeping customers informed. They have the ability to seek out and absorb information rapidly. It's a fantastic method for customers to get relevant and interesting material on topics that matter to them. This also helps them in keeping track of companies. Consumers want to be able to find out about changes in your company or sector right away. They want to be informed as soon as new information becomes available. You may use the Internet to keep your audience up to speed on your company's newest trends and developments. Consumers are becoming increasingly sceptical of companies as the Internet grows in popularity. They have greater access to company information, which allows them to develop judgments about certain businesses. This paves the way for them to form relationships with businesses they can trust. Internet marketing aids in the development of trust among your target audience. They learn about your company by looking at your marketing materials. As customers get more acquainted with your organisation, they learn to trust it and feel at ease doing business with you.

They'll be able to observe when you introduce new goods or services. It's a fantastic method to keep your audience up to date. People will see growth if you keep your audience informed about the newest trends and developments. It's simple for people to locate your website and discover about what's new or coming up with your company. They may learn about new goods, services, special offers, and upcoming events by visiting the website. Consumers benefit from having access to relevant information while making buying choices. They have access to the most up-to-date information, helping them feel better educated while making decisions. Consumers used to go to various stores to compare prices before the Internet. It was tough to visit all of the shops to compare pricing to determine which one was more cheap if a competitor's store was a long distance away. Consumers may now check prices directly from their devices thanks to the Internet's development, making it simple and convenient. Customers are more likely to convert when they have more information about the goods. You can help attract more leads to your website and increase conversions by promoting the details. Your company may shut, but the Internet is available 24 hours a day, seven days a week. People may access information on the Internet at any time and on any day of the week. This implies that information about your company, goods, or services is constantly available.

## 5. CONCEPTUAL MODEL FOR KNOWLEDGE SHARING

According to the assumptions of the Europe 2020 strategy, introducing new ideas to the market increases market competitiveness, contributes to job creation and growth, increases labour productivity, and improves resource utilisation efficiency. Several preconditions must be met for innovations to occur, including creativity, dynamicity, knowledge formation, and new skills. Previous survey analysis from open question analysis result shows that how knowledge translation process could be operated based on trust, autonomy and decision making, communications, shared mental models (Maria Jose, 2016).

- **Trust:** The nature and intricacy of the job that health care professionals do, they must establish an atmosphere in which trust is valued highly. The structural foundation for their customers' confidence in their abilities, as well as their involvement in finding new solutions and methods to solve issues, is their engagement in discovering new solutions and ways to solve problems.

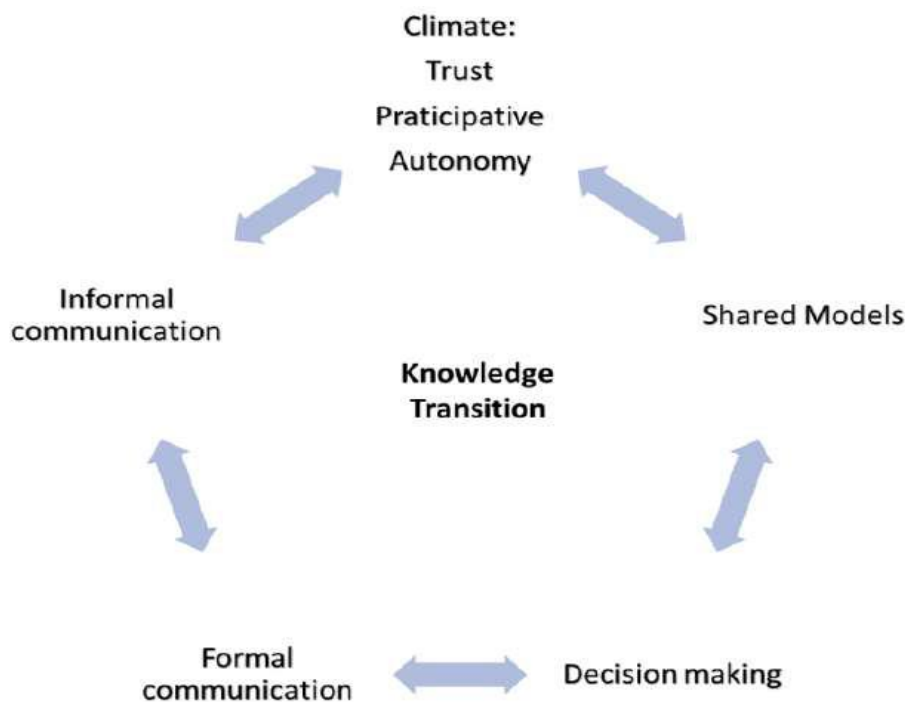


Figure 1: Process of Knowledge Translation

- **Decision Making and Autonomy**

Work with people in a specific context, their level of autonomy is crucial to assume some risks and take some decisions.

- **Communications**

They have official communications when the majority of employee-client contacts are casual. Nonetheless, the procedures of knowledge transfer include a lot of routines and formalities; each team successfully assists the health care service provider in responding to problems, and they are the foundation for the development of new knowledge in this stage.

- **Shared Mental Models**

They share the same mental models that are necessary for achieving high-quality objectives. The various components of the knowledge transfer process in the customer services may bear the same result.

## 6. ANALYTICAL RESULT:

The processes of knowledge transfer are critical for transmitting the quality of services provided and delivered and, as a result, increasing customer satisfaction. The findings of a research based on customers' perceptions of satisfaction with the services provided by a health organisation show that all of the variables examined had high levels of satisfaction. This may be supported by the organization's knowledge transfer procedures among health professionals and customers. Technology allows for more efficient information and knowledge processing by, for example, reducing duplication of effort or saving time. Databases are a good example since they reuse information and help reduce

inefficient processes. Internal marketing is a popular approach to this, in which a company's workers are seen as consumers with needs that must be met. Managers must recognise that staff happiness is just as vital as, if not more important than, customer satisfaction. Internal marketing is a cross-disciplinary field. Internal marketing is based on the idea that an organization's workers are its most valuable asset. If a company has consumers and suppliers, it creates an internal market and, as a consequence, a value chain. created inside the business that must be designed to meet both internal and external requirements customers. As a consequence, consumers will be better pleased, which will lead to increased loyalty in the long term, and eventually, a competitive advantage will be gained from internal customers. Internal marketing has an impact on consumers' perceptions of service quality and, on the other side, may affect both service quality and customer satisfaction. Because internal marketing and the role it can play in organisations has sparked little interest in Iran to date, the authors recommend that the impact of internal marketing on service quality, customer satisfaction, and achieving a competitive advantage be investigated, as service quality is more dependent on employee-customer relationships in terms of knowledge sharing.

## 7. CONCLUSION :

Internet marketing benefits consumers because they build a relationship with companies. They get better customer experience and feel more valued as consumers. Service companies must strengthen the connection between their workers and their clients, given the intangible and interactive nature of services. This research looked at the function of knowledge sharing in customer orientation and discovered that explicit knowledge sharing and customer orientation have a strong connection. It was founded that the formalisation of information in the form of reports or other documentation affects the workers' customer orientation in the service environment under study that bring the internal marketing as influences the sharing of organizational knowledge. Further study of this research could be interesting to expand the study to a larger representative population and investigate the function of technology infrastructures in knowledge management as future research.

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