

# Assessing the Impacts of Consumer Awareness on Consumer Purchase Intention with Moderating Role of Product Label: Evidence from Consumers of Iraqi Manufacturing Firms

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The consumer's intention to purchase a product has emerged as a crucial factor contributing to the substantial increase in annual revenue, thereby improving the overall performance of the organisation. The researchers must place significant emphasis on this aspect. The current study aims to examine the impact of consumer brand awareness, consumer needs awareness, and consumer rights awareness on consumer purchase intention within the manufacturing industry in Iraq. This article additionally investigates the moderating impact of product labels on consumer brand awareness, consumer awareness of needs, consumer awareness of rights, and consumer purchase intention within the manufacturing industry in Iraq. The primary data was collected by the researchers through the use of survey questionnaires administered to the respondents. The researchers utilised the SPSS-AMOS software to examine the relationship between the constructs of the study. The results revealed a significant positive correlation between consumer brand awareness, consumer awareness of needs, consumer rights awareness, and consumer purchase intention within the manufacturing industry in Iraq. The results of the study also demonstrated a significant moderating effect of the product label on consumer brand awareness, consumer consciousness of needs, consumer rights awareness, and consumer purchase intention within the manufacturing industry in Iraq. The study guides policymakers in formulating policies aimed at enhancing consumer purchase intention through a focus on effective consumer brand awareness, awareness of consumer needs, and awareness of consumer rights.

**Keywords:** Consumer brand awareness, consciousness of consumer needs, product label, consumer rights awareness, consumer purchase intention

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## INTRODUCTION

Customers play a pivotal role in the establishment and expansion of companies. The generation of revenues through sales is contingent upon the patronage of customers, as it provides an avenue for the introduction and dissemination of a company's products and services, thereby facilitating the acquisition of substantial financial resources. In addition to acquiring new customers, it is imperative for company management to establish and maintain customer loyalty, ensuring continued patronage for future product and service needs (Chetioui, Benlafqih, & Lebdaoui, 2020). The prospective clientele cultivates a positive reputation, sustains upward trends in sales, augments revenue generation, and effectively mitigates costs. It is widely acknowledged that the presence of potential customers is contingent upon their purchase intention, which encompasses consumers' perceptions, attitudes, and behaviours during the purchase process. According to Rausch and Kopplin (2021), purchase intention refers to the degree to which individuals possess the inclination to acquire a particular product or service from a seller within a defined timeframe, typically spanning the subsequent 6 to 12 months. The assessment and preservation of consumer purchase intention serve as valuable tools for business management in the retention of existing customers and the acquisition of new customers. This is achieved by enhancing the company's image in the market and increasing the utilisation of their products,

thereby securing a share of advertising efforts. The enduring nature of consumer purchase intention serves as a means to mitigate the expenses associated with acquiring new customers and managing inventory waste (McClure & Seock, 2020). Due to its substantial relevance within the realm of business, this topic has garnered considerable attention among scholars and researcher.

Consumer awareness, which refers to the level of knowledge that consumers possess when making a purchase decision, has a significant impact on consumer intention. Consumer brand awareness refers to the extent of consumers' familiarity with products and their ability to recognise these products based on the associated company's name. Consumers' positive perceptions of the distinctive attributes that differentiate the product from its competitors are influential. The formation of a favourable perception regarding a product is associated with the inclination to engage in its purchase (Ahmed et al., 2021). Consumer awareness refers to the cognitive assessment made by individuals regarding their own needs and desires, with the anticipation that these requirements will be fulfilled through the act of purchasing. When consumers perceive that their needs and desires are being met, they exhibit a preference for certain brands and develop an intention to make a purchase (Pratama, Hamidi, & Cahyono, 2023). Consumers, in their capacity as customers, possess a range of entitlements encompassing health safeguarding, environmental conservation, equitable treatment, privacy, and courteous demeanour,

among others. When consumers perceive that a company fulfils their rights, they are more likely to have an intention to engage in purchasing activities (Nurhayati & Hendar, 2020). Product labelling refers to the concise use of keywords in written descriptions affixed to products. The product label serves as a means to communicate the various attributes of the product's service quality, highlighting the offerings provided by the company. Additionally, it often reflects the company's level of expertise and reputation. Furthermore, certain product labels are crafted with the intention of enticing readers to experiment with the products in order to fulfil their individual requirements. Product labels exert a significant impact on readers, thereby eliciting a heightened inclination towards making a purchase (Bashir, 2019).

The primary focus of this study is on the purchasing intentions displayed by Iraqi consumers in the manufacturing sector. Iraq is classified as an emerging nation with an upper-middle-income economy. According to available data, Iraq is projected to have a nominal GDP of approximately \$297.895 billion in 2023. This estimation is based on a GDP growth rate of 9.2% from the previous year, indicating a significant increase of over 2.4% compared to the GDP growth rate observed in 2021. The economy can be broadly classified into three primary sectors, namely agriculture, industry, and services, which make respective contributions of 3.3%, 51%, and 45.8% to the overall economic output. The manufacturing industry in Iraq is considered to be the most prominent and influential sector within the country's economy. It exerts a substantial influence on the country's GDP expansion. This phenomenon is commonly recognised as the primary driver of exports originating from the nation (Awadh & Awad, 2020). The aforementioned sector contributes significant financial resources to the nation through the acquisition of foreign currency. In 2018, the manufacturing sector in Iraq witnessed a total production value of \$4.62 billion, indicating a growth rate of 13.49% compared to the preceding year of 2017. Subsequently, in 2019, manufacturing output further expanded to reach \$4.99 billion, reflecting a year-on-year increase of 8.09%. Nevertheless, the COVID-19 pandemic emerged and subsequently exerted a profound impact on the nation's economy, resulting in severe consequences. The manufacturing sector experienced a marginal decline of 0.04% between the years 2019 and 2020. In 2020, the total value of manufacturing output amounted to \$4.99 billion, which further decreased to \$4.28 billion in 2021. This decline represents a substantial decrease of 14.45% compared to the previous year (Al Jabouri & Al-Akili, 2022).

Despite the ongoing economic recovery and the implementation of various strategies to mitigate the spread of COVID-19, it is evident that the manufacturing sector is experiencing sluggish growth and contributing a smaller proportion to the overall economic expansion of the nation. One of the primary factors contributing to this phenomenon is the decline in customer volume and the decrease in sales (Ali & Anwar, 2021). This study offers a resolution to the challenges faced by manufacturing

companies, with a specific emphasis on customer intention. The primary aim of this study is to investigate the effects of consumer brand awareness, consumer needs awareness, and consumer rights awareness on consumer purchase intention. The objective of this study is also to ascertain the significance of product labels in fostering consumer brand awareness, consumer consciousness of needs, consumer awareness of rights, and consumer purchase intention.

Different writers demonstrate their interest in and discuss consumer purchase intentions, yet they fail to address certain gaps in the literature. The current study addresses several of these gaps. Initially, the researchers conducted an analysis of the effects of customer awareness on the intention to make a purchase. However, the focus of their examination was limited to customer or consumer awareness, without conducting a comprehensive analysis of the various dimensions of consumer brand awareness, consciousness of consumer needs, and consumer rights awareness. Additionally, they did not explore the role of these dimensions in influencing consumer purchase intention. The current research expands the existing body of literature by examining the influence of consumer brand awareness, consumer needs awareness, and consumer rights awareness on consumer purchase intention. Furthermore, existing scholarly literature has extensively discussed the direct correlation between product labels and consumer purchase intention. There is a limited amount of discourse regarding the moderating function of product labels in relation to consumer brand awareness, consumer needs awareness, consumer rights awareness, and consumer purchase intention. This study aims to address the existing gap in the literature by examining the moderating effect of product labels on the relationship between consumer brand awareness, consumer needs awareness, consumer rights awareness, and consumer purchase intention. The present study endeavours to investigate the influence of consumer awareness on consumer purchase intention within the context of Iraq.

The paper consists of five sections. The second section focuses on prior research to formulate hypotheses concerning the correlation between consumer brand awareness, consumer needs awareness, consumer rights awareness, product labels, and consumer purchase intention. The third section delineates the methodologies employed for data collection and subsequent data analysis in order to derive meaningful findings. The findings are derived from the analysis conducted in the fourth section. The validity of the results has been confirmed through previous studies and subsequent discussion. The research concludes with a summary of the study's findings, followed by an examination of the potential implications of these findings. Additionally, the study acknowledges and discusses the limitations that may have influenced the results.

## LITERATURE REVIEW

Customer retention is a fundamental tenet in the realm of business, with the establishment of consumer purchase intention playing a crucial role in achieving this objective.

Consumer intention is elicited by the level of consumer consciousness. [Zhang and Ahmad \(2021\)](#) conducted a study. This study examines the effects of consumer brand awareness, consumer needs awareness, consumer rights awareness, and product labels on consumer purchase intention. The hypotheses are formulated based on a comprehensive review of existing literature, as discussed in the subsequent paragraphs.

Consumers who possess knowledge regarding various brands, including their customer service, product quality, and capacity to distinguish their offerings from those of competitors, are able to shape their perceptions when engaging with a specific company. Once individuals have formed a favourable perception of a particular product, they subsequently cultivate a strong inclination to acquire the said product. There is a positive relationship between consumer brand awareness and consumer purchase intention ([Hien, Phuong, Tran, & Thang, 2020](#)). According to [Febriyanto \(2020\)](#), consumers can form opinions about a product associated with a particular brand when they acquire knowledge about the brand through various sources, such as advertisements, word of mouth within their community, or personal experiences with the brand's products. When consumers are motivated by a brand due to its outstanding customer service quality and exceptional product design and functionality, they tend to form positive perceptions of a newly introduced product from the same brand. The consumer's affinity for the brand's product serves as a driving force behind their intention to engage in a purchase. As stated by [Verma \(2021\)](#), customers who develop brand awareness through experiential means demonstrate a higher propensity for purchase intention. So,

**H1:** Consumer brand awareness has a positive association with consumer purchase intention.

The individual requirements of one person vary in comparison to those of others. Likewise, it is evident that consumers possess distinct requirements and seek extraordinary attributes in comparison to their counterparts ([Wang, Ko, & Wang, 2022](#)). In various industries, companies engage in the production of diverse products, trade in distinct commodities, provide specialised services, implement specific advertising strategies, and utilise multiple marketing channels. When individuals possess a heightened awareness of their personal needs and desires, they engage in a process of evaluating and contrasting the offerings of various companies. In doing so, they seek to identify any potential compatibility between their needs and the services or products provided by a particular company. Consequently, they contemplate the possibility of acquiring and utilising the goods offered by said company. The correlation between consumer needs and company offerings, stemming from an awareness of consumer needs, contributes to the formation of consumer purchase intention ([Zhu, Mou, & Benyoucef, 2019](#)). According to [Ali \(2019\)](#), consumers possess an awareness of the nature and extent of their needs, as well as their expectations regarding the product they intend to purchase. Additionally, they consider factors such as the availability of goods and their overall experience throughout the

purchasing process. Consumers may evaluate the extent to which a company's offerings align with their needs and desires, thereby influencing their purchasing decisions. Once individuals classify brands based on this comparison and identify the one that aligns most closely with their needs and preferences, they express their intention to make a purchase from that particular brand. Therefore, awareness of consumer needs motivates individuals to develop appropriate purchase intentions. That's why,

**H2:** Consciousness of consumer needs has a positive association with consumer purchase intention.

Customers possess a range of entitlements, including but not limited to health and safety safeguards, equitable pricing, privacy preservation, superior product quality, accurate quantity, repair services, and access to information regarding product standards ([Sheng, Xie, Gong, & Pan, 2019](#)). Consumer awareness of their rights and access to information regarding companies' commitment to customer care, responsibility, accountability, and reputation for upholding consumer rights, along with the experiences of loyal customers, play a crucial role in influencing consumers' decision-making processes regarding their engagement with a particular company. Customers who hold positive perceptions regarding the fulfilment of consumer rights are more likely to exhibit purchase intentions ([Zhao, Huang, & Su, 2019](#)). The study conducted by [Zameer and Yasmeen \(2022\)](#) investigates the level of consumer awareness regarding their rights, the impact of green innovation on consumer behaviour, and the subsequent intention to make purchases. To evaluate the hypothesis, an online survey method was employed to gather data pertaining to consumer environmental awareness, green innovation, and consumer purchase intention. The researchers utilised the structural equation modelling (SEM) technique to conduct an empirical analysis. The study suggests that consumers who possess environmental consciousness consistently take into account the ecological consequences of products prior to engaging with a company for the purpose of making purchases. The purchase intention of consumers is influenced by their perception of companies' adoption of green innovation and their ability to satisfy health and safety rights. Hence,

**H3:** Consumer rights awareness has a positive association with consumer purchase intention.

The influence of product labels on readers' perceptions and the reputation of the company responsible for introducing said products is evident. When a company designs product labels, it strategically highlights positive aspects of its offerings, which in turn captivate readers and stimulate their intention to make a purchase ([Ansari, Ansari, Ghori, & Kazi, 2019](#)). [Tan, Geng, Katsumata, and Xiong \(2021\)](#) conducted a study to examine the association among product labels, consumer brand awareness, and consumer purchase intention, as outlined in their research article. The online survey was administered to a sample of participants selected at random from the Credamo sample pool. This pool comprises over 2.6 million members from diverse backgrounds. The survey was conducted as a means of collecting data. The researchers employed the AMOS software to assess the validity and reliability of the focal

constructs. The analysis of variance (ANOVA) test was utilised to obtain the findings. The findings of the study indicate that the use of a suitable product label has a positive impact on consumer brand recognition and enhances its influence on consumer purchase intent. According to [Sanny, Arina, Maulidya, and Pertiwi \(2020\)](#), it is asserted that a prominently displayed product label has the ability to convey information about the product's attributes, the company's behaviour, and the brand's level of popularity. These labels have the potential to generate consumer recognition and familiarity with a particular brand. Consumers' adoption of consumer purchase intention is contingent upon their comprehensive understanding of a brand and their positive perception thereof. Thus,

**H4:** Product label is a significant moderator between consumer brand awareness and consumer purchase intention.

The product label serves as a visual representation of a product, encompassing its distinctive characteristics, provenance, and instructions for obtaining the product. When a product label is meticulously designed with meticulous attention, it effectively communicates the product's functionalities and the marketing strategies employed by the respective companies. The provision of a comprehensive and transparent product label serves to raise consumer awareness regarding their specific requirements and enables them to evaluate the extent to which a given product can fulfil those needs. The cultivation of consumers' awareness and discernment contributes to the cultivation of their intention to make purchases. ([Prasad, Garg, & Prasad, 2019](#)). [De Silva, Wang, and Kuah \(2021\)](#) conducted a study to investigate the relationship between product labels, consumer awareness of needs, and consumer purchase intention. Data on product labels, consumer awareness of needs, and consumer purchase intentions were gathered from both the United Kingdom and China. According to the study, product labelling plays a significant role in enhancing consumer awareness of their needs and influencing their intention to make a purchase. The product label serves to enhance the connection between consumer awareness of their needs and their intention to make a purchase. According to the research conducted by [Nekmahmud and Fekete-Farkas \(2020\)](#), it can be inferred that when consumers are informed about the incorporation of environmentally-friendly practices in the production processes through product labels, they develop an awareness of their health requirements and gain confidence in the ability of these products to meet their health protection needs. Consumers exhibit a propensity to engage in purchasing behaviour when their needs are adequately met.

**H5:** Product label is a significant moderator between the consciousness of consumer needs and consumer purchase intention.

When consumers engage in purchasing activities, they are entitled to various social and economic rights. All companies have an obligation to provide these rights to their customers, and it is part of their business

responsibilities to ensure honesty in the design of product labels. The provision of transparent and accurate information regarding its offerings to consumers through product labels is imperative. According to [Wang, Wong, and Narayanan \(2020\)](#), consumers who perceive a company's socially responsible behaviour are motivated to exercise their consumer rights by making purchases from that company. While [Dabbous and Tarhini \(2021\)](#) examine the correlation between product labels, consumer awareness of their rights, and consumer intention to make a purchase, The researchers employed the structural equation modelling (SEM) technique in order to examine and evaluate the research hypotheses. The statistical software programmes, IBM SPSS 20 and IBM Amos 23, were utilised to assess the adequacy of the model, verify the validity of the data, evaluate the reliability of the scales, and analyse the findings of the research study. The study suggests that when consumers are informed about the positive outcomes associated with a product through its label, they are motivated by the brand and exhibit a desire to continue purchasing from that particular brand. According to [Park, Hyun, and Thavisay \(2021\)](#), it can be inferred that a well-designed product label serves to inform users about the extent to which a company endeavours to uphold consumer rights. The growing awareness of consumer rights instills a feeling of contentment among individuals and serves as a driving force behind their intention to make consumer purchases. That's why,

**H6:** Product label is a significant moderator between consumer rights awareness and consumer purchase intention.

## RESEARCH METHODS

This study aims to examine the impact of consumer brand awareness, consciousness of consumer needs, and awareness of consumer rights on consumer purchase intention. Additionally, it seeks to explore the moderating effects of product labels on the relationship between consumer brand awareness, consciousness of consumer needs, consumer rights awareness, and consumer purchase intention within the manufacturing industry in Iraq. The primary data was collected by the researchers through the use of survey questionnaires administered to the respondents. The questionnaires utilised in this study were derived from previous scholarly works. For instance, the questionnaire on consumer brand awareness consisted of four questions ([Tan, Geng, Katsumata, & Xiong, 2021](#)), while the questionnaire assessing consciousness of consumer needs comprised five questions ([Eastman et al., 2021](#)). Additionally, the questionnaire on consumer rights awareness encompassed six items ([Rhein & Schmid, 2020](#)), and the questionnaire examining product labels consisted of five questions ([Aitken, Watkins, Williams, & Kean, 2020](#)). Lastly, the questionnaire assessing consumer purchase intention comprised six questions ([Chetioui, Benlafqih, & Lebdaoui, 2020](#)).

The individuals chosen to participate in the evaluation of consumer behaviour are designated as the respondents. The survey questionnaires were used to distribute the surveys to the designated employees. The selection of

employees was conducted using purposive sampling. The researchers distributed a total of 561 surveys, of which 366 were successfully collected, indicating a response rate of approximately 65.24 percent. Furthermore, the researchers utilised the SPSS-AMOS software to examine the correlation between the constructs of the participants. This tool is highly efficient in conducting primary data analysis, particularly in handling extensive data sets and intricate

frameworks (Hair et al., 2017). The study employed three predictors, namely consumer brand awareness (CBA), consciousness of consumer needs (CCN), and consumer rights awareness (CRA). Additionally, the study incorporated one moderating construct, namely product labels (PL), and one predictive construct, namely consumer purchase intention (CPI). The constructs depicted in Figure 1 are provided.

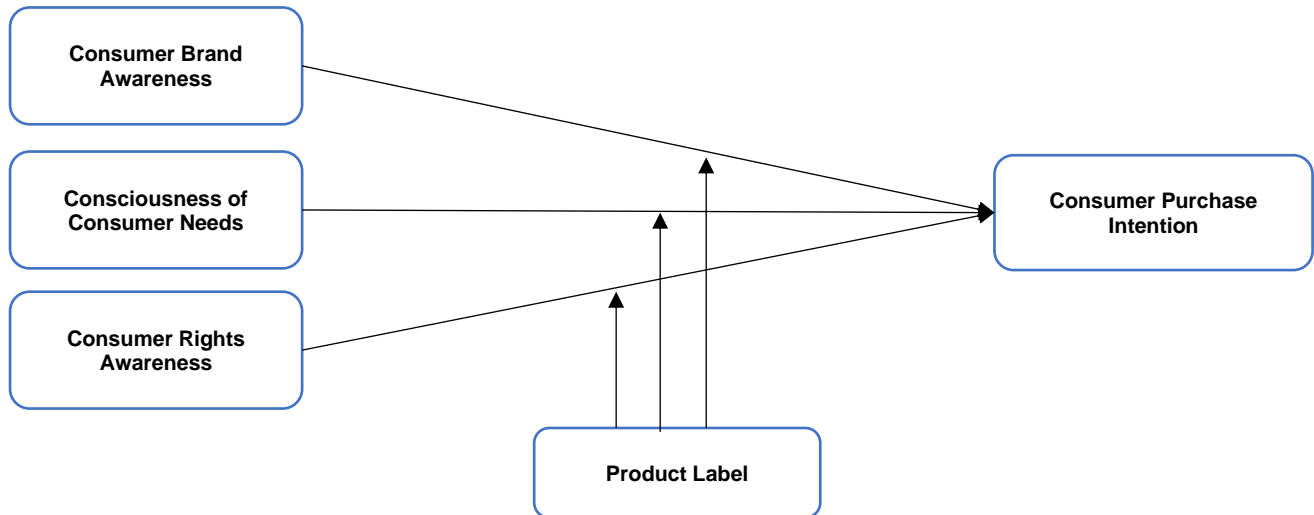


Figure 1: Theoretical model

## RESEARCH FINDINGS

The outcomes show the correlation among items known as convergent validity and the outcomes exposed that composite reliability values are not less than 0.70,

average variance extracted (AVE) and factor loadings are not lower than 0.50 and MSV and ASV figures are not larger than AVE values. These outcomes indicated a high correlation among items. These outcomes are given in Table 1.

Table 1: Convergent validity

Constructs	Items	Loadings	CR	AVE	MSV	ASV
Consumer Brand Awareness	CBA1 <--- CBA	0.990	0.915	0.734	0.424	0.137
	CBA2 <--- CBA	0.691				
	CBA3 <--- CBA	0.985				
	CBA4 <--- CBA	0.713				
Consciousness of Consumer Needs	CCN1 <--- CCN	0.829	0.883	0.605	0.594	0.314
	CCN2 <--- CCN	0.859				
	CCN3 <--- CCN	0.825				
	CCN4 <--- CCN	0.635				
	CCN5 <--- CCN	0.717				
Consumer Rights Awareness	CRA1 <--- CRA	0.996	0.936	0.754	0.694	0.259
	CRA2 <--- CRA	0.632				
	CRA4 <--- CRA	0.998				
	CRA5 <--- CRA	0.630				
Product Label	CRA6 <--- CRA	0.992	0.899	0.641	0.424	0.242
	PL1 <--- PL	0.789				
	PL2 <--- PL	0.854				
	PL3 <--- PL	0.787				
	PL4 <--- PL	0.795				
Consumer Purchase Intention	PL5 <--- PL	0.776	0.837	0.513	0.267	0.172
	CPI2 <--- CPI	0.528				
	CPI3 <--- CPI	0.813				
	CPI4 <--- CPI	0.606				
	CPI5 <--- CPI	0.800				
	CPI6 <--- CPI	0.787				

The outcomes show the correlation among variables known as discriminant validity and the Fornell Larcker criteria show that the first values are larger than the other values in the same column. These outcomes indicated a low correlation among variables. These outcomes are given in Table 2.

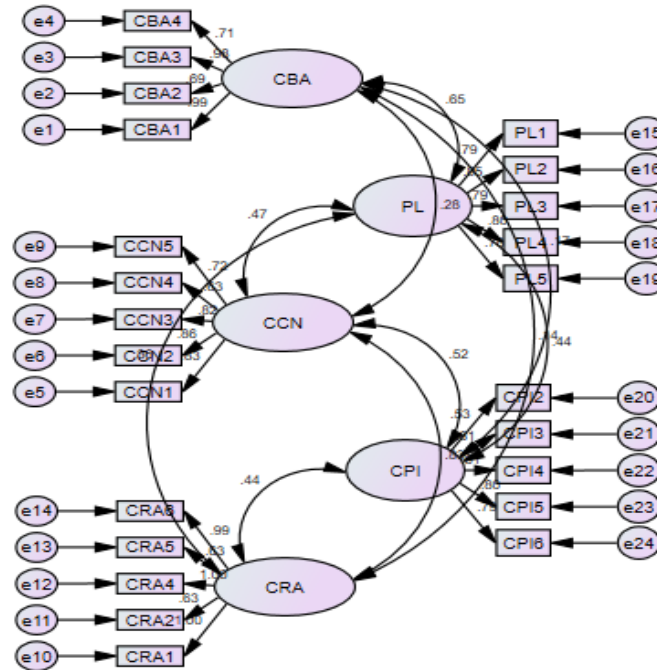
Table 2: Discriminant validity

	PL	CBA	CCN	CRA	CPI
PL	0.801				
CBA	0.651	0.857			
CCN	0.468	0.275	0.878		
CRA	0.360	0.138	0.833	0.868	
CPI	0.444	0.173	0.517	0.440	0.716

The results also indicate that the model exhibits strong fitness, as evidenced by the RMSEA values being less than or equal to 0.05 and the TLI and CFI values being greater than or equal to 0.90. The values exposed by the model are a good fit. The results are presented in Table 3.

**Table 3: Model good fitness**

Selected Indices	Result	Acceptable level of fit
TLI	0.909	TLI > 0.90
CFI	0.912	CFI > 0.90
RMSEA	0.003	RMSEA < 0.05 good; 0.05 to 0.10 acceptable



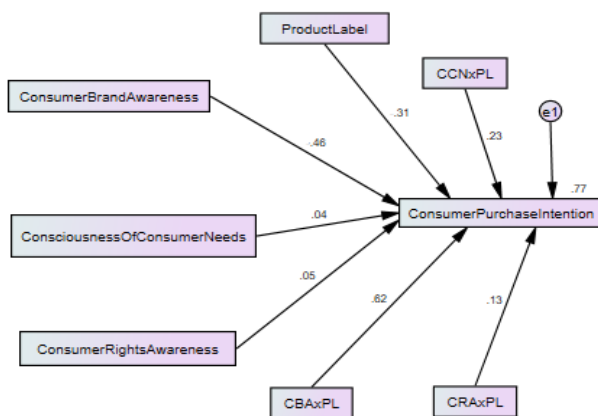
**Figure 2: Measurement model assessment**

The outcomes exposed that consumer brand awareness, consciousness of consumer needs and consumer rights awareness have a positive association with consumer purchase intention of the manufacturing industry in Iraq and accept H1, H2 and H3. The results also indicated that

the product label significantly moderates among consumer brand awareness, consciousness of consumer needs, consumer rights awareness and consumer purchase intention of the manufacturing industry in Iraq and accept H4, H5 and H6. These outcomes are given in Table 4.

**Table 4: Path analysis**

Relationships	Beta	S.E.	C.R.	P
Consumer Purchase Intention <-- Consumer Brand Awareness	0.587	0.036	16.253	0.000
Consumer Purchase Intention <-- Consciousness of Consumer Needs	0.055	0.021	3.095	0.034
Consumer Purchase Intention <-- Consumer Rights Awareness	0.065	0.030	2.167	0.045
Consumer Purchase Intention <-- CBA x PL	0.142	0.006	22.224	0.000
Consumer Purchase Intention <-- CRA x PL	0.030	0.007	4.525	0.000
Consumer Purchase Intention <-- CCN x PL	0.059	0.007	8.311	0.000
Consumer Purchase Intention <-- Product Label	0.415	0.037	11.110	0.000



**Figure 3: Structural model assessment**

**DISCUSSIONS**

The findings of the study indicate a significant positive correlation between consumer brand awareness and consumer purchase intention. The findings presented here are consistent with the assertions made by Chakraborty (2019), who posits that individuals who possess a comprehensive understanding of various brands, including their offerings, behaviours, services, and product quality, are able to effectively evaluate and differentiate between these brands, enabling them to make informed decisions. When consumers actively pursue comprehensive knowledge about a brand, their intention to make a purchase is heightened. The findings presented in this study are corroborated by the research conducted by

Tannady et al. (2022). Their study similarly demonstrates that brand awareness among consumers has a transformative effect on their cognitive processes, facilitating informed decision-making and fostering purchase intentions.

The results of the study indicate a positive correlation between consumer awareness of their needs and their intention to make a purchase. The findings align with the research conducted by Lee, Goh, and Mohd Noor (2019), suggesting that consumers who are aware of their needs and desires when selecting a company for purchasing purposes tend to evaluate which company can best fulfil their requirements and preferences. When a company successfully fulfils the consumer's perceptions, it effectively influences consumer purchase intention. The findings presented in this study are corroborated by Qazzafi's (2019) research, which emphasises that consumers' awareness of their needs and their ability to fulfil them through product usage facilitates informed decision-making and fosters purchase intentions that align with the company's offerings.

The findings of the study indicate a positive correlation between consumer awareness of their rights and their intention to make purchases. The findings support research by Kumar, Prakash, and Kumar (2021), which contends that when customers are aware of their rights as buyers, they take into account both the quality of the product and the moral behaviour of company representatives, enabling them to make wise decisions. The organisation responsible for safeguarding consumer rights is actively involved in shaping consumer purchase intentions. The outcomes presented in this study are corroborated by the research conducted by Prakash et al. (2019), indicating that consumers who possess an awareness of their rights are more likely to make informed decisions regarding their purchase intentions. The results indicate that the presence of a product label plays a crucial role in influencing the relationship between consumer brand awareness and consumer purchase intention. The findings presented in this study align with the research conducted by Ghali-Zinoubi and Toukabri (2019), which suggests that the implementation of product labels providing transparent information has the potential to generate consumer brand awareness and influence consumers' purchase intentions. The findings presented are corroborated by the research conducted by Lu and Chen (2021). Based on the findings of a prior investigation, it has been observed that when a product label offers precise and reliable information, consumers tend to develop heightened brand awareness and acquire the capacity to establish purchase intentions.

The findings indicate that the product label plays a crucial role as a moderator in the relationship between consumer need awareness and consumer purchase intention. The findings presented here are consistent with the research conducted by Jung, Choi, and Oh (2020), which suggests that product labels stimulate consumers' cognitive processes, leading to an awareness of the compatibility between their needs and the company's offerings. Consequently, this heightened awareness may influence consumers' intentions to make a purchase. The findings

presented in this study are further corroborated by Brewer and Sebby's (2021) research, which demonstrates that the inclusion of labels on products enhances consumer awareness of their needs and subsequently enhances their propensity to make a purchase. The results of the study indicate that the presence of a product label plays a crucial role in moderating the relationship between consumer awareness of their rights and their intention to make a purchase. The findings presented here align with the research conducted by Sharma, Dwivedi, Arya, and Siddiqui (2021), which posits that the fulfilment of consumers' rights and the generation of consumer purchase intention can be achieved through the implementation of suitable product labelling practices. The findings presented in this study are further corroborated by the research conducted by Weismueller, Harrigan, Wang, and Soutar (2020). Their study emphasises the role of product labelling in enhancing consumer awareness of their rights, consequently influencing their intention to make a purchase.

## IMPLICATIONS

In order to ensure the success of a business, it is imperative to effectively engage and maintain a customer base by cultivating consumers' inclination to purchase the products and services offered by the company within the market. This study holds significance for business enterprises as it provides guidance on the formulation of strategies to influence consumer purchase intention. The research suggests that it is imperative to cultivate brand awareness among consumers as a means to enhance their intention to make purchases. The study further suggests that consumers should be mindful of their needs in order to develop purchase intentions. The study posits that it is imperative to educate consumers about their rights as customers in order to enhance their purchase intention. Additionally, the research indicates that it is imperative for companies to accurately label their products. In the present scenario, the enhancement of consumer brand awareness is likely to result in an increased propensity to make purchases. There is also a proposition that product labels should be suitable and unambiguous in order to foster consumer awareness of their needs, thereby facilitating the formation of purchase intentions. Furthermore, the research indicates that it is crucial to develop product labels that are comprehensive, transparent, and suitable in order to enhance consumers' awareness of their rights and facilitate their decision-making process when making purchases. The study guides policymakers in formulating policies aimed at enhancing consumer purchase intention through a focus on effective consumer brand awareness, awareness of consumer needs, and awareness of consumer rights.

## CONCLUSION

The primary objective of this study was to investigate the impact of consumer brand awareness, consumer needs awareness, and consumer rights awareness on consumer purchase intention. The primary aim of this study was to examine the impact of product labels on various aspects of consumer behaviour, including brand awareness,

consumer needs awareness, consumer rights awareness, and consumer purchase intention. The researchers sought to obtain quantitative data by administering questionnaires to the manufacturing sector in Iraq. The findings of the study revealed a significant positive correlation between consumer brand awareness, consumer needs awareness, consumer rights awareness, and consumer purchase intention. The findings of the study suggest that consumers who possess a strong understanding of a brand are capable of making comparisons between its products and those offered by competitors. Furthermore, when consumers perceive the brand's products to be superior, it positively influences their intention to make a purchase. The findings also indicate that when consumers possess awareness of their needs and align them with the offerings of a company, they experience greater satisfaction and exhibit a higher intention to engage in a purchase. In a similar vein, the research findings indicate that when consumers possess knowledge regarding their rights as customers and perceive that the company is capable of upholding these rights, they exhibit a strong commitment to the company and express an intention to make purchases. Additionally, the research findings indicate that the product label serves as a moderating factor in the relationship between consumer brand awareness, consumer awareness of their needs, consumer awareness of their rights, and consumer intention to make a purchase. The enhancement of consumer brand awareness, consumer needs consciousness, and consumer rights awareness significantly influences consumer purchase intention, thereby emphasising the importance of an appropriate, transparent, and fair product label.

## LIMITATIONS

The study also has certain limitations that restrict the generalizability of its findings. The researchers are being urged to implement a modification. The study framework elucidates the interplay between various factors, namely consumer brand awareness, consumer needs consciousness, consumer rights awareness, and consumer purchase intention. There are various additional factors that play a pivotal role in influencing consumer purchase intentions. In addition, it is imperative for research to examine the correlation between these factors and consumer purchase intention. Furthermore, it should be noted that the data gathered by researchers is limited to the Iraqi manufacturing industry. As a result, the findings of this study can only be applied generally, and further investigation is needed in future academic research to examine the relationship in multiple countries.

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