

e-book | ISBN: 978-93-91355-27-2



**International Marketing Conference**  
**iMarC-2021**

# **INNOVATIONS IN CONTEMPORARY MARKETING THEORY AND PRACTICE**

21<sup>st</sup>-22<sup>nd</sup> April, 2021

**ABSTRACTS**



Organized by  
**Indian Institute of Management Shillong**  
Umsawli, Shillong, Meghalaya, India  
<https://iimshillong.ac.in>

---

**Editors**  
**Prof. Bidyut Jyoti Gogoi**  
**Prof. Pratap Chandra Mandal**  
**Prof. Gurpreet Kour**

**International Marketing Conference**

**iMarC-2021**

**INNOVATIONS IN  
CONTEMPORARY MARKETING  
THEORY AND PRACTICE**

[www.groupexcelindia.com](http://www.groupexcelindia.com)

e-book | ISBN: 978-93-91355-27-2



**International Marketing Conference**

**iMarC-2021**

# **INNOVATIONS IN CONTEMPORARY MARKETING THEORY AND PRACTICE**

21<sup>st</sup>–22<sup>nd</sup> April, 2021

**ABSTRACTS**

Editors

**Prof. Bidyut Jyoti Gogoi**

**Prof. Pratap Chandra Mandal**

**Prof. Gurpreet Kour**

Organized by

**Indian Institute of Management Shillong**

Umsawli, Shillong, Meghalaya, India

<https://iimshillong.ac.in>

**Edition: I, January 2022**

Copyright© 2022 **Indian Institute of Management Shillong**  
**Umsawli, Shillong, Meghalaya, India**

Title: **International Marketing Conference (iMarC-2021)**  
**Innovations in Contemporary Marketing: Theory and Practice**  
**ABSTRACTS**

Editors:

**Prof. Bidyut Jyoti Gogoi**  
**Prof. Pratap Chandra Mandal**  
**Prof. Gurpreet Kour**

ISBN: **978-93-91355-27-2 (e-Book)**

No part of this publication may be reproduced or transmitted in any form, by any means, electronic or mechanical, including photocopy, recording, or any information storage and retrieval system, without permission in writing from the copyright owners and publisher.

#### DISCLAIMER

The authors are solely responsible for the contents of the papers compiled in this volume. The publisher or editors do not take any responsibility for the same in any manner. Errors, if any, are purely unintentional and readers are requested to communicate such errors to the editors or publisher to avoid discrepancies in future.

Published by

#### **EXCEL INDIA PUBLISHERS**



91 A, Ground Floor  
Pratik Market, Munirka, New Delhi-110067  
Tel: +91-11-2671 1755/ 2755/ 3755/ 5755  
Cell: 9899127755, 9999609755, 9910757755  
Fax: +91-11-2671 6755  
E-mail: [publishing@groupexcelindia.com](mailto:publishing@groupexcelindia.com)  
Web: [www.groupexcelindia.com](http://www.groupexcelindia.com)

Typeset by

Excel Prepress Services, New Delhi-110 067  
E-mail: [production@groupexcelindia.com](mailto:production@groupexcelindia.com)

## Preface

International Marketing Conference (iMarC) is an annual conference introduced for the first time in April, 2021. It is an important event of IIM Shillong and will be held annually for providing a platform for proliferation of knowledge and sharing of experience in the field of Marketing.

The first edition of iMarC, “**Innovations in Contemporary Marketing: Theory and Practice**” was successfully completed during 21<sup>st</sup> and 22<sup>nd</sup> of April, 2021. The conference received 98 papers out of which 65 papers were accepted for presentation in the conference. There were 12 technical sessions in different areas of Marketing: Digital Marketing, Sustainable and Crisis Marketing Strategies, Marketing Communications, Contemporary Issues in Marketing, Consumer Behaviour, Tourism Marketing, Retail and Omnichannel Marketing, Brand and celebrity endorsement, Social Media Marketing, Customer Service and Engagement.

The distinguished keynote speakers for the conference included Prof. Neeraj Arora , Professor, Wisconsin School of Business at UW Madison who talked about “Challenges and opportunities in assessing digital marketing effectiveness”; Prof. Nripendra Rana, Professor, Digital Marketing, Bradford University who talked about “A meta -analysis of the factors affecting e-WoM providing behavior”; Prof. Bipul Kumar, Associate Professor, Marketing, IIM Indore, who talked about “Marketing Innovation and Sustainability”; Prof. Prasad Naik, Professor, Marketing, UC Davis, USA, who talked on Innovations in Marketing: Recent Past, Present, and Near Future”; Prof. Subhdip Roy, Associate Professor, Marketing, IIM Ahmedabad, who talked on “How to publish in a high impact journal?”; Prof. Varsha Jain, Professor, Marketing, MICA, who talked on “Emerging research areas in Marketing”; Dr. Subhasis Ray, Professor, Marketing Xavier Institute of Management (XIMB), who talked on “Product Marketing and Sustainability”; Dr. Vishal Gupta, Professor, Cleverhouse College of Business, The University of Alabama, who spoke on “Emerging Marketing and Entrepreneurship”.

The conference also was graced by Dr, Prafulla Y Agnihotri, Professor and Dean, D.Y. Patil University; Dr. Rama Jayanti, Professor, Cleveland State University, Ohio; Dr. Biswajita Parida, IIT Delhi as keynote speakers and session chairs.

## Message from the Director

Marketing helps in understanding the customers well and in placing the products and services appropriately. Innovations bring in new dimensions to business. Several paradigm shifts have happened which has led to transformations in the way business operate. Innovations in marketing has led to new ways of designing products and services, better channels of distribution and better techniques of understanding the customers.

I am happy to present the proceedings of the iMarC2021, **Innovations in Contemporary Marketing: Theory and Practice**, the first annual International Marketing Conference of IIM Shillong. I congratulate my colleagues in the organizing committee and the scientific committee for successful completion of the conference and bringing out the conference proceedings. I congratulate the authors for writing their papers for iMarc2021. I thank all the distinguished speakers, eminent panelists and delegates from India and abroad for actively contributing to the conference.

I hope the message of innovations in contemporary marketing will spread across for development in the area of marketing.

**Dr. D.P. Goyal**

## Contents

	<i>Preface</i>	v
	<i>Message from the Director</i>	vi
1.	Cause-Related Video Advertising: Cutting a Long Story Short <i>Ajeet Sharma</i>	1
2.	Anthropomorphic Recommendation Agents: An Innovation in E-Tailing <i>Geeta Raut, Udita Taneja</i>	2
3.	A Study on to Measure the Effectiveness of Skippable Advertisements in Youtube in Influencing the Buying Decisions of the Viewers <i>N.D. Amutha Bharathi, M. Mahalakshmi Priyadharshini, K. Rao Prashanth Jyoty</i>	3
4.	A Critical Review of New Trends in Digital Marketing <i>N. Monali Musale, Asmita Mudaliar</i>	4
5.	Cognitive Irrationality Realigning Purchase Decisions: The Constrained Consumer <i>Ujwal Prakash</i>	5
6.	Factors Impacting Green Consumer Behaviour in Delhi: An Empirical Study <i>Akshita Jain, Vibhuti Parashar, Smita Mishra</i>	6
7.	The Emergence of The Solar Energy Market: COVID-19 Challenges and Future Prospects <i>Diljeet Kaur, Mujibur Rehman</i>	7
8.	Examining the Role of Smartphone in Young Generation: A Qualitative Study using In-depth Interview <i>Nazar Fatima Khan, Mohd Naved Khan</i>	8
9.	Religion and Consumer Behaviour: A Bibliometric Analysis <i>Maj. Nupur Gupta, Gaurav Gupta, Subham Singh</i>	9
10.	Social Media Marketing: A Road Ahead <i>Jyoti Sindhu, Lokesh Jasrai</i>	10
11.	Innovative Techniques in Market Demand Repositioning and Streamlining of Post-harvest Imperatives of Cardamom to Recapture its Lost Glory as Queen of Spices <i>Elsa Cherian</i>	11
12.	Digital Advertising , Internet Advertising, Online Marketing , Web Advertising, Online Advertising, Internet Marketing, Web Marketing <i>Ajay Kumar Yadav</i>	13
13.	The Strategy of Offering “Deeply Discounted Prices” on Online E-commerce Platforms: Is it a “Good Cholesterol” for Platforms’ Profits? <i>Sovik Mukherjee</i>	14
14.	Influencers on Social Media – Factors Affecting Antecedents and Consequences of Opinion Leadership in the Fashion Industry of West Bengal, India <i>Aditya Vikram Singh, Jyoti Shaw, Udit Chawla</i>	15

15. Virtual Classroom: - A Study on the use of Online Platforms in Different B-Schools of West Bengal, India During Covid – 19  
*Udit Chawla, Sonam Choudhary, Varsha Mishra* 16
16. 'A Study on the Impact of Digital Marketing in Empowering Women through Entrepreneurship' with Special Reference to Digital Marketing  
*R. Sneha, P. Pavithra, K. Rao Prashanth Jyoty* 17
17. Online Counterfeiting: The Ignored Aspect of Online Fraud  
*Nancy Jyani, Harbhajan Bansal* 18
18. Does Ordering of Online Reviews Play A Greater Role in Case of Higher-Priced Products While Influencing Purchase Decisions?  
*Bijit Ghosh, Spandan Chowdhury* 19
19. Working Professionals Inclination Towards UPI Payments and Mobile Wallet Adoption  
*Aayushi Singh, Roktim Sarmah* 20
20. Ethnic Marketing to Target Culturally Different Groups  
*Rupa Rathee, Pallavi Rajain* 21
21. Experiential Branding in Higher Education in India  
*Vijila Kennedy, Francis Kuriakose* 22
22. Digital Marketing In Pre And Post-Era of Covid-19 Pandemic in India in Heckscher-Ohlin Framework  
*Sourav Mookerjee, Bidisha Mukhopadhyay, Ishan Chatterjee, Rhitaban Nag* 23
23. Rural Consumer Behaviour Towards Durable Products : A Case Study of North India  
*Rahul Kumar, Md. Shahnawaz Abdin* 24
24. Consumer Awareness and Purchase Behaviour Towards Green Products- A Study of Delhi & NCR  
*Mona Chaudhary, Namrata Pancholi* 25
25. Location Based Advertising: A Literature Review Analysis and Research Agenda  
*Radhika Aggarwal, Sanjiv Mittal* 26
26. Effects of Personality Characteristics on eWOM Adoption in Travel Planning Behaviour: Exploring the Mediating Role of Community Engagement  
*Neha Zaidi, Mohammed Naved Khan, Vandana Ahuja, Neha Zaidi* 27
27. Symbolism in Advertising: Role of Social Identity and Contextual Relevance  
*Priyanka Singh, Venkata Rajasekhar Moturu* 28
28. Role of Artificial Intelligence in Social Media Marketing  
*D. Ayush Chabria* 29
29. Celebrity Endorsement and Purchase Intentions: The Role of Message Framing, Regulatory Focus, and Product Type  
*Ragu Prasadh Rajendran, C. Joe Arun* 30
30. Impact of Source Credibility on Purchase Intention and the Mediating role of Perceived EWOM Influence in case of B&B Industry  
*Sapna Sood* 31
31. Services of Co-operative Banks of Uttarakhand  
*Vijay Laxmi Sharma, Mayank Jindal* 32

32.	Consumer's Perception in the Context of Virtual Shopping: A Study on Varanasi City <i>Piyush Gupta, Shraddha Pathak, Amit Seth</i>	33
33.	Review of Sustainable Marketing Strategies for MSME and Start-ups in the Manufacturing Sector and an Innovation into IT <i>Dandekar Indraj Amarendra, Joshi Akhilesh Kedar, Dandekar Ashutosh Ramchandra, Patil Vishal Pandurang, S.S Kulkarni.</i>	34
34.	Implications of Contemporary Marketing Practices for Organizational Efficiency: An overview <i>Divyam Saran</i>	35
35.	A Study on the Effect of OTAs (Online Travel Agencies) Web Service Quality on Customer Satisfaction and Revisit Intention <i>Animesh Kumar Sharma, Rahul Sharma</i>	36
36.	Consumer Perception of Virtual Reality in the Gaming Industry <i>Samiksha Saiprakash, G.P. Karthik, L. Kiran Maney</i>	37
37.	Unfolding The Antecedents of Compulsive Buying Tendencies Among Individuals: A Review Analysis <i>Ratnesh Pal Singh, Taranjit Singh Vij</i>	38
38.	Innovations in Distribution Channel – A Case of Hero Cycles <i>Pranati Paheli</i>	39
39.	Influencer Marketing: Innovation to Game Changer A Study on its Impact on Consumer Buying Decision <i>Neha Joshi, Richa Chaudhary</i>	40
40.	Understanding the Recent Trends in the Packaging of Products Due to Outbreak of Coronavirus (COVID-19) Disease <i>Chandni Sharma, S. N. Jha</i>	41
41.	New Normal Inspiring New Innovations in Restaurant Industry: A Study on Shifting Consumer Expectations and Preferences <i>Shraddha Kapadia, Franee Kotak, Richa Chaudhary</i>	42
42.	Is the Ethical Behaviour a Consideration for Defining Loyalty in an Offline Space? <i>Shilpa Kankonkar</i>	43
43.	The Role of Mindfulness, Self-efficacy, and Social Support on Psychological Wellbeing: Predictors and Outcomes at Workplace from the Life Insurance Agent's Perspective <i>Tantri Keerthi Dinesh, Ankitha Shetty</i>	44
44.	COVID-19 Pandemic and its Impact on Fast Moving Consumer Goods (FMCG) Sector <i>Gautam Mishra, Soumya Soni</i>	45
45.	Digital Marketing Adaptation for Self-Promotion: An Application of Do-It-Yourself and Technology Acceptance Model <i>Manisha Gupta, Shagun</i>	46
46.	Marketing Post Covid-19 A Paradigm Shift in Strategies of B2B and B2C <i>Ritu, NDIM</i>	47
47.	Effect of Employer Branding on Recruitment <i>Bhaswati Jana, Tanuja Kaushik, Jayanta Chakraborti</i>	48
48.	Global Pandemic and the Evolution of Marketing Strategies in the Past Decade <i>Krishna Kaustubh</i>	49

49. Role of Internal Brand Communities in Building a Strong Internal brand - A Conceptual Model  
*Prashar, Atul, Maity, Moutusy* 50
50. An Overview of the Factors that Kept the Traveler Satisfied at an Indian Airport in a Covid-19 Stricken Nation  
*Swapna Datta Khan, Akash Trivedi, Anshu Mishra, A. Chandrika* 51
51. An Ethnographic Insight into 'Consumer Purchase Behaviour' During the Lockdown owing to Covid-19 Pandemic – Study Taken in Bangalore with Special Reference to Kirana Stores  
*S. Guru Basava Aradhya, K.S. Lakshmi, T.K. Sateesh Kumar, S. B Niveditha* 52
52. Antecedents of Impulsive Buying Behaviour in Fashion Industry  
*Y. Lakshman Kumar, K.J. Madan Gowda, S. Guru Basava Aradhya* 53
53. Assessing the Impact of Corona Virus (Covid-19) on Tourism and Hospitality Industry in India- A Perspective Study  
*Jasveen Kaur, Jobanjeet Kaur* 54
54. A Sciento-metric Analysis- Current state of Art of Luxury Brands in 21<sup>st</sup> Century  
*Rehan Husain, Aftab Alam, Professor Bilal Mustafa Khan* 55
55. Role of Social Media in Financial Institutions A Theoretical Framework  
*Upasana Gupta, Bhawna Agarwal* 56
56. Factors Affecting Consumer Buying Behavior During A Pandemic: An Empirical Study  
*Mohammad Anas, Prof. Mohammed Naved Khan, Obaidur Rahman* 57
57. Augmented Reality & Virtual Reality in New Age Tourism  
*Hirak Roy, Souvik Saha* 58
58. Marketing Pedagogy - Teaching Through Games (Launching and Marketing GUTSO : A Game  
*Gurdeep Singh, Ajuni Singh* 59
59. Challenges and Opportunities for Social Media Marketing in Indian Banking Sector-With Reference to Artificial Intelligence  
*Maanish Chava* 60
60. Understanding Customer Engagement of Mobile Money in Asia: A Case of Digital Technology in Rural India  
*D. BAG* 61
61. Innovations in Contemporary Marketing Through 'Drones'  
*Avishkar Pamnani* 62
62. The Rise of Omnichannel Marketing – Are Indian Retailers Ready for the Challenge?  
*Jayanta Chakraborti, Anirban Dutta, Bhaswati Jana* 63
63. An Empirical Study on Consumer Awareness Towards Green Marketing with Reference To Millennials  
*Shubham Aggarwal, Kritiy Gulati* 64
64. Investigating Differences in Social Networking Sites for Social Commerce with Special Reference to Fashion E-Tailing  
*N. Sarulatha, J.R. Roshitha* 65

# Cause-Related Video Advertising: Cutting a Long Story Short

**Ajeet Sharma**

*Associate Professor, Alliance University, Bangalore*

*Email: ajeet9sharma@gmail.com*

---

## ABSTRACT

A study based on five different respondent samples was conducted to find out whether there is a significant difference among viewers' responses toward cause-related video ads of varying lengths. Respondents of each sample were exposed to three different cause-related video ads—one short-, one medium- and one long-duration—based on the same cause. In three samples, the short ads generated a more positive perception of advertiser's credibility. In four samples, short ads generated a more positive attitude toward the ad. In none of the five samples was any relationship found between perception of advertiser's credibility and attitude toward the ad in case of short ads. On the other hand, in case of long ads, a positive relationship was found between the two variables in four samples. Findings indicate that while advertisers are justified in adopting various causes for their advertisements, it's short duration that is best suited for cause-related video advertising.

**Keywords:** *Ad-Duration, Ad-length, Cause-Related, Advertiser, Credibility, Attitude*

## 2

# Anthropomorphic Recommendation Agents: An Innovation in E-Tailing

Geeta Raut<sup>1</sup>, Uditaneja<sup>2</sup>

<sup>1,2</sup>Guru Gobind Singh Indraprastha University, New Delhi

Email: <sup>1</sup>geetarautms@gmail.com, <sup>2</sup>udita.taneja@ipu.ac.in

---

## ABSTRACT

The recent boom in the online shopping industry has led e-tailers and researchers to explore the differences in traditional markets and their online substitutes. Lack of social cues and direct contact have been prominent gaps as customers yearn for human warmth. Innovative and virtual humanization of technology can help incorporate social cues into the online shopping experience, thus easing the decision-making process. Anthropomorphism is the attribution of human characteristics to non-human agents. By incorporating human features and characteristics with a product recommendation agent, anthropomorphism at the human-computer interface can be triggered. Anthropomorphic Recommendation Agents (ARA) are an integration of artificial intelligence (AI) and information and communication technology (ICT). A review of literature shows an increased usage of this phenomena in e-tailing. Current research in this area is studied in depth and avenues for future research are presented in this paper.

**Keywords:** *Product Recommendation Agents, Anthropomorphism, E-Tailing, Innovation, Social Presence*

## 3

# A Study on to Measure the Effectiveness of Skippable Advertisements in Youtube in Influencing the Buying Decisions of the Viewers

**N.D. Amutha Bharathi<sup>1</sup>, M. Mahalakshmi Priyadharshini<sup>2</sup>,  
K. Rao Prashanth Jyoty<sup>3</sup>**

<sup>1</sup>II Year B.B.A., D.G. Vaishnav College, Arumbakkam

<sup>2,3</sup>Asst. Professor, B.B.A., D.G. Vaishnav College, Arumbakkam

Email: <sup>1</sup>amuthabharathi2000@gmail.com,

<sup>2</sup>mahalakshmpriyadharshini@dgvaishnavcollege.edu.in

<sup>3</sup>raoprashanth@dgvaishnavcollege.edu.in

---

## ABSTRACT

Marketing is all about persuading people with the use of resources at hand. The digital marketing works in an effective manner when it reaches maximum number of people within a limited time period at minimum cost. Now-a-days people seeking entertainment especially consumers of smart phones often prefer YouTube. YouTube as a digital marketing platform, works tremendously in achieving the major goal of reaching millions of customers with comparatively minimum time, cost and effort. Through skippable, compulsive and In-display advertisements, businesses can reach wide range of customers who are in search of something or create a want. It targets audience using various analytical tools to secure a wider outreach. In this paper the effectiveness of skippable advertisements, their lasting impact will be studied. Moreover, the strategy that are already in use, the factors that can be used to make it more effective in a limited time frame and whether the factors differ between different age groups will be analyzed. The purpose of the study is to understand the functioning of skippable advertisements, how it can be used in a more efficient manner as it is one of the most prominent and cost-effective advertising methods. Data will be collected through a structured questionnaire and study will be carried out among the active users of YouTube platform of different age groups.

**Keywords:** YouTube, Advertisement, Skippable Advertisement, Entertainment, Factors Impacting

## 4

# A Critical Review of New Trends in Digital Marketing

**N. Monali Musale<sup>1</sup>, Asmita Mudaliar<sup>2</sup>**

<sup>1,2</sup>G. H. Raisoni Institute of Engineering and Technology, Nagpur  
Email: <sup>1</sup>monali.musale@raisoni.net, <sup>2</sup>asmita.mudliar@raisoni.net

---

## ABSTRACT

The enormous Indian market is shifting its paradigm extensively. Internet access is budding among professionals and the use of mobile is strengthening its roots on a diurnal basis. We all are experiencing a radical alteration in India towards the digitalization process. The consumers are eyeing and probing more & more on the internet to find the best deals from marketers throughout the country. In 2020, new machineries and mechanisms have come to the fore, forcing marketers to adapt to the dynamism in order to keep their organizations at the prime. Digital marketing is the deployment of electronic media by the marketers to promote the products or services in the ever-changing markets. As digital platforms are increasingly incorporated into marketing campaigns and our daily lives, and since people have switched more towards digital devices instead of visiting physical stores, these crusades are becoming more predominant and well-organized. Digital marketing has turned out to be a crucial part of approach of many corporates. Marketers are faced with new challenges and opportunities during this digital age. The paper mainly focuses on conceptual understanding of the overall structure of digital marketing; the purpose is to recognize the usefulness of this digital mechanism in the competitive market and to find out the most common digital marketing tactics and the channels involved.

**Keywords:** *Internet, Marketing, Digitization, social media, Marketing Trends, Digital Marketing*

## 5

## Cognitive Irrationality Realigning Purchase Decisions: The Constrained Consumer

**Ujwal Prakash**

*Research Scholar, Dept. of Economics, Ranchi University, Ranchi*  
*Email: ujwal.prakash@live.com*

---

### ABSTRACT

Consumer theory incorporates rational elements while estimating a consumer's preference, holding influences of irrationality as neutral. The producer world has been making efforts to marginally increase their profit levels consistently, whereas consumers are constrained by the ever-growing conflict between richer demands against the resources available. This situation for the consumer is further tested when macro level foundations widens the gap between demand and resources required to acquire them. The study aims to ascertain irrationality among the consumers that guides their purchase behaviour and explores how it affects the promotion of consumer's interests which influences product marketing by firms. Using game theory, an attempt was made to outline a typical consumer's irrational behaviour while making purchase decisions. A basic consumer utility model was also derived and an empirical study with urban consumers was done to gauge the extent to which irrationality affects the Indian consumer using Qualitative Response Regression Model (LPM).

**Keywords:** *Irrational Consumer Behaviour, Consumer Constraints and Purchase Decisions, Present Day Consumer and Decisions, Consumer's Influence on Marketing Strategies, Marketing for Irrational Consumer*

## 6

# Factors Impacting Green Consumer Behaviour in Delhi: An Empirical Study

**Akshita Jain<sup>1</sup>, Vibhuti Parashar<sup>2</sup>, Smita Mishra<sup>3</sup>**

<sup>1,2</sup>Student, Rukmini Devi Institute of Advanced Studies

<sup>3</sup>Professor, Rukmini Devi Institute of Advanced Studies

Email: <sup>1</sup>Akshitajain0.aj@gmail.com, <sup>2</sup>vibhutiparashar2916@gmail.com

<sup>3</sup>smitamishra12480@gmail.com

---

## ABSTRACT

21<sup>st</sup> century, being an era of modernisation, has witnessed a significant growth in terms of development, leading to the deteriorating health of environment. It can be stated that development of a country arrives at the cost of environmental health. Upon realising the importance of environmental protection, various managers have even converted their organisations into the green one. This enabled them to uphold their social obligations, spread awareness among the consumers regarding protection of environment and induce the widespread adoption of green products, in place of hazardous ones, as a major step towards achieving the same. However, consumer behaviour is observed to be reluctant to change with respect to the usage of green products, which further forms an obstacle in the path of healthy environment. This research paper aims to analyse various determinants impacting Green Consumer Behaviour and assessing the extent to which such factors impact Green Consumer Behaviour in Delhi.

**Keywords:** Green, Consumer Behaviour, Environment, Consumer, Product

## 7

# The Emergence of The Solar Energy Market: COVID-19 Challenges and Future Prospects

Diljeet Kaur<sup>1</sup>, Mujibur Rehman<sup>2</sup>

<sup>1,2</sup>Galgotias University, Greater Noida, UP,

Email: <sup>1</sup>fdp20diljeetk@iima.ac.in, <sup>2</sup>mujibur.rahman@galgotiasuniversity.edu.in

---

## ABSTRACT

The United Nations Sustainable Development Goal No. 7 aims to achieve Affordable and Clean Energy for all member states. The most promising of the clean energies are in the solar energy market that is displaying huge opportunities for the future. Marketing can play an important role here, to try and service the need for green growth. Today, India ranks fifth in solar power capacity in the world. Though the covid-19 pandemic has led to a global slowdown, yet the solar markets have displayed resilience in defying negative growth projections in most markets except India. This paper thus attempts to look at the growth of the global and Indian solar energy market and the challenges that it faces. The paper finally looks at the prospects for this market in the future.

**Keywords:** Solar Market, Solar Energy, Renewable Energy, Covid-19, UN Sustainable Development Goals

# Examining the Role of Smartphone in Young Generation: A Qualitative Study using In-depth Interview

Nazar Fatima Khan<sup>1</sup>, Mohd Naved Khan<sup>2</sup>

<sup>1</sup>Research Scholar, Aligarh Muslim University,

<sup>2</sup>Aligarh Muslim University

Email: [Khannazarfatima@gmail.com](mailto:Khannazarfatima@gmail.com)

---

## ABSTRACT

Smartphone has become a popular device and is one of the most accepted gadgets among people of all age due to its multitasking capability. Young generation can be seen relying on smartphone for quite a number of reasons, certain studies have also shown that excessive use of smartphone results in problematic behaviours such as smartphone addiction, which can be increasingly seen among young smartphone users. This study aims to qualitatively explore the role of smartphone in the life of young people by analysing the behavioral pattern of smartphone users and psychological factors influencing their smartphone use as well as the resulting negative consequences associated from it. This will serve the purpose of evaluating the degree of smartphone use, and will indicate the main factors influencing the usage, as well as the experience of the users with respect to their intensity of use.

# Religion and Consumer Behaviour: A Bibliometric Analysis

**Maj. Nupur Gupta<sup>1</sup>, Gaurav Gupta<sup>2</sup>, Subham Singh<sup>3</sup>**

<sup>1,2</sup>Assistant Professor, Christ (Deemed to be University), NCR Campus

<sup>3</sup>Student (MBA), Sharda University

Email: <sup>1</sup>nupursaurabhgupta@gmail.com, <sup>2</sup>gaurav30ap@gmail.com,

<sup>3</sup>Subhamofficialsingh@gmail.com

---

## ABSTRACT

Religion is a Universal Phenomenon, there are many Religions exist on the earth and the majority of the population is connected with religion, directly or indirectly. It acts as one of the key elements in influencing societal beliefs, values, culture and thus impacts the Consumer Behaviour as well. Since the 1990's many researchers have done studies on Religion and Consumer Behaviour. However, no study has yet provided a collective perspective on the evolution of the field. This research fills the gap by providing a quantitative overview of 130 research papers, taken from SCOPUS database on the Religion and Consumer Behaviour from 1990 to 2020. A bibliometric analysis was conducted by using R studio to map the evolution of the research, to identify the countries, authors, themes, Journals caters to this research area. The findings indicate that this is a developing area and many themes are still underdeveloped. The research aims to give a direction to the researchers who are new in Religion and Consumer Behaviour Research.

**Keywords:** Religion, Consumer Behaviour, Bibliometric Analysis, R studio

## Social Media Marketing: A Road Ahead

**Jyoti Sindhu<sup>1</sup>, Lokesh Jasrai<sup>2</sup>**

*<sup>1</sup>Research Scholar, Lovely Professional University*

*<sup>2</sup>Associate Professor, Mittal School of Business, Lovely Professional University*

*Email: <sup>1</sup>Jyoti.sindhu2101@gmail.com, <sup>2</sup>Lokesh.jasrai@lpu.co.in*

---

### ABSTRACT

With the appearance of new technology day by day and its penetration into almost every part of the society, the companies nowadays are left with no choice but to re-analyze their pre-existing theories of marketing and brand promotion. Considering the recent scenario, people have started "living" online, especially the youth, which shows its inclination more towards the social networking sites like Facebook, Twitter, etc. and therefore, these sites themselves have become a huge platform for Social Media Marketing. This paper offers a structured way of conceptualizing recent developments in the field of Social Media Marketing and its future prospects.

**Keywords:** *Social Media Marketing, Marketers, Prospects, Customers, Brands*

# Innovative Techniques in Market Demand Repositioning and Streamlining of Post-harvest Imperatives of Cardamom to Recapture its Lost Glory as Queen of Spices

**Elsa Cherian**

*Research Scholar, Bharathiar University, Coimbatore, Tamil Nadu, India  
Email: elsacherian13@gmail.com*

---

## ABSTRACT

**Aim/Purpose** — Foremost aim is to re-position market demand by applying innovative techniques in globally branding Kerala Green Cardamom by projecting its qualities, intrinsic medicinal properties and values. To chart out suggestively some practically feasible methods to significantly improve the presently popular traditional post-harvest curing and grading activities along with the marketing efforts undertaken, can be made more adaptable and intrinsically attractive for acceptance in the more discerning markets abroad, to regain its position as the queen of spices

**Background** — Cardamom is often called the “queen of spices”, because of its exotic flavour and aroma. It is the world’s third most expensive spice measured by weight, and has a warm sweet penetrating aroma of complex flavours, which is said to add an element of mystery to this ancient spice. The lack of scientific or even rational awareness of proper curing pattern of berries, water management system, rainwater harvesting, ground water recharging and also the absence of grading based on the percentage of intrinsic cardamom oil content and packing accordingly, which must be monitored as post harvesting processes, tend to its decline in market value.

**Methodology** — Descriptive research design is adapted in this research to specifically quantify and assess the various factors affecting post harvesting and marketing of the spice. Sampling method used is Stratified random sampling method. The population is divided into strata based on the area of cultivation and sample is selected according to its representation in the population.

**Contribution** — This paper attempts to bring into focus the the role of innovation in managing natural resources and agriculture sector to usher in advancement through science, technology and engineering, useful for agriculture and natural resources, which help to leapfrog through innovative genetic technologies in agriculture, promoting interactions between government, farmers, educational institutes, the private sector and the society at large and to prioritize the steps to be taken to regain the lost glory of the Indian Cardamom.

International Marketing Conference (iMarC-2021)  
Innovations in Contemporary Marketing: Theory and Practice

**Findings** — Lack of awareness among the farmers of the latest farming and post harvesting technology such as the modalities of drying, grading, processing technologies and marketing strategies leads to the ultimate decline of market value of cardamom. A rational and objective approach of study of the challenges and constraints in cardamom marketing cannot be accomplished in isolation or without a type of backward integration into the inherent deficiencies in the farming system which is not precisely oriented towards producing “what the markets demand”.

**Suggestions** — A coherently strategic and innovative market re-positioning endeavour for the superior grade of Kerala-grown or small cardamom (*Elleteria cardamomum*) to be projected and more cogent and strategic awareness campaigns for post-harvest activities and novel marketing techniques among the farming community and concerted efforts on shifting focus onto exports through smart market re-positioning has to be undertaken.

**Future Research** — The industry is very wide and there are many areas to be studied in detail, including the export market, the use of better and more cost-effective methods of farming and prevention of crop pests, how to overcome unexpected weather changes, how to coordinate various organisations and farmers, better preservation, packaging and oil extraction methods, and how advanced technology can be used to update farmers and businesses.

**Keywords:** *Cardamom, Innovative Techniques, Global Marketing, Producers, Spice Board*

# Digital Advertising, Internet Advertising, Online Marketing , Web Advertising, Online Advertising, Internet Marketing, Web Marketing

**Ajay Kumar Yadav**

*RSMT UP College Varanasi (AKTU Lucknow)*

*Email: ajayk.yadav25@gmail.com*

---

## ABSTRACT

This piece of research work aims at understanding the preferred emerging media options used for marketing. In the Internet age many new methods used for product promotion and marketing. "Desk research" has been turned into "online research", now in the online, market research has become possible. Digital Marketing communications strategy is a strategy of using digital communication media. This paper mainly studies the development history of digital marketing and existing significance including the difference and contact between digital marketing and traditional advertising and also the relationship between digital marketing and the Internet industry. The trend of digital marketing is growing day by day with the concepts of Internet marketing that is turning into an important platform of digital marketing along with the electronic gadgets like the digital billboards, mobile, tablets and smart phones, gaming consoles, and many such gadgets that help in digital marketing.

**Keywords:** *SEO, Pay Per Click, Google Analytics, Google Search Console, Digital Communication*

# The Strategy of Offering “Deeply Discounted Prices” on Online E-commerce Platforms: Is it a “Good Cholesterol” for Platforms’ Profits?

**Sovik Mukherjee**

*Assistant Professor, Economics, St. Xavier’s University Kolkata*

*Email: sovik1992@gmail.com*

---

## ABSTRACT

Digitalisation and globalisation waves have increased the induction of digital platforms in our country and these markets attract more customers by specifically maintaining the days of discounted pricing or subsidised pricing as Amazon’s Great Indian Shopping Festival and Flipkart’s Big Billion Day. In this background, by developing a theoretical Industrial Organisation model having buyers, sellers and a dominant platform, the questions this paper tries to address are — 1) are the heavy discounted price offerings to the consumers’ side on the platform done at the expense of the sellers’ side?; 2) under what conditions the heavy discounts might result in generating greater positive profits for these online e-commerce platforms, i.e. as “Good Cholesterol” for their profits?; 3) is there any impact of such price offerings on the overall market power and does such a marketing strategy involve any “abuse of dominance” and if it involves, the antitrust implications of the same?

**Keywords :** *Antitrust, Market Power, Industrial Organisation, Platform Competition, Pricing Discounts, Two-sided Markets*

# Influencers on Social Media – Factors Affecting Antecedents and Consequences of Opinion Leadership in the Fashion Industry of West Bengal, India

**Aditya Vikram Singh<sup>1</sup>, Jyoti Shaw<sup>2</sup>, Udit Chawla<sup>3</sup>**

<sup>1</sup>Student, BBA, Techno India, <sup>2</sup>Student, BBA, Techno India

<sup>3</sup>Assistant Professor, Future Institute of Engineering and Management

Email: <sup>1</sup>aditya.vikramsingh0116@gmail.com, <sup>2</sup>jyotishaw362@gmail.com,

<sup>3</sup>dr.uditchawla@gmail.com

---

## ABSTRACT

Social media have become a daily routine affair for everyone with different activities, professions, backgrounds, interests, etc., to create and expand their networks and relations. With continuous advancements in technology, social media platforms are also being used by industries and organizations to improve their businesses. The fashion industry is marked with noticeable upliftment which gave rise to opinion leaders concerning social media marketing. With the help of structured questionnaire, this paper highlights the factors affecting the antecedents and consequences of opinion leadership on social media with respect to fashion industry of West Bengal, India. From the study, it was found that opinion leadership depends mainly on three crucial factors which are, **“Perceived Originality”**, the second factor is **“Uniqueness”** and the third factor is **“Account Characteristics”**. In addition, opinion leadership influences consumer behavioral intention towards both the influencer and the fashion industry. These results have engrossing connotations for the fashion industry.

**Keywords:** Social Media, Fashion Industry, Opinion Leadership, Influencer

## Virtual Classroom: - A Study on the use of Online Platforms in Different B-Schools of West Bengal, India During Covid – 19

Udit Chawla<sup>1</sup>, Sonam Choudhary<sup>2</sup>, Varsha Mishra<sup>3</sup>

<sup>1</sup>Assistant Professor, Future Institute of Engineering and Management

<sup>2</sup>Student, B-Tech (CSE), Om Dayal Group of Institutions, <sup>3</sup>Student, BBA, The Heritage Academy

Email: <sup>1</sup>dr.uditchawla@gmail.com, <sup>2</sup>sonamchoudhary2209@gmail.com,

<sup>3</sup>mishravarsha.vm@gmail.com

---

### ABSTRACT

The significance of online education has increased with time and are regarded as the future of the education industry. Rapid growth of e-learning resulted in wide-scale adoption of virtual classrooms by various B-Schools to provide their students quality learning online. Looking at the studies, very few studies are carried on student's satisfaction towards online study in B - Schools of West Bengal, India during COVID-19. This paper highlights the factors determining student's satisfaction towards online study in B - schools of West Bengal, India. From the study, three factors have been identified, that is "**Erudition**", "**Hybrid Learning**" and "**Awareness**" and the impact factor is high towards the factors "Erudition" and "Hybrid Learning". Also, from correspondence analysis, it was found that the students can associate the characteristics with the online platforms. Different online platforms are found to be pliable, trouble - free and favorable, modish and convenient as per the students.

**Keywords:** Online Study, Student's Satisfaction, Education, Factors, Learning

## 'A Study on the Impact of Digital Marketing in Empowering Women through Entrepreneurship' with Special Reference to Digital Marketing

R. Sneha<sup>1</sup>, P. Pavithra<sup>2</sup>, K. Rao Prashanth Jyoty<sup>3</sup>

<sup>1</sup>II Year B.B.A., D.G.Vaishnav College, Arumbakkam.

<sup>2,3</sup>Asst. Professor, B.B.A., D.G.Vaishnav College, Arumbakkam.

Email: <sup>1</sup>chrisneha10@gmail.com, <sup>2</sup>ppavithra@dgvaishnavcollege.edu.in,

<sup>3</sup>Raoprashanth@dgvaishnavcollege.edu.in

---

### ABSTRACT

In the world where 170 million people depend on social media at regular basis, digital marketing has become a necessity. Digital marketing is the use of digital channels in promoting market products and services to target consumers and strengthen the business prospects. Digital marketing is going to dominate physical business transactions. With the added advantages of smart phones, major section of the population has latched onto the latest trend vis a vis Digital Marketing. Digital marketing has nurtured women's ambition who were home bound due to cultural and family demands. Aside from business and career, digital media has opened a platform for women to raise their voices. This paper mainly focuses on digital marketing as an ultimate weapon for women who are ambitious, that gives them multiple opportunities to discover and grow with it. Right from being a homemaker to a successful entrepreneur, digital media has enabled women to explore their innate talents, specialized skills and creative ideas. This empirical study will analyze how digital marketing enhances empowerment among women. It frees them from certain depressive cultural connotations while supportive societal traditions nurture their growth. Data will be collected from entrepreneurs using a structured questionnaire designed for the purposes of this paper.

**Keywords:** Digital Marketing, Smart Phone, Women Empowerment, Women Entrepreneur, Cultural Impacts

## Online Counterfeiting: The Ignored Aspect of Online Fraud

Nancy Jyani<sup>1</sup>, Harbhajan Bansal<sup>2</sup>

<sup>1</sup>Research Scholar, Guru Jambheshwar University of Science & Technology, Hisar

<sup>2</sup>Professor, Guru Jambheshwar University of Science & Technology, Hisar

Email: <sup>1</sup>jyani.nancy@gmail.com, <sup>2</sup>bansal\_harbhajan@rediffmail.com

---

### ABSTRACT

E-commerce websites have changed the way consumers shop for goods and services. Smartphone penetration has further strengthened the root for e-commerce since varied options are available just a click away. But this has also increased the instances of online fraud. One such emerging issue is Online Counterfeiting. Though retail counterfeiting is discussed in literature thoroughly, the online aspect is limited only to auction houses. In addition to it, the counterfeiting that happens over the major e-commerce sites is still not given the required attention. This paper highlights the importance of studying this aspect as well as conceptualizes the problem of online counterfeiting in terms of e-commerce websites. It discusses issues such as third party selling employed by major e-commerce sites and how it affects the consumer trust towards online shopping. Counterfeiting becomes facile in virtual environment where only images and description are offered, and no physical inspection is possible. It provides counterfeiters the reason to indulge in what is known as opportunistic behaviour according to Morgan and Hunt's commitment trust theory. Therefore, online environments are attractive to counterfeiters owing to ease and accessibility. The paper directs future research avenues for further research in the area of online counterfeiting and also highlights why the research is relevant from the real-world perspective.

**Keywords:** *Online Counterfeiting, Consumer Trust, e-commerce, Third Party Selling, Online Shopping*

## Does Ordering of Online Reviews Play A Greater Role in Case of Higher-Priced Products While Influencing Purchase Decisions?

Bijit Ghosh<sup>1</sup>, Spandan Chowdhury<sup>2</sup>

<sup>1</sup>Indian Institute of Technology, Delhi, <sup>2</sup>Jadavpur University, Kolkata

Email: <sup>1</sup>bijitg99@gmail.com, <sup>2</sup>spandan.gyan@gmail.com

---

### ABSTRACT

Previous research has established that online purchase intentions are influenced by the three factors - volume, valence and content of Electronic Reviews (Cheung & Thadani, 2012). This paper investigates the ordering effect of the positive and negative e-reviews on the purchase decision of the customer, under the influence of price sensitivity. Participants were divided into two groups of high priced or low priced products. The respondents were subjected to a simulation of the shopping experience and were asked their purchase decision before and after displaying an amalgamated review (ordered as Positive+Negative or Negative+Positive). The findings show a decision change from 'Yes' to 'No' is more likely when subjected to the Negative+Positive review. Also this effect is more prevalent for the higher priced product. Hence, a fourth factor "review order" is identified which influences online shopping behaviour. Managerial implications and strategies to convert this opportunity loss into gain, are discussed.

**Keywords:** Review order, Consumer Purchase Decisions, Electronic Word of Mouth, Consumer Decision Manipulation, Review Sentiment Polarity, Cognitive Linguistics

# Working Professionals Inclination Towards UPI Payments and Mobile Wallet Adoption

Aayushi Singh<sup>1</sup>, Roktim Sarmah<sup>2</sup>

<sup>1</sup>Research Scholar, Lovely Professional University,

<sup>2</sup>Manager – Market Research and Pharmacoeconomics, Pharmazz India Pvt. Ltd.

Email: <sup>1</sup>singh7aayushi1996@gmail.com, <sup>2</sup>roktim.sarmah@gmail.com

---

## ABSTRACT

**Purpose** — Indian Digital payments market is expected to reach \$135.2 billion, according to ASSOCHAM-PwC India, released in June 2020. The objective of the research was to study the perception, awareness, and usage factors of mobile wallets among working professionals.

**Methodology** — The target population for our research is the working professionals. Convenience sampling was used to survey 300 respondents. The reason behind it was the easy accessibility and proximity to the investigator. Data is collected from the technique of questionnaire designing. Descriptive analysis, Factor Analysis, and Correlation were applied using SPSS.

**Findings** — It was clearly understood that there is a supportive feeling among the respondents towards the mobile wallets. It also indicates that mobile & digital wallet has been able to establish themselves among working professionals as a need that could not be neglected.

**Originality** — The present study contributes to the literature on mobile wallet in developing nations.

**Keywords:** Mobile Adoption, E-Wallets, Digital payments, Working Professions, Technology

## Ethnic Marketing to Target Culturally Different Groups

Rupa Rathee<sup>1</sup>, Pallavi Rajain<sup>2</sup>

<sup>1</sup>Assistant Professor, Department of Management Studies,  
Deenbandhu Chhotu Ram University of Science and Technology,  
Murthal (Sonapat), Haryana, India

<sup>2</sup>Research Scholar, Department of Management Studies,  
Deenbandhu Chhotu Ram University of Science and Technology,  
Murthal (Sonapat), Haryana, India

Email: <sup>1</sup>ruparathee@gmail.com, <sup>2</sup>pallavirajain@gmail.com

---

### ABSTRACT

Ethnic Marketing also known as Multicultural Marketing is the marketing of products to people of specific ethnicity outside the general market. With increase in competitiveness, marketers need to find ways and means of promoting products which are specific to the target market. Therefore, the researchers analysed use of ethnic marketing through native language, religious context or native actors in advertisements which helped to attract the attention of the audience. The data was collected using survey questionnaire with sample of 198 people from National Capital Region (India). It was found that promoting a product in the language of the native population had the maximum impact. However, customer's neutral opinion regarding usage of ethnic marketing according to cultural differences shows an area having scope for improvement. The study showed that although ethnic marketing helps in effective promotion of products among people of different cultures but still it is underutilized as an effective marketing strategy.

**Keywords:** Ethnic Marketing, Multicultural Marketing, Promotion, Native, Culture

## Experiential Branding in Higher Education in India

Vijila Kennedy<sup>1</sup>, Francis Kuriakose<sup>2</sup>

<sup>1</sup>Principal & Professor of Management, Kumaraguru College of Liberal Arts and Science (KCLAS), Coimbatore

<sup>2</sup>Assistant Professor, School of Commerce, Kumaraguru College of Liberal Arts and Science, Coimbatore

Email: <sup>1</sup>vijila@kclas.ac.in , <sup>2</sup>francis.kuriakose@gmail.com

---

### ABSTRACT

This study examines branded branding strategy of a higher education institution in southern India to understand how it creates an experiential brand identity. The research uses mixed method for data collection including participant observation, semi-structured interviews and concept card survey. Four most relevant attributes are selected at multiple levels and given to a pre-defined group of 42 student respondents for a closed survey to understand their preference on a Likert-type scale. The levels of the attributes represent focal and supporting brands that make up the brand identity. Conjoint analysis is used to understand how users value attributes that make up the brand. The relative importance of attribute levels is examined to understand user-evaluated brand experience. Further implications for branding are examined with the help of average relative importance and average part-worth utilities to predict the scope for modifying attributes to design, communicate, and package the differentiated brand for prospective users.

**Keywords:** *Branded Branding Strategy, Brand Architecture, Experiential Brand, Conjoint Analysis, Higher Education*

# Digital Marketing In Pre And Post-Era of Covid-19 Pandemic in India in Heckscher-Ohlin Framework

Sourav Mookerjee<sup>1</sup>, Bidisha Mukhopadhyay<sup>2</sup>,  
Ishan Chatterjee<sup>3</sup>, Rhitaban Nag<sup>4</sup>

<sup>1</sup>Trade Marketing Manager, Nuvoco Vistas Corp. Ltd.

<sup>2</sup>Assistant Professor of Economics, Techno India University, Kolkata, West Bengal, India.

<sup>3,4</sup>M. Sc. Economics, Techno India University, Kolkata, West Bengal, India, (2021).

E-mail: <sup>1</sup>sourav.mookerjee@gmail.com, <sup>2</sup>bidisha.eco@gmail.com

<sup>3</sup>ishancool10@gmail.com, <sup>4</sup>nag.rhitaban@gmail.com

---

## ABSTRACT

This paper aims at exploring the impact of Covid-19 on digital marketing in India in a Heckscher-Ohlin framework and also studies the changing pattern and performance of digital marketing in pre and post pandemic era. Both primary and secondary data will be collected for the purpose. Multivariate ANOVA will be conducted to measure the statistical significance of the impact of the global pandemic in India. The nature of changing employment pattern and contribution of digital marketing in Indian macro economy will also be studied. This paper will show how the notion of "Stay Home, Stay Safe" has resulted inclination of customers towards online shopping and changed the product pattern of digital marketing in the context of India. As a whole, the consumer behaviour has changed in the period of contagion, self-isolation, and economic uncertainty after the crisis of Covid-19. Finally, the paper will suggest some strategic steps that can increase the efficiency of digital marketing during global pandemic.

**Keywords:** Heckscher-Ohlin, Covid-19, Multivariate ANOVA, Digital Marketing, Global Pandemic

## Rural Consumer Behaviour Towards Durable Products: A Case Study of North India

Rahul Kumar<sup>1</sup>, Md. Shahnawaz Abdin<sup>2</sup>

<sup>1</sup>Research Scholar at Department of Management, SMBS, Jamia Hamdard, New Delhi

<sup>2</sup>Assistant Professor at Department of Management, SMBS, Jamia Hamdard, New Delhi

Email: <sup>1</sup>rahulkumarr274@gmail.com , <sup>2</sup>msabdin22@gmail.com

---

### ABSTRACT

Rural India is home for around 70% population of India and has become center-stage of marketing due to increasing education, growing income and growing aspirations among rural masses. Present paper attempts to study the behavior of rural consumers with respect to durable products in North India. A total of 220 responses were collected through the questionnaires administered via email to the people residing in rural areas of North India. Pearson Chi-Square Test and Crosstabulation were conducted on data with the help of SPSS version 25 software. Findings show that the advice of family members and friends; brand name; word of mouth and warranty of the product have a very strong impact on the durable product purchase behavior of rural consumers in North India. It is surprising to note that the product price, durability, availability and attributes have insignificant impact on the durable product purchase behavior of rural consumers in North India.

**Keywords:** Rural India, Consumer Behaviour, Durable Products, Marketing, North India

## Consumer Awareness and Purchase Behaviour Towards Green Products- A Study of Delhi & NCR

**Mona Chaudhary<sup>1</sup>, Namrata Pancholi<sup>2</sup>**

<sup>1</sup>Amity University Uttar Pradesh, Noida, <sup>2</sup>Amity University Uttar Pradesh, Noida

Email: <sup>1</sup>mchaudhary@amity.edu, <sup>2</sup>npancholi@amity.edu

---

### ABSTRACT

Due to rising concern of the society towards natural environment many businesses have started practicing green marketing. Green marketing initiatives of businesses includes product design and development and communication with the target audience. The whole idea of green marketing practices generates the need of revolution among all stakeholders including consumers. The focus of the present study is to understand the behaviour of consumers towards green products. The aim of the study is to investigate the relationship between level of awareness towards green products and consumption of green products in Delhi/NCR of Northern India. It uses both primary and secondary data. The primary data is collected from 108 respondents through questionnaire. The major findings of the study include high awareness for green products, a positive but weak linear relationship between awareness and consumption of green products among consumers. No relationship exists between demographic variables like family monthly income, occupation of consumers.

**Keywords:** *Green Marketing, Green Products, Consumer Behaviour, Sustainable Marketing, Environmental Consciousness*

## Location Based Advertising: A Literature Review Analysis and Research Agenda

Radhika Aggarwal<sup>1</sup>, Sanjiv Mittal<sup>2</sup>

<sup>1</sup>University School of Management Studies, Guru Gobind Singh Indraprastha University, Dwarka Sector 16-C, New Delhi, India

<sup>2</sup>Sambalpur University, Jyoti Vihar, Burla, Sambalpur, Odisha, India  
Email: <sup>1</sup>radhikagoel1993@gmail.com, <sup>2</sup>dr\_sanjivmittal@yahoo.co.in

---

### ABSTRACT

The growth of the smartphone industry and emerging geospatial technologies have improved the way organizations communicate with their customers. It allows the organizations to communicate in real-time with the right people at the right place and at the right time giving particularly high and positive advertising effect. According to Bruner and Kumar (2007), "Location-Based Advertising (LBA) refers to marketer-controlled information specially tailored for the place where users access an advertising medium." LBA provides marketers with unique opportunities like reaching out to customers individually based on their real-time location. GPS enabled smartphones have transformed the area of mobile advertising researches. LBA is recently emerging and an interdisciplinary research area that needs greater attention as it is opening up new avenues to reach out to customers and creating a better world for the marketing industry. We contribute to this young research area by systematically analyzing the existing literature in the field of Location-based advertising on smartphones and throwing light on the research gaps promoting further research in this area.

**Keywords:** *Location-Based Advertising, Smartphones, Location-based Services, Geospatial Technology, Research Trends*

# Effects of Personality Characteristics on eWOM Adoption in Travel Planning Behaviour: Exploring the Mediating Role of Community Engagement

Neha Zaidi<sup>1</sup>, Mohammed Naved Khan<sup>2</sup>, Vandana Ahuja<sup>3</sup>, Neha Zaidi<sup>4</sup>

<sup>1</sup>Research Scholar, Faculty of Management Studies & Research, Aligarh Muslim University, Aligarh

<sup>2</sup>Professor, Faculty of Management Studies & Research, Aligarh Muslim University, Aligarh

<sup>3</sup>Professor, Amity Business School, Amity University, Noida

<sup>4</sup>Assistant Professor, School of Business Studies, Sharda University, Greater Noida

Email: <sup>1</sup>nehazaidi2018@gmail.com, <sup>2</sup>mohdnavedkhan@gmail.com

<sup>3</sup>vandyahuja@yahoo.com, vahuja@amity.edu, <sup>4</sup>neha.zaidi@sharda.ac.in

---

## ABSTRACT

Over the past several decades, online communities have emerged as an effective information source for consumers and a strategic tool for the marketers. With growing importance of online communities, a gap remains in terms of our understanding what motivates the members of a community to follow the e-WOM. This research aims to address this lacuna by evaluating an integrated model in the context of Online Travel Community (OTC) using Structural Equation Modelling. The study intends to examine the profiles of members of the community and the effect of these personality characteristics on the intent to use the e-WOM posted on OTC and the mediating role of community engagement.

**Keywords:** *Community Engagement; Personality Characteristics; Travel Information Adoption; e-WOM, Online Travel Communities*

## Symbolism in Advertising: Role of Social Identity and Contextual Relevance

Priyanka Singh<sup>1</sup>, Venkata Rajasekhar Moturu<sup>2</sup>

<sup>1</sup>Department of Marketing and Supply Chain Management, University of Memphis

<sup>2</sup>Department of Marketing, Indian Institute of Management Vishakhapatnam

Email: <sup>1</sup>psingh5@memphis.edu, <sup>2</sup>rajsekhar.m@iimv.ac.in

---

### ABSTRACT

Symbolism is an amazing phenomenon that possesses the ability to appeal to us at an unconscious level and can inspire within us emotion, ideas and contemplation. However, it is debatable whether a symbol will convey the same meaning to everybody or even two people. Despite calls for future research to examine the cognitive proposition, no attempt has been made to examine the consumer's responses to the relevance of the symbolic cues, at a sub-conscious level. The present study seeks to demonstrate that the symbolism in the advertisement will influence the customers from their first immediate reaction down to their subconscious reactions, through the evoked social identity by using Neuroscience techniques. Further, we also hypothesize that the contextual relevance will moderate this effect in a way that the effect will be stronger (versus weaker) for high (versus low) contextually relevant symbolic cues. The paper concludes with the implications and future research directions.

**Keywords:** *Symbolism, Social Identity, Contextual Relevance, ad Attitude, Brand Attitude*

# Role of Artificial Intelligence in Social Media Marketing

**D. Ayush Chabria**

*Dwarka Doss Goverdhan Doss Vaishnav College*

*Email: ayushchabria12@gmail.com*

---

## ABSTRACT

Recent years have witnessed a surge in the number of users on social media platforms and the adoption of technology to communicate with people worldwide. The collaboration of artificial intelligence and social media was the biggest opportunity that presented itself. Companies have benefited by understanding the psychology of people using such platforms and pushing content by helping other companies to promote their content on these platforms to gain the exposure required to succeed. The algorithms involved in displaying advertisements have been created in such a manner to maximize the relevance of the content posted. There is also the belief that social media algorithms exist to push brands to pay a hefty amount for social ads. The belief is that if brands cannot reach their audience through various other methods, they will turn to ads instead. As the technology used behind this becomes more advanced, algorithm-based feeds will become advanced and engagement will be the only metric that matters.

**Keywords:** *Artificial Intelligence, Algorithms, Social media, Content, Marketing*

# Celebrity Endorsement and Purchase Intentions: The Role of Message Framing, Regulatory Focus, and Product Type

Ragu Prasadh Rajendran<sup>1</sup>, C. Joe Arun<sup>2</sup>

<sup>1,2</sup>Loyola Institute of Business Administration, Chennai, India

Email: <sup>1</sup>ragu.prasadh@liba.edu, <sup>2</sup>joe.arun@liba.edu

---

## ABSTRACT

The effect of celebrity endorsement on purchase intentions is grounded and well established. However, the moderating effects of message framing, regulatory focus and product type on this relationship have received very little attention in the marketing literature. In response, this article discusses what role message framing, regulatory focus and product type play in moderating the relationship between celebrity endorsement and purchase intentions. Specifically, this study examines the effect of positive and negative message framing; hedonic and utilitarian product type; promotion and prevention regulatory focus on the relationship between celebrity endorsement and purchase intentions. From the review of literature, a series of research propositions are developed. These research propositions will be of immense value for advertisers and future empirical testing. The propositions developed in this study help compare and expand the existing literature on celebrity endorsement. The theoretical and practical implications of the research propositions are discussed.

**Keywords:** *Celebrity Endorsement, Purchase Intentions, Message Framing, Regulatory Focus, Product Type*

## Impact of Source Credibility on Purchase Intention and the Mediating role of Perceived EWOM Influence in case of B&B Industry

Sapna Sood

Accenture

---

### ABSTRACT

**Purpose** — The goal of this paper is to study the impact of the source credibility on purchase intention and the mediating role of the perceived EWOM influence in case of B&B industry.

**Design/methodology/approach** — 109 peer-reviewed journal articles were reviewed. Exploratory research design was utilized in this case.

**Findings** — The major findings of the study were perceived source credibility did have a strong impact on the purchase intention in case of B&B industry. Also, perceived EWOM influence did have a mediating role to play between perceived source credibility and purchase intention.

**Practical implications** — This research will help in improving the understanding of the practitioners about the perceived source credibility in case of online reviews. The practical significance of this study can be very significant and influential for the B&B industry, as it would help business in understanding if providing a feature of posting reviews anonymously or with revealed identification has any impact on purchase intention. In case of academics, this research aims on filling the gap found in the literature, in relation to EWOM and B&B industry.

**Originality/value** — It is the first paper to study the effect of perceived source credibility in case of online reviews on the purchasing intention in the case of B&B industry.

**Keywords:** *Airbnb, Literature review, Sharing economy, Peer-to-peer, Short-term rental Paper type Literature Review*

## Services of Co-operative Banks of Uttarakhand

Vijay Laxmi Sharma<sup>1</sup>, Mayank Jindal<sup>2</sup>

<sup>1</sup>Assistant Professor, <sup>2</sup>Research Scholar, M.com, NET

<sup>1,2</sup>Department of Commerce, MB Government PG College, Haldwani, (Uttarakhand), INDIA

Email: <sup>1</sup>vijaylaxmi1216@gmail.com, <sup>2</sup>mayankjindal.512@gmail.com

---

### ABSTRACT

Co-operate banks do banking business according to the license in India after taking a license from RBI and register with the state Government. This research identified how many types of services of the total type of services are provided by Co-operative banks of Uttarakhand. To achieve the objectives data have been collected from the banks head office, bank branches and verified with the secondary source of data. Data has been processed through the M.S. Excel and find out the results. The results show that the co-operative banks of Uttarakhand provide 57.05% type of services of total services. These services have been divided into seven segments like Account services, loan services, and debit cards services. This study is highly useful for the RBI, NABARD, Investors, Government and other stakeholders.

**Keywords:** Services of Banks, Co-operative banks, Uttarakhand (India)

## Consumer's Perception in the Context of Virtual Shopping: A Study on Varanasi City

Piyush Gupta<sup>1</sup>, Shraddha Pathak<sup>2</sup>, Amit Seth<sup>3</sup>

<sup>1</sup>Research Scholar, Banaras Hindu University

<sup>2</sup>B.Com. III Year, Banaras Hindu University

<sup>3</sup>Research Scholar, Veer Bahadur Singh Purvanchal, University, Jaunpur

E-mail: <sup>1</sup>piyushbhu125@gmail.com, <sup>2</sup>pathakshraddha19@gmail.com,

<sup>3</sup>amitseth561@gmail.com

---

### ABSTRACT

In today's era, consumers have become the king of the whole actual and potential market. And every company is focusing on attracting consumers towards themselves. As the technology upgrading the craze of offline shopping is falling down and the trend of virtual shopping is prolonging, simultaneously. E-commerce has made a market in a mobile or computer. Around the whole world it is estimated that more than 1.8 billion people are using e-commerce. The biggest e-commerce market is in China. As per the report of Economic Times the growth in e-commerce is expected from \$24 billion in 2017 to \$84 billion in 2021. The present research is carried out, to analysis the consumer's perception towards e-commerce in Varanasi city. The data for research is collected from Varanasi region only as per the convenience sampling methods and secondary sources are also used. It shows that the percentage of users of online marketing is increasing with a very impressive rate in Varanasi.

**Keywords:** E-commerce, Consumer Behaviour, Economy, Computer Network

## Review of Sustainable Marketing Strategies for MSME and Start-ups in the Manufacturing Sector and an Innovation into IT

Dandekar Indraja Amarendra<sup>1</sup>, Joshi Akhilesh Kedar<sup>2</sup>,  
Dandekar Ashutosh Ramchandra<sup>3</sup>, Patil Vishal Pandurang<sup>4</sup>,  
Kulkarni S.S.<sup>5</sup>

<sup>1,2,3,4,5</sup>Padmabhooshan Vasanttraodada Patil Institute of Technology, Budhgaon:  
Sangli (Maharashtra-India)

Email: <sup>1</sup>dandekarindraja5@gmail.com, <sup>2</sup>akjmaster@gmail.com,

<sup>3</sup>ashutoshdandekar@gmail.com, <sup>4</sup>vishalpp18@gmail.com, <sup>5</sup>kulsat@gmail.com

---

### ABSTRACT

In 2015 during the independence speech address, the prime minister of India had announced the Startup India Initiative. Post this announcement, the Ministry of Education established an Institute Innovation Council in the year 2018. The purpose of this startup policy is to boost entrepreneurship activity. India has the world's third startup ecosystem. The total number of startups recognized by DPPIT is above forty thousand. There has been an exponential growth of startups in the past three years. As the government promotes the theme 'going green', green startups and related technologies will have a bright future. However, if we analyze the data, there are few sustainable startups. It is a fact that there is a need to create awareness about sustainable products among the communities, but the main issue is the marketing of sustainable products. The giants have the resources for the formulation and implementation of sustainable marketing strategies. But the MSME sector lacks the same. The purpose of this article is to propose sustainable marketing strategies for startups in MSME and the manufacturing sector and also the methodologies to implement them.

**Keywords:** Green Marketing, Sustainable Marketing, Green Products, Green Startups

## Implications of Contemporary Marketing Practices for Organizational Efficiency: An overview

**Divyam Saran**

*Department of Management Studies, College of Engineering Roorkee,  
School of Management, Roorkee, Uttarakhand, India  
Email: sarandivyam@gmail.com*

---

### ABSTRACT

In 21<sup>st</sup> century, marketing has emerged as the most dynamic challenge faced by both established and emerging organizations today. On one hand where established organizations have started experiencing the music of Contemporary Marketing Practices (CMP), they are finding it hard to switch from Traditional Marketing Practices (TMP) to CMP. On the other hand, emerging organizations have understood the value of CMP but they are not able to bridge the gap between theory and practice. This study aims to highlight innovations and advancements in the field of CMP as well as at the same time investigating the relevance of TMP through market surveys, case studies and statistics. It would assist us to come to a conclusion that whether something exists beyond this dichotomy or not. Based on a review of several papers not only from India, but from abroad too, the paper assesses and encourages the readers to further think about the role contemporary marketing has played in shaping the course of organizations, and also suggests the scope of further research in the area.

**Keywords:** *Transaction Marketing, Network Marketing, Database Marketing, Interaction Marketing, E-marketing, Pluralistic Marketing, Dichotomous Behaviour*

# A Study on the Effect of OTAs (Online Travel Agencies) Web Service Quality on Customer Satisfaction and Revisit Intention

<sup>1</sup>Animesh Kumar Sharma, Rahul Sharma<sup>2</sup>

<sup>1</sup>Research Scholar, Mittal School of Business, Lovely Professional University, Punjab, India

<sup>2</sup>Associate Professor, Mittal School of Business, Lovely Professional University, Punjab, India

Email : <sup>1</sup>mr.animesh@gmail.com, <sup>2</sup>rahul.12234@lpu.co.in

---

## ABSTRACT

The objective of this paper is to identify effect of OTA's (online travel agencies) web services quality on customer satisfaction and revisit intentions. The effect of web service quality on customer satisfaction and revisit intention was investigated by 5-points Likert scale questionnaire. The sample of this study used the convenience sampling that includes the users of OTAs in national capital region. Furthermore, this study used the Statistical Package for Social Science (SPSS) and AMOS software to determine the relationship between web service quality and customer satisfaction and revisit intention. The independent variable is web service quality whereas customer satisfaction and revisit intention is dependent variable. This study shows that there is a huge effect of OTA's website design and feature on customer satisfaction and the travelers revisit intention to OTAs website due to quality services provided and its easy use on each platform.

**Keywords:** Online Travel Agency, Online Travel Website, Online Travel Portal, Web Service Quality, Customer Satisfaction, Revisit Intention

## Consumer Perception of Virtual Reality in the Gaming Industry

Samiksha Saiprakash<sup>1</sup>, G.P. Karthik<sup>2</sup>, L. Kiran Maney<sup>3</sup>

<sup>1,2</sup>4 Semester BBA Student, Center for Management Studies,  
Jain (deemed-to-be) University, Bangalore, India

<sup>3</sup>Research Scholar and Asst. Professor, Center for Management Studies,  
Jain (deemed-to-be) University, Bangalore, India.

Email : <sup>1</sup>sam.iksha1713@gmail.com, <sup>2</sup>karthikganesh212@gmail.com,  
<sup>3</sup>kiranlmaney@gmail.com

---

### ABSTRACT

With the fast advancement of technological innovation, virtual reality innovation has gained popularity in different fields. These devices are a computer-generated environment with scenes and objects that appear to be real, making the user feel they are immersed in their surroundings. This is now used in many types of businesses to prototype products before manufacturing them, as a tool for training employees, provides better data visualization while presenting a project and in retail to understand better store layouts to maximise personalised customer experience. This research paper aims to explore the changing consumer perception from traditional technology gaming consoles to modern technological advancements. An empirical investigation of impact of usage of gaming consoles on the customers was carried out pan India. A survey instrument was developed using Likert's scale and data was collected from customers who have experienced Virtual Reality gaming consoles. The data was analysed using SPSS software.

**Keywords:** Gaming, Virtual reality, Consumer Perceptions, Console, Marketing, Technology

# Unfolding The Antecedents of Compulsive Buying Tendencies Among Individuals: A Review Analysis

Ratnesh Pal Singh<sup>1</sup>, Taranjit Singh Vij<sup>2</sup>

<sup>1</sup>Research Scholar, GBS, GNA University, Phagwara, Assistant Prof. MGC, FGS Punjab, India.

<sup>2</sup>Assistant Professor, GBS, GNA University, Phagwara, Punjab, India.

Email: <sup>1</sup>ratneshmgc@yahoo.com, <sup>2</sup>taranvijcu@gmail.com

---

## ABSTRACT

The intended motive of the contemporary research is to explore the irrational buying trend of the individuals which are the outcome of those intrinsic and extrinsic factors that have great significance on consumer compulsive behaviour. Our study provides handy information peculiar to the factors behind the consumers' compulsive shopping behaviour, the section that has not been methodically researched. The upshots of the present study indicates that the mind-set and aim of end user, the marketing promotion activities, the signal release of the product as well as the regulation of consumer sentiments, all have an obvious impact on consumers' compulsive possession behaviour. Also when the products are sold or in the after-sales service process, the enterprises' managers are able to emphasise on the experience of the consumer, which can consequently enhance consumers intentions and viewpoint towards products and services but can also help to decrease the severity of perceived threat to guide compulsive purchase behaviour, as well as to hike customer's constancy of existing products, enhance the value of the brand and also to enhance the consumer's confidence to buy the product again, which ultimately leads to the sale of the product. Those results have a vital significance on guiding to publicize the new products, upgrade purchaser's loyalty of ventures and approve to realize a new view to consumer's behaviour of purchasing.

**Keywords:** *Consumer Behaviour, Compulsive Buying, Meta-analysis, Impulse Behaviour, Irrational Buying*

## Innovations in Distribution Channel – A Case of Hero Cycles

**Pranati Paheli**

*Phd Scholar, Jain University, Bengaluru*  
*Email : panatipaheli@gmail.com*

---

### ABSTRACT

You would have surely heard about car loan @ 7.75% but have you ever come across 'bicycle loan'? In 2013, Hero cycles, world's largest bicycle manufacturer announced that it will be tying up with microfinance institutions (MFIs) across India to maximize its reach. The research paper intends to explore the genesis of a new sales channel, challenges and the future forward selling bicycles through micro finance channel. For bicycle industry it is a new, unconventional sales channel and the paper figures out how far the industry can peddle on microfinance institutions (MFIs) to sell bicycles in India.

**Keywords:** *New Sales Channel, Channel of Distribution, Bottom of Pyramid (BOP), Micro-finance Institutions (MFIs)*

# Influencer Marketing: Innovation to Game Changer A Study on its Impact on Consumer Buying Decision

Neha Joshi<sup>1</sup>, Richa Chaudhary<sup>2</sup>

<sup>1</sup>Student MMS IInd Year, IES Management College and Research Centre, Mumbai

<sup>2</sup>Associate Professor, IES Management College and Research Centre, Mumbai

Email: <sup>1</sup>neha.joshi19@ies.edu, <sup>2</sup>richa.chaudhary@ies.edu

---

## ABSTRACT

This study aims to focus on Influencer Marketing, how it has become the game changer for businesses today and to study its impact on the buying decisions of customers/ followers/ viewers. The research design used for the study was exploratory in the initial phase wherein in-depth interviews were conducted to develop the conceptual framework, followed by the descriptive research which was based on survey using structured questionnaire. Results of the study are based on respondents who are active users of various social media platforms and are exposed to various influencers. Contest participation with rewards, buyer inclination, buyer interest, endorsement rate and influencing methods are some of the key concepts focused. Through the analysis, categories which seem effective in their Influencer Marketing strategies to generate sales along with stronger social media presence are recorded. Possible areas and methods to make the most of Influencer Marketing are also recommended in the study.

**Keywords:** Influencer, Influencer Marketing, Social Media, Endorsement, Buying Decision

## Understanding the Recent Trends in the Packaging of Products Due to Outbreak of Coronavirus (COVID-19) Disease

Chandni Sharma<sup>1</sup>, S. N. Jha<sup>2</sup>

<sup>1</sup>Phd Scholar, Department of Commerce, V.Y.T. PG College, Hemchand Yadav Vishwavidyalaya, Durg, Chhattisgarh

<sup>2</sup>Professor, Department of Commerce, V.Y.T. PG College, Hemchand Yadav Vishwavidyalaya, Durg, Chhattisgarh  
Email: <sup>1</sup>chandniggu.009@gmail.com , <sup>2</sup>drsnjha61@gmail.com

---

### ABSTRACT

The marketing researchers of any product of a company remain in action in any circumstances. In a short period of time, the present scenario of Coronavirus (COVID-19) has changed the lives and livelihoods of people around the globe and has forced the marketing analysts to understand the impact on their business and how to react. The corona virus fear has penetrated the consumer's mind and psychology which may affect his/her ways of buying. Under these circumstances the packaging sector of the companies has also to come in action. This present work aimed to look into articles from every peer-reviewed journal published in English by Nov-2020, when the literature search was performed. In order to be as systematic as possible, this research paper pursued the research papers published in all disciplines. In the post scenario of Covid-19 the packaging attributes should be developed in such a way so that there should be least chances of Covid-19 transmission. With respect the transmission it's necessary to the packaging industries to create a mass awareness about the cause, symptoms, effects and preventions of COVID-19 disease through labelling on the packaging. The positioning strategies of packaging should be different and consumer's safety should be acknowledged. The new technology and strategies may open new avenues to the brands and retailers and, they may be able to influence consumer behavior.

**Keywords:** *Packaging, COVID-19, Consumer Perception, Strategies*

# New Normal Inspiring New Innovations in Restaurant Industry: A Study on Shifting Consumer Expectations and Preferences

Shraddha Kapadia<sup>1</sup>, Franee Kotak<sup>2</sup>, Richa Chaudhary<sup>3</sup>

<sup>1,2</sup>Student PGDM Ist Year, IES Management College and Research Centre, Mumbai

<sup>3</sup>Associate Professor, IES Management College and Research Centre, Mumbai

Email : <sup>1</sup>shraddha.kapadia20@ies.edu, <sup>2</sup>franee.kotak20@ies.edu, <sup>3</sup>richa.chaudhary@ies.edu

---

## ABSTRACT

COVID-19 outbreak has presented unprecedented circumstances and has affected almost every sector across the globe, the restaurant industry has been one of the hardest hits. This research study aims to study what are the new adjustments or innovations restaurants are adopting to make their customers confident and safe while dining out. The second objective is to study the shift in consumer expectations and preferences w.r.t dining preferences, pre and post Covid. The research design used for the study was exploratory in the initial phase wherein in-depth interviews were conducted to develop the conceptual framework w.r.t the new normal at Restaurants, followed by the descriptive research where in, a survey of frequent restaurant goers in Mumbai covering different demographics was conducted using structured questionnaire. The major implications of the study are in the form the evolving consumer expectations and preferences during the pandemic; new technologies and adjustments made by the restaurants to revive their business. These adjustments won't be temporary implementations to sustain short term goals but would serve as a base to long term growth, and would give them competitive edge and offer enhanced value to their customer.

**Keywords:** *New Innovations, New Normal, Restaurants, Consumer Expectations, Customer Preferences*

## Is the Ethical Behaviour a Consideration for Defining Loyalty in an Offline Space?

**Shilpa Kankonkar**

*Neville Wadia institute of Management Studies and Research, Pune*  
Email : *shilpa\_kankonkar@rediffmail.com*

---

### ABSTRACT

The need to be customer-focused to the highly changing marketing environment has never been more important for financial services institutions. However, under the present circumstances, where customers are becoming more demanding and increasingly mobile between competing financial providers, being customer-oriented is not enough. Financial services companies, and more specifically, their contact employees (e.g. salespeople) need to be perceived as ethical by their customers. This research represents an initial step in analysing the role of ethical sales behaviour, as perceived by life insurance customers, in developing and maintaining relationships with customers. The findings revealed that a salesperson's ethical behaviour leads to higher customer satisfaction, trust and loyalty to the Life insurance company that the salesperson represents. Managerial and research implications are also discussed in the paper.

**Keywords:** *Salespeople, Life insurance, Customer loyalty, Trust, Ethical Sales Behaviour*

# The Role of Mindfulness, Self-efficacy, and Social Support on Psychological Wellbeing: Predictors and Outcomes at Workplace from the Life Insurance Agent's Perspective

Tantri Keerthi Dinesh<sup>1</sup>, Ankitha Shetty<sup>2</sup>

<sup>1</sup>(Ph.D. Scholar, Department of Commerce, Manipal University of Higher Education Manipal)

<sup>2</sup>(Assistant Professor, Department of Commerce, Manipal University of Higher Education Manipal)

Email : <sup>1</sup>tantri.dinesh@learner.manipal.edu, <sup>2</sup>ankitha.shetty@manipal.edu

---

## ABSTRACT

Psychological wellbeing is a superordinate construct which fosters to bring efficacy, mindfulness, and social support among employees. Higher levels of mindfulness, social support and self-efficacy may be beneficial in the workplace which would increase mindful awareness. The current study underpins these developments with empirical evidence regarding the involved psychological processes, by empirically testing the relationship between mindfulness, self-efficacy, social support and wellbeing in Life Insurance agents. The reflective model is analysed through Smart PLS to execute the structural equational modelling. This study has used power analysis and has calculated an adequate size of 804 Life Insurance agents drawing evidence from India recruited through random sampling. This study is the first to satisfy the urge to understand the significance of mindful selling in Life Insurance agents. Results show that mindfulness was the strongest predictor of positive psychological well-being magnifying psychological well-being where mindfulness interventions could ameliorate to focus on mindful selling of Life Insurance products.

**Keywords:** Psychological Well-being, Mindfulness, Social Support, Self-efficacy, Life Insurance Agents, Mindful Selling

## COVID-19 Pandemic and its Impact on Fast Moving Consumer Goods (FMCG) Sector

Gautam Mishra<sup>1</sup>, Soumya Soni<sup>2</sup>

<sup>1</sup>Research Scholar, Dr CV Raman University, <sup>2</sup>Research Scholar, Dr CV Raman University  
Email: <sup>1</sup>gautisid9690@gmail.com, <sup>2</sup>soumyasoni96@gmail.com

---

### ABSTRACT

The outbreak of the Covid-19 pandemic situation has adverse deep impact on global/regional business. The economy of every country has to face an unprecedented shock due to this outbreak. The Indian economy was already in a parlous state before Covid-19 disease struck. The Indian economy is undergoing significant field of growth in FMCG sector with diverse businesses. The paper studies the impact of coronavirus pandemic on FMCG sector and over consumer behavior. The study found that the FMCG sector is highly affected by coronavirus pandemic and employment is affected in India as labourers have moved to their native place. The companies' responses to this issue include the introduction of protection procedures, sanitization methods, an updated sourcing policy, incorporation of new vendors, streamlining of their product portfolio, responsive evaluation of supply chain resilience and analysis of disaster or emergency management plans. In this way FMCG sector can cope with the coronavirus pandemic.

**Keywords:** FMCG, Covid-19, Coronavirus Pandemic, Stores, Impact

## Digital Marketing Adaptation for Self-Promotion: An Application of Do-It-Yourself and Technology Acceptance Model

Manisha Gupta<sup>1</sup>, Shagun<sup>2</sup>

<sup>1,2</sup>School of Business Studies, Sharda University, Greater Noida.

Email: <sup>1</sup>guptaamanisha@gmail.com, <sup>2</sup>shaguntomar22@gmail.com

---

### ABSTRACT

Digital marketing has resulted in a complete transformation in the way communication is done by marketers. Today individuals particularly professionals like doctors, lawyers, educationists, etc use the digital platform to promote themselves and their services. This has built-in a relationship between acceptance of technology and the attitude of individuals to do it themselves. The amalgamation of the technology acceptance model and Do-It-Yourself models gives an insight into the presumption behaviour of professionals. This paper aims to examine professionals from different professions who have adopted digital marketing for self-promotion. This study is an attempt to integrate Do-It-Yourself, Technology acceptance, and Digital Marketing for self-promotion. The study is empirical. Further, the study would attempt to propose a model for the same. The research implications of the study would contribute to understanding the presumption behaviour of professionals towards self-promotion. Also, the study would give an insight into the motivational factors that motivate the professionals to adopt digital marketing to show their presence on digital platforms and make themselves noticed on the web.

**Keywords:** Profession, Digital Marketing, Technology Acceptance Model, Do-It-Yourself, Self-Promotion

## Marketing Post Covid-19 A Paradigm Shift in Strategies of B2B and B2C

**Ritu, NDIM**

*Email : ritu@ndimdelhi.org*

---

### ABSTRACT

The Traditional 4P of marketing mix in the phase after Covid will be replaced. This would be now: Performance: Performance: Performance: performance. Marketing Performance will create a completely new meaning indicating that consumers expect more thinking from products in these test times by focusing on a bigger problem than taking advantage of opportunities. The first performance metric to be measured is People Performance. The next performance parameter will be the performance of the product portfolio. One would expect that instead of using product push techniques, large-scale innovations will draw on sympathetic communication with consumers at a deeper level. Product packaging can be disrupted by the value of the product. Every marketing employee will have to be digitally trained because that would be the biggest approach. The final performance measure that will be important in the Era will be Change Performance.

**Keywords:** *Marketing Mix, Covid, Performance, B2B, B2C*

## Effect of Employer Branding on Recruitment

**Bhaswati Jana<sup>1</sup>, Tanuja Kaushik<sup>2</sup>, Jayanta Chakraborti<sup>3</sup>**

<sup>1</sup>Doctoral Scholar, GD Goenka University, <sup>2</sup>Associate Professor, GD Goenka University,

<sup>3</sup>Associate Professor, Woxsen University, Hyderabad

Email: <sup>1</sup>bhaswati.chk09@gmail.com, <sup>2</sup>tanuja.kaushik@gdgoenka.ac.in,

<sup>3</sup>jaychak072@gmail.com

---

### ABSTRACT

Talent is scarce and companies need to have a good reputation to get talented people to join their organization. This study explores whether employer branding plays a significant role in talent acquisition. Based on the literature review, we have developed the research framework that shows a structural relationship between constructs. We have done extensive literature review and collected primary data using a scaled and structured questionnaire. We have used PLS-SEM to establish multiple causal effect relationship of the constructs using factor analysis and multiple linear regression analysis technique (Hair et al, 2017). The major findings of this research work is that companies need to focus on factors like talent acquisition, compensation benefit, training & development, performance appraisal, rewards and recognition to create an employer branding that motivates good quality candidates to apply in the company.

**Keywords:** *Employer Branding, Talent Acquisition, Employer Reputation, Employees' Perception, Corporate Brand Management, Recruitment*

# Global Pandemic and the Evolution of Marketing Strategies in the Past Decade

**Krishna Kaustubh**

*B.Com (Hons), Pandit Deendayal Energy University, Gandhinagar  
Email : Krishna.kaustubh28@gmail.com*

---

## ABSTRACT

The global pandemic outbreak has led to market distortions and has heavily dominated the global economic sentiments. With almost one year of restrictions, the pandemic has brought into focus the need for innovation. There has been a paradigm shift from traditional profit centric/ sales centric marketing to brand-consumer relationship and loyalty centric marketing. A clear move towards Caveat venditor or Beware sellers. Beware in terms of awareness of customers and their perceptions. The market has become more sensitive towards its consumers as they are always looking for something innovative. During the pandemic companies that have embedded digital sales into their marketing models have seen faster revenue growth and higher acquisition efficiency and cost reductions within sales. The global pandemic has forever changed our experiences as customers, employees, citizens, humans and our attitude and behaviours are changing as a result. Hence, companies have realised that they need to formulate better ways of inclusiveness and sensitivity towards customers to equip themselves better for this as well as any other uncertainties or crisis that may arise in the future. Therefore, this study aims to study how traditional marketing can be done with a touch of innovation and how a crisis can make companies change their principals and methods of functioning in the market and understand the importance of customer experience.

**Keywords:** *Pandemic, Traditional Marketing, Digital Sales, Sensitivity, Inclusiveness*

## Role of Internal Brand Communities in Building a Strong Internal brand - A Conceptual Model

Prashar, Atul<sup>1</sup>, Maity, Moutusy<sup>2</sup>

<sup>1</sup>Ph. D. Scholar, Indian Institute of Management, Lucknow

<sup>2</sup>Professor, Department of Marketing, Indian Institute of Management, Lucknow

Email: <sup>1</sup>atul.prashar@iiml.org, mmaity@iiml.ac.in

---

### ABSTRACT

Internal brand Management is a highly researched field with leadership, brand-centered human resource management and effective internal and external brand communication as its proven antecedents (Chang, Chiang, & Han, 2012), and brand commitment, brand knowledge and brand citizenship behaviours as its key consequences (Burmam & Zeplin, 2005; Löhndorf & Diamantopoulos, 2014). The little research literature on the role of internal brand communities in the above equation is highly dispersed (P. R. Devasagayam, Buff, Aurand, Judson, & Judson, 2010). In that direction, the study reviews the literature on internal brand management, brand community dynamics and social identity theory and proposes a conceptual model to show the way employee participation in intra-organisational brand communities impacts their brand commitment. This conceptual model gives an innovative yet organic route of building strong corporate brands within the organisations.

**Keywords:** *Internal Branding, Internal Brand Community, Social Identity, Brand Commitment, Brand Ambassadors, Brand Knowledge*

## An Overview of the Factors that Kept the Traveler Satisfied at an Indian Airport in a Covid-19 Stricken Nation

Swapna Datta Khan<sup>1</sup>, Akash Trivedi<sup>2</sup>, Anshu Mishra<sup>3</sup>, A. Chandrika<sup>4</sup>

<sup>1</sup>Assistant Professor, Army Institute of Management, Kolkata

<sup>2,3,4</sup>Student II Yr, Army Institute of Management, Kolkata

Email: <sup>1</sup>swapna.dattakhan@aim.ac.in, <sup>2</sup>trivediakash344@gmail.com

<sup>3</sup>anshumis1198@gmail.com, <sup>4</sup>ajjadachandrika94@gmail.com

---

### ABSTRACT

The Covid 19 pandemic engulfed India in the mid-March 2020 and commercial activities were initially stalled and thereafter reopened in phases with the unlocking of the nation. The traveler guidelines at Indian domestic airports evolved accordingly and underwent revisions, depending on the pandemic related situation and circumstances. This paper studied primary data to throw light on what drives the traveler in these fluid times. Primary data has been collected from travelers with the backdrop of the pandemic using variables created on the basis of SERVQUAL's model by a focus group and then analyzed using Exploratory Factor Analysis to reveal an underlying construct. It is surprising to note that none of the factors revealed relate only to the pandemic but however, each of the factors in some way is affected and touched by the pandemic. This would show that for the domestic traveler, the pandemic, though important, has by now receded into the background list of issues that affect customer satisfaction.

**Keywords:** Covid 19, Air Travel, Customer Satisfaction, Exploratory Factor Analysis, Servqual

# An Ethnographic Insight into 'Consumer Purchase Behaviour' During the Lockdown owing to Covid-19 Pandemic – Study Taken in Bangalore with Special Reference to Kirana Stores

S. Guru Basava Aradhya<sup>1</sup>, K.S. Lakshmi<sup>2</sup>,  
T.K. Sateesh Kumar<sup>3</sup>, S.B. Niveditha<sup>4</sup>

<sup>1,2</sup>Associate Professor, Department of Marketing & International Business,  
International School of Business & Research. Bengaluru

<sup>3</sup>Associate Professor, Department of Commerce & Management,  
Global Institute of Management Sciences, Bangalore

<sup>4</sup>Research Associate, Department of Marketing & International Business,  
International School of Business & Research. Bengaluru

Email : <sup>1</sup>[guru@isbr.in](mailto:guru@isbr.in), <sup>2</sup>[lakshmi.ks@isbr.in](mailto:lakshmi.ks@isbr.in), <sup>3</sup>[sateesh.kumar@gimsedu.in](mailto:sateesh.kumar@gimsedu.in),

<sup>4</sup>[ra.marketing@isbr.in](mailto:ra.marketing@isbr.in)

---

## ABSTRACT

In the context of the pandemic & economic turmoil an analytical study is made with consumer behaviour in temporal displacement & spatial displacement impacting a small retail store viz., Kirana stores, a significant component of Indian economy.

**Methodology:** The study examines the changes in the availability of stocks, services by the space & time displacement, working difficulties, stock movement and resources. The data was collected from the Kirana shops owners, consumers by use structured questionnaire & analysed statistically.

**Implication:** This paper infers how consumers as well as Kirana stores faced the displacement that occurred in different sectors based on consumer spending time during the lockdown. Along with the shopkeeper experienced the changes in the availability of stocks, products & services. From the study we deduce that Kirana store experienced a sharp decline in consumer spending.

**Keywords:** Consumption Displacement, Kirana Shops, Consumer Buying Behaviour, Temporal Displacement, Spatial Displacement

## Antecedents of Impulsive Buying Behaviour in Fashion Industry

Y. Lakshman Kumar<sup>1</sup>, K.J. Madan Gowda<sup>2</sup>, S. Guru Basava Aradhya<sup>3</sup>

<sup>1</sup>Director, ISBR Business School, <sup>2</sup>Research Associate, <sup>3</sup>Associate Professor  
Email: <sup>1</sup>ylk@isbr.in, <sup>2</sup>madan.g@isbr.in, <sup>3</sup>guru@isbr.in

---

### ABSTRACT

Impulsive buying is unplanned purchase that is triggered both internal and external factors. The paper aims to understand the factors affecting the antecedence of impulsive buying behavior in fashion industry. The factors that are evaluated are brand love, solidarity behavior, social media marketing and customer stress. The data was collected from Karnataka a southern state of India, sample used for the study is 200. The questionnaire was sent using google forms to 350 respondents but only 200 respondents responded to the questionnaire. Data were collected with Convenience sampling approach using survey techniques. The tools that were used to test the hypothesis were SEM using AMOS. SPSS was used to conduct reliability test and factor analysis. The results showed that there is a positive relationship between the Brand Love, Solidarity behavior and social media marketing, further it was found that there is a negative relation between CS and IB

**Keywords:** Brand Love, Solidarity behavior, Social media Marketing, Customer Stress and Impulsive Buying Behavior

# Assessing the Impact of Corona Virus (Covid-19) on Tourism and Hospitality Industry in India- A Perspective Study

Jasveen Kaur<sup>1</sup>, Jobanjeet Kaur<sup>2</sup>

<sup>1</sup>Senior Faculty and Former Chairperson-Head,

University Business School (UBS), Guru Nanak Dev University (GNDU), Amritsar (Punjab, India).

<sup>2</sup>(Second Author & Corresponding Author), Research Fellow, University Business School (UBS), Guru Nanak Dev University, Amritsar (Punjab, India).

Email: <sup>1</sup>drjasveenkaurubsgndu@gmail.com, <sup>2</sup>saddal.joban@gmail.com

---

## ABSTRACT

**Purpose:** This study's primary objective is to assess the corona virus's impact on India's tourism and hospitality industry and its segments regarding revenue and job losses. Further, there is a need for fundamental control strategies and a crisis management plan.

**Research Methodology:** Systematic literature review, secondary data, expert opinion surveys, and qualitative methods are the basis.

**Observations and Discussion:** The Indian government and tourism and hospitality marketers took numerous initiatives to mitigate losses and ensure people's safety. Post-COVID-19 is the new normal, where changes in technology and tourists' behavior are expected. Artificial intelligence, automated and digital systems are required to maintain the 'No Touch' policy. Therefore, tourism and hospitality marketers should consider the challenges addressed by tourism operators, hotel managers, and airline employees. This industry will take few years to recover to its standards in response to the restructuring, rightsizing, and downsizing approaches.

**Managerial and Research Implications:** COVID model and control strategies are given as crisis management plans.

**Keywords:** Tourism & Hospitality Industry, India, Corona Virus-Covid-19, GDP, Control Strategies, Covid Model

## A Sciento-metric Analysis- Current state of Art of Luxury Brands in 21<sup>st</sup> Century

Rehan Husain<sup>1</sup>, Aftab Alam<sup>2</sup>, Professor Bilal Mustafa Khan<sup>3</sup>

<sup>1,2,3</sup>Faculty of Management Studies & research, Aligarh Muslim University, Aligarh

Email : <sup>1</sup>rhusain@myamu.ac.in, <sup>2</sup>aftab9774@gmail.com, <sup>3</sup>khanbilalmustafa@gmail.com

---

### ABSTRACT

The aim of this analysis is to look at how scientific work on luxury brand marketing has changed over time. This study of the literature reports on 312 publications on luxury marketing. The current research highlights the most prominent universities, publications houses and prominent authors. The analysis also reveals the most commonly used ideas and influential constructs of luxury consumption, as well as existing and prospective research sources, global reach, and underlying research methodologies. By combining bibliometric approaches with a systematic analysis, this research is able to address the limitations of conventional literature reviews by including a vast number of articles from a variety of disciplines and using the expertise of the broader science community. It addresses the philosophical basis of three main clusters that constitute the various research streams. No previous study has looked at luxury branding using bibliometric research and qualitative evaluation over such a wide spectrum of topics.

**Keywords:** *Luxury Brands, Bibliometric Analysis, Scientometric Analysis, Literature Review, Co-citation Analysis*

## Role of Social Media in Financial Institutions A Theoretical Framework

Upasana Gupta<sup>1</sup>, Bhawna Agarwal<sup>2</sup>

<sup>1</sup>Research Scholar, Amity University, Uttar Pradesh, India, <sup>2</sup>Professor, Amity University, Uttar Pradesh, India

Email : <sup>1</sup>upasanagupta.ug@gmail.com, <sup>2</sup>bagarwal@amity.edu

---

### ABSTRACT

This study focuses on the importance of social media for financial institutions and how it influences the financing pattern of micro, small and medium scale industries (MSMEs). It attempts to assess the relationship between social media marketing by financial service provider and sources of capital financing among MSMEs in India, one of the developing markets in Asia. Employing exploratory analysis technique, the study finds that the capital needs of the entrepreneurs are not entirely met with the bank loans, money lenders, account payable and friends and relatives. The need of alternate finance is required by MSME at many stages of their business. In addition, analysis of secondary data reveals that social media marketing plays an important role in influencing the behaviour of entrepreneurs.

**Keywords:** MSMEs, Social Media, Marketing, Behaviour Finance

## Factors Affecting Consumer Buying Behavior During A Pandemic: An Empirical Study

Mohammad Anas<sup>1</sup>, Prof. Mohammed Naved Khan<sup>2</sup>,  
Obaidur Rahman<sup>3</sup>

<sup>1,2,3</sup>Department of Business Administration, Aligarh Muslim University  
Email: anas0807@gmail.com

---

### ABSTRACT

This study aims to identify factors affecting consumer buying behaviour during the pandemic. Disruptive events like pandemic and natural disasters have been found to have a chaotic impact on society. However, very few studies have been conducted to understand the consumer buying behaviour during pandemic specially in the context of an emerging economy like India. Data was collected through a web-based survey on consumers in India. A standardised questionnaire was developed using Google documents and the digital link was shared on reliable platforms. Collected data was further statistically analysed by structural equation modeling assessment. The results of the study indicated that fear is the most significant construct that affects consumer buying behaviour during pandemics and it leads to impulsive buying. Various suggestions were provided for service providers and retailers regarding the strategies they need to frame for future pandemic type situations.

**Keywords:** Consumer, Buying Behaviour, Impulse Buying, Covid-19, Pandemic, Emerging Economy, India

## Augmented Reality & Virtual Reality in New Age Tourism

**Hirak Roy<sup>1</sup>, Souvik Saha<sup>2</sup>**

<sup>1,2</sup> 3<sup>rd</sup> Year Student of Department of Bachelor of Business Administration,  
Techno International Newtown, Kolkata, India  
Email : <sup>1</sup>hirak.roy2000@gmail.com, <sup>2</sup>souviksaha1110@gmail.com

---

### ABSTRACT

Virtual Reality and Augmented reality is an IT technology which has been diversely used in various areas such as medicine, education, architecture, industry, tourism, & others, augmenting real time, real world view in chosen formats. This paper discusses the use of AR & VR applications for the needs of the tourism sector. We address the technical aspects of AR & VR application development, emphasizing the technologies that render the delivery of AR & VR content. The objective of the study is (a) To analyze the consumer awareness about AR & VR in Tourism, (b) Need for new technology to experience tourism indoor better, (c) Analysis of need of AR & VR in tourism. The Study has got a rationale of application in how companies and businesses can sustain their tour and travel business and adapt. The research methodology is based on primary and secondary sources.

**Keywords:** Augmented Reality, Virtual Reality, New Age Tourism, Tourism Marketing, Covid-19 Global Tourism

## Marketing Pedagogy - Teaching Through Games (Launching and Marketing GUTSO : A Game)

**Gurdeep Singh<sup>1</sup>, Ajuni Singh<sup>2</sup>**

<sup>1</sup>UIET, Panjab University, Chandigarh, <sup>2</sup>IPM 4<sup>th</sup> Year – IIM Indore  
Email : <sup>1</sup>gurdeep@pu.ac.in, <sup>2</sup>i17ajunis@iimidr.ac.in

---

### ABSTRACT

In the realm of Marketing Management the advent of Serious Games has really been dramatic. It has not only opened a new area of research but also has been effective in building practical and conceptual knowledge base of the students. The present game "Launching and Marketing GUTSO" is a single player game. It involves the player right from the inception of the product to its pricing and marketing. When the player is at the center stage, he/ she is fully immersed in the game and closest to reality. The player is given options and he/ she must take proper decisions. The player is evaluated at each stage and given a score in each stage. The cumulative score is displayed in the end. The authors have made an attempt to mimic the actual market place with many manufacturers. To bring realism into the game the COVID Pandemic is also included during the production stage.

**Keywords:** *Serious games, VBA Programming, Simulation, Business Games, New Product Launch*

## Challenges and Opportunities for Social Media Marketing in Indian Banking Sector-With Reference to Artificial Intelligence

**Maanish Chava**

*G H Raison Institute of Engineering and Technology, Nagpur*

*Email: maanish.chava@raisoni.net*

---

### ABSTRACT

The increasing interest in Artificial Intelligence (AI)'s impact on Social Media Marketing (SMM) creates new opportunities to be captured by software developers. Marketers become aware of the role of powerful tools of AI in leveraging competitive advantage in social media campaigns. In the digital transformation age, companies have more access to information about their customer behavior. The work aims at finding out the likely impact of social media marketing and AI on the contemporary Indian banking scenario particularly when marketing and finance as sectors are among top five globally, that use AI. The financial services industry was one of the first commercial sectors to deploy AI in mainstream business decision-making. Adoption of 24/7 online banking since 2000's has condensed the use of ATM's and card-based payments, followed by the spread of mobile-based "banking on the go" in the 2010s. More broadly, disruptive AI technologies can dramatically improve banks' ability to achieve four key outcomes: higher profits, at-scale personalization, distinctive omni-channel experiences, and rapid innovation cycles. Two-thirds of India's population, below 35 years, presents remarkable opportunities to drive engagement with customers through the social media phenomenon. Growing smartphone usage and the availability of affordable broadband data are increasing the number of active social media users. A FB-BCG report has predicted number of digitally influenced retail banking customers in India to touch 12 crores by 2020. At the same time AI technologies could potentially deliver up to \$1 trillion of additional value each year.

**Keywords:** *SMM and Banking, AI in Banking, Decision Making, Annual Value*

## Understanding Customer Engagement of Mobile Money in Asia: A Case of Digital Technology in Rural India

**D. BAG**

*faculty, mba dept. nit rourkela*

*Email: dinabandhu.bag@gmail.com*

---

### ABSTRACT

The objectives of the study are to, determine the mobile money use tendency among bank customers in rural India, and understand the value proposition to engage them in mobile money. We focus on a few aspects character, convenience, work-life, trust, safety, literacy, awareness, actual product, etc. The sample data is obtained from an online survey of electronic responses by random targets chosen available frame of reference(s). We find that a small share of only 21% were cash believers against credit transfers. Intensive visits to the branch were made by urban and occupation categories at least once a month remains at 40%. The advanced method of accessing mobile data by combining internet browsing and downloaded apps were only 24%. The findings differ from past studies in few ways, such as the insights on the inhibitions of users with money, distinguishing trusting the Bank versus trust, deriving satisfaction from the end purposes met by technology, etc. We also find contrasting insights on behavior. Responder's education enhances the use, product recommendations, trust perceptions, and the significance of physical devices and the presence of branch, respectively.

**Keywords:** *Mobile Money, Behavior, Trust, TAM*

# Innovations in Contemporary Marketing Through 'Drones'

**Avishkar Pamnani**

*GITAM Hyderabad Business School*

*Email: avishkar.pamnani1@gmail.com*

---

## ABSTRACT

Marketing industry has undergone rapid changes since the dawn of the new millennium. Technology has become an integral part of contemporary brand marketing techniques. It is a tool which helps bring brands to life and also evaluate how consumers interact and see brands. Cloud, Big Data, Artificial Intelligence, Machine Learning, Virtual Reality, Internet of Things, each of these technologies will be cross-pollinated with drones and will have a huge impact on the potential of drones in marketing. This research paper analyses the role of 'Drones' in helping create and manage, innovative marketing campaigns for companies. SWOT analysis of Innovative Creative Marketing Through 'Drones' has been covered and critical evaluation analysis has been done of each stage. Paper concludes by providing suggestions about the way forward, by using 'Drones' in contemporary marketing and other emerging technologies as compared to the traditional ways of marketing.

**Keywords:** *Innovations, Drones, Big Data, Contemporary Marketing, Artificial Intelligence*

## The Rise of Omnichannel Marketing – Are Indian Retailers Ready for the Challenge?

Jayanta Chakraborti<sup>1</sup>, Anirban Dutta<sup>2</sup>, Bhaswati Jana<sup>3</sup>

<sup>1</sup>Associate Professor, Woxsen University, Hyderabad

<sup>2</sup>Assistant Professor, NIT Agartala, <sup>3</sup>Assistant Professor, Woxsen University

Email: <sup>1</sup>jaychak072@gmail.com, <sup>2</sup>anirbandutta.som@gmail.com,

<sup>3</sup>bhaswati.jana@woxsen.edu.in

---

### ABSTRACT

The purpose of this paper is to explore whether the Indian Retailers are adequately geared up to meet the challenges arising due to the rising demand of personalization by the customer and the application of Omnichannel Marketing to reach out to customers in an effective manner. The paper's findings are based on a systemic review of the literature of academic studies, and primary data collected using a scaled and structured questionnaire. The data has been analysed using Partial Least Square-Structured Equation Modelling (PLS-SEM) using the Smart-PLS Software. This paper identifies barriers to a firm implementing an omnichannel marketing strategy and describes how these barriers can be overcome. The finding is that we need to focus on parameters like customer relationship management, content consistency, technological capacity, supply chain integration, financial resources, quality assurance and channel integration to make the implementation of omnichannel marketing in India a success.

**Keywords:** Omnichannel Marketing, Multichannel Marketing, Online Marketing, Retailing, Channel Integration

## An Empirical Study on Consumer Awareness Towards Green Marketing With Reference To Millennials

Shubham Aggarwal<sup>1</sup>, Kritiy Gulati<sup>2</sup>

<sup>1,2</sup>(Assistant Professor, Department of Management, Lloyd Group of Institutions, Greater Noida)

---

### ABSTRACT

In today's environment, sustainable development has become a key issue and "green" is the new buzz. The government is framing various laws & regulations to protect environment at large. The green marketing avenues are developed based on people, planet & profit. The increase in green marketing activities has also given a rise to customer consciousness towards safeguarding the planet and using the material that are safe to use in terms of planet and environment. It is believed that consumers are also increasingly concerned about the environment and various issues around it. The change has encouraged both companies and forced many companies to respond with eco-friendly heart products. The paper identified awareness level of millennials towards the green marketing activities and whether they are cautious towards purchasing or preferring the products from the companies adopting green practices. The study is based on primary and secondary data with millennials as sample unit and sample size of 300 across the country. The responses are analysed applying descriptive analysis and inferential analysis.

**Keywords:** *Green Marketing, Sustainable Development, Customer Awareness, Millennials, Descriptive Analysis, Inferential Analysis*

## Investigating Differences in Social Networking Sites for Social Commerce with Special Reference to Fashion E-Tailing

**N. Sarulatha<sup>1</sup>, J.R. Roshitha<sup>2</sup>**

<sup>1</sup>Assistant Professor, Department of Business Administration,  
D.G. Vaishnav College, Chennai, India.

<sup>2</sup>UG II Year, Department of Business Administration, D.G. Vaishnav College, Chennai, India.  
Email : sarulatha1811@gmail.com, <sup>2</sup>roshithajayaraj1997@gmail.com

---

### ABSTRACT

The alarming and rapid growth of technology has paved way for many new business models. One such is social commerce, selling through social networking sites. Understanding social networking sites and leveraging it for social commerce will be crucial to monetize for business promotions. In this context, an empirical study is carried out to analyse and understand the top social networking sites in the social commerce framework. The data for the study was collected through a structured questionnaire among 493 active online shoppers of fashion product(s) in social networking sites. Based on statistical analysis, the study brought out the differences across social networking sites across stages of consumer decision making and social commerce constructs viz., Recommendations & Referrals, Forums & Communities, Ratings & Reviews. The results of the study will be the basis for marketers and entrepreneurs to build their social commerce strategies appropriately.

**Keywords:** Social commerce, Social Commerce Constructs, Social Networking Sites



*Excel*  
INDIA PUBLISHERS

**EXCEL INDIA PUBLISHERS**

91 A, Ground Floor, Pratik Market, Munirka, New Delhi-110067  
Call: +91-11-2671 1755/ 2755/ 3755/ 5755 • Fax: 011-2671 6755  
Cell: +9899127755/ 9999609755/ 9910757755  
e-mail: publishing@groupexcelindia.com • Web: www.groupexcelindia.com

