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Contemporary research in Marketing: Innovation, Inclusion & Integration

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PREFACE

International Marketing Conference (iMarC) is an annual conference of IIM Shillong. The first edition was held in April 2021. iMarC Provides a platform for sharing knowledge in the field of marketing.

The second edition iMarC 2022, was successfully completed on the 24th and 25th of August 2022. A total of 70 papers were received, out of which 62 papers were presented at the conference. There were 15 technical sessions in different areas of Consumer Behaviour, Digital and Social Media Marketing, B2B Marketing, Marketing Innovation, Marketing Analytics, Product and Brand Management, Sustainable Marketing, Relationship Marketing, Tourism Marketing, Advertising, and Marketing Communication, Marketing Strategy and Theory, Customer Engagement, Transformative Consumer Research and eCommerce and Shopping Experience.

The pre-conference workshops were scheduled on the 22nd and 23rd of Aug 2022. On 22nd Aug 2022, a workshop on Systematic Literature Review and Meta-Analysis was conducted by Prof. Jaspreet Kaur, Associate Professor, Pearl Academy. On the 23rd of Aug 2022, a workshop on CFA and SEM using Lavaan was conducted by Prof. P. Murugan, University of Hyderabad, and a workshop on Qualitative Data analysis using Orange was conducted by Prof. Abhishek Behl, Assistant Professor, MDI Gurgaon.

The distinguished speakers for the conference included Prof. Subhadip Roy, Associate Professor, Marketing, IIM Ahmedabad who spoke on Inclusive Marketing; Prof. Bipul Kumar, Professor, IIM Indore who spoke on Bibliometric analysis in B2B marketing; and Prof. Biswajita Parida, Assistant Professor, IIT Delhi who spoke on Web 3 and marketing communication challenges.

Message from the Director

Marketing is an integral function of any business entity. It is now crucial for every business to be more customer-centric to understand the customer requirements for designing products and services. Innovation in services and product design not only helps organizations to stay connected to the customers but also enhances customer satisfaction and delight.

At the same time, focusing on the integration of the supply chain for increased business efficiency and transaction helps in connecting well with the stakeholders and customers. This not only helps in serving the customers well but also managing a balanced relationship with the stakeholders.

I am happy to present the proceedings of the iMarC 2022, Innovations in Contemporary Research in Marketing: Innovation, Inclusion and Integration. I congratulate my colleagues in the iMarC 2022 organizing committee and the scientific committee for the successful completion of the conference and for bringing out the conference proceedings. I congratulate the authors for writing their papers for iMarC2022. I hope the papers will bring out different viewpoints and directions in the field of contemporary research in marketing. I would like to thank all the distinguished speakers, eminent panellists, and delegates from India and abroad for actively contributing to the conference.

I hope the message of contemporary research in marketing will spread across the nation and overseas for development in the field of marketing.

Dr. D.P. Goyal

ACKNOWLEDGMENT

The response received by iMarC 2022 has been nothing less than spectacular, and the stunning success of the event should be attributed to all the different stakeholders of the event. We, the Convenor and the Co-convenor, would like to extend our heartfelt gratitude to all the individuals and entities who supported us in making the conference memorable.

First and foremost, we would like to thank Prof. Dr. D P Goyal, Director of IIM Shillong, for standing by us as the pillar of support throughout our journey. The teaching and the non-teaching staff of the institution have stepped up whenever they were expected to, and the event could not have been the grand success it is, without their contribution.

The fabulous pool of participants was instrumental in making the conference relevant and exciting through their novel ideas and impressive research. We would not be able to thank the participants enough for being the best and most supportive throughout the event.

The reviewers and session chairs were the real pillars of the event as they steered the conference to the place of excellence it has reached by ensuring the quality of the research and evaluating the work, respectively. We take this opportunity to place on record, our heartfelt gratitude to all of them.

We are also thankful to all the keynote speakers and the resource persons who associated with us for the conference and contributed immensely towards making it extremely informative and valuable to the participants.

Finally, but importantly, the Research Scholars of the institution have been instrumental in the flawless conduct of the conference. We would like to congratulate Mr. Manish Kumar Atree, Mr. Sudhanshu Shekhar, Mr. Sounak Bandyopadhya, Ms. Anita Choudhary, and Ms. Shobhanam Krishna for their support and contribution in bringing out this volume of proceedings.

The present volume of the proceedings of the conference is a compilation of 34 peer-reviewed scholarly articles out of the 62 papers presented at the conference. We genuinely wish that these research works would enlighten you and open up new arenas of Marketing for each of the readers.

Prof. Bidyut Jyoti Gogoi
Convenor
iMarC 2022

***** CONTENT *****

We trust you! Role of non-coercive power on shaping trust in channel relationship

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ARTICLE INFO

Keywords:

Non-coercive power

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ABSTRACT

The study investigates the influence of non-coercive power on relationship norms, environmental munificence, and trust. We used non-coercive power as second order constructs developed from expert, reward, referent, and legitimate power. We also investigated the mediating role of relationship norms and environmental munificence and moderating effects of satisfaction and conflict. A complex model is conceptualized and investigated by collecting data from 244 channel members. Findings revealed significant associations of non-coercive power with relationship norms, trust, and environmental munificence. Also, relationship norms and environmental munificence determine trust. Further, moderation effects of conflict and satisfaction are observed. The study adds to the knowledge of channel relationship and to the general understanding of industrial marketing practices.

LIVESTREAM SHOPPING AND THE INDIAN CONSUMER: A MODIFIED UTAUT2 MODEL

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ABSTRACT

Livestream shopping is a relatively recent digital marketing strategy used to increase customer engagement and has become popular during the COVID19 pandemic when consumers were unable to visit stores. This study aims to understand the intention of Indian consumers toward Livestream shopping with the help of the UTAUT2 Model. Using a non-probabilistic judgmental sampling, our sample consisting of 240 Indian adults and multiple regression was used to test the proposed model. Our analysis found that Performance expectancy, Social influence, Habit, Information quality, and Information-seeking factors have a critical impact on Behavioural intention toward Livestream shopping. The study contributes to the literature by using the UTAUT2 model as a base to understand the customer intention to use Livestream shopping and is one of the earliest studies on Livestream shopping in the Indian context.

1. INTRODUCTION AND MOTIVATION FOR THE STUDY

Livestream shopping combines live streaming, which is available on most social media platforms, with the opportunity to buy products directly from the Livestream (Tingxiu et al 2021). The primary distinction between Livestream shopping and traditional online buying is the customer interaction with the host is in real-time thereby increasing customer engagement (Meng et al, 2021). Livestreaming has been popular in China since 2015 even before the COVID19 pandemic (Tingxiu, et al. 2021) and is predicted to grow to over 4.9 trillion yuan (approx. 49 trillion rupees) in 20231 and the popularity of this digital marketing strategy is expected to spread across the globe.

In India, a few retailers have started using this method to engage with their customers remotely partly motivated by the several lockdowns that retailers faced since early 2020 that limited customer visits to their stores. However, there is limited research on this mode of digital marketing in India. Little is known about what factors drive Indian customers to adopt Livestream shopping. To understand the factors driving behavioural intention, we adopted the theoretical framework UTAUT2 model (Venkatesh et al. 2012) because of its ability to explain technology acceptance and use. Our study examines the impact of Trust, Information quality, Information seeking, Interaction quality and variables of the UTAUT2 model on the Behavioral intention towards Livestream shopping. This study will help marketers to understand the customer intention of engaging in Livestream shopping in India.

2. Literature Review

The main attribute of Livestream shopping is the live interaction between the streamers and viewers. In the context of Livestream shopping, interaction quality significantly affects customer satisfaction (Tingxiu et al, 2021). Earlier research has observed that the more the consumers look for information from e-commerce platforms, then they are most probably to buy (Hajli, et al. 2017). Trust is another important factor (Hajli, et al. 2017). We have, therefore, incorporated these independent variables into our conceptual model along with the independent variables of the UTAUT2 model. Our dependent variable is Behavioral intention drawn from the UTAUT2 model that explains the user's intention to accept and use new technologies (Venkatesh, et al. 2012).

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3. RESEARCH GAP AND RESEARCH QUESTIONS

There is limited research on Livestream Shopping and most of the research has been conducted mainly with the customers of China where the Livestream Shopping culture is popular (Meng et al. 2021; Tingxiu et al 2021). This method of online shopping has gained a boost in India during this pandemic. Little is known about the perceptions and behaviour of Indian customers toward Livestream Shopping.

3.1. Research Question

What are the determinants that influence the willingness to use Livestream shopping among Indian consumers?

4. CONCEPTUAL FRAMEWORK:

Figure 1: Conceptual Model
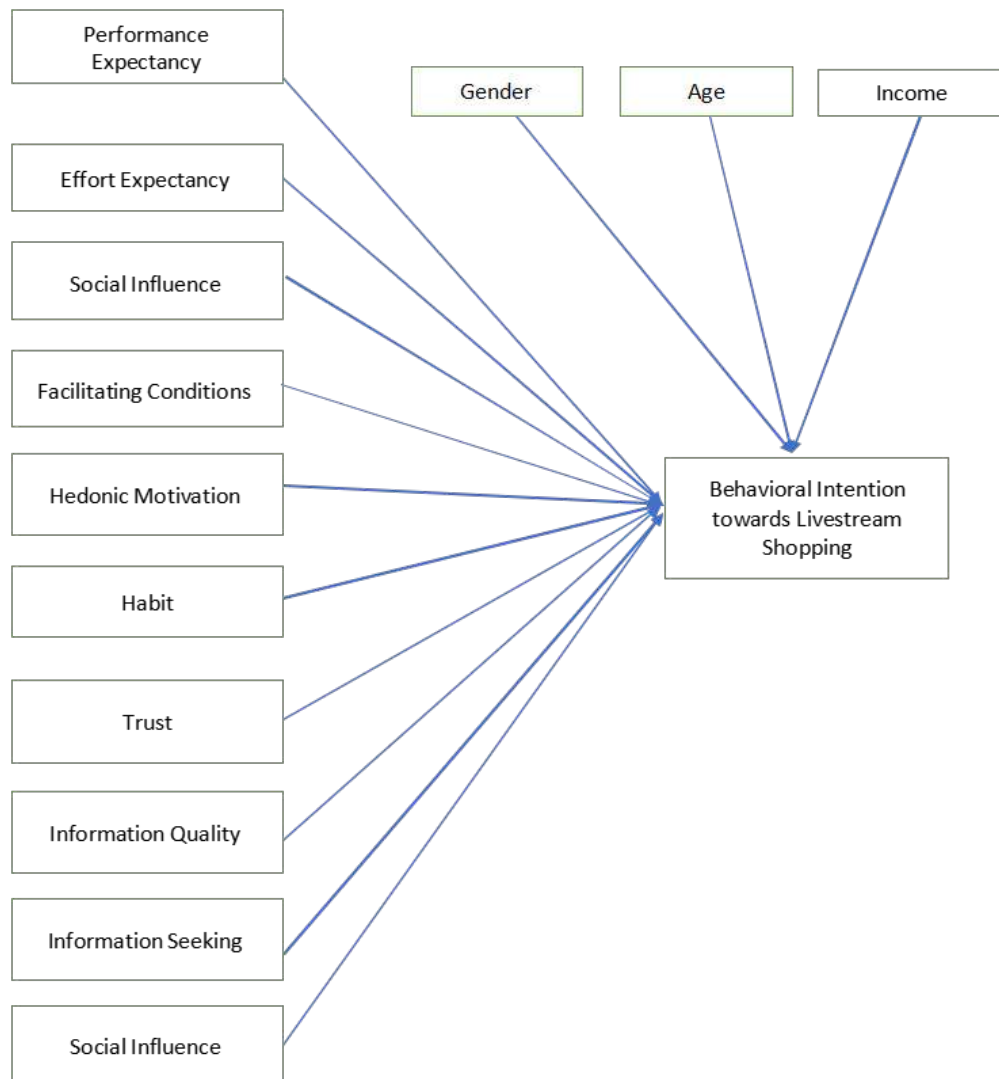
Figure 1 depicts the conceptual framework. The hypotheses are proposed below:

4.1. HYPOTHESES

H1: Effort expectancy positively impacts Behavioral intention toward Livestream shopping
H2: Social influence positively impacts Behavioral intention toward Livestream shopping

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H3: Performance expectancy positively impacts Behavioral intention toward Livestream shopping

H4: Habit positively impacts Behavioral intention toward Livestream shopping

H5: Hedonic motivation positively impacts Behavioral intention toward Livestream shopping

H6: Facilitating conditions positively impact Behavioral intention toward Livestream shopping

H7: Trust positively impacts Behavioral intention toward Livestream shopping

H8: Information quality positively impacts Behavioral intention toward Livestream shopping

H9: Information seeking positively impacts Behavioral intention toward Livestream shopping

H10: Interaction quality positively impacts Behavioral intention toward Livestream shopping

5. DESCRIPTION OF DATA AND METHODS

A quantitative approach was used in the study to understand the influence of different factors on the Livestream shopping in India. For collecting the primary data an online questionnaire was used which consisted of scales from the literature which were validated and questions on the general purchase behavior of the consumers. Table 1 shows the sources of the scales used for measurement.

Table 1
Constructs and Scales

Construct	Scales
Interaction quality	Qian (2021)
Information quality	Hanjaya et al. (2019)
Trust	Konuk (2018)
UTAUT2 factors	Venkatesh et al. (2012)
Information seeking	Chen et al. (2016)

6. SAMPLE CHARACTERISTICS

Non-probabilistic Judgmental sampling was the technique used. The total number of respondents was 240. Of these only 14 had experienced Livestream shopping. Out of these 240 respondents, 130 were females and 110 were males. One-third of the respondents were students and the rest of the respondents were employees.

7. EMPIRICAL RESULTS

Multiple Regression Modelling was used to run the model. The results of the analysis using STATA is shown in Tables 2

As seen in Table 2, Social influence ($\beta = 0.1374$, $p = .004$), Performance expectancy ($\beta = 0.2032$, $p = .000$), Habit ($\beta = 0.5146$, $p = 0.000$), Information quality ($\beta = -0.1601$, $p = .006$), and Information seeking ($\beta = 0.0895$, $p = 0.081$) had a positive impact on Behavioral intention towards Livestream shopping. Age, Gender and Income were not found to be significant. The overall model fit well (R-Squared=0.7396, F= 46.98, P=0.000). Multicollinearity analysis indicated satisfactory VIF values.

8. THEORETICAL AND MANAGERIAL IMPLICATIONS OF THE STUDY

In this study, we used a modified the UTAUT2 model by adding constructs such as Trust, Information quality, Information seeking, and Interaction quality. The results from this study

have multiple managerial implications. Performance expectancy was examined to have a positive effect on intention toward Livestream shopping, so managers and the developers of the Livestream platforms have to develop a more user-friendly and attractive interface that could be effective when the retailer interacts with customers through the Livestream platform. Similarly, Social influence is another factor that managers can rely on to increase intention. Retailers can encourage Livestream customers to connect to their social circle via social media through the use of incentives. Since Habit is significant factor, retailers need to follow up with existing customers to encourage them to continue to engage in Livestream shopping . Overall, the results of our study offers several insights to managers on the intention of the customers in Livestream Shopping.

Table 2
Regression Model for Behavioral Intention towards Livestream Shopping

Variable	Coef.	Std.Err.	t	P > |t|	Beta
Performance Expectancy	**0.2254**	**0.063**	**3.54**	**0.000**	**0.2032**
Effort_ Expectancy	0.0353	0.048	0.73	0.466	0.0407
Social _ Influence	**0.1293**	**0.044**	**2.92**	**0.004**	**0.1374**
Facilitating _Conditions	0.0457	0.051	0.89	0.374	0.0436
Hedonic_ Motivation	0.0841	0.052	1.63	0.105	0.0827
Habit	**0.5147**	**0.049**	**10.54**	**0.000**	**0.5146**
Trust	0.1047	0.087	1.2	0.232	0.4849
Interaction _Quality	0.0029	0.037	0.08	0.936	0.0045
Information Quality	**-0.2269**	**0.081**	**-2.8**	**0.006**	**-0.1601**
Information _ Seeking	**0.1369**	**0.078**	**1.75**	**0.081**	**0.0895**
Age	-0.0392	0.247	-0.16	0.874	-0.0059
Gender	0.1979	0.333	0.5	0.553	0.0218
Income	-0.0453	0.145	-0.31	0.756	-0.0118
_cons	-0.4736	1.123	-0.42	0.674	

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Imperatives of Service Innovation on Customer Satisfaction and Loyalty: Perspective of Indian Retail Banking Sector

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ABSTRACT

The service sector, which accounts for the bulk of a nation's GDP and is rapidly growing in the world economy, is one of the fields in which creative research has attracted a lot of interest. Understanding service innovation concepts and processes is more important than ever given the growing importance of services in today's economies and organisations. The development of new business models, new ideas or concepts, technologies and new value propositions has been referred to in the literature as "service innovation", which could result in a new/better market offering that is specific to the company or industry. Indian retail banking has been significantly impacted by globalisation, and expanding banking institutions are now required to concentrate on customer happiness in order to maintain their competitiveness. The goal of this review paper is to examine the importance of service innovation, as well as its characteristics and factors, to develop and implement new value propositions for improving service quality, positioning, and gaining a competitive advantage in the Indian retail banking sector, resulting in customer satisfaction and loyalty. Thus, this review article aims to bring together the various studies of service innovation literature and present a synthesis of this rapidly increasing field with the special focus on Indian retail banking sector. This study undertakes a comprehensive analysis of published articles in the existing literature linked with many elements of service innovation implementation, its antecedents, and then critically examines the literature to identify important characteristics that influence innovation implementation success. This study uses a systematic literature review strategy to examine relevant empirical publications from 2000 to 2021. Through the prism of theory development, context, characteristics, and methodology, research gaps have been found (TCCM framework). Conclusions were made regarding the implications of service innovation in fostering customer satisfaction and loyalty with the perspective of Indian retail banking industry. Our findings and categorization also aid academics in the design and analysis of future studies, as well as contributing to the debate concerning the field's future development paths.

1. Introduction

It is commonly agreed that the world economy has changed to a service-based sector over the past ten years (Ayinaddis, 2022). The majority of a country's GDP is created by the service sector, which also provides excellent employment prospects in both industrialised and developing nations (Tidd & Bessant, 2020). According to some, the dynamism of the global economy shows the increasing importance of changing activities in the service sector, which has recently experienced fast expansion and for which research on service science have become crucial (Valencia & Layman, 2021).

Innovation is defined as a fresh or altered approach to an issue that benefits the client. It also entails creating fresh concepts for new products, procedures, and management techniques (Michel, 2008). Service innovation, also known as service-logic innovation, is a group of modifications made to the way services are delivered. It might be seen as the development of new methods for providing necessary commodities and services (Mahmoud et al. 2018).

The Indian retail banking sector was significantly impacted by global proliferation, and as banks proliferated, they were forced to focus on their customer satisfaction (CS) quotient in order to stay competitive (Biswas et al. 2022). With the introduction of innovation in the banking industry, customers no longer need to be physically present at the banks premises to perform financial services. All of these are possible through the cutting-edge platforms built by the

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banks to improve the provision of these banking services (Kanwal and Yousaf 2019). Today In addition to playing a crucial role in improving people's lives and the economy, banks are forced to reinvent themselves as profit-driven enterprises. However, merely comprehending the needs of the customer is no longer a priority; instead, banks' top objective nowadays is to preserve and strengthen connections with their current clientele. (Beshli et al., 2010).

Despite the fact that businesses have benefited from investing extensively in innovation, Wilke and Sorvillo (2005) noted that most of them fail within their first three years because management are unsure of what genuinely benefits their customers. In recognition of this difficulty, the requirement for consumers to remain content and devoted is based on innovative and sophisticated technologies that offer greater value to customers. By slicing through the complexity and diversity in the streams of the existing service innovation literature, this study hopes to give a thorough evaluation of the literature in this rapidly emerging field. As a result, it seeks to give a comprehensive overview of service innovation concepts and methods, develop a model with the aid of literature reviews for broader application, and attempt to analyse how service innovation and its contributing elements affect customer satisfaction.

2. Service Innovation: An Overview

Although, it is not a new concept (Miles, 1993), The ability of a business to collect information from its customers, recognise the value of that information, and utilise that knowledge to create and improve a new delivery system is known as service innovation (O'Cass & Ngo, 2011). Others have stated that service innovation is market-driven and externally focused, which can differentiate an organization's output for its customers (Damanpour et al., 2009). The goal of service innovation is to better goods and services, which is what modern consumers want (Kanwal and Yousaf 2019). A new service or an updated version of an existing service that is implemented and benefits the organisation can be summed up as service innovation (Gustafsson et al., 2020). It describes the use of recent or emerging technology to change a company's product or service (Baniasadi et al., 2021). According to academics, innovation should be evaluated on its ability to add value for customers rather than only focus on creating something novel (Grigorescu & Ion, 2021; Tödtling & Grillitsch, 2014). As a new service (offering), service innovation is viewed from all three perspectives—assimilation, demarcation, and synthesis, as shown in the Table 1 (Witell et al. 2015)

Table 1
Overview of the three perspective of service innovation

	Assimilation	Demarcation	Synthesis
Description	A service innovation viewpoint that contends that knowledge of product innovation apples to al sorts of offers.	An approach to service innovation that contends that innovation in the service sector is distinctive and requires a different approach than innovation in other sorts of offerings.	A perspective of service innovation suggesting that service as a perspective can be used to understand innovation in au types of offerings.
Core concept	Innovation	Services innovation	Service innovation
Service innovation as a process or outcome	Outcome	Outcome	Process and outcome
Key characteristics	Product, process, organization, and sgnificantly	Change, customer, o ffer, and firm	Change, customer, product, process, exist, more. and value
Core references	Ko and Lu (2010), Pearson (1997)	Hertog, Gallouj and Segers (2011), Agarwal and Selen (2009)	Gallouj and Weinstein (1997), Sundbo (1997), Drejer (2004)

As a Co-Creator of Service Innovation- The Customer Customers are seen as co-creators of innovation through these interactions, which are oriented on dynamic and relational relationships between suppliers and customers (Chesbrough 2011; Moeller et al. 2008; Edvardsson et al. 2010). As the emphasis switches from "selling" to "helping" clients, customer feedback and participation are essential for co-design and co-development of services (Prahalad and Ramaswamy 2000).

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According to Nambisan (2002), customers have three different opportunities to get involved in the innovation process: as resources, as co-producers, and as users. According to (Allam and Perry, 2002) customers can take on a range of roles and activities while offering input at various levels of the service innovation process. Online user communities have been used by software developers like Microsoft to test new software prototypes and get user input on how to make them better. Through an online forum, Cisco gives its clients access to its systems' open source code (Trott 2012). (Tidd & Bessant, 2020) contend that high-novelty services are superior to low-novelty services because they involve customers, especially lead users, in the creative process. Involving lead users throughout the whole service innovation process, not just at the end, is crucial as well (Athanassopoulou and Johne 2004).

3. Service Innovation and Customer Satisfaction & Loyalty

The goal of service innovation is to improve products and services, which is a constant need. Organizations consider it crucial to serve ever-changing client expectations, and they are looking for inventive ways to do so that will keep their customers and help them maintain a competitive advantage (Christensen et al., 2005). Thus, innovation pioneering is employed to maximise firm profit by increasing customer happiness and maximising market potential (Owano et al., 2014).

Customer satisfaction should be the primary principle of all service firms, according to (Hosseini & Shahmoradi, 2016), as it is the key indicator of the firm's performance. Customers who are happy with the products or services provided by their service providers are more likely to spread a positive word of mouth (Mulyono & Situmorang, 2018). Client happiness is one of the factors that influence customer loyalty (Kamath et al., 2019). When customers believe that the company cares about them, their loyalty increases.

4. TCCM framework

The TCCM framework (Paul & Rosado-Serrano, 2019) is used in this study to understand knowledge gaps in service innovation implementation literature and to identify future research areas. By examining the study through the lenses of theory development, context, characteristics, and methodology, the TCCM framework effectively highlights research gaps and develops future research agenda in a topic.

Table 2
TCCM Framework

Framework	Description	Sources
Theory Development (T)	To emphasise the influence of various elements on service innovation implementation the bulk of research have relied on theories from areas such social change. organisational communication, and so on.	Klein ad Sorra's (1996); Sawang and & Unsworth, 2011 & Urquhart et al., 2013
Context (C)	Although there has been an increase in the amount of attention paid to the process of innovation implementation in service companies, previous research has been restricted. The majority of the studies were undertaken in the context of implementing service innovation.	Weir et al., 2019; Dimartino et al., 2018; Lambooij & Koster, 2016
Characteristics (C)	The majority of implementation studies focus the antecedents or factors that influence service innovation and implementation Their findings imply that the approach can be generalised across innovation Implementation.	Allen et al., 2017; Chiu, 2018; Dimartino et al., 2018; Postema, Groen, & Krabbendam, 2012
Methodology (M)	The majority of studies that have done some empirical analysis have employed qualitative approaches, with single site case analysis being the most popular. Quantitative approaches, such as SEM, have also been utilised in several research.	Sawang & Unsworth, 2011

Table 3
Overview of Service Innovation Factors

Factors	Theoretical context	Literature Support
Organisational Factors		
Organisation Structure	Innovation Diffusion Theory	Dewett et al., 2007
Leadership	Grounded Theory, Transformational Leadership theory	Urquhart et al., 2018
Management Support	Status Quo bias theory, Social Exchange Theory	Chung & Choi, 2018
Climate	Transformational Leadership theory, Grounded theory, Social influence theory	Michaelis et al., 2010
Policies and Procedures	Grounded Theory	Birken et al., 2013; Urquhart et al., 2018
Knowledge Diversity and sharing	Social Exchange theory, Innovation Diffusion theory, Socio-technical systems theory	Li et al., 2017; Dewett et al., 2007; West, 2002
Communication	Grounded theory, Organisational communication theory	Atun et al., 2007; Johnson, 2001
Individual Factors		
Innovation-Value Fit	Social Influence theory	Dong et al., 2008
Employee competency	Social exchange theory, Theory of planned behaviour	Li et al., 2017; Sawang & Unsworth, 2011
Use of Innovation	Grounded theory, Status Quo bias theory	Atun et al., 2007; Chung & Choi, 2018
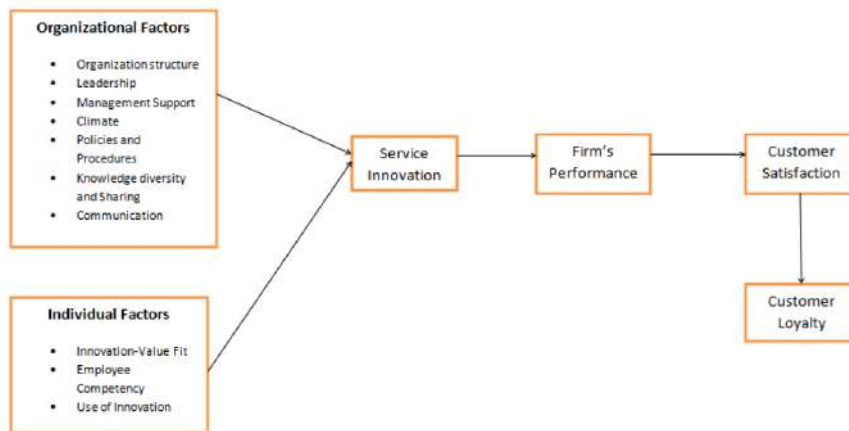
Figure 1: Summary of the planned future research

5. Conclusion

Services are rapidly displacing manufacturing as the primary sector of the global economy. At the business, industry, and economy levels, service innovation is increasingly recognised as a source of long-term growth and competitive advantage. With the growing relevance of services in today's companies and economy, it's more important than ever to comprehend service innovation principles and techniques. As a result, the literature on service innovation is becoming increasingly fragmented. The goal of this article is to bring together the various streams of service innovation literature and provide a synthesis of this rapidly increasing field. Customers who consider their personnel to be happy are more likely to be happy with the services they receive. This sheds light on the crucial time when a consumer connects with a service provider and is more likely to be satisfied when the employee is satisfied. As a result, service innovation and its execution elements have a beneficial impact on customer satisfaction and, as a result, consumer loyalty to the company. By linking the findings, business leaders should concentrate on service innovation that adds to or creates holistic value for their consumers, increasing customer happiness and thereby achieving customer loyalty.

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Building Brand Value through Integration of Digital and Social Media within Integrated Marketing Communication

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ABSTRACT

This paper presents a novel approach for recognition of unconstrained development and evolution of industry. We will discuss the marketing strategies companies used earlier and How it was changed to a different level. The motive of business marketing has conveyed from a traditional approach that tries to trick the customer into buying whatever the company makes to digital marketing and understanding the values they are providing. The business environment has changed to building a brand by emerging their presence in every different platform and creating an integrated marketing strategy. These strategies use social media platforms and IOT to promote and analyze the outcome of business campaigns. We will use different facts and figures and different statistics tools to understand the evolution and how important digital platforms have become in business.

1. Introduction

Marketing refers to activities a company undertakes to get people interested in the company's product and services. This action plan of the business gives assistance to people and educates them about a certain product. This strategy of business indirectly increases the revenue of the company. The central objective of marketing is to satisfy customers requirements, it defines what customers want and helps to direct the resources of business to fulfill them. Since decades we have been following a traditional form of marketing in which we promote the product of the company in different channels. Over the years in motive to improve and develop efficiency we keep on ameliorating the strategies of marketing. Due to the rapid change in the marketing environment it has increased an awareness of the importance of marketing. Businesses have had to face increasing competition, economic fluctuations, political changes and the need to become more sustainably aware. Successful marketers will be those who can best define and satisfy consumer requirements in the context of the ever-changing marketing environment. The present scenario of marketing is majorly dependent on digital platforms, technology and the internet has increased the performance to provide better fortune. These results can be analyzed and monitored to understand the outcome of the process. Focal point of digital marketing is the promotion of a brand to connect with potential customers with economical pecuniary. Many people must be aware of the term 'integrated marketing' that it refers to putting up a consistent message worldwide that identifies their brand image as well. It is unified in terms of imagery and feels thus establishing a "branding suite". Therefore, the only purpose of IMC is to combine all the elements of the market to mark a seamless journey throughout.Entering into the traditional approach, companies out there have separate business campaigns when it comes to sales promotions, promotional events, press releases or even direct marketing services, integrated marketing on the other hand works on improving this approach for setting up better connection with the audience out there. The traditional IMC might not be effective to target the gen z, which is why the marketers need to integrate digital marketing and social media marketing in the modern IMC to bridge the gap b/w traditional IMC and the target audience.(Kushwaha, et al., 2020) Talking about diffusion, you can start an online campaign, then use direct mails or emails to follow up inquiries from

a particular advertisement. You could persuade your prospects to download the app that supports your website, or contact you through social media channels.

Social media has an influence on integrated marketing. It has been playing a vital role since its emergence, if we talk about influencing the marketing strategies for reaching a wider consumer base or increasing the consumer engagement. Over 4.62 billion people across the world or nearly 75% of the world's population aged 13+ use social media.Social media has grown at a compound annual growth rate of 12% since 2012 (Hootsuite,2022). Social media platforms have always been there witnessing all the ups and downs of the market. Talking about its influence, SM is becoming a persuasive tool for many companies in establishing a top notch image of themselves, therefore building a trust among their audience and targeting them in the most subtle way in today's time i.e. through social media. The fast-changing nature of Social media means that service marketers must educate organizational stakeholders on implementation issues,which can be an impediment to effectively integrating Social media into marketing communications. (Valos,et al., 2016) There has been a sceneric change in the past decade as many companies jumped off their strategies from one to another. Many people tend to believe the fact that marketing through social media initiated through platforms like facebook or instagram, but it might surprise you to know that it actually started in 1995-2002, through platforms like sixdegrees, livejournal and friendster as these were the earliest forms of SM platforms.

Companies opting for SM platforms expect to achieve certain objectives which may be long or short term in nature. Some of the major objectives that companies focus on are gaining consideration, stimulating trial and encouraging repurchase. Gaining consideration: The concept basically revolves around understanding the wants and preferences of your potential customer and helping out with that through your product of service. As a result, it plants a sense of assistance in the mind of the customer about the company and he shows more interest towards your offering. Stimulating trial: The algorithm of the SM is organized in such a manner that it makes you aware of people who might be wanting what you have to offer. The same algorithm makes you reach those people as well therefore making them take a trial of your product if it matches with their wants. As we can see there are a lot of people starting up with their fashion business through social media and reaching people who are mostly fashion influencers persuading them to try their products. Encouraging repurchase: Any marketing strategy's end objective is to generate revenue that could only happen only if the customers comes to ask for your product once again. Hence SM marketing is done in order to make that happen. If your customer is satisfied with your service, he would definitely come to make a purchase again. You just have to make sure your initial steps are well aligned with the objectives.(Barger and Labrecque, 2013)

Social media when diffused in integrated marketing can act like a driving force. There are many definitions to justify diffusion but most experts tend to agree that diffusion is a gradual process of bringing or evolving new ideas and bringing them to the table. It's a process of novelty basically. In today's over saturated and overwhelmed market environment, there are many companies who are wanting to stand out of the crowd, as there are so many brands, tools, apps, online content, that if you want to build an effective brand image and actually want to have an edge, you would want to know something about integrated marketing communication as well as about the diffusion that has taken up the new trend.

The duo responsible for most of the literature surrounding IMC, David Pickton and Amanda Broderick, distill the strategy into 4 "C's". The first C stands for complementary which states that every element of the market appreciates and supports the other. The second C stands for continuity which suggests that communications must be connected through all spaces. Third C is for consistency where we talk about multiple messages that must reinforce and assist each other in your brand and last but not the least which is coherence which tells us that all communications must logically be connected.

Digitalization in today's time is everywhere. Right from the advancements of video games to purchasing groceries online instead of going to the grocery store itself. Every bit of today's environment is experiencing a dynamic change as far as digitalization is concerned. As simple as it is to say that it has changed our lives for good, there's a lot of thought behind the enforcement of the digital marketing that we see today getting so renowned among the marketers (Andzulis, Panagopoulos, and Rapp 2012). Digital marketing, if we talk, has had a beyond great impact on people's life as most of the prospectors are highly dependent on the sources of digital marketing for the fulfillment of their wants and needs.

People nowadays don't want to put an effort when it comes to buying a product for an occasion. They have somewhere given up on the concept of manually doing work and are more into automation of work, all getting done by itself. And this force in people is a crucial reason why people in the marketing line need to focus more on digitalization (Coviello, Winklhofer, and Hamilton 2006). They need to target the buzz people have now. They need to shape their offerings to their audiences in such a way that it could end up reaching more people than they expect. And that is only

possible if these marketers switch to digital sources of marketing. We notice the changes in the business processes, the search for new skills, new ways of spending free time so we can see the impact not only on the business, but also on the whole way of living. It is done in order to pool necessary sets of skills which would help in making the marketing strategies more reliable and feasible. And if we see it in a way, it is a beneficial dynamic change that is providing a two way benefit to both the company and the client. One of the important concerns of the marketers in digital marketing is that they have to present themselves in such a manner that generates the interest of their audience without an effort. For that they need to look after their brand visibility online, their website engagement which includes site visits, the number of sold products and other sorts of considerable conversions (Lipsman et al. 2012). Digital marketing has given us a big time advantage of involving with our customers carried on by getting feedback from them which is utmost important for the company as these feedbacks are the constant source of improvement any organization does.

Digital trends have a significant impact on the overall operation of modern businesses, especially in the digital transformation of the company, as well as on marketing as a business philosophy, activity and business function in the company. Working in a digital world isn't an easy nut to crack. It requires equal amount of persistence and hard work to retain your brand image as before in the eyes of your customers. Companies that follow modern approaches on a regular basis than their competitors can also make adjustments in their operations if needed in future. Just like the real market, dynamics in the digital market keep on changing as well, marketers have to get backed up by their skills and have to keep the pace up and be flexible in their work or they might lose their grip over the digital market (Descotes, and Delassus 2015).

2. Objectives

1. To understand how brand value can be built through integrating the digital and social media within integrated marketing communication.
2. To suggest strategies for building brand value using integrated marketing communication by integrating digital and social media.

3. Methodology

Nature of Study: The study is review based. Extensive literature review has been done to understand how brand value can be built through integrating the digital and social media within integrated marketing communication.

Sources of data: High quality journals were referred online, using Google scholar search.

4. Discussion

Integrated Marketing Communication aides in building brand equity by communicating regarding product or brand and developing a healthy relationship with the customer. " According to Aaker (1991), there are 5 dimensions of brand equity: awareness, perceived quality,associations,loyalty, and other proprietary brand assets which can be improved by modern IMC."(Kushwaha, et al., 2020). The goal of integrated marketing communication is to directly alter or influence current or potential consumer behavior. This includes all pertinent forms of communication that a consumer may be open to and considers all channels via which a consumer comes into contact with a product or brand as potential routes of message transmission.(Daiconu, Oancea, Brinzea, 2016)

The era of social media started about 2 decades ago, beginning with LinkedIn in 2003, followed by Facebook in 2004, YouTube in 2005, and Twitter in 2006 and it has become increasingly popular among businesses since, who are now incorporating them into their strategy. (Mungai,2011). Social media is an effective way for marketing for companies than the traditional methods like T.V. and newspapers as it is more cost effective and social media is a crowd sourcing network and therefore, "95% of the companies use social media to promote their products because they know that the huge audience is present in social media"(Srivastava, el al., 2022). Social media is growing increasingly significant as people look for new methods to interact with one another and gather information simultaneously. The popularity of social media, however, cannot be explained by knowledge or the capacity to pay attention to what others post online. One must keep in mind that individuals naturally bond with one another and that relationships are an important aspect of human life. Sometimes the message's factual value is just as significant as its emotional appeal. A classic example is the quick rise to popularity of websites like Facebook, Instagram, or YouTube.(Daiconu, Oancea, Brinzea, 2016)

According to a survey conducted, 59% of the advertising agencies are planning to increase their spending on social media, still thinking that they are underpaying. In a survey conducted in 2021, marketers spent 60% more on Facebook and Instagram ads versus that in Q1 2020.(Sproutsocial,2022). Why such a sudden change of investment? It is because social media has a lot to offer a company than their presumptions. Before the emergence of SM platforms, marketers didn't know that they could capture competitive advantage over their rivals, and that happened because of reasons like direct interaction with customers, better responsiveness, DBA services, presence, and persistence. Retargeting ads are the most-used among marketers, with 77% of B2B and B2C marketers alike saying they use retargeting as part of their Facebook and Instagram advertising strategies.(Sproutsocial,2022).
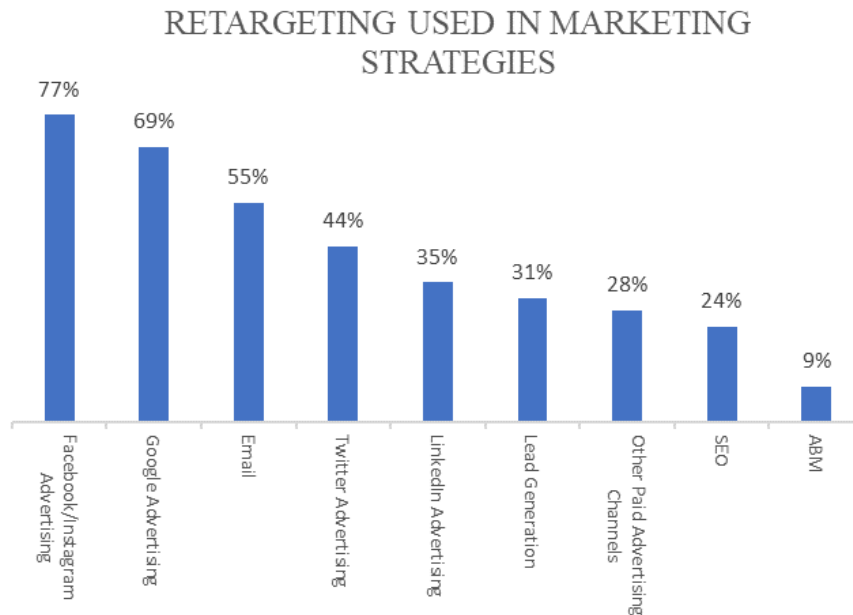
Figure 1: Research Methodology Framework

With the building of brand value comes the utmost important factor known as the engagement of the audience towards your offerings. There might be a plethora of definitions to the above term, but talking in the sense of social media marketing, a customer's expression more than just reading or viewing the content is what we call as engagement. It could be a like or a comment or even a reshare that basically witnesses interest of the customer in the first place.

Let's talk about the elements of diffusion that are trending up lately. The first trend is Branding and brand message which tells us that IMC suggests that your branding strategy needs to be identical on every platform, be it your social media or your website's backstory, the agenda you're trying to spread is fundamentally related to each other. The second most talked about trend is the relevancy and personalisation where IMC connects more naturally with personal solutions involved. Speaking of which, if you're trying to personalize an ad for your prospective customer, you need to make sure that wherever you take them after they click on the ad speaks the same language. And lastly we talk about customer journey which is also helpful in giving insights and that is because you need to have an impactful insight about your customer, about where are they coming from and where are they heading to or maybe where do you want to take them to. Having relevant information about your customer can help you gain their trust in the first place. 52% of social media users say that when a platform protects their privacy and data, it's incredibly impactful on their decision to interact with the ads or sponsored content they see on the channel (Insider Intelligence, 2021).

Effectiveness of social media marketing is greatly affected by three factors: content quality; involvement; and integration with the other media platforms. Content quality, not quantity:Millions of followers/fans may be "ghost followers," which means they have never actively participated in the online debate, according to Blanchard's (2011) argument. Involvement: The best way for businesses to get involved is by inviting their clients or potential customers to join their social media community (Woessner, 2011).Businesses need to start posting more impactful content. An

excellent post should demonstrate humility, honesty, and conciseness, according to Woessner (2011) who lists these qualities as essential components.

Integration with other marketing platforms:Visitors to websites won't be impacted by an increase or decrease in a company's fans or followers on social media if the social media programme is implemented properly. This is because customers ought to be pointed toward the corporate website in the conclusion. Social media marketing consequently becomes a tool for growing both the company's e-commerce and the visitors to its website.(Mungai,2011)

Building trust and long-term relationship:According to Rust, Moorman, and Bhalla (2010) the approach of marketing has changed from 'bombarding' customers with advertisement to communicating with customers and designing goods and services in such a way that they actually add value and make them feel good about the purchase."Bill Zinke, who is the CMO of Tasti D-Lite, also suggests that in order to keep the campaign relevant to customers it is crucial to build a strong relationship with customers and enhance brand loyalty."(Mungai,2011). Digital marketing hardly affects awareness,association or sales of FMCG products especially to light users, whereas, social media marketing and digital marketing impact heavy users.(Rashid, 2014)

On one hand, digital marketing and social media marketing provides access to potential customers at global level, stay connected with customers on a real-time basis and build better customer relationships, cuts down the cost and effort over queries which can now be answered by FAQs, also, facilitates instant feedback. But on the other hand, modern IMC needs constant maintenance and upgradation which involve a high cost and failing with that may lead to going out-of-date. Also, while millennials and gen z catches up with the new technology really quick the baby boomer generation falls behind and are not proficient with the digital world. (Pawar,2014). Digital media grew by 33% and social media grew by 47% whereas television advertising shrank by 1.3% in 2019. Digital and social media has likely become 2nd largest media with a market share of 26.9% in 2020 (Sawatzky, 2019). One of the key benefits and a rationale behind building a strong brand of a product or an organization is to increase effectiveness of marketing communication and positioning in the mind of the customer (Keller, 2017).

The impact of IMC under traditional approach has been studied by many scholars and many of them found out the relevance of social and digital media would enhance their work and could it to a higher level as well. They argued that if social and digital media would be integrated under IMC, it would help in creating a massive brand equity and image as well. Therefore, it is quite evident from the given information that studies need to be conducted on the modern approach of IMC. All the essential tool that are required in IMC include advertising, sales promotion, public relation, social media and digital marketing media (Braojos, Benitez & Liorens, 2015; Valos, et al., 2017).

Branding and brand equity are the most valuable intangible assets for the organization. Through the marketing activities, there comes the outcomes which are the end results that come from customers resulting how the marketing strategies have worked for the organization. (Hartley & Pickton, 2010). One of the rationale behind building a strong brand equity is to establish an effective marketing communication and a better positioning in the mind of the customer (Keller, 2017). There seems to be a drastic change in the face of digital media which is allowing better communication among the customers, without doing it on a one to one basis providing them the ease to use the social media. Apparently, social media has become a key role player in attracting the customer towards the product and the services and influencing their perception and behavior for the same (Duffet & Wakeham, 2016; Aydin, 2020; Ibrahim, AljarahAbabneh, 2020).

"Some social media supports customized marketing of products and services offered to customer to consumer, business to business, and finally results in brand building (Swani, Brown, and Milne, 2014; Fonseca,Duarte Gustavo, 2020). Social media communication is being used by marketers in their marketing strategies. Surprisingly, more than 90 percent of businesses or marketers are using social media platforms like Instagram, Pinterest, Twitter, Google+, LinkedIn, Facebook, Youtube, Whatsapp, Tumblr and other social media to create awareness and attract the new customers (Yurdakul & Bozdağ, 2018; Khan, 2017; Shiva Singh, 2019)." Annual Instagram advertising revenue is around $26.46 billion in 2021. 200 million+ Instagrammers visit at least one business profile daily.70% of shopping enthusiasts turn to Instagram for product discovery (Statista,2021).

In the fourth quarter of 2020, the company brought in $27.2 billion in ad revenue (Facebook, 2021). That puts its average revenue per user at $10.14. Not only does its ad revenue make up nearly all (96.8 percent) of its $28.1 billion revenue for the entire quarter, it's also a 31 percent year-over-year increase. (Facebook,2021). Being the biggest social media site out there, Facebook gets its fair share of attention from marketers as well. For instance in the US 86 percent of marketers are using Facebook for advertising (Emarketer, 2018).

Digital marketing seems to be marking it's presence gradually with time as it's a well known fact that digitalization has marked it's importance earlier in the field of media and data management and it continues the drill now in business

too. Digital marketing provides wider coverage of the customer base and provides insights to an even smaller segment of 56 customer base (Selvakumar, 2014). Talking about digital marketing gives birth to content marketing which majorly focuses on creating and circulating relevant and persistent content to their prospective customers to attract them in order to persuade them to show interest towards their offerings (Rocha et al., 2019; Dinis, Breda Barreiro, 2020).

In the 21st century, businesses are more and more open to outside factors.The increased level of flexibility within the firm is also a reflection of how digital trends are affecting business success.Marketing directly reflects a company's ability to successfully adopt "new" market trends in its own business, such as advancements in digital technologies. A timely adjustment of the company's marketing plan in line with current digital trends is necessary for successful operation in a digital market environment. Depending on the developed marketing plan, the business will decide which digital marketing tools to use. (Coviello, Winklhofer, and Hamilton 2006).The company may opt to use only digital marketing tools or combine it with traditional tools. "The degree of application of one or more digital marketing tools in a company depends on the digital literacy of decision makers, strategists and marketing managers as well as the chosen way in which the company wants to communicate with the target market."(Blazheska,Ristovska and Gramatnikovski, 2020)

Table 1
Top-rated digital marketing techniques 2017-2019,%

Digital marketing technique	2017	2018	2019
Content marketing	20.3	20	15.1
Big data	20.2	14	14.4
Artificial intelligence and machine learning	0	14	15.1
Marketing automation	10.3	9	14.8
Mobile marketing	9.2	9	5.9
Social media marketing	8.8	10	6.8
Conversion rate optimisation and improving website experiences	5.9	5	7
Internet of Things marketing application	5.4	3	3.4
Search engine optimisation (SEO)	4.1	4	2.7
Wearables	3.4	2	1.3
Paid search marketing	3.3	2	2.2
Online PR	2.7	3	2.8
Communities	2.6	3	3.2
Display	1.6	1	1.5
Partnership	1.5	2	1.8
Other	1.9	1	1.7

Source: Compiled by the authors using : (Smart Insights, 2017; 2018; 2019)

As we are well aware of the fact that digital marketing uses interaction channels such as social media, applications, blogs, emails and many more, we on the other hand underestimated the hold of digital media assuming that it won't be able to manifest a real market. But it would surprise you to know that these foundations have actually conveyed advertising to customers, have explored the vast digital world of technologies and have created a platform source for linking a vast base of prospective audiences (Rocha et al., 2019; Dinis, Breda & Barreiro, 2020). Digital marketing has a major impact on customer's purchase intention and has proposed continuous updates of marketing strategies to build a competitive relationship with the customer.

Digital marketing tends to induce purchase intention of the customer. It has become one of the crucial factors for spurting the sales conducted online. Purchase intention of the customer is basically a complex procedure as it entirely depends on the perspective and choices of the customer which is difficult to influence. Whereas buyers of today's time need some fresh content, something that satisfies their need and fits in their budget, easily accessible and feasible at the same time. Customers are bored of the same products they've been using, especially the one's that are no more efficient to use and costing them more instead. There comes the strength of digital marketing that allows to serve their audience with the content and ideas that not only impresses them and takes away their attention and produces interest but also is cost effective to them. That is an ice breaker in influencing the purchase intention of the customer. Although a greater purchase intention is possible through an attractive website, online services, and website layout for influencing the objective and motivation of the customer to access the website for product search and purchase.

Athapaththu and Kulathunga (2018) found various stages of purchase intention before finalizing purchase assessment of the product based on experience, current knowledge, interest, preference, persuasiveness, and purchasing

influence of the consumer. Vahdati and Mousavi Nejad (2016) also emphasized that information searching on the Internet increases the satisfaction level and joy of purchasing products and services. Nevertheless, this leads to repeated customer purchases, repeated visits to the digital platform, and positive recommendations and reviews of the advertised product (Hausman & Siekpe, 2009). In their research on digital marketing, Dehghani and Tumer (2015) revealed that branding increases purchase intention. Since the trend changes over time, consumers would refer to online product reviews before making the right purchase decisions.

Integrated marketing communications has become a driving force when it comes to shaping marketing strategies, and creating a vast lot of audience to engage with. It has been beneficial for many organizations in terms of brand appeal and putting up brand equity among the prospectors. One special thing about social media and digital marketing is that the consumer is the king in these platforms, he has a majority of hold in respect to the initial stages of the executive process. He can shape his demand in whatever the way he wants to, he can directly conversate with the staff, doesn't really have to make an effort like before, that self explains how the dynamics of marketing has drastically changed and how it is continuously doing that every day, the changes are becoming more vital and noticeable with the entry of integrated marketing communication where social media marketing under digital marketing is setting the pace higher with every right step in making one big online family of customers and making them feel welcomed there.

Companies are also nowadays actively participating in two way communication, considering the fact that the consumers would be able to express better when communicated directly. It would give a better insight towards the wants of the customer and that would further help the company to provide the customer with the best and serve them with their best service. Hence, social media has revolutionized and reinvented the modern IMC methods and strategies.

5. Suggestion and Conclusion

This paper is an important theoretical reflection of IMC and how new age technologies like digital marketing and social media marketing have affected the marketing strategies of the companies and how it has influenced both marketers and customers choices. Based on all of the reviews, one may reasonably draw the conclusion that these technologies have demonstrated to be very valuable and that effective use of these tools can provide businesses a competitive advantage. The findings of the aforementioned study can be summarized into the following suggestions.

- Utilizing a range of resources in such a way that your brand and product are promoted in the most effective and efficient way possible is what integrated marketing is all about.

- "The idiom 'old is gold' may not work for longer therefore we keep on modernizing our existing system." The traditional techniques are less efficient and therefore needs to be upgraded to enhance the the reach, cost effectiveness and improving the brand value(Kushwaha, et al., 2020)

- With the evolution of marketing tactics and techniques, as well as the growth of social media and the digital world, marketers must now focus on giving customers better products and services rather than simply pushing more products in their direction.

- Social media platforms have emerged as an excellent tool for developing a brand's reputation, its customers' trust, and its relationships with them. Therefore, businesses should increase their online presence in order to increase customer interaction.

- Over the years digital marketing has emerged as the 5th tool of promotional mix and an essential component of modern IMC. Consequently, it has become vital for businesses to present themselves in the best possible light online.

- The digital space doesn't only provide an excellent platform to the marketers , but also, the customers have a forum in the digital sphere to learn about their options and provide feedback, which keeps businesses on their toes.

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The Efficacy of Customer Relationship Management, Digital Marketing, Brand Orientation and Trust Orientation towards Purchase Intention of Customers- An Empirical Study

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ABSTRACT

Purchase intention is considered as an important instrument to measure the potential purchase behavior of the customer. It helps the marketers to understand the current market scenario and also helps to know the likeability of the customers towards the offered products by the company in the market. So, it is important to identify the factors that has an influence on the 'purchase intention' of the consumers. Thus, the present study opined to understand the importance and efficacy of various facets such as Customer Relationship Management, Digital Marketing, Brand Orientation and Trust Orientation which can impact the purchase intention behavior of the customers.

1. Introduction

Now a days, marketers are facing new challenges to attract customers. The burgeoning impact of digital marketing presently drives its importance as an integral marketing tool. Advertisers are more prone to display the advertisements in that media class, where the customers are likely to spend most of its time. The thirst for getting immediate information connects the people online. The changing attitude of the customers (including the older generation) towards the digital media are needed to be dealt with sensibilities. In this regard searching for new avenues are creating possibilities for the marketers to understand the changing facets of the customers. It is possible for the advertiser to reach a large number of audiences in a very short period of time through digital marketing. Studies revealed that advertisement in digital media empowers the customers to be more connected by sharing, liking, making comments, etc. (Laroche, Habibi, Richard, 2013; Tuten and Solomon 2017). Alalwan et. al. (2017) suggested that organizations are more interested in various social media platforms for carrying out their marketing practices. Promotion in various digital media platforms also include less cost when compared with the other non-virtual media. Logan et. al. (2012) conducted a study to show how the informativeness and entertainment content in the various forms of advertisement significantly valued the digital media form. Wu, Li, Chang (2016) examined and concluded that a customer's perspective, intention and attitude towards the can be influenced by one of the important aspects i.e., habit. According to Noel (2009), the information search process of the consumers is influenced some internal (such as memory) and external factors such as advertising, digital media, etc. Digital marketing helps to create a good relationship with the customers and thereby effectively helps to reduce the associated risks and thereby can be considered as an influential tool. It allows customers and the marketer to connect with each other through comments. It actually enhances the perception of the customers towards the brand that they have purchased. Marketers are also concerned about the new challenges for planning and designing the marketing plan in such an effective and attractive manner (Alalwan, 2018). Hence the inclination from traditional marketing to digital marketing has a drastic impact on the people pertaining to purchase intention. According to Hartmann Apaolaza-Ibáñez, 2012; M. Kim Lennon, 2008; Mainieri, Barnett, Valdero, Unipan, Oskamp, 1997), stated that customers purchase decision are influenced by various aspects. Hence, The present study opined to understand the importance and efficacy of various facets such as Customer Relationship Management, Digital Marketing, Brand Orientation and Trust Orientation which can impact the purchase intention behavior of the customers.

2. Literature Review

2.1. Customer Relationship Management

Presently, in this competitive era, companies need to be more focused on the strategies that would gain customer satisfaction that helps to retain the existing one and also helps to attract the newer one. So, through customer relationship management, it is possible to gain competitive advantage over the others by maintain a long-term relationship that would thereby generate customer satisfaction and customer loyalty (Dost, Muhammad Khyzer Bin, et al., 2018). The relationship management of the customers with the company depends on the level of satisfaction that the customer experienced consistently. So, the companies give more focus on paying customer attention by implementing various communication strategies. Likewise maintain or retaining customers for a longer period of time would require a good customer relationship management (Abu-Alhaija, Yusof, haslinda and Jaharuddin, 2018). Buttle (2009) stated that a sequence of interactive proceedings helps to inculcate a strong relationship between customer and supplier. Faulkner(2003) propounded in his study that how CRM identified the importance of specific nature of the relationship that prevails between the company. Soloman (2006) defined "Consumer behavior is closely related to the search for processes involved when individuals or groups select, pay, utilizes diverse products, thoughts or experiences to pleasure their needs and wants." Krasniqi, Kastriote Vlahna and Bletrona (2021) suggested that customer relationship management is a continuous process to accumulate the changing needs and wants of the customers by delivering valued services.

2.2. Digital Marketing

Now a days, digital marketing is popularly used by the companies to promote product and services by reaching mass audience using the various digital platforms (Taiminen & Karjaluoto, 2015). It plays a key role in expanding the business worldwide using technologies. According to Ghahremani & Nozari (2021), customers are also using various applications in the digital platforms for searching information related to the products /services/companies etc. The marketers can grab immense opportunities by creating blogs, interacting with the customers through chats, constant readiness to respond towards any comments to connect with existing and new customers (Jain & Kaul, 2014). Presently, marketers are also preferably using this digital marketing to understand the buying pattern, as they can directly respond to the queries of the customers and take the suggestions from them (Kannan, 2017). Effective communication through digital marketing is also possible to reach the large number of customers in less time (Merisavo, 2003). Today, mostly people are getting used to shop online using various applications for almost every category of products/services including grocery products, toiletry, durable goods, emergency goods, etc. (Pelsmacker, Tilburg, Holthof, 2018). As a result of this digital marketing, it is also possible on the art of the customers to place order/to shop anywhere anytime (Dehghani Tumer, 2015). Moreover, customers can compare and choose the best possible alternative product for themselves which really induces the importance of digital marketing (Hausman & Siekpe, 2009). On the other hand, marketers can also be able to measure the efficiency of the various campaigns/advertisement/ credibility and accordingly manipulate its marketing plan according to the specified objectives (Guven, 2020).

2.3. Brand Orientation

According to American Marketing Association, brand is "a name, term, sign, symbol, design or combination, intended to identify goods and services and to differentiate them from the competition". According to Blackwell and Miniard (2006), brand image has a positive association ship with the purchase decision of the consumers, as it helps to recall the brand name when they intend to make purchase. It helps to create a memory in the consumers mind. Consumers can feel the association with the brand and hence the loyalty towards the brand developed. Several studies have been observed where the brand loyalty revealed a strong association with the purchase intention (Hawes and Lumpkin, 1984). Zeithaml (1988) suggested that brand image becomes a decisive factor when product evaluation is done by a customer before making purchase. Akaah and Korgaonkar(1988) suggested that customers are more likely to choose the product of a popular brand as it has low perceived risk. Positive information of the brand has a significant influence towards the customers willingness to make purchase (Dodds, Monre Grewal, 1991). According to Bergamelli (2018), brand authenticity also plays an important role on the part customers in identifying the real product and the purchase decision. Hence, a strong brand not only helps the marketers to gain the competitive advantage, however it also helps the customers feel comfortable with their decision of purchasing.

2.4. Trust Orientation

In this competitive world, it is indeed very difficult for a customer to rely amongst many available brands. And in order to manifest, marketers trying hard to accomplish the level of trust that it wants to generate. Trust plays a vital role in generating a successful and satisfied customers for online purchase (Pavlou, 2003; Wu and Cheng, 2005; Gefen and Straub, 2004). Barber (1983) stated that trust can be defined as an expectation regarding the behaviour of the customers in a society. Moreover, it can be conferred upon an individual, any routine, any business, etc. Gefen and Straub (2004) concluded that there is a positive relationship between customer trust and customer purchase intention. According to Doney and Cannon (1997), that company with a good reputation has a significant increase with the trust level of the customers. Grefen(2000) asserted that trust level of the customers leads to the customer belief towards the organizational behaviour.

2.5. Purchase Intention

Purchase intention is considered as an important instrument to measure the potential purchase behavior of the customer. It helps the marketers to understand the current market scenario and also helps to know the likeability of the customers towards the offered products by the company in the market. In addition to this, Kudeshia, Chetna and Amresh (2017) suggested that retention of customers towards a particular brand can also be analysed by understanding the purchase intention of the customers. Moreover, the purchase experience of the customers has a significant effect on her or his future purchase behaviour (Shim et. Al., 2001; Brown et. al, 2001).

3. Research Methodology

The study was based on the structured questionnaire to observe the effectiveness of various factors under consideration on the purchase intention of the customers. Random sampling technique was used to collect data. For which 268 full time management graduates have been approached (using online platforms) for the study but 150 valid responses could be generated to carry out the present study. The structured questionnaire consisted of two parts. In the first part, questions related to the demographic profile such as age, gender, monthly income of the family were asked. However, in the second part, validated 5point Likert scales have been used to measure the relevance of various items (such as customer relationship management, digital orientation, trust orientation, brand orientation) on the purchase intention. The items for consideration of independent variables have been taken from extant literature. Descriptive research design has been adopted to address the specific hypothesis and stated problem. The following hypothesis have been considered for examination:

H1- Customer relationship management has positive impact on the purchase intention

H2- Digital Marketing has positive impact on the purchase intention

H3- Brand orientation has positive impact on the purchase intention

H4- Trust orientation has positive impact on the purchase intention

4. Research Results

The study includes the demographic profile of the respondents in the form of age, gender, family income. The respondents considered under study constituted 87(58%) male and 63(42%) female. Here, 61% of the respondents are studying in the final year (3rd year) of their ongoing management course and 39% respondents are belonging to the second year of their management program and hence would be in the age bracket of 19-21.

Table 1

Mean	Standard Deviation	t	df	Sig.(2tailed)	Meand Difference
3.1519	.6987	1.56	94	.03	.11321

It is observed from the given table-1 that the t-statistic value of 1.56 with 94 degrees of freedom. The corresponding p- value is observed to be 0.03, i.e. less than 0,05. Therefore, the hypothesis 'Customer relationship management' has positive impact on the purchase intention.

It is observed from the given table-2 that the t-statistic value of 1.67 with 94 degrees of freedom. The corresponding p- value is observed to be 0.01, i.e. less than 0,05. Therefore, the hypothesis Digital Marketing has positive impact on the purchase intention is accepted.

Table 2

Mean	Standard Deviation	t	df	Sig.(2tailed)	Mean Difference
3.162	0.6974	1.67	94	0.01	0.1254

Table 3

Mean	Standard Deviation	t	df	Sig.(2tailed)	Mean Difference
3.08	0.6872	1.8523	94	0.03	0.1295

It is observed from the given table-3 that the t-statistic value of 1.8523 with 94 degrees of freedom. The corresponding p- value is observed to be 0.03, i.e. less than 0,05. Therefore, the hypothesis 'Brand Orientation has positive impact on the purchase intention' is accepted.

Table 4

Mean	Standard Deviation	t	df	Sig.(2tailed)	Mean Difference
3.45	0.6777	1.93	94	0.031	0.11325

It is observed from the given table-3 that the t-statistic value of 1.93 with 94 degrees of freedom. The corresponding p- value is observed to be 0.03, i.e. less than 0,05. Therefore, the hypothesis 'Trust Orientation has positive impact on the purchase intention' is accepted.

4.1. Reliability and Validity Test

Principal Factor analysis has been carried out to identify these factors. The factors whose eigen value is greater than 1. Using the Varimax rotation, the factor loadings have been determined through scale and the factors are identified. (Hair et al. , 2005).

Table 5
Results of exploratory factor analysis

	Customer Relationship Management	Digital Marketing	Brand Orientation	Trust Orientation	Reliability (Cronbach's Alpha)	Variance Explained
V1	0.712					
V2	0.701					
V3	0.786				0.833	22.63%
V4	0.725					
V5	0.707					
V6		0.649				
V7		0.588			0.835	41.45%
V15		0.861				
V16		0.767				
V11			0.71			
V12			0.782		0.702	55.77%
V13			0.723			
V8				0.737	0.612	69.97%
V9				0.712		

The findings of the exploratory factor analysis suggests that all these obtained factors here are adequate enough to measure the effectiveness of these factors on Purchase intention. To measure the stability and consistency of the data, we have tested the Cronbach's alpha that helps to analyze the goodness of the measure (Cavana, Delahaye and Sekaran, 2001). Table -6 depicts the results of the same in order to check the reliability and validity of the model. The value of 'Cronbach's alpha' for all these four obtained factors i.e. 'customer relationship management', 'digital marketing', 'brand orientation' & 'trust orientation' are observed to be 0.833, 0.835, 0.702, 0.612 respectively, which is accepted

as it is greater than 0.7 (Nunnally and Berstin, 1994) .All these values suggest that the model under consideration has a good construct reliability. Also, from the given table, we can see the percentage of variance explained by each of these variables. And the total variance explained by all these factors are observed to be 69.97% , which is quite acceptable.

4.2. Regression Results

The linear regression model can be presented as:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

$$Y = 1.289 - .085 X_1 - 0.349 X_2 + 0.267 X_3 + 0.143 X_4 + \epsilon$$

Purchase Intention = 1.289+ .085(Customer Relationship Management) + 0.349(Digital Marketing) + 0.267 (Brand Orientation) +0.143(Trust Orientation)

Where,
 Y= Purchase Intention; α= Constant; X1= Customer Relationship Management; X2= Digital Marketing; X3= Brand Orientation; X4= Trust Orientation

Here, in this model, goodness of fit (i.e. R^2) have been observed to be 0.52, which is found to be significant at 1% level of significance. The model suggests that regression co-efficient of 'Customer Relationship Management' is .085 , which shows a positive impact of the said variable on the purchase intention of the customer. The p-value of the regression co-efficient of AE is 'Customer Relationship Management' is 0.06, that rejects the given null hypothesis of no effect of 'Customer Relationship Management' on 'purchase intention at 10% level of significance. Again, regression co-efficient of 'Digital Marketing' is .349 , which shows a positive impact of the said variable on the purchase intention of the customer. The p-value of the regression co-efficient of AE is "Digital Marketing' is 0.049 that rejects the given null hypothesis of no effect of "Digital Marketing" on 'purchase intention at 5% level of significance. Moreover, regression co-efficient of 'Brand Orientation' is 0.267, which shows a positive impact of the said variable on the purchase intention of the customer. The p-value of the regression co-efficient of 'Brand Orientation' is 0.03 that rejects the given null hypothesis of no effect of 'Brand Orientation' on 'purchase intention at 5% level of significance. Also, regression co-efficient of 'Trust Orientation' is 0.143 , which displays a positive impact of the said variable on the purchase intention of the customer. The p-value of the regression co-efficient of 'Trust Orientation' is 0.04 that rejects the said null hypothesis of no effect of "Digital Marketing" on 'purchase intention at 5% level of significance.

5. Conclusion

The study focuses on the importance of 'Customer Relationship Management', 'Digital Marketing', 'Brand Orientation' and 'Trust Orientation' towards the purchase intention of the customers and found some antecedents behaviour of the customers towards their purchase decision. In this dynamic environment, where the buying behaviour of the customers are influenced with this digitized world, the marketers need to understood the psychology of the customers in order to cater their mind. In the present study, a positive association ship has been observed among the given independent variables and the dependent variables (purchase intention). Awareness through digital marketing and brand orientation have significantly more impact on consumer purchase intention, if it is compared with the other two independent variables. So, this study gives an insight towards the changing dimension to reach customer focus, so that a positive purchase intention can be entrusted with the newer market strategy.

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Public Sector Marketing as a strategic tool for Social Welfare: Analysing India's Welfare Programs

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ABSTRACT

Traditionally, the role of marketing was tied up with the strategic actions of institutions to expand their businesses and generate profits. However, its importance in bridging the gap between government and social welfare cannot be ignored. The role of marketing in social welfare programs is still an alien concept. In a country like India, the social welfare programs are designed, implemented, and monitored by government institutions with a rigid bureaucracy and hierarchical structure, thus, limiting the scope of innovation for strategic marketing of welfare programs. Public Sector Marketing has emerged as a strategic tool for public institutions to maximize social welfare programs' benefits. This article studies major welfare programs of the government of India, affiliated with the Ministry of Rural Development. This article identified that social welfare programs of the government belong to the service marketing category; thus, there is a need to use strategic ideation and implementation of marketing strategies to raise the service level for social welfare. This article studied the role of marketing mix using the 7Ps, namely, Product (Service), Price, Place, Promotion, Process, and Physical evidence in public sector marketing and its importance in delivering the services to society timely and effectively. The article concluded that there is a need for a paradigm shift in bureaucracy from administrative to managerial structure to implement social welfare programs effectively. The public sector marketing using 7Ps can strategize the reach of welfare programs and enhance social welfare. India's achievement in digital technologies has been monumental and can play a vital role in social welfare through marketing. The government in modern society needs to be skillful, thus, using the essential marketing tools and techniques a real transformation is possible to ensure social welfare.

WORKATION AND ASPECTS OF WORKATION IN INDIA

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ABSTRACT

The COVID -19 epidemic has wreaked havoc on the travel industry, erecting restrictions that have harmed the tourism industry around the world. It has paved the way to change traveling behavior and pivot from the usual means of traveling. Currently, E-working or work from home options has increased due to the lockdowns and curfews resulting due to COVID-19. Workation is a developing trend after the relaxation of lockdowns that were imposed. The research aim is to understand the construct "Workation" and the various aspects of workation in India. A qualitative research technique was used to conduct the research. Using judgemental sampling and snowball sampling in-depth interviews were conducted with 13 individuals in total. These respondents span across India. The content analysis method was used to analyze the data. The word frequency in NVivo has been used to understand the construct "Workation". We identified three aspects of workation 1) feel-good factor, 2) opportunity to work in new environments and 3) valuable experiences. These categories represent the individual experiences and expectations from workation.

1. INTRODUCTION AND MOTIVATION FOR THE STUDY

COVID-19 affected the tourism industry as there were reduced flights, and travel bans facilitating reduced footfalls (Gössling et al., 2020). There is scope for research on tourist expectations, perceptions, and attitudes in the post-covid era and pent-up tourism demand (Zopiatis et al., 2021). Workation is where individuals work from resorts or local co-working spaces for longer periods usually varying from weeks to months from different locations (Matsushita, 2021). I was motivated by the sudden increase in workation mode and the interest individuals showed towards this new model of tourism.

2. Literature Review

The future is mostly unknown in the immediate and medium-term, with modest expectations. COVID-19 has enhanced the appeal of tourism, outdoor recreational activities, and the value of land, air, and water destinations (Zopiatis et al., 2021). Future tourism research has the potential to explore transformational and change processes, stakeholders, and outputs over time, revealing useful insights into tourism stakeholders' resilience and change capacities and strategies (Utkarsh and Sigala,2021). The current pandemic may encourage more mindful travelers, who, in turn, may encourage more thoughtful and, eventually sustainable tourist experiences (Stankov et al.,2020).

Work from home has substantially increased with the outbreak of the COVID-19 pandemic, and opportunities are identified for this to be permanent with highly educated workers having more probability (Bick et al.,2021). Employees would benefit from a vacation from work because of the leisure activity's impact on them after they return home (de Bloom et al.,2014). Individuals would benefit from taking a break from work. Small breaks and extended holidays can provide considerable restorative advantages for working people (Packer,2021). Workation enables employees to refresh, do leisure activities and spend family time, and at the same time work (Matsushita,2021).

There are people called digital nomads globally who are identified as highly mobile professionals and lifestyle travelers who travel and work from different places (Hannonen, 2020).

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3. RESEARCH GAP AND RESEARCH QUESTIONS

There is very little research conducted about workation and among them, most of the research is carried out in Japan (Yoshida,2021). COVID-19 has paved the way for a newer way of tourism and working. The term workation hasn't been explored much in India. So, we intend to know how Indian customers perceive and expect the workation model to be.

3.1. Research Question
1. What is construct "Workation"?
2. What are the different aspects of construct "Workation"?

4. METHODOLOGY

A qualitative method was used for the research. There were questionnaires developed for both the categories of who has been and who has been planning workation. Judgemental sampling and snowball sampling in-depth interviews were conducted with 13 individuals. These respondents span across India. The word frequency in NVivo has been used to understand the construct "Workation". The qualitative method of Content analysis was used to analyse transcripts. In-depth interviews were conducted by telephone. The telephonic interviews ranged from 7 minutes to 15 minutes each. The calls were recorded and converted into transcripts. The extensive texts in the transcripts were classified into smaller categories known as sub-themes and then categorized into main themes.

5. EMPIRICAL RESULT

Word frequency tool in NVivo was used to understand the construct "Workation". The word cloud represents the word's size depending on its frequency. The Word cloud feature is used to represent the result in Figure 1. The results from content analysis for "Aspects of Workation" are represented in Table 1.

Figure 1: Workation - Wordcloud

6. IMPLICATION OF THE STUDY

This study facilitates understanding of the construct of "Workation", where working could be combined with travel or vacation with the possibilities to explore and enjoy different people, places, and cultures.

The major aspects driving workation are broadly classified under 1) feel-good factor, 2) opportunity to work in new environments and 3) valuable experiences. Individuals find workation to be refreshing, relaxing, and a way to enhance their creativity while taking a break from their usual routine. It aids in the maintenance of their work-life balance and like to continue this. They want to enjoy a picturesque view, explore new places, cultures, and foods, as well as interact with new people. They want to travel and participate in more activities. They want to apply or relate what they've experienced to real-life experiences.

Table 1
Aspects of Workation

TRANSCRIPT	SUB THEME	THEME
Want to expand my creativeness and avoid amonotonous life.	Expand creativity, Avoid monotonous life	Feel good factor
I got to relax a bit like from the routine of work. I did work. Plus, I had a break from the routine that I had.	Break from the routine	
I don't want to stop this thing. I'd like to continue this thing.	Continue the experience	
I felt refreshed, reunited, and, kind of made everything Happy for me.	Refreshing	
Relaxed, and certain like always there's a chance. So that's awesome.	Relaxed	
Thought of changing the workplace, changing the environment, and then working.	New environment	Opportunity to work from new environments
Because we don't want to waste my work from home. I consider it as a gift also as now you have more time to explore different places.	Opportunity	
You're not wasting your time and you're not taking your day off also, but then they're able to do both at the same time, so that is something I loved.	Work-life balance	
In Goa with all these planned beaches, sports, water sports.	Activities	Valuable experiences
I'll be getting to meet the local people and get to know their culture.	Different cultures	
whenever the weekend you are going out, we will have different types of food outside	Different food	
I get to meet new people	New people	
I will be exploring places	New places	
waking up and seeing the mountains.	Scenic view	
I never had to survive on my own. So that is something that I'm looking forward to.	Life experiences	
we'll be working together, in between we'll be having a chit-chat. It's nice. It's really good, feels good.	People interaction	
To enjoy that traveling	Traveling	

With this study, we were able to know the expectations, and experiences that influence workation in India. The results from this study contribute to managerial implications for tourism service providers tailoring services and packages according to the workation needs.

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An Empirical Study on The Factors Affecting the Role of Product Packaging in Influencing the Purchase Decision of GenZ

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ABSTRACT

Products' packaging serves as a link between various brands. It is an essential part of marketing. Brands acknowledge packaging as an essential component of modern market operations, including all the activities right from commodity transfer to customer purchase decisions. Packaging is a medium that businesses are fascinated with using to increase sales and reduce advertising expenses. It serves the purpose of attracting customers by presenting appealing graphics and design. Apart from customer attraction, packaging for commodities intends to make it transportable, preserve and enclose the goods. Many businesses strive to create unique packaging which might ensure customer satisfaction. As a result, the packaging is the most crucial element while communicating with the customer, and hence it raises the brand presence from its competitors. According to Orth and Malkewitz (2008), package design has a considerable influence and presence in the purchasing scenario. The truth is that the majority of buying choice made at the time of sale accentuates this (Clement, 2007; Tonkin, Ouzts, & Duchowski, 2011). The main functions of product and packaging design are to attract attention, categorize characteristics, transmit practical, metaphorical, and value-maximizing (Creusen & Schoormans, 2005). Furthermore, while package design is inexpensive, a badly designed box can have major consequences, as demonstrated by Tropicana's 50 million dollar loss as a result of a failed makeover. (Young & Ciummo, 2009). Consequently, it is necessary to better understand the characteristics of packaging design and how they influence client decision-making. To establish which part of packaging draws attention and enhances the shopping experience, more research is required (Clement, 2007). According to Pieters, Warlop, and Wedel (2002), it is essential to understand the many factors that might contribute to data fragmentation, as it is an issue that affects media on a large scale. This research work aims to determine the impact of product packaging while making a purchasing decision on Gen Z and their further recommendation of products based on that decision. For the study, four of India's largest metropolises—Delhi, Bombay, Bengal, and Chennai—were selected. The GenZ of these cities were encountered with a structured questionnaire. The number of respondents was 500 using the Convenience Sampling method. With the aid of Factor Analysis, we have considered five distinct factors to support our study such as, "Green Packaging," "Convenient and Inventive Packaging," "Wrapping Material," and "Alluring Element," which are further explained in the study. The study's conclusion has been drawn from that factor like, Green Packaging, and Convenient and Inventive Packaging has a high impact factor, as a result, GenZ based their choice to buy a product on the packaging, and as such, this component is crucial. Further in the study, it has been found that if the GenZ customer is using the packaged products based on the factors considered in the study, they are seen to be satisfied with that packaging to some extent, and hence they recommend it further. Because of the changing marketing environment and the changing customer wants, the function of the packaging has altered. Businesses are intrigued by packaging to increase sales and save advertising expenses. A nice package makes it easier for customers to recognize the goods. The makers strive to create unique packaging that will delight customers. Packaging is used for marketing communication and is a significant factor that impacts an individual's purchasing behavior. Packaging can tell potential purchasers about the product's substance, property, usage, benefits, and hazards through verbal and graphical symbols and hence it is one of the most essential elements of marketing.

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1. INTRODUCTION

Developing and fabricating the product's package is the procedure of packaging. It is a cover of a product used for handling, storing, and protecting the goods from external factors like damage, breakage, spoilage, leakage, moisture, sunlight, etc. Packaging makes the product eye-catching and acts as a significant tool for sales promotion. Alluring packages attract the customer to buy the product. In recent years, packaging has become an important function of the product. Packaging can be a main factor in the marketing strategy and a product receives a competitive advantage through packaging. Packaging is considered an art as it represents the innovative skills of an artist and the marketing and sales knowledge of the producer's management team. It shows the mixtures of the talent of the artist, marketing experts, top management, technicians, and the advertising team. Competition in consumer products is rising frequently now and therefore it has become necessary for the product's packaging to be attractive. In this modern era, the importance of packaging is rising day to day. In India, the importance of packaging as prevailed has never been seen before. Now a day packaging is not only required for a product's safety and handling, but its marketing and sales value have also been accepted. The idea of packaging is going to be market-oriented instead of product oriented. Packaging has become known as an ambitious man in competition to succeed in the markets. Now it has become a prime activity. Packaging is a task that takes into account manufacturing, economics, accessibility, and marketing factors, according to Sir Philip Kotler. Packaging relates to brand personality through several structural and optical elements. It is associated with product description, shape, color, size, fonts, brand logo, package materials, and other features that offer rich brand associations. The package design is very important as it influences the consumers and leaves its remark during the purchase situation (Orth and Malkewitz, 2008). Nowadays, the majority of purchases are made at the very time of purchase (Clement, 2007; Tonkin, Ouzts, & Duchowski, 2011). An important part of product and packaging design is "publicity," categorization, communicating aesthetics, product information, & symbolism (Creusen & Schoormans, 2005). Purchasers of products can be negatively affected by inadequately designed packaging, but often a cost-effective product design can result in a better user experience, followed by Tropicana's 50 million dollar loss as a result of a failed makeover (Young & Ciummo, 2009). Another illustration is the collaboration between Coca-Cola and World Wildlife Funds in 2011 to produce a limited-edition, seasonal can. Their strategy was to produce a temporary change in package design that featured seasonal, special/limited edition, or collaborative partnering in order to attract customers and provide uniqueness. (Fromm, 2014; Napolitano, 2009; Shabi, 2015). This was accomplished by switching from their traditional red can to one that was white and silver, a move that was hailed as "creative and eye-catching." And through this move, they succeed to disrupt the market and grab consumers' attention (Esterl, 2011). A similar justification may be found in the research on the attractive and attention-grabbing advantages of attractive packaging. (Gallopel-Morvan et al., 2012). The campaign becomes "disruptive" in more than one way. Customers remarked that the newer cans are readily mistaken for the silver Diet Coke cans. (Goddard, 2011). The new Coke can not only caused confusion among customers, but it was also highly risky for diabetics. As a result, the modifications to packaging are only transient and occasionally noticeable.

2. Literature Review

According to studies on the communications aspects of marketing, marketing research has given little emphasis to package design as a communicative medium. Product developers must know the design concepts to deliver the marketing message. These concepts should be based on mind-blowing product package designs and innovative ideas to deliver the message. Several messages can be communicated by the product package design and customers can receive these messages easily, but this action does not confirm that customers will buy the product. Therefore, it is especially important to study the impact of these messages on consumers purchasing decisions. This step will help in understanding the effectiveness of the package design in transmitting the marketing message and the impact of these messages on customers' purchasing decisions. Customers usually have uncommon choices regarding packaging material. Any materials can be used to confirm the product packaging lining. High-quality packaging often draws more customers than poor packaging (Deliya & Parmar, 2012). The packaging's main objective is to safeguard the goods against any harm, including crumpling, shattering, spillage, etc (Gonzalez, 2007). The correct packing material must be chosen in particular since it preserves product integrity and novelty during delivery (Marsh & Bugusu, 2007). Ingredients like plastic, glass, paperboard, and metals are used in packaging. Also, a lot of in-depth assortments of plastics have been bestowed in each unadaptable and adaptable structure. Consumers' decisions often depend heavily on colour; a single shade may evoke a variety of emotions and catch their attention (Deliya & Parmar, 2012). Various shades also encompass multiple consumer perceptions. Colors like red, yellow, and lavender have whole distinct

meanings depending on the society and consumer expectations. Agreeing to Singh (2006), color perception varies between nations, and most faiths recognize that some shades are sacrosanct. Packaging design is another sizable portion of an item, particularly for an unused presence within the business. The packaging design takes into account the fonts, layout, and colors used on the product. Current circumstances have altered package design in order to both safeguard the goods from potential harm and to promote sales. To put it another way, very few customers choose their products primarily on packaging aesthetics. Hence based on Gonzalez (2007), the unique need for built-in advertisements is that they must pique the interest of consumers and provide an accurate impression of the value of the product to them in a timely manner, just before the transaction is finalized. Moreover, agreeing to Hill & Tilley (2002) customer preferences are growing more important and diverse, while good packaging emerges as the most significant evidence of a product's advertising. Finding different setups and their parts is necessary in order to determine which parts are essential for buying goals.

3. Objective of the Study

To identify the factors influencing customer preference towards the packaging of the products.

4. Research Methodology

With the use of a structured questionnaire and casual interactions with the consumers, 200 samples were collected from the metro cities of Howrah and Kolkata. The data was collected from people of different age groups and gender.

5. Findings and Analysis

Table 1
KMO & Bartlett's Test

KMO & Bartlett's Test		
Kaiser Meyer-Olkin Measure of Sampling Adequacy		0.803
Bartlett's Test	Approx. Chi-Square	2110.053
	df	104
	Sig.	0

Kaiser-Meyer-Olkin (KMO) having values near to one are considered to be good fit. The values of 0.5 is least necessity required to advance with the EFA (Exploratory Factor Analysis). From the above Table 1, with the help of SPSS, the KMO value came out to be 0.803. It's the pre condition for the analysis to go ahead. From the table, it has emerged that Bartlett's Test of Sphericity significant value is 0.000 which satisfies the condition.

From the table, it has emerged that Factor 1 labelled as (Green Packaging) accounts for 47.363 percent of the total variance (Table 2), likewise, Factor 2 labelled as (Convenient and Inventive Packaging) accounts for 11.067 percent of the total variance, Factor 3 labelled as (Wrapping Material) accounts for 8.396 percent of the total variance, and thus, the first three factors combined account for 66.826. Factor 4 labelled as (Alluring Element) accounts for 6.111 percent of the total variance, and thus, the first four factors combined account for 72.936.

H0:- Tourist Satisfaction has positive relationship with factors, "Green Packaging," "Convenient and Inventive Packaging," "Wrapping Material," and "Alluring Element" Satisfaction has positive relationship with factors, "Green Packaging," "Convenient and Inventive Packaging," "Wrapping Material,"

From the Table, R-square (Table 4) value is 0.512 which means 51.2 percent variability. Overall satisfaction can be expressed by the factors, "Green Packaging," "Convenient and Inventive Packaging", "Wrapping Material", and "Alluring Element. **H0** is accepted, as p value is significant at 0.000

Overall satisfaction being obtained from "Green Packaging," "Convenient and Inventive Packaging", "Wrapping Material", and "Alluring Element and factors are significant. Customer Satisfaction = 3.08 + 0.549* Green Packaging, + 0.474* Convenient and Inventive Packaging + 0.213* Alluring Element

Table 2
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative	Total	% of Variance	Cumulative
1	7.104	47.363	47.363	7.104	47.363	47.363
2	1.66	11.067	58.43	1.66	11.067	58.43
3	1.259	8.396	66.826	1.225	8.396	66.826
4	1.117	6.111	72.936	1.117	6.111	72.936
5	0.863	5.756	78.692			
6	0.65	4.335	83.027			
7	0.57	3.798	86.825			
8	0.456	3.043	89.868			
9	0.415	2.769	92.637			
10	0.342	2.283	94.92			
11	0.284	1.895	96.815			
12	0.225	1.497	98.312			
13	0.094	0.628	98.94			
14	0.081	0.539	99.479			
15	0.078	0.521	100			

Extraction Method: Principal Component Analysis

Table 3
Rotated Component Matrix

	Component			
	1	2	3	4
V1	.773			
V2	.712			
V3	.740			
V4	.687			
V5	.656			
V6	.600			
V7		.799		
V8		.749		
V9		.653		
V10		.623		
V11			.951	
V12			.708	
V13			.693	
V14				.889
V15				.884
V16				.867

Table 4
Model Summary

Mode l	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716 a	0.512	0.501	0.507

6. Conclusion

Due to the changing marketing landscape and evolving customer preferences, the role of the package has altered in modern times. Companies are interested in using packaging to improve sales and cut promotional expenditures. Decent packaging aids in product identification with consumers. The manufacturers strive to create packaging that is unique and satisfies consumers. Packaging plays an important role in brand awareness. An aspect that impacts an

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Table 5
ANOVA

Model		Sum of Squares	df	Mean	F	Sig.
1	Regression	50.029	3	16.670	65.001	.000b
	Residual	50.188	196	0.258		
	Total	100.217	199			

Dependent Variable: Tourist Satisfaction

Table 6
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.08	0.025		105.531	0.000
	Green Packaging	0.381	0.025	0.569	10.026	0.000
	Convenient and Inventive Packaging	0.324	0.025	0.047	3.43	0.000
	Wrapping Material	0.191	0.025	0.213	8.123	0.000
	Alluring Element	0.101	0.025	0.443	8.500	0.213

a. Dependent Variable: Tourist Satisfaction

individual's purchasing habit. Through verbal and visual means. Packaging symbols can tell potential purchasers about the product's substance, property, and usage advantages and disadvantages.

By examining how individuals perceive the importance of packaging on customer purchasing behavior, this study found that a variety of characteristics, including creativity, package color, printed content, backdrop pictures, materials, and product package design, had an impact on consumers' decision-making. However, despite all of these factors, pricing is the one that always comes first. Pricing has a significant impact on consumer decisions to buy products.

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A STUDY OF THE EFFECT OF ELECTRONIC WORD-OF-MOUTH (EWOM) ON BRAND IMAGE AND PURCHASE INTENTION OF YOUNGSTER

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ARTICLE INFO

ABSTRACT

The report is prepared as a requirement of the fulfilment of the academic curriculum. The project report is about the role of eWOM on consumer purchase intention and how eWOM also affects brand image and what all things the brand can do to improve this situation.Based on the data obtained from 209 respondents who had expertise among the online communities, this paper analyses the impact of eWOM, whole image and get intention using primary and secondary research and A quantitative-based approach was used for data collection, and a research model was suggested and tested Using multiple regression analysis, the findings show that eWOM has a positive significant effect on both purchase intention and brand image; the brand image has a significant impact on purchase intention, and eWOM has a fully indirect impact on purchase intention through the brand image as a mediating factor. Measurement items are adopted and modified from existing scales found in the relevant prior studies to fit the study's objectives. The results obtained show the significant impact of e-WOM on the whole image and the mediating role of the brand image between eWOM and purchase intention.

1. Introduction

When buying products, customers usually investigate data written by totally different customers on the web. In different words, they switch to electronic word of mouth (eWOM). Marketers can take steps to induce, support, and amplify eWOM and so influence consumers' decision-making methodology.

Today's marketplace is heavily influenced by the net, which has changed the strategy customers build decisions relating to their purchases: They won't bank solely on marketer-generated data alone (ads or salespeople). Instead, they give the impression of being up voted on sites like TripAdvisor or holiday Check, understand plenty of product data or check consumer testimonials on e-commerce websites, investigate different people's recommendations, etc. in several words, they address eWOM.

eWOM is a strong market force, as a result, customers are aware of its associated unbiased and trustworthy offer of product data. Over the past twenty years, many analysis has investigated the role of eWOM within the marketplace

Having outlined its key elements, I further propose that eWOM consists of three key stages: creation, exposure, and analysis. For eWOM to possess an impact inside the marketplace, it first should be created. Then, shoppers need to be exposed to it, because eWOM that's created but not detected will not have any result. Finally, for the result to happen, shoppers need to value the eWOM message and take it into consideration in their decision-making technique. Throughout these three stages shoppers take on a twin role: they are eWOM creators, senders of knowledge, and once they're exposed or evaluated, they are eWOM receivers.

2. Literature Review

Ali Reza Montazemi, 2014 "The Effectiveness of Electronic Word of Mouth on Consumers' Perceptions of Adopting Products/Services", DeGroote College of Business The objective of this paper is to find out the factors that influence the effectiveness of electronic word of mouth (e-WOM) on the consumers' perception of buying and adopting a product.

ImarC
International Marketing Conference, 2022
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Elvira Ismagilova, 2020 "The Effect of Electronic Word of Mouth Communications on Intention to Buy a Product: A Meta-Analysis"

The aim of this is to analyse the findings from previous studies by employing weight and meta-analysis to understand and draw a "big picture" of eWOM factors influencing consumers' intention to buy

E. D. T. Shashikala, 2014 "Impact of Electronic Word of Mouth on Consumer Purchase Intention of Customer in Fast Food Industry: A Conceptual Review with Special Reference to People who uses Facebook. Electronic Word of Mouth (EWOM) communication has the opinion of consumers which in turn affects the decision-making of upcoming customers, However, social media has brought a brand new perspective to EWOM, as your network can help you in understanding the product. As for social media, Facebook still plays an important role when it comes to EWOM.

3. Methodology Adopted

The project report is about the role of eWOM on the purchase intention of consumers and how eWOM also affects the brand image and what all things the brand can do to improve this situation. The expansion of the net has enabled customers to quickly and easily interact with different customers who have an experience with the product and has established the phenomenon known as electronic word of mouth (eWOM). The easier, wider, and faster medium of communication is not restricted to robust social tie groups, therefore the message itself plays an important role in creating the complete image and persuading purchase intention. The present study tries to look at the extent to which eWOM can influence product purchasing behaviour in the Indian context. the current study attempts to look at the extent to that eWOM will influence the whole image and get intention in the lifestyle products within the Indian context.

Based on the information obtained from 209 respondents who had experience among the web communities, this paper analyses the impact of eWOM, whole image, and get intention using primary and secondary analysis. A quantitative-based approach was used for information collection, and a research model was recommended and tested using multivariate analysis, the findings show that eWOM has a positive vital impact on each purchase intention and brand image; the brand image contains a vital impact on purchase intention, and eWOM has a fully indirect impact on purchase intention through the brand image as a mediating factor. measurement items are adopted and modified from existing scales found in the relevant previous studies to fit the study's objectives. The results obtained show the numerous impact of e-WOM on the whole image and also the mediating role of the brand image between eWOM and buy intention. the present study recommends that marketers ought to place a larger emphasis on eWOM so as to maximize whole popularity that resultantly would influence consumers' purchase intention.

4. Objectives of Study

1. To understand role of Electronic word of mouth on purchasing decision of customers
2. To understand which platform is considered more trustworthy for reviews
3. To understand the role of negative E-WOM on Brand Image and its purchasing decision,

5. Empirical or Theoretical results

Here are the results that are observed after collecting 209 responses from youngsters using a self-structured questionnaire.

1. Out of 209 respondents 46.2% respondent consist of family income cluster of one lakh- two lakh
2. Out of 209 respondents 35% are Students followed by 34% are private job people
3. When asked a question regarding the factor How likely negative reviews about any product affect your purchasing decision (1 means not likely and 5 means most likely), Out of 209 respondents, 107 respond with 4 as their response, which means the negative review affect their purchasing decision and they will not buy the product if lots of negative things are written about it.
4. When done cross tab for the below-given hypothesis: -
   a. H0 – There is no gender role concern in reading reviews before making any purchase
   b. H1 - Gender is an important aspect of reading reviews before making any purchase
5. It was found that this model fits this as the significance value is less than 0.05 and also and the number of females is 30% more as compared to mail, which shows our hypothesis is correct.

6. When asked people to arrange the product on basis of ranking for which you all read reviews, and when the analysis is finished on basis of Friedman test it's found that mean rank of the electronic item is the least

7. When asked which platform is more trustworthy, out of 209 respondents 38.3% responded with Retailing Website followed by 23.4% people responded with Video Platform

8. When asked do they even read review before buying favourite brand, 71% respondent yes, it proves the influence of eWOM also on established brand and even their loyal customer thinks review is important criteria before making decision about any product.

9. When asked respondent, are negative review affect their decision about favorite brand, 65% respondent with yes, so even the product is famous, but if negative review is there, it would affect the purchasing decision of respondent.

10. When asked from respondents What all factors are main influencer behind your switching of brand (Rate the following parameters as per their importance to you on a scale of $1 - 5$) ($1 = $ most imp, $5 = $ not at all imp), So in descriptive analysis it is found that mean value of "I don't like when the company doesn't respond to customer's negative review" is highest, so as per respondent data it shows folks switch brand if brands don't know how to handle EWOM

6. Implication

1. As per data collected it is shown that people are taking seriously online review and affect their purchase decision, as people can't try any product in online shopping, they find others' experience quite helpful.

2. During analysis, it is found that people tend to take reviews seriously when they are about to invest a high amount in any product and when asked which kind of product most people's responses are electronics products, as they high-risk products and people fear what if product comes out defective.

3. When asked which website they think is reliable for online reviews, mostly replied with amazon

4. It is also found out, the brand image is also affected by negative EWOM because if they find out even their favourite brand received negative EWOM, they tend to switch.

5. When asked what influence them to change the brand, mostly replied because their relative gave them a negative review

During secondary research, it was found that

• 73% of consumer thinks if any local business has a more positive review, then customer buy product from that store as compared to selecting any brand.

• 94 % of B2B buyer chooses website solely which is trusted by many folks and means having lots of positive review.

• 49% of customers need at least 4-star rating before making any decision about product

7. Recommendation

The brand ought to begin taking online reviews seriously, they will lose good customers with negative eWOM if necessary steps aren't taken. This could simply be on your company's Facebook Page, or a star rating added to your product on your website. Giving individuals the chance to inform others regarding their experiences can successively generate additional EWOM and a few probably good UGC within the form of testimonials. If received negative review, follow up with those individuals to know and after resolving their issue ask them to leave a positive review. Brands can even take the help of influencers as several youngsters are influenced by them, thus asking them to push your product will assist you in positive word-of-mouth. Even from SEO point of view, obtaining a mixture of positive and negative reviews is helpful as google finds web site genuine.

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Electronic Word of Mouth (eWOM) in the Marketing Context: A State of the Art Analysis and Future Direction (Springer Briefs in Business)

THE PANDEMIC, RETAIL THERAPY & SUBJECTIVE WELL-BEING

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ABSTRACT

One of the consequences of the COVID19 pandemic was that people were locked into their homes for several months resulting in social isolation and stress negatively impacting their Subjective well-being. The lockdowns and accompanying social isolation were concurrent with an increase in online shopping that may have provided a therapeutic value to individuals. Retail therapy refers to the changes in emotions and moods induced by shopping. The objective of this study was to investigate how shopping behavior and retail therapy dimensions impacts a consumer's subjective well- being in the context of Perceived stress and Social isolation experienced during the pandemic. An online survey was conducted across India with 251 respondents. The regression results employing STATA showed that Therapeutic shopping motivation, Self-esteem, Locus of control and Age had a significant and positive impact on Subjective well-being. On the other hand, Money spent on shopping had a significant but negative impact on Subjective well-being. The results of this study suggest that Therapeutic shopping motivations can help improve Subjective well-being, and on-line retailers can seek to highlight the positive benefits of shopping online on mental health.

1. Introduction

During the pandemic, there were a large number of individuals experiencing perceived stress and social isolation, because of the sudden change occurring in their lifestyle (Times of India, 2021). An interesting but relatively unexplored issue is the role of online browsing and shopping during the pandemic as a mechanism to reduce the perceived stress and isolation. During such an unprecedented time, looking for new products, services through both online and offline channels helped in improving the mind-set and sometimes even created a positive impact on the well-being of an individual. Most of the people even before the pandemic period did all these but might not have experienced a visible impact on their well-being, so (buying products/services, looking for new clothes, just scrolling through things we love, finding something useful during the search) all these kinds of activities have a positive or sometimes a negative impact on their Subjective well-being (Hindustan Times, 2020). Managers benefit from retail therapy because it allows them to communicate with customers about their products. It also assists in the promotion of their goods and services. Managers may improve and go above and beyond for their therapeutic shoppers both before and after their shopping excursions. This would actually assist them in making better and more appropriate decisions. Consumers will benefit from the follow-up communication since it will allow them to extend their therapeutic shopping experience. It will also assist them in recalling product specifics such as color or material purchased during their shopping trip. These experiences will undoubtedly aid in boosting the frequency with which customers return to purchase things, hence creating store loyalty, when customers are aware that the managers or shopkeepers will go out of their way to make them feel good about their therapeutic shopping experience.

2. LITERATURE REVIEW AND THEORETICAL FRAMEWORK

The literature we reviewed pointed to the largely negative expected influence of the stress and perceived isolation experienced during the pandemic on our subjective wellbeing. For example, research suggests that both social isolation

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(Hawthorne.et al 2006).and perceived stress (Cohen.et al 1983) have a saliently negative impact on Subjective well-being. Business press has posited that retail therapy – in which people shopped online when they were stressed or depressed – may have been one of the mechanisms used to cope with the isolation and stress1. Does online retail therapy actually improve subjective well-being? In research published just before the pandemic Lee and Lee (2019) explore whether online shopping made consumers feel better, and found significant evidence for an online retail therapy influence. Zheng et al. (2019) investigate and establish a mediating role for negative coping on the association between stress and online compulsive shopping in parallel research. Similarly, Yi and Jai (2019) explore the relationship between positive affect and impulse buying. How about retail therapy during the pandemic? There is surprisingly little academic literature on the issue, and the is the very gap that we seek to fulfill with this paper.

3. RESEARCH GAP AND RESEARCH QUESTIONS

Given the stress and social isolation experienced during the pandemic, it is important to know what role therapeutic shopping played in their Subjective well-being. There has been little research on retail therapy and subjective well-being in the Indian context post the pandemic (to the best of our knowledge). This study looks into how retail therapy impacts subjective well-being in the context of the pandemic where individuals experienced heightened perceived stress and social isolation in the Indian context.

3.1. Research Questions

How do the perceived stress and isolation experienced during the pandemic influence subjective well-being today?
How does retail therapy impact subjective well-being in the Indian context?

4. CONCEPTUAL FRAMEWORK

In order to study the impact of Retail Therapy and how factors like Perceived Stress and social isolation had an impact on the Subjective well-being, we constructed a conceptual model from the insight we got from the literature (Kang,et.al 2011). The Covid-19 psychological variables, Perceived Stress (Cohen.et al 1983) and Social Isolation (Graeme Hawthorne.et al 2006) were taken from another article. Figure 1 depicts the conceptual framework.
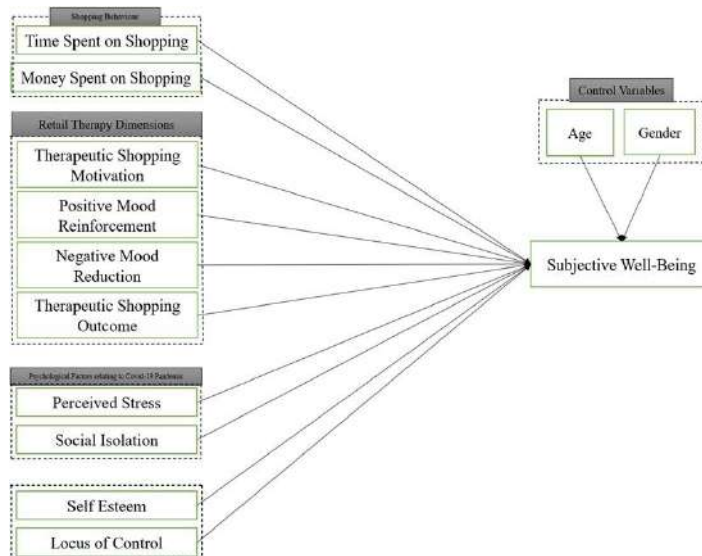
Figure 1: The Conceptual Model

5. HYPOTHESES

H1: Time spent on shopping has a positive and favourable effect on Subjective well-being.

H2: Money spent on shopping has a negative adverse effect on subjective well-being.

H3: Therapeutic Shopping Motivation has a positive and favourable effect on the Subjective well- being.

H4: Positive Mood Reinforcement has a positive and favourable effect on the Subjective well- being.

H5: Negative Mood Reduction has a positive and favourable effect on Subjective well-being.

H6: Therapeutic shopping outcome has a positive and favourable effect on Subjective well-being.

H7: Social Isolation has a negative and adverse effect on Subjective well-being.

H8: Perceived Stress has a negative and adverse effect on Subjective well-being.

H9: Self Esteem has a positive and favourable effect on Subjective well-being.

H10: Locus of control has a positive and favourable effect on Subjective well-being.

H11: Age has a negative and adverse effect on Subjective well-being.

H12: Gender has a negative and adverse effect on Subjective well-being

6. DESCRIPTION OF DATA AND METHODS

We employed a quantitative approach in our research to better understand the impact of psychological variables such as Perceived Stress, Social Isolation, Independent Variables – Therapeutic Shopping Motivation, Positive Mood Reinforcement, Negative Mood Reduction, Therapeutic Shopping Outcome, the time and money spent on Shopping on the Subjective well-being of an individual was investigated. To collect the primary data for the study, an online questionnaire was constructed and published. The constructed questionnaire included verified scales from the literature as well as questions about subjective well-being. Data was collected from 251 respondents using a Non-Probabilistic Judgmental sampling and was analyzed by STATA using Regression Analysis. This method was approached as the dependent variable was a categorical 5-point Likert Scale.

Table 1

Sources of the Scales used for Measurement

SERIAL NUMBER	CONSTRUCTS	REFERENCE
1	Time Spent on Shopping	Minjeong Kang. Et al 2011
2	Money Spent on Shopping	
3	Therapeutic Shopping Motivation	
4	Positive Mood Reinforcement	
5	Negative Mood Reduction	
6	Therapeutic Shopping Outcome	
7	Perceived Stress	Sheldon Cohen.et al 1983
8	Social Isolation	Graeme Hawthorne.et al 2006
9	Self Esteem	Jennifer Yurchisin.et al 2006
10	Locus of Control	Nießen, Désirée.et al 2021
11	Subjective well-being	Sarah Stewart-Brown.et al 2009

7. EMPIRICAL RESULTS & IMPLICATIONS

7.1. ANALYSIS OF THE RESULTS

From the study, six of the hypotheses were statistically significant while others were not. Therapeutic Shopping Outcome, Social Isolation, Perceived Stress, Self Esteem, Locus of Control, Age have impact on Subjective well-being of an Individual. Money spent on shopping had a negative and significant impact on Subjective well-being (Coeff. = -0.530, p = 0.063). Therapeutic Shopping Outcome had a favorable and significant impact on Subjective well-being (Coeff. = 0.245, p = 0.009). Social isolation experienced during the pandemic has a negative and significant influence on Subjective well-being today (Coeff. = -0.235, p = 0.001). Perceived stress experienced during the pandemic has a negative and significant impact on Subjective well-being today (Coeff. = -0.477, p = 0.000). Self-Esteem has a influence that is both positive and statistically significant on Subjective well-being (Coeff. = 0.581, p = 0.005). Locus of Control has a strong and positive impact on Subjective well-being (Coeff. = 0.308, p = 0.003). Control variables Age had a considerable beneficial impact on Subjective well-being (Coeff. = 0.490, p = 0.008) while Gender has no significant impact on Subjective well-being (Coeff. = -0.159, p = 0.754).

Table 2
EMPIRICAL RESULTS & IMPLICATIONS

Subjective well-being	Coeff.	β	p>(t)
Time Spent on Shopping	0.231	0.65	0.513
Money Spent on Shopping	-0.53	-1.87	0.063*
Shopping Motivation	-0.059	-0.9	0.368
Positive Mood Reinforcement	0.045	0.62	0.533
Negative Mood Reduction	-0.127	-1.54	0.126
Therapeutic Shopping Outcome	0.245	2.64	0.009***
Social Isolation	-0.235	-3.51	0.001***
Perceived Stress	-0.477	-3.81	0.000***
Self Esteem	0.581	2.81	0.005***
Locus of Control	0.308	2.97	0.003***
Age	0.49	2.68	0.008***
Female	-0.159	-0.31	0.754

Note- *p<0.1; **p<0.05; ***p<0.01

7.2. MANAGERIAL IMPLICATIONS OF THE RESULTS

In our research, we sought the answers to two questions – what is the influence of the stress and isolation experienced during the pandemic on the subjective well-being of Indians today; and what is the relationship between retail therapy and subjective well-being in this context – did retail therapy enhance subjective well-being? Our answers to both questions were a strong yes – the perceived stress and social isolation experienced during the pandemic had a significant negative influence on the current subjective well-being; and therapeutic shopping outcomes (a key dimension of retail therapy) had a significant positive influence on well-being – in other words, the retail therapy dimensions that an individual experience during their product search/purchase saliently impact the subjective well-being experienced by an individual. This has important implications for managers in a world seeking to put the pandemic behind itself.. For managers' retail therapy basically helps in communicating with the consumers about their merchandise. It also helps in promoting their products and services. Managers can actually enhance and make extra efforts for their therapy shoppers before and after shopping experiences. This would actually help them in making better and right choices. The follow up communication will actually help the consumers to extend their therapeutic shopping experience. It will also help them remember the product specifications like the color or the material that they purchased during their shopping experience. These experiences will definitely help in increasing the frequency of consumers returning back to buy the products again, thus it helps in increasing the store loyalty as well, when the consumers know that the managers or the retailers will help them feel good about their therapeutic shopping experience.

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Online is Fresh: The Pandemic and the Preference for Buying Groceries Online

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ABSTRACT

Online grocery shopping has increased enormously since the outbreak of the COVID19 pandemics and has become the preferred choice of consumers considering the restricted circumstances and the ease of delivery. Our study examines the factors influencing online grocery purchase intention post pandemic. We examined the impact of several factors including shopping convenience, access, importance of need to touch, price, quality, freshness, and perceived value. An online survey was conducted on Indian adults and 206 responses were collected from the survey using non-probability and judgmental sampling. The responses were analyzed using multiple regression in STATA. The two main factors that motivate customers to buy groceries online were shopping convenience and perceived value. Attitude towards online grocery shopping also had a positive influence on online purchase intention. Another interesting result was that people who valued freshness did not prefer to buy from online stores, but need to touch was not significant. The results of this study can help online grocery service providers to attract more customers by making ensuring shopping convenience and assuring customers of the freshness of their produce.

1. INTRODUCTION AND MOTIVATION FOR THE STUDY

The proportion of Indian internet users for online shopping is increasing just after the COVID-19 outbreak, there was a greater preference for online grocery delivery. Consumers shifted their attention towards online grocery shopping not only because of its convenience but also it makes consumers feel safe. Employees working from home are attempting to maintain a work-life balance, hence they find it convenient to order groceries online with a few clicks from their devices connected to the internet. In the period from 2013 to 2019, India's food and grocery market has increased from 300 billion dollar to 600 billion dollar and by 2025, Indian e-grocery market to touch 24 billion dollar[1]. Growth during this period was driven by brick-and-mortar retailers because of the convenience stores that specialize in a wide range of products. The growth and acceptance of any business in the marketplace depends on customer satisfaction and depends on the products and services offered by any particular business in the marketplace. Customer satisfaction is defined as "the degree to which a business meets the needs, wants and expectations of its consumers". Customer satisfaction is very important when it comes to online grocery shopping because many customers will prefer to feel and then buy the groceries. Hence it becomes very important for the market players to maintain the product freshness and quality when selling groceries online. Our study examines the factors that influence the intention to purchase online. These factors include shopping convenience, access, price, quality, mode of payments, and attitude toward online shopping, freshness, need to touch among others. The results of our study will contribute to helping online service providers improve customer satisfaction and increase their intention to purchase online.

2. Literature Review

Kulkarni & Barge (2020) researched consumer preferences on grocery purchases. They targeted the factors that will influence the purchase behavior of consumers while buying groceries both offline and online. These factors also studied the influence of the mode of shopping after the covid outbreak. Alia & Naushadb (2020) examined the

factors that influence consumer satisfaction with e-grocery shopping and explored the factors that encouraged the consumers to purchase groceries online over standalone retail stores. The main idea was to know and understand the key factors influencing consumer satisfaction while purchasing groceries online. Budhiraja & Mitta (2016) explored which demographics of people are mostly involved in buying groceries online, what factors will affect the online grocery buying behavior of the consumers, and also the satisfaction level of consumers when shopping for groceries online when compared with offline. Singh (2019) scrutinized 'why online customers stay or switch?' by studying various drivers and outcomes of the online customer experience while buying groceries online. The results of the study stated that the customer's convenience throughout the purchase journey and word of mouth are the 2 important that will affect the online customer experience.

3. Research Gap

In the Indian context post-covid-19 pandemic there have been relatively few studies investigating relative preferences for online v/s offline grocery shopping.

Research Question: What are factors influencing the relative preferences for online v/s offline grocery shopping post pandemic?

3.1. Conceptual Framework

In order to study the factors influencing the relative preferences for online v/s offline grocery shopping. we constructed two conceptual models drawing from prior literature. Model 1 focuses on the consumer psychology driving the online grocery choice. Model 2 focuses on the relative importance of different store related factors in the decision to adopt the online grocery mode.
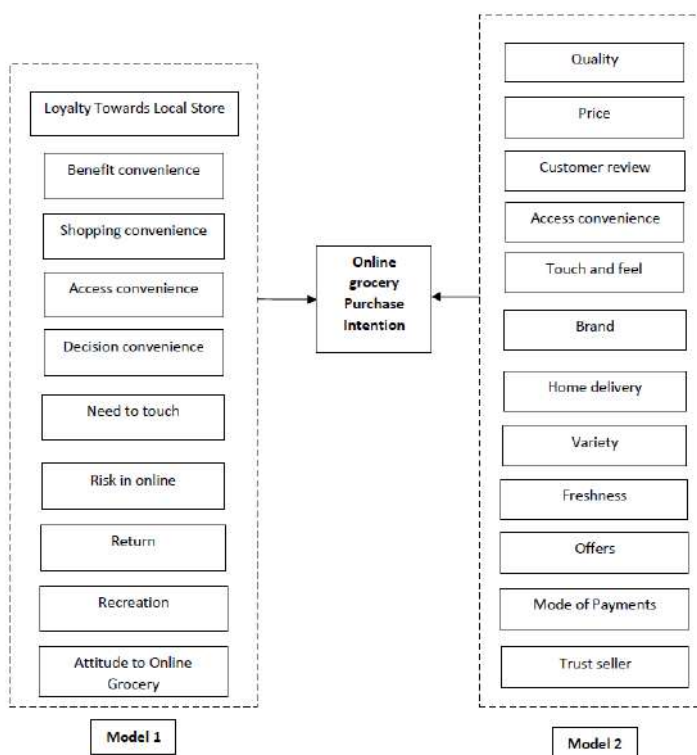
Figure 1: Conceptual Framework

4. Description of Data and Model

An online questionnaire was used to collect the primary data, which consisted of validated scales from the literature. All of the scales used are 5-point Likert scales, 7-point Likert scales, and the items are measured as such. The Constructs used and the source from which they were taken are listed in the table below.

Table 1
Constructs and Scales Used in the Study

Constructs	Scales
Shopping Convenience	Magi (2003)
Decision Convenience	Seiders et.al (2007)
Benefit Convenience	Seiders et.al (2007)
Post Benefit Convenience	Seiders et.al (2007)
Shopping Enjoyment	Dawson, Bloch, and Ridgway (1990)
Internet Usage Riskiness	Schlosser, White, Lloyd (2003)
Need for Touch	Peck and Childers (2003)

5. Sample Characteristics

Non-probabilistic judgmental sampling technique of purposive sampling was used. From the 206 responses collected, 163 respondents have purchased groceries online. Moreover, it is seen that, out of total respondents, 74 respondents are used to online grocery purchases before lockdown, whereas 81 started buying groceries online during Lockdown and 28 got habituated to it after lockdown.

6. Empirical Results and Implications

Multiple Regression Modelling was used to analyze the data. The results of the analysis using STATA are shown in Table 2 and 3.

Table 2
Multiple Regression Model for Online Grocery Purchase Intention (Model 1)

Online Grocery Purchase Intention	Coef.	Std. Err.	T	P>|t|
Risk in Online	.0363125	.026946	1.35	0.179
Loyalty Towards Local Store	.1478462	.0522737	2.83	0.005*
Need for Touch	-.0333632	.037963	-0.88	0.380
Attitude to Online Grocery	.169908	.0730867	2.32	0.021**
Return	.0720545	.0595961	1.21	0.228
Benefit Convenience	.057214	.0844978	0.68	0.499
Shopping Convenience	.2988345	.1212565	2.46	0.015**
Access Convenience	-.0505564	.0586606	-0.86	0.390
Decision Convenience	.0223426	.067958	0.33	0.743
Recreation	.1308085	.0813736	1.61	0.110

Note -* $p < 0.1$; **$p < 0.05$; ***$p < 0.01$

7. Analysis of the Result

All the scales used have high reliability as their Cronbach's Alpha, scores are all above 0.70. Our study has brought out some very interesting results. We have taken 2 models to understand general psychological constructs and specific attributes of the store affect the Online grocery shopping Purchase Intension. The following are the results of consumer psychology constructs that affect the Online grocery shopping Purchase Intention (Model 1). There is a positive and significant impact of Loyalty Towards Local Stores on Online Grocery Purchase Intention ($\beta = .1478, p = 0.005$). There is a positive and significant impact of Attitude to Online Grocery on Online Grocery

Table 3
Multiple Regression Model for Online Grocery Purchase Intention (Model 2)

Online Grocery Purchase Intention	Coef.	Std. Err.	T	P>|t|
Quality	.6462402	.3492242	1.85	0.066***
Price	.5848043	.3072478	1.90	0.058***
Customer review	.5289128	.29475	1.79	0.074***
Touch and feel	-.2577991	.2330106	-1.11	0.270
Brand	.0560038	.3097621	0.18	0.857
Home delivery	-.3635357	.3291731	-1.10	0.271
Variety	.0524946	.2467591	0.21	0.832
Freshness	-.5397881	.2600331	-2.08	0.039**
Decision Convenience	.0223426	.067958	0.33	0.743
Recreation	.1308085	.0813736	1.61	0.110
Offers	.4832625	.2730011	1.77	0.078***
Mode of Payments	.130509	.3106486	0.42	0.675
Trust seller	.6692597	.2731039	2.45	0.015**
Pay later	.1748755	.196256	0.89	0.374

Note -* $p < 0.1$; **$p < 0.05$; ***$p < 0.01$

Purchase Intention ($\beta = .1699, p = 0.021$). There is a positive and significant impact of Shopping Convenience on Online Grocery Purchase Intention ($\beta = .2988, p = 0.015$).

The following are the results of specific attributes of the store that affect the Online grocery shopping Purchase Intention (Model 2). There is a positive and significant impact of Quality on Online Grocery Purchase Intention ($\beta = .6462, p = 0.066$). There is a positive and significant impact of Price on Online Grocery Purchase Intention ($\beta = .5848, p = 0.058$). There is a positive and significant impact of Customer Reviews on Online Grocery Purchase Intention ($\beta = .5289, p = 0.074$). The interesting Result we got here is Freshness. The people who prefer Freshness don't like to purchase online. There is a Negative and significant impact of Freshness on Online Grocery Purchase Intention ($\beta = -.5397, p = 0.039$). There is a positive and significant impact of Offers on Online Grocery Purchase Intention ($\beta = .4832, p = 0.078$). There is a positive and significant impact of Trust Seller on Online Grocery Purchase Intention ($\beta = .6692, p = 0.015$).

8. Discussions and Conclusion

From the project, we can conclude that many people have a positive attitude toward Online grocery shopping, and people who prefer Freshness do not want to buy online. So, online grocers need to improve their supply chain to help people to get the products directly from the farm to their hands so more people would buy directly online. Many people have trust in online websites/Apps they buy even though they are aware of the risks. Shopping convenience matters to people more than anything. So, a target segment of people who buy online prefers to get everything at doorstep. So, the online App/Website needs to capture that market. It is estimated that by 2025 around 60 percent of people will buy groceries online. So, all the online sellers need to be ready to meet the demand. Most people are satisfied with online grocery purchases. Some key facts that online grocers need to keep in mind which are important to people are Price, Quality, Offers, and Customers Reviews. Online sellers need to keep a check on these things to improve the satisfaction of the customer. So, we conclude by saying that Online Grocery is an emerging market that needs to be improved to satisfy people's requirements.

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Heritage Tourism: Factors Influencing Tourists' Satisfaction With Cultural Heritage

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ABSTRACT

Heritage tourism is gone through an immense boost of tourism growth and traditional tourism is one of the parts that has helped for a long time to attract the tourist last station and performances as significant marketing means to get attention from the visitors, particularly with special benefits in legacy and fine art. Cultural heritage tourism has appeared as a possible procedure of substitute tourism between both global visitors as well as national travellers. Protect, maintain, and preserve culture and heritage assets and resources, a system or organization must be developed that considers all issues and challenges, ensuring that the judgment process is dependable to increase the profit of the industry of tourism. Launching "culture tourism"-related creativity is a contemporary tendency amongst traditional industries. Restoration of historic industrial plants and their use for tourists are seen as effective strategies promoting tourism destinations. We propose that, potentially, heritage tourism may be an intriguing "new combo" for locations after talking about the history and classifications. However, in actuality, its impacts on regional reformation can be little. In order to promote tourism, it is therefore important to utilise cultural assets.This has occupied much consideration throughout the past period. Emerging nations require provision from the global public in the protection of our valuable heritage. Cultural one of benefits of historic tourists finest portions of the tourism business and is additionally influential as economic expansion means. It has been discovered that the arts center is now setting them a in part not only in the broad range of arts but also inside tourism and relaxation. There is constant attention of the traveling community in return to conflict and peace time monuments. the actual and possible belongings of weather alteration on cultural heritage and its management with the superior situation to tradition travel.

The historical tourist experience serves as a symbolic vehicle for re-establishing and reconnecting national identity. Significant emphasis is given to the numerous ways that got to share remembrances of the country's past are allocated during trips. This research included in-depth interviews and cordial exchanges with domestic tourists and royal employees. The worlds largest cultural legacy is amongst the most significant and pervasive tourist resources, and heritage is among the most well-known types of travel today. In many locations, economic growth via tourist industry depends on the building design as well as other types of legacy. The study material has shown the beneficial effects of cultural and heritage on growth. In addition to examining some recent developments in cultural and heritage that have substantial effect on the growth of destinations, this essay highlights the importance of culture and traditions in economic and social development. The heritage tourism industry, the passing on of common heritage, the importance of dependability, the marking of classic, the growth of historical routes, the interaction of cultural roots with other types of tourism, and the passing on one of non-traditional heritage places are some of these.

This research work is aimed to evaluate customer satisfaction with heritage tourism in Kolkata, West Bengal. The data is encapsulated with the help of SPSS software to attain the objective of the study. With the aid of Factor and Regression analysis, we have considered four distinct factors such as "Quality" "Enhanced Cultural Zones", "Cultural Development", and "Comfort". Impact of the factor is found to be high towards Quality and Comfort, followed with others with significant influence towards tourist satisfaction. Total of 350 responses were collected from Kolkata, West Bengal by incorporating a structured questionnaire. Kolkata, West Bengal is chosen as the study point for the cultural heritage and tourism point which are the major attraction of many tourists in the eastern region of India. The city lies on the bank of the river Ganges and is quite famous for its monuments like Howrah Bridge, Victoria Memorial, Kalighat Temple, Dakhisneswar Temple, Shantiniketan, Fort William, Belur Math, India Museum, Writers Building, and many others. The common pull and push aspects of historic tourism were investigated using exploratory factor analysis in this study. The main finding is that heritage architecture, art activity, vast nature, and regional interest were the main pull factors. Obtaining recreational advantages and seeking long-term values were among the

motivating elements. This research yielded various applications for achieving long-term heritage management. The priority for adaptive historical reuse can be determined by the selected heritage style and aesthetics.

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1. Introduction

Heritage business enterprise considers the motivation to expertise numerous things, demonstrative of historical and gift eras, in a traveller last stop (Adongo, Choe, & Han, 2017;Bryce, Curran; Gorman; Taheri, 2015; Leong, 2016). Tradition business enterprise has steadily increased consideration and made a increasing form of works (Chhabra, Healy;Sills, 2003; Lee, Riley, & Hampton, 2010; Yeoman, Brass, & McMahon Beattie, 2007). One among the necessary characteristics of heritage business enterprise is credibility or, at least, The awareness of the situation' (Xu, Wan, & Fan, 2014; Yi, Fu, Yu, & Jiang, 2018) credibility is recognized as an clear, worldwide price and a vital thrust inspiring visitors to travel overseas and skill different times (Daugstad&Kirchengast, 2013; Frisvoll, 2013). Contemporary credibility will deference to 'actual' credibility through search for reliable knowledges existence thought-about to be ace among the most tendencies in business enterprise (Castéran&Roederer, 2013). Nevertheless, meanwhile the features of heritage business enterprises have suffered nonstop modification supported the developing connection among business enterprise and culture (Kang, Kim, Ryan, & Park, 2014; SteinerReisinger, 2006; Taylor, 2001; Waitt, 2000), associated a vital facet of the values of modernness square measure the search for reliable expertise (Mura, 2015). several students perceive that the standard of heritage business enterprise is enhanced by trustworthiness (Lu, Chi, & Liu, 2015; Mura, 2015; Ram, Bjork, & Weidenfeld, 2016). For professionals and researchers involved in the planning, promotion, and administration of heritage businesses, the legitimacy of locations, places, events, traditions, and experience is an issue. (Buchmann, Moore, &Fisher, 2010; Kolar &Zabkar, 2010;Qiao, Choi, &Lee, 2016). within the present research, 3 sizes of credibility continuously inspected - the target, the positive, and also the experiential (Belhassen, Caton, & Stewart, 2008), and these were thought about from 2 features that facilitate to contextualize genuineness: house and period (Cook, 2010). We tend to communicate that a vital component of heritage business enterprise is the awareness of credibility (Cohen, 1988; Taylor, 2001; Waitt, 2000; Lolo et al., 2018). Chhabra et al. (2003) clarified the part of apparent credibility as a lifecycle of creation value and as a cause of traveller's fulfilment. several researchers consume conjointly contended that the standard of heritage business enterprise is enhanced by credibility. Shen, Guo, and Shanghai dialect (2012) recommended that positive credibility and empirical credibility square measure considerably connected, and existential credibility will have important belongings on travellers' faithfulness. So, as Poria, Butler, and Airey (2003) start, insights of heritage business enterprise square measure associated with allegiance. Though, in cultural and heritage business enterprise trustworthiness has seldom continued examined concerning credibility (Kolar &Zabkar,2010).

Maximum lessons have used easy phenomenological methods in their analysis, and so the consequences typically absence experiential confirmation (Chhabra et al., 2003). Few empirical studies have inspected the credibility of business enterprise matters, and also the relations among credibility and business enterprise behaviour; the inspirations of travellers to own cultural heritage knowledges (Brown, 2013; Knudsen, Rickly, &Vidon, 2016; Steiner Reisinger, 2006), what they require to expertise, and also the connection among traveller faithfulness and credibility (Kolar &Zabkar, 2010). the most determination of this learning remained to spot the associations among credibility, fulfilment, and loyalty in heritage business enterprise, however, we tend to inspect even more and additional sensible credibility features that enhance empirical price to the worldwide heritage business enterprise discipline. various issues effect commitment and research examines insights of precise credibility (objective credibility, positive credibility, and experiential validity) (Belhassen et al., 2008) and faithfulness (Yuksel, Yuksel, &Bilim,2010). However, extra analysis is needed to examine whether or not or not these poignant factors might apply to totally different groups in relations of assorted phases of business enterprise development (Jurowski et al. 1997; Gursoy and Rutherford 2004). to boot, it is jointly vital to analyze the results of things affecting residents' apparent business enterprise influences and later care for business enterprise development. Those viral preceding researches have targeted this matter, maximum researches'

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units of measurement are descriptive and for the foremost half a academic (Gursoy et al. 2002; Gursoy and Rutherford 2004; McMorran 2008). extra endeavour is desired to discover the accomplishment of varied poignant issues on occupants' perceived business enterprise influences and provision for business enterprise growth.

2. Literature Review

The rise of civilization businesses reflects important shifts in contemporary quality standards, as well as a growing interest in experience marketplaces (Xu et al.,2014). Culture industry takes also attracted the attention of prestigious international organizations. (For example, UNESCO, 1999; World business Organization,1995) and governments (such as business Canada, 1991; Williams & Stewart, 1997). Numerous factors have been identified as contributing to the demand for heritage-based businesses, including: I rising attention of historical heritage; (ii) the ability to communicate individual identity thru the history climates or stage managed past history; (iii) increased wealth, free time, movement, and connect to the artists; (iv) the need to advance beyond contemporaneous experiences in order to keep up with demands; and (v) the desire to satisfy psychological needs for endlessness through historical experiences (Adongo et al., 2017; Asplet & Cooper, 2000; Lau,2010). The past is expanding since experiencing heritage has become one of the focuses inside the drive to travel (Waitt, 2000). As a result, the value of cultural heritage is a cultural configuration that includes both the tangible and intangible significance of historical and cultural structures (du Cros, 2001; Lee et al., 2010). In tourism, authenticity refers to "genuineness," which includes the "true thing." Legitimacy and credibility (DiDomenico & Miller, 2012).

The terms "veritable," "bona fide," "reliable," and "unquestionable" are included in the definition of "authentic." Steiner and Reisinger (2006) The past has expanded as experiencing heritage has become one of the most popular reasons to visit (Waitt, 2000). As a result, the value of cultural heritage is a cultural configuration that incorporates both the material and immaterial worth of historical and cultural locations (du Cros, 2001; Lee et al., 2010). In the tourism environment, authenticity is frequently referred to as "genuineness," which includes the "true thing." Sincerity and credibility (DiDomenico & Miller, 2012). The terms "verifiable," "true," "reliable," and "unquestionable" are included in the definition of "genuine." (Lau, 2010, p. 484). A true cultural heritage connection is untainted, genuine, sincere, and traditional (Belhassen et al., 2008). Authenticity has frequently been connected with the local location (place of origin) since tourists are driven by a desire to encounter a foreign culture (Asplet Cooper, 2000). Authenticity is commonly connected with tourism products, tourist destinations, tourist attractions, and tourist experiences (Rickly-Boyd,2012). It has been proved that the authenticity of a place increases tourists' perceived worth and satisfaction (Chen & Chen, 2010). According to some experts, the enjoyment of historical tourism is predicated on visitors' perceptions of authenticity rather than a true sensation of authenticity (Chhabra et al., 2003).

In this sense, truthfulness is seen as a significant aspect that impacts tourists' overall perceptions and is thought to be a primary predictor of a favourable destination image (Frost, 2006; Naoi, 2004). Thus, in tourism, authenticity may be understood as either a phenomenon related with things or a phenomenon linked with tourist experiences (Beverland & Farrelly, 2010; Reisinger & Steiner, 2006; Steiner & Reisinger,2006; Wang, 1999). The first is objective, whereas the next two are subjective: Constructivism vs. Existentialism (Table 2). The original or, at the very least, a flawless reproduction of a scientific or historical "artefact" is an objective definition of authenticity (Kolar & Zabkar, 2010). Subjective constructivism holds that visitors actively construct their meanings by agreements with various surrounding conditions. (Kim & Jamal, 2007). Stereotyped notions, expectations, and cultural heritage preferences create constructive authenticity from a semiotic standpoint (Naoi, 2004). Tourists' subjective perceptions of authenticity were chosen as a measure of authenticity in this study because it recognises that tourists' subjective perceptions of authenticity influence their evaluations of tourism experiences more than genuine authenticity (Lu et al., 2015). Existential authenticity implies inward fulfilment, whereas constructivist authenticity involves an external projection of expectations (Cook, 2010). Tourists feel existential authenticity through connecting locations, environments, objects, and issues in tourism (Ram et al., 2016; Yi et al., 2018). Understanding satisfaction is critical for assessing the performance of tourism attractions, products, and services (Barr & Choi, 2016; Schofield, 2000). The bulk of customer satisfaction surveys have used perceived overall performance as a criterion. (Petersen & Nysveen, 2001; Tse & Wilton, 1988) and expectation/disconfirmation models (Chon, 1989; Francken & van Raaij, 1981; Oliver, 1980).

Consumers 'expect' before they 'buy' or 'experience,' according to Oliver's (1980: 462) expectation-disconfirmation paradigm. If its overall achievement surpasses his assumptions, a customer is happy. Before acquiring or experiencing something, customers evaluate the actual performance to their expectations. Chon (1989) observed that good-of-fit and

positive differences as the gap in linkages between expectations and the perceived outcome of a destination experience are important for tourist happiness. Leisure enjoyment is determined by consumers' perceived discordance between preferred and actual leisure experiences (Yuksel et al., 2010). Researchers can estimate tourist satisfaction by asking participants to compare their present holiday destinations to similar ones they have previously visited (Yoon &Uysal, 2005). Tse and Wilton (1988) proved that visitors' viewpoints on how satisfied they were with their travel experiences should be considered, independently of their plans This means that genuine visitor experiences are analysed in order to gauge satisfaction after the trip. Tourist enjoyment is important for marketing strategy because it determines where people go on vacation, how much they spend on products and services while there, and how likely they are to return. (Kozak &Rimmington, 2000; Yang &Peterson, 2004).

According to previous research, client pleasure has an effect on customer loyalty (Oliver, 1999; Yuksel et al., 2010). Returns or suggestions for others are usually referred to in marketing literature as "customer retention with a nice outlook." (Yoon &Uysal, 2005). However, loyalty may not be enough to explain a person's proclivity to return or advise (Yoon &Uysal, 2005). Consumers first demonstrate cognitive commitment to a service, then demonstrate effective loyalty, and finally demonstrate conative loyalty (Back, 2005). Different elements influence the degree of loyalty at each stage (Evanschitzky & Wunderlich, 2006). Cognitive loyalty is the weakest phase of loyalty since it is based on the customer's understanding of the product (PetersenNysveen, 2001). The consumer's assessment of this experience, particularly a product's perceived performance in comparison to price or a surface-level item, has a substantial influence on cognitive trust (Evanschitzky & Wunderlich, 2006). Affective trust is evidence of a long-standing tie between the consumer and the product depend upon consumers' directly affect consumer reviews (Yuksel et al., 2010). Despite having a bigger influence than thought, emotional loyalty is not a perfect predictor of behavioural loyalty, which refers to behaviours motivated by loyalty (Petersen & Nysveen, 2001). Contempt several efforts to recognize the relationships between the various loyalty stages, the relationship between authenticity, visitor enjoyment, and sequential loyalty in tourism has received very little empirical investigation.

3. Objective of the Study

To identify the factors influencing customer preference towards eco-tourism.

4. Research Methodology

With the use of a structured questionnaire and casual interactions with the consumers, 200 samples were collected from the metro cities of Howrah and Kolkata. The data was collected from people of different age groups and gender. Each parameter studied for the survey was calculated using a five-point like scale (from 1-strongly disagree, to 5-strongly agree).

5. Findings and Analysis

Table 1
KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.803
Bartlett's Test of Sphericity	Approx. Chi-Square	682.304
	df	380
	Sig.	.000

Kaiser-Meyer-Olkin (KMO) measures of sampling adequacy (which ranges from 0-1), closer to one are considered better, while 0.5 is considered the minimum requirement. In the table given above (Table 1), the KMO value is 0.803, which is greater than 0.5 and hence, we can proceed further with the factor analysis. Similarly, Bartlett's Test of Sphericity indicates the strength of relationship among the variables. From the table, it can be seen that Bartlett's Test of Sphericity is significant, as the significant value is less than 0.05 (0.000). Considering both the tests together, they provide minimum required standards that need to be fulfilled before conducting a factor analysis.

Total Variance Explained table (Table 2), every factor expresses a quality score, termed as eigenvalue, under the heading 'Total' of 'Initial Eigenvalues'. Parameters with an eigenvalue of greater than 1 are considered for further study

Table 2
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.298	39.365	39.365	6.298	39.365	39.365
2	1.829	11.431	50.796	1.829	11.431	50.796
3	1.365	8.529	59.325	1.365	8.529	59.325
4	1.281	8.006	67.331	1.281	8.006	67.331
5	.852	5.322	72.653			
6	.803	5.022	77.675			
7	.630	3.935	81.610			
8	.584	3.652	85.263			
9	.482	3.013	88.276			
10	.424	2.647	90.923			
11	.402	2.510	93.433			
12	.309	1.930	95.363			
13	.228	1.426	96.789			
14	.212	1.328	98.117			
15	.169	1.058	99.175			
16	.132	.825	100.000			

because they only represent true value. It can be seen that Factor 1 (Quality) accounts for a variance of 6.298 which is 39.365 percent of the total variance(Table 2), likewise, Factor 2 (Enhanced Cultural Zones) accounts for a variance of 1.829which is11.431 percent of the total variance, Factor 3 (Cultural Development) accounts for a variance of 1.365 which is8.529 percent of the total variance, Factor 4 (Comfort) accounts for a variance of 1.281 which is 8.006 percent of the total variance and thus, the first four factors combined account for 67.331 percent.

Table 3
Rotated Component Matrix

	Component			
	1	2	3	4
V7	.813			
V6	.772			
V20	.750			
V8	.697	.410		
V13	.686			
V18	.610	.545		
V9		.749		
V5		.649		
V10		.643		
V19		.633		
V2			.901	
V1		.473	.718	
V3			.593	
V12				.789
V16				.784
V17				.667

H0: B1 = 0 The null hypothesis implies that there is no linear relationship betweenTourist Satisfaction and the factors, "Satisfaction", "Enhanced Cultural Zones", "Cultural Development" and "Quality and Comfort" H1: B1! = 0 The alternative hypothesis implies that there is a relationship, positive or negative, between Tourist Satisfaction and the factors, "Quality", "Enhanced Cultural Zones", "Cultural Development" and "Comfort".

Model Summary expresses to what extent a regression model fits the data. In a model summary Ror, multiple correlation coefficients measure the quality of prediction of the dependent variable. In the above Table, R-square

Table 4
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.696a	.485	.458	.5615

(Table 4) value is 0.485 which indicates 48.5 percent of the total variation in the dependent variable, overall satisfaction can be explained by the independent variables, "Quality", "Enhanced Cultural Zones", "Cultural Development" and "Comfort"

Table 5
ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	23.414	4	5.854	18.566	.000b
1	Residual	24.907	79	.315		
	Total	48.321	83			

ANOVA table (Table 5), we can see that the regression model predicts the dependent variable significantly well and its value is statistically significant as the p-value is less than 0.05 (that is 0.000). Thus, H1 is rejected, whereas H0 is accepted.

Table 6
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t
		B	Std. Error	Beta	
	(Constant)	3.821	.061		62.376
	Quality	.319	.062	.418	5.175
1	Comfort	.296	.062	.388	4.799
	Enhanced Cultural Zones	.148	.062	.194	2.401
	Cultural Development	.266	.062	.349	4.323

Tourist Satisfaction = 3.821 + 0.319* Quality + 0.296* Comfort Impact of the factor is found to be high towards Quality and Comfort, followed with others with significant influence towards tourist satisfaction.

6. Conclusion

The local population as well as the state's economy will profit from the integration of tourist with arts and history. The basic goals of ecotourism are to preserve urban culture and traditions, make it accessible to tourists, and generate revenue. Collaboration, finding the right match, maintaining high standards and originality, preserving and protecting cultural assets are some major strategies to grow cultural and historical industry in West Bengal. By concentrating on just what visitors actually desire to get out of a trip to a cultural site, professionals working in the field must give serious consideration to how people's preferences for visiting a historic asset have changed through time. The primary factors that affect how satisfied tourists are with heritage tourism were examined in this paper. Heritage tourism has been demonstrated to enhance consumer satisfaction since it plays a significant part in boosting local economies and improving the neighbourhood. People also want to visit important cultural and historical sites since doing so make them proud of the nation's long past.

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The Vocal for Local Campaign in India: A Concern for Imported Brands?

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ABSTRACT

A lot of things have changed since the deadly Corona virus attack, the world has changed upside down. There are changes in systems and operations of business, reforms in economic and financial policies all over the world and so in India. After the local pitch in support of local business by honorable Prime Minister of India, 'go vocal for local', as a step towards *atmanirbharta* (self-reliant economy), on one hand there are consumers who are prepared to buy only domestic brands while on the other hand some are unwilling to give up imported brands completely or selectively. At this instance, it will be interesting to study the willingness of consumers to adopt *swadeshi* (local) than international, imported brands for some chosen product and service categories like electronics, apparels, FMCG, restaurants and services apps. Since the consumers motivation to buy products in that period in India was very much influenced by anti-China sentiments due to the political relations between the subject countries prevailing then, this aspect was also taken into consideration. This study was primary in nature, a five point likert scale was used for the collection of data. Exploratory factor analysis was employed for data analysis. The results suggested that nationalism and Anti China sentiments have a significant impact on consumer inclination for *swadeshi* (local) brands. Hence Government, entrepreneurs and industries in domestic business must work on right strategies to use these sentiments for increasing the acceptability of domestic brands. The findings will also be useful for firms in importing goods in India and the exporters in other markets to formulate business strategies apt for the prevailing situation.

1. Introduction

Swadeshi, home grown, local, or national brands are the brands that are originated within the boundaries of a nation. According to Schuiling and Kapferer (2004), a brand is called as local, if it is available only in one country or within a particular geographical location. Whereas an imported brand is a brand produced in foreign country. India is a big country with a huge population that presents immense business opportunities. Indian consumers have been exposed to variety of local, imported as well as global brands especially since globalization. Some consumers prefer local brands, some imported brands, while the others have a selective preference for local/imported based on product categories. Hence it is imperative to find out how and why consumers prefer local or imported brands. After the global pandemic hit India, quick reliable and cost effective inventions took place of much demanded products like Covid-19 test kits, ventilators and masks. Hence this crisis explored the prospects of capitalizing on our local capability of producing innovative products. Hence honorable Prime Minister, Shri. Narendra Modi, pitched the 'Go Vocal for Local' campaign towards making India a self-realint country. He also tweeted "the way ahead lies in local. Local manufacturing, local markets, local supply chain. Local is not merely a need but a responsibility." This ignited the neo-swadeshi movement in order to generate mass demand, develop better quality benchmarks, and build up scale. At the same time there were anti-China sentiments prevailing in country both due to political reasons as well as health safety, as the origin of virus was China. Companies selling foreign brands in India mainly in categories like smartphones, electronics, apparel, FMCG are confident that Indian customers will continue to be loyal to them despite the local appeal. Because these companies acquire majority of the Indian market share in respective product category and there is hardly much competition from the Indian/ local brands. Ninty percent of the total market of Smartphone, refrigerators, FMCG and

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medicines are dominated by the global imported brands. Indian home-grown brands lag behind the imported brands from China, Japan and South Korea. The luxury goods segments are also ruled by the international imported brands.

2. Literature Review

Researchers have always been very keen in exploring the rivalry between local and imported brands. A lot of related research has already been done, but still there is a lot of scope in studying and working out what branding and marketing strategies work for local and international imported brands respectively and how they impact Indian consumer behavior. Batra et al. (2000) conducted a study in emerging markets like Turkey, Vietnam, China and Nigeria and found that people in emerging markets preferred global brands to exhibit status and prestige. Likewise Kinra (2006) stated that Indian consumers favored global brands to gain prestige and quality associations. Sharma (2011) and Guo (2013) showed that consumers that have global orientation preferred global brands over local brands. Whereas Bhardwaj et al. (2010) affirmed that Indian consumers chosen both global and domestic brands for different reasons and in different situations. In case of service industry like banking, Pinar et al. (2012) studied that in emerging markets such as Turkey; local banks are preferred by consumers over foreign banks. While discussing about preference for Local brands, consumer ethnocentrism acts as one of the significant causes. As per Shimp and Sharma (1987), consumer ethnocentrism stands "to represent the beliefs held by American consumers about the appropriateness, indeed morality, of purchasing foreign-made products". The authors studied and found that ethnocentric consumers attempt to promote local economy by avoiding purchase of foreign products and promoting local brands. They think that buying imported products will increase unemployment, hurt the economy of the beloved country and hence always prefer domestic products due to the patriotic feelings (Bojei et al, 2010). Mostly, ethnocentric consumers are biased against global brands. But nonethnocentric consumers evaluate global brands on the basis of merits. Many factors have been identified that influence consumer buying behavior towards foreign brands like age, income, education, exposure to international cultures, patriotism, conservatism etc. According to Balabanis et al, (2001), many researchers have explored and proven that male consumers that are highly educated with higher incomes demonstrate low feeling of ethnocentrism. On the other hand, females, older people and less educated consumers show higher level of traditionalism and patriotism. Consumer ethnocentric tendencies can be understood to predict consumers' buying behavior towards local vs. foreign products across countries and product-categories (Balabanis et al, 2001; Shimp and Sharma, 1987). Majority of the studies suggested that consumer ethnocentrism is negatively correlated imported products' purchase intention and positively associated to domestic products' purchase intention. (Nguyen, Nguyen and Barrett, 2008; Supphellen and Gronhaug, 2003). (O¨zsomer, 2012) Global brands indicate extensive recognition, accessibility, finer quality and signify aspiration for success, superiority, and status while local brands indicates admiration for the cultural traditions, and pride in the uniqueness of the local economy. Consumers may be inclined towards global brands as they value the benefits like status, prestige, quality offered by the brand that is sold across the world or the brand is locally owned however sold across the world. On the other hand, consumers may appreciate local brands that have local origin irrespective of global distribution or support brands that are available locally irrespective of the origin of brand. (Warat Winit et al., 2014) yielded nomenclature of four brand categories to understand consumer perception: "local-owned global, local-owned non-global, foreign-owned global, and foreign-owned non-global". Local brands are generally considered as authentic and close to cultural heritage, fostering intimate consumer-brand relationships. Local owned brand may use the global presence to signify its quality in the communication strategy (Dimofte et al., 2008; O¨zsomer, 2012). According to (Kalwani and Yim, 1992; Kalyanaram and Little, 1994; Ofir, 2004), price of a brand must fall between the upper and lower price threshold set by the consumer. Brands with very low prices are perceived as products with quality deficiencies while prices higher than the upper threshold represent poor value for money. Consumer choice can be influenced by setting price within the zone of price thresholds. Consumers usually associate high-priced products to high-quality (Erickson and Johansson, 1985). If two brands have similar quality perception but the price of one is evidently higher, other things being constant, consumers would prefer less expensive alternative. Global brands generally benefit from economies of scale stemming from competent production, innovation, logistics, effective packaging and efficient communications. Hence global brands can compete more effectively on price with perception of superior quality and prestige. They can also charge a price premium due to global scope. (Schuiling and Kapferer, 2004). Conversely if a global brand is perceived to have same quality or better quality as of the local brand, then it opens the door for local brand to charge a price premium.

3. Hypothesis

H01: There is no significant impact of 'Ethnocentrism' on consumer motivation for buying local brands post the 'go vocal for local' pitch in the country.

H02: There is no significant impact of 'Nationalism' on consumer motivation for buying local brands post the 'go vocal for local' pitch in the country.

H03: There is no significant impact of 'Anti China sentiments' on consumer motivation for buying local brands post the 'go vocal for local' pitch in the country.

H04: There is no significant impact of 'Consumer affinity' on consumer motivation for buying local brands post the 'go vocal for local' pitch in the country.

H05: There is no significant impact of 'Uncompromising attitude' on consumer motivation for buying local brands post the 'go vocal for local' pitch in the country.

H06: There is no significant impact of 'Import Abstinence' on consumer motivation for buying local brands post the 'go vocal for local' pitch in the country.

H07: There is no significant impact of 'Government intervention' on consumer motivation for buying local brands post the 'go vocal for local' pitch in the country.

H08: There is no significant impact of 'Upstanding citizens' Inclination' on consumer motivation for buying local brands post the 'go vocal for local' pitch in the country.

4. Objectives

1. To explore factors affecting consumers' motivation for buying local brands post the 'go vocal for local' pitch in the country.

5. Research Methodology

Nature of the study: The study was basically primary in nature.

The sample and sampling: The sample size consists of 120 absolute and usable responses. 9 responses were rejected since they were incomplete. The respondents were classified on the basis of different demographic variables like age, gender, income and education. The frequency distribution of demographic profile is showcased in (annex table 1). Convenience non probability sampling technique was used to define the sample.

Table 1
Frequency distribution of demographic profile

Demographic Variables	Category	Percentage
Gender	Male	48.80%
	Female	51.20%
Age	18-24 yrs	47.20%
	25-34 yrs	21.80%
	35-44 yrs	18.40%
	45 yrs & above	12.60%
Marital Status	Married	45.70%
	Unmarried	54.30%
Income	Less than 2.5 lakh	9.40%
	More than 2.5 lakh and less than 5 lakh	22.80%
	More than 5 lakh, less than 10 lakh	28.30%
	More than 10 lakh, less than 20 lakh	23.60%
	20 lakh & above	15.70%

Tools for data collection: Self administered questionnaire was employed using 'CETSCALE' developed by Shimp and Sharma (1987). The scale act as a valuable tool in understanding consumers' tendencies towards buying foreign or domestic products to marketing managers (Shimp and Sharma, 1987; Shimp, 2001; Khan and Rizvi, 2008 Netemeyer, Durvasula and Lichtenstein, 1991). Questionnaire consisted of two sections. Section A consist of demographic information and section B consist of 32 statements. 17 statements were taken from CETSCALE and remaining 15

statements has been designed after detailed study of secondary sources of information like Journals, books, research papers, articles in newspapers etc. Five point Likert scale was used to gather the responses of respondents ranging from strongly agree to strongly disagree.

Tools of data analysis: SPSS 24 statistical package was used to analyse the data. Cronbach's alpha, KMO, Bartlett's test of sphericity, Exploratory factor analysis was applied to achieve the results.

Scope of the study: The scope of the study was Indore city.

6. Result and Discussion

6.1. Survey result:

The graph below shows the analysis of sector-wise consumer preference for local brands.
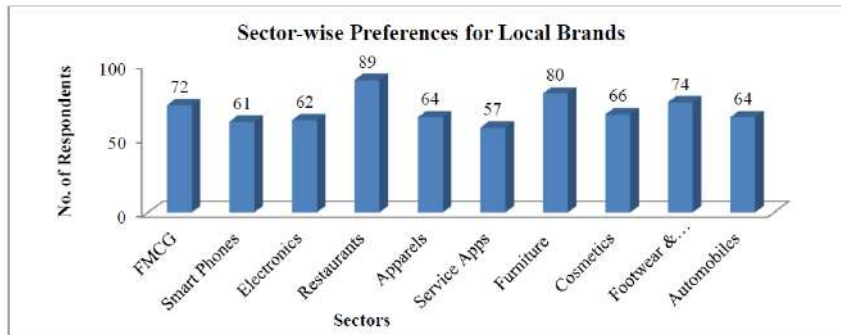
Figure 1: sector-wise consumer preference for local brands

6.2. Reliability test:

To check the reliability of the questionnaire, Cronbach's alpha was applied through SPSS 24. The value of Cronbach's alpha was found to be 0.900 (annex table 2) which is excellent value that shows high internal consistency among the items of scale. Hence the reliability of the questionnaire was high.

Table 2
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items
0.900	0.901	32

6.3. Exploratory factor analysis:

Kaiser-Meyer-Olkin measure of sampling adequacy and Bartlett's test of sphericity was used to verify the adequacy of data set for conducting exploratory factor analysis. As shown in (annex table 3), value of KMO is 0.791 and value of Bartlett's test of sphericity was found significant as 0.000.

Table 3
KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.791
Bartlett's Test of Sphericity	Approx. Chi-Square	1923.443
	Df	378
	Sig.	.000

Hence it was verified that the available dataset is appropriate to conduct the exploratory factor analysis. While conducting factor analysis, value of total variance explained (annex table 4) was 71.983 which is a good representation of variance among eight factors identified. Eigen value of all eight factors was greater than one. High communalities (annex table 5) showed that the extracted components represent the variables properly.

Table 4
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.267	29.525	29.525	8.267	29.525	29.525	3.663	13.083	13.083
2	3.378	12.064	41.589	3.378	12.064	41.589	3.541	12.647	25.729
3	2.103	7.510	49.099	2.103	7.510	49.099	2.420	8.642	34.372
4	1.813	6.476	55.575	1.813	6.476	55.575	2.375	8.483	42.854
5	1.333	4.760	60.335	1.333	4.760	60.335	2.190	7.823	50.677
6	1.142	4.079	64.414	1.142	4.079	64.414	2.091	7.468	58.145
7	1.095	3.910	68.325	1.095	3.910	68.325	1.973	7.045	65.190
8	1.024	3.658	71.983	1.024	3.658	71.983	1.902	6.793	71.983
9	0.915	3.266	75.249						
10	0.824	2.944	78.193						
11	0.685	2.447	80.640						
12	0.667	2.383	83.023						
13	0.582	2.079	85.102						
14	0.544	1.943	87.046						
15	0.468	1.670	88.716						
16	0.456	1.629	90.345						
17	0.407	1.454	91.799						
18	0.379	1.352	93.152						
19	0.308	1.101	94.253						
20	0.279	0.997	95.250						
21	0.249	0.888	96.139						
22	0.234	0.837	96.975						
23	0.200	0.714	97.689						
24	0.166	0.594	98.283						
25	0.147	0.525	98.808						
26	0.136	0.485	99.292						
27	0.109	0.388	99.680						
28	0.090	0.320	100.000						

Table 6 (annex) represents the factors identified through exploratory factor analysis that was run using the principal component Approach along with varimax rotation. Total of eight factors were identified. But four items were removed during the process of extracting factors that were facing dual loading. Those items were Indians should not buy foreign products, because this hurts Indian business and causes unemployment, Foreigners should not be allowed to put their products on our markets, getting products from other countries can lead to bad results and I purchase global brands because it is a matter of prestige. The final factors explored are discussed as follows:

6.3.1. *Factor 1: Ethnocentrism*

The major factor explored in the study was ethnocentrism which affects consumer preference for domestic versus imported product. This factor involves items favoring swadeshi goods than foreign goods. Indian consumers think that it is not right to purchase foreign products and purchasing foreign-made products is un-Indian. Consumers believe that a real Indian should buy Indian-made products moreover it can lead to awful results if we get products from other countries. Buy domestic brands is considered by many Indian consumers as a good culture keeping countries future in mind. Getting products from other countries may lead to a situation where a country may become import dependent which can be a risky situation for any country. Largely there exists an ethnocentric mindset that Indians should not buy foreign products, because this hurts country's business growth and employment.

6.3.2. *Factor 2: Nationalism*

"Nationalism is often perceived as an aberrant belief system and practice that goes against the dominant globalist and cosmopolitan ethos of the contemporary world (Malesevic 2020)." A nationalist by nature thinks and acts in favor of his country. As far as choice of brands is concerned, nationalism can play a big role. Such consumers strongly pitch for local brands against importing. Indian history has had a wave of nationalism at the onset of 19th century which resulted in a movement where masses boycotted foreign goods (Paul 2015). Those who possess feeling of patriotism

Table 5

Communalities		
	Initial	Extraction
Prefer Swadeshi	1.000	.518
Mustbuyindian	1.000	.724
Importifunavailable	1.000	.740
Keep India Working	1.000	.634
Indian Product First	1.000	.675
Buying Foreignunindian	1.000	.665
Buying Global Not Right	1.000	.779
Real Indian Buys Indian	1.000	.839
Dontmakeothers Richer	1.000	.725
Purchase Global If Necessary	1.000	.683
Unemployment	1.000	.732
Curbs On Imports	1.000	.717
Tax Global Heavily	1.000	.781
Buy Foriegn What Not Available	1.000	.644
Fellow Indians Out Of Work	1.000	.632
Risky Global Products	1.000	.653
Never Buy Chinese Brands	1.000	.698
Buy Global Except Chinese	1.000	.759
Indian With Unknown Outcome	1.000	.632
Bad Results	1.000	.708
Next Time Swadeshi	1.000	.763
Try Swadeshi	1.000	.751
Global Due To Innovation	1.000	.849
Global Due To Design	1.000	.790
Price Is Important	1.000	.669
Quality	1.000	.800
Accessibility	1.000	.805
Never Buy From China	1.000	.790
Extraction Method: Principal Component Analysis.		

keep country above in most of the situations. Such people favor 'buy Indian-made products, keep India working'. They propagate that Indians must purchase domestically manufactured products and not let other nations get rich off us, usually opposing imports. For them local products are first, last, and foremost. They believe the countrymen who import products are responsible for putting their fellow Indian out of work. Spirit of nationalism currently is high in India and affecting consumer inclination for domestic brands especially after the "Swadeshi" and "Atmanirbhar" invocation by the prime minister of India. Swadeshi refers to domestic goods and Atmanirbhar refers to a self reliant economy.

6.3.3. Factor 3: Anti-China Sentiments

India's relation with China has been conflicting in history (Gundre 2016) and is getting heated up again currently. At present there is a wave of anti-Chinese sentiments in the country after the 'vocal for local' pitch by the prime minister post Covid-19 attack furthermore the sentiments are anti-Chinese. With the tensions burning up on border currently, these sentiments are flowing in a torrent. A large number of people are showing their anger by deleting all mobile apps originating in China. This factor mainly speaks about Indian consumers willing to buy any foreign brand except Chinese though manufactured in India. Whatever be the cost in the long run, however uncertain be the outcomes of boycotting imports but consumers would prefer to buy domestic products only especially against China.

6.3.4. Factor 4: Consumer Affinity

The factor 'consumer affinity' means that innovativeness, design and workmanship are majorly affecting consumers choice for foreign brands. Those consumers who prefer foreign goods over domestic goods are those who look for innovative features in them. Such consumers are mostly driven by the attractive designs and level of workmanship. Indian manufacturers must note this and try to match up to customer expectation in this regard before offering their products in market.

Table 6

Factor Names, Items and Load			
Factor Names	Items	Factor Load	Item Load
Factor 1 **Ethnocentrism**	It is not right to purchase foreign products	4.001	0.806
	Purchasing foreign-made products is un-Indian		0.741
	A real Indian should buy Indian-made products		0.674
	Getting products from other countries can lead to bad results		0.636
	Getting products from other country is risky		0.618
	Indians should not buy foreign products, because this hurts Indian business causing unemployment		0.526
Factor 2 **Nationalism**	Buy Indian-made products. Keep India working	3.355	0.744
	We should purchase products manufactured in India instead of letting other countries get rich off us		0.739
	Indian products, first, last, and foremost		0.677
	Indians must buy only made-in-India goods than importing		0.65
	Indian consumers who purchase products made in other countries are responsible for putting their fellow Indian out of work		0.545
Factor 3 **Anti-China Sentiments**	I will purchase any global brand except Chinese	3.028	0.689
	I will never buy a product imported from China		0.673
	I will not buy a Chinese brand though manufactured in India		0.573
	Buying products from India can have uncertain outcomes		0.56
	It may cost me in the long-run but I prefer to support Indian products		0.533
Factor 4 **Consumer Affinity**	I purchase global brands due to innovativeness	1.774	0.905
	I purchase global brands due to their design and workmanship		0.869
Factor 5 **Uncompromising Attitude**	Product accessibility is more important to me rather than origin of brand	2.254	0.877
	Quality is more important to me rather than the origin of the brand		0.776
	Price is more important to me rather than the origin of the brand		0.601
Factor 6 **Import Abstinence**	There should be very little trading or purchasing of goods from other countries unless out of necessity	2.036	0.756
	Only those products that are unavailable in India should be imported		0.692
	We should buy from foreign countries only those products that we cannot obtain within our own country		0.588
Factor 7 **Government Intervention**	Foreign products should be taxed heavily to reduce their entry into the India	1.496	0.757
	Curbs should be put on all imports		0.739
Factor 8 **Upstanding Citizens**	I will definitely try Swadeshi brands	1.534	0.828
	I will purchase Swadeshi brands the next time I need them		0.706

6.3.5. *Factor 5: Uncompromising Attitudes*

Consumers preferences for domestic or imported brands is also affected by 'uncompromising attitudes' where country of origin doesn't hold much importance, what matters is, product accessibility, product quality and the price of the product. Indian manufacturers should strive for best of efficiency in terms of price and quality to cater to such consumers. If such consumers find a good bargain in local market they would go with Indian brand.

6.3.6. *Factor 6: Import Abstinence*

This factor is about the circumstances in which consumers feel that one should buy foreign brand. It means that one must not import from other countries unless it is either necessary to import or the product is unavailable in the country. Consumers think one should import from other countries only those products that we cannot obtain within our own country. Such consumers usually buy domestic goods and import only when it is unavoidable.

6.3.7. Factor 7: Government Intervention

Consumer choice between domestic and foreign brand can be understood by this factor, 'government intervention' which is about restrictions on imports. Consumers against foreign products believe that there should be heavy taxes on imports to reduce their entry into the country, or curbs should be implemented on all imports.

6.3.8. Factor 8: Upstanding citizens

High consumer motivation for buying domestic brands can be seen in upstanding citizens. The statements in this factor state that upstanding citizens always behave in a good and a moral way. In the context of this subject it can be said that such citizens are show willingness in trying out local brands. In critical situations in country which was present during the research study, wherein the prime minister is making an appeal for domestic goods, the good citizens tend to follow it. Such consumers usually associate to local brands, have the sense of responsibility towards country and may be motivated to buy domestic brands in the current context. They may also take pride in owning a made-in-India brand, or getting associated with a product that belongs to their own country. It can be said that such citizens focus their choice on home country brands.

7. Conclusion and Implication

Covid-19 intimidated to derail the Indian economy, but there was a strong call to go local, buy the local brands and make India a self-reliant country. As the government is trying to push more self-reliance in the economy, the consumers are getting more inclined towards local brands. "It is not about being defensive and building protective walls, but embracing the world with pride and confidence" Ghose (2020). Factors like ethnocentrism, nationalism, anti-China sentiments, consumer affinity etc. are affecting the choice of Indian market. In the current state, foreign investment, generation of economic activity, creation of employment and building state-of-theart industrial capacity is government's focus and the consumers too. Indian entrepreneurs must experiment with interdependency and Indian old culture of supporting community businesses. The foreign brands must take a plunge into this analysis, it is suggested that they invest into India and offer the Indian consumer locally-produced products. Also, the local brands must focus on consumer preference and strengthen the product portfolio accordingly. Packaging, promotion and maintaining a strong supply chain need to be shored up on an urgent basis. Future Scope of Research The same study can be done on a bigger sample and wider geographical area to get better insights about different constructs that can influence consumer inclination in favor of local brands. Specific product category can also be studied in detail that can actually help a particular local industry design strategies to enhance acceptance of local products and services. Since India is a diverse country with many states and union territories. Conducting same study on consumers of different states can also bring some interesting results due to political differences in them but it will provide useful implications for entrepreneurs, marketers and investors. entrepreneurs.

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Promotion of Handicraft Tourism in North East India: Special reference to Assam

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ARTICLE INFO

ABSTRACT

Purpose: The Assam state, among all the North-Eastern states of India, possess a tremendously rich culture as this land is full of diverse tribes and community and their unique art and culture. Since in empowering a community and its sustainability, art and culture are powerful tools. Therefore, cultural cum creative products like handicrafts not only represent culture but also signifies the backbone of an economy. These handicrafts of various tribes and communities of Assam can be linked with tourism, the fastest growing sector of the world for harnessing economic growth and development. In other words, handicraft tourism can help in driving out poverty at a greater level in rural areas of Assam through valuable contributions in terms of income generation and employment opportunities. Here, this study aims to examine issues affecting the growth and survival of the handicraft and tourism sectors of Assam and develop a strategic approach for the promotion and addressing such issues for sustainability. Design/ Methodology/Approach: This exploratory study is based on a descriptive approach, utilizing a qualitative attempt after reviewing relevant literature to address or investigate the best possible strategic solutions or approaches for channelizing handicraft and tourism together to enhance Handicraft tourism among various communities of Assam for a better livelihood by considering critical issues in this regard. To make operationalized effective strategy, a SWOT analysis of both the handicraft industry and tourism sector in the Assam context was done. Findings: Tourism and handicraft practices though both are exercised separately in the northeast, especially in Assam but creating linkage or channelizing both the sectors together from marketing perspectives will enhance the livelihoods of respective communities through effective promotion strategies. Along with the capacity building of various tribes and communities with their handicraft practices, notably interventions of government as well as private institutions are required for the sustainability of the traditional handicraft industry with the fastest-growing tourism sector. Originality/Value: As per the authors' knowledge, this study as one of the first studies, facilitates knowledge of various issues and activities that should be adopted as strategic solutions for promoting handicraft tourism in North East India with special reference to Assam.

1. Introduction

The Handicrafts and their industries always engross significant stance in an economy that embodies traditions, and culture of respective communities through socio-economic and cultural development [1], [4-5] just after agriculture. The remarkable diversity in the Northeastern region of India as well as in Assam in terms of its habitant communities and their respective handicrafts are unifying the rich cultural heritage on the world front [1]. Handicrafts and their industries anticipate an instrumental role in the local economy targeting local communities, available local resources, and traditional community-based knowledge to uplift employment opportunities. So, the handicraft industries can be enhanced and linked with different geographical locations through various strategies to make a source of livelihood [2]. The latest data highlights that the handicraft industry has provided approximately 7 million artisans a helping hand in solving their socio-economic problems [source: handicrafts.nic.in]. The handicraft sector also provides a self-sustaining business model by ensuring zero waste as well as environment-friendly practices where the craftsmen mostly the local labours generation after generation grow and acquire their own raw materials to protect traditional knowledge and skills along with local communities' identity vigorous and alive [1-2]. In the fastest-growing economic

interest in tourism, history, traditions, and culture always have great connections and thereby provide significant employment opportunities to various communities [2]. Various communities can link this tourism sector with their unique handicrafts and their industries for ensuring socio-economic development through value addition and integration as there are pivotal repercussions of handicraft business in tourism value addition [3]. At the same time, the handicraft industry reinforces tourism development in a sustainable manner by revitalizing the local culture [4]. From the economic point of view, the handicrafts sector is having high potential not only in employment generation but also in foreign exchange earnings through export. So, there is the hope of attracting regional, national and foreign tourists also. Thus, the concept of 'Handicraft tourism' can be explored as a source of livelihood in a sustainable manner. It is found to conduct this study for the following two reasons mainly. First of all, there are no such existing studies that were done on handicraft tourism in Assam. There are lots of studies found which have highlighted either tourism or handicrafts separately. Since with the handicraft industries, the artisans who normally use to associate with the form artisans are mostly representing the poor section of the society. So, handicraft tourism can be one of the best platforms to connect directly in giving the best economic advantages to them for rural economy upliftment as well as for improving their living standards. Secondly, it is observed that government does some kind of support and promotions for the tourism sector of Assam but for the artisans who are the backbone of the glorious and high potential bearing handicraft industry, government support in the least manner. As the handicraft industry is having numerous constraints and challenges in the rapid phase of globalization and industrialization [7-9]. For both reasons, it will be an eye-opening situation for the policymakers to think, design, and readjust some economic cum tourism policies which can promote and enhance handicraft tourism in Assam. This paper is highlighting the state of Assam in the Northeastern region of India. The reasons are: firstly, though, the state of Assam is witnessed by diverse rich handicrafts of diverse communities in comparison to other regions of our country as well as around the world, but very few studies have been done targeting very few handicrafts only. So, handicraft tourism and its various promotional strategies will be a pioneering study in the case of Assam. Secondly, handicraft tourism and its promotion will be an initiative for grass root level which will compel to think, rethink and work in a coordinated and teamwork manner by the various stakeholders. This paper is structured in line with the above-mentioned research objectives as follows: section two conducted reviews of relevant literature, materials, and methods as outlined in section three. The findings and discussions and conclusions are outlined in sections four and five respectively.

2. Literature Review

2.1. Handicraft industry of Assam and handicraft products for tourists

"Search & Exploration of Hidden Crafts of India" based on this motto, the Indian handicraft industry works with tremendous employment opportunities [handicrafts.nic.in]. The artistry and exquisite handicrafts of Assam bear historical evidence and also signify the high standards of efficiency of craftmanship. The handicraft industry of Assam, even from early medieval times, in the form of cottage industry is an inalienable part of its various communities' culture. In every community of Assam, there are different handicrafts which are made up of bamboo, cane, bell-metal, brass, silk, cotton, jute, hyacinth, wood, water hyacinth, etc, with uniqueness in design, the process of making, and ways of use. When it is talked about Assam and its handicraft industries, mostly the following industries are found: the Handloom industry, Bell metal industry, bamboo and cane craft, water hyacinth, Assamese jewellery, brass metal, firework crafts, jute craft, pottery etc. Looking at the various handicraft industries of Assam, a few handicraft products of Assam are worldwide famous and glorious like Eri cloth, cloth of Muga, and Mulberry silk (Assam silk) that belongs to the handloom sector. In weaving, Assam has a high and unique identity contributed by various communities' unique and dainty designs with delightful colours and weaving patterns. When it is talked about bell metal and brass metal industry, the products which attract tourists are 'ban-kahi' (plate with stand), 'ban bati' (timbler with holding stand), 'bota' (used for offering betel nut and prasad), 'sarai' (high tray), 'lota' (flattish bowl with narrow neck), 'kalah' (water holding pot), 'tal' (cymbals). The 'japi' and its varieties like 'borjapi', 'sarudaiya japi' (used as sun shade, decorative piece, rituals) made from bamboo, 'sital pati' (cool mat) made of cane, very much marketable product 'murrha' of bamboo are with a unique identity and other various furniture, decorative pieces, storage utensils, musical instruments like 'dhul', 'khul' etc. are the products from bamboo and cane industry that attracts tourists of regional, national and even from abroad also. In addition to these, the jute and water hyacinth industry provide numerous tourist products like jute bags, hand-woven water hyacinth bags, baskets, baskets, mats, etc. which attract tourists in a huge manner. The 'Assamese jewellery' section of the handicraft industry of Assam is always getting the special breath-taking attention of tourists and those specific products are 'gam kharu', necklaces like 'jonbiri', 'dholbiri', 'dugdugi' and ear-rings like

'lokaparo', 'thuria' and 'dighal keru' etc. The most encouraging and unique point of all these handicraft products of Assam is the environment-friendly or eco-friendly production process with bio-degradable natural raw material.

Table 1
Major communities of Assam and their handicrafts

Name of the community/ tribe of Assam	Name/Type of Handicraft	Made up of
Indigenous Assamese communities (Ahom, Chutia, Moran, Motok, Koch)	Traditional Mekhela-Sadar, Gamusa, Seleng, Riha, Ban kahi, Ban bati, Sarai, Taal, Bota, Japi of different types, Sofa, Murhha, Sital, Dhul, Pepa, Khul, Gagana,	Cotton thread, traditional raw silk, Bell metal and brass products,Bamboo, canes and water hyacinth
Bodo	Dakhana, Weaving accessories,Musical instruments,Gisib (hand fan),Khamflai (stool)	Cotton thread, Bamboo
Kachari	Specific colourful costumes with specific motifs, Different utility items for fishing, weaving, storage, etc	Cotton thread, Majority of bamboo and few are from cane
Karbi	Pinicamflak, Pini, Pekok, Vamkok, and Jiso (women's traditional attire), Neck ornamental pieces	Mostly cotton thread Wood and beads
Miri/ Mising	Ribi Gaseng, Sampa, Hura (Different traditional cloth for men and women), Erpob (traditional muffler/ scarf), Other folk craft	Cotton, Silk, Bamboo
Rabha	Other folk craft	Cotton thread
Dimasa	Other folk craft	Cotton thread

2.2. Tourism, tourist places of Assam

Tourism involves the movement of people from their residence place to some other places for refreshment, enjoyment, entertainment, recreation, etc within the region, country, or outside the country [10]. The Assam valley of the Northeastern region of India lies in the foothills of the eastern Himalayan region, is witnessed by rich flora and fauna of lush greenery with rivers, waterfalls, tea gardens, and beautiful handicrafts of Assam. There are various tourist places like Kaziranga National Park, Manas National Park, Orang National Park, Dibru Saikhowa National Park, Raimona National Park, Nameri National Park, and Forest reserves, Namdapha National Park and Tiger reserves, Dehing Patkai National Park, hot water spring and waterfall of Fatasil of Garampani Wildlife sanctuary, Chandubi lake, Karbi Anglong hills etc., mostly belongs from eco-tourism; the Majuli, the Kamakhya temple, Ambubachi Mela, Hajo, Sivasagar, Umananda island, religious satras of Assam, Mayong etc, belongs from religious tourism [13-17], [29] and cultural tourism and very few are there that belongs from rural tourism and tea tourism as for tea cultivation, Assam is worldwide famous, produces almost 1/6th of total world production of tea. In addition to these, the Sualkuchi, the 'Manchester of Assam' as well as the silk and the craft village.

2.3. Linkage between handicrafts and tourism for 'Handicraft Tourism'

There is high importance in creating a linkage between handicrafts and tourism because 'handicraft tourism' provides a huge contribution to preserving every community's and country's cultural code and values [12]. It is also seen that handicrafts in tourism act as value addition which ultimately helps in increasing income, employment generation, and social status as well [13], [25]. Even this combination also excels the tourist arrival rate and t volume, paving the way to reduce poverty and to achieve sustainability [13], [27]. Another concept 'community tourism' can also be promoted through handicraft tourism alongside the protection of natural resources [13]. The indigenous people can take privileges by linking with cruise tourism destinations for handicraft vending to generate income where some considerable needs are required on product attributes, product prices, etc. [15]. Assam is witnessed with several sustainable tourism products of eco-tourism [17]. There is a significant positive linkage between handicrafts, the

number of tourist arrival, and the promotion of tourism [18] and most importantly it is also seen that the rate of tourists' arrival defines the success rate of handicraft business [18]. Handicraft tourism not only generates earnings but also helps in bringing the past unique traditions to the present by promoting the identity, pride, and belief of the region and its habitant communities [18]. But design and production technologies and marketing strategies with a special focus on marketing channels and promotional tools will be optimizing the sale of handicraft products among tourists and the sustainability of the tourism industry [18].

2.4. Promotion for Sustainability of "Handicraft Tourism"

Like other sections of tourism, handicraft tourism is an emerging, potential bearing, and specialized tourism program which has special attention to folk crafts and handicrafts, the revival of ancient technologies, and traditional art of folk art along with familiarization [19]. Assam is having great potential for handicraft tourism due to the diversity of the habitant community and their diverse, unique and rich traditional handicrafts. Apart from income and employment generation, handicraft tourism also contributes in preserving cultural code of community, region and country along with the protection of natural resources [19- 20], [22]. At the same time, to ensure a sustainable business model to handicraft tourism, it is essential to meet all the pertinent requirements of tourists both local and international as well by keeping the originality, ethnicity and cultural heritage in the production condition and in designing business strategy [20]. Handicraft tourism is affected by both objective environmental factors and subjective environmental factors [20]. Even handicraft tourism is essential to promote as it helps in poverty reduction through employment generation and can be used as a sustainable development strategy for community development through 'pro-poor tourism strategy [21]. The handicrafts and their labeling design have a great psychological impact in differentiating the indigeneity among the tourists i.e., in doing marketing of those handicraft products for tourists [22]. Whenever it is talked about handicraft tourism, consumers in the form of tourists' attitudes with regard to the authenticity, attractiveness, and care and carriage of handicrafts as a cultural product have a significant positive effect [23]. Therefore, handicraft tourism requires a strategic promotional technique like social media keeping the cost factor in consideration, which can help tourists in accessing information about handicrafts and handicraft tourism which ultimately ensures socio-economic development in a sustainable manner [10]. In addition to these, different stakeholders have to ensure the handicrafts for handicraft tourism in such a way that handicraft products can satisfy the mass of tourists for authenticity and originality of culture and tradition [24, 25]. If the situation demands the evolution of handicrafts, then it must ensure a simple form, unidirectional which embraces locational and historical specificities [24]. Nowadays, this handicraft tourism can be promoted as an entrepreneurial journey that will psychologically impact sustainable business practices [26]. It is also found that artisans have a great role as entrepreneurs in connecting with the tourism industry and even they can introduce creative tourism for better sustainability of both sectors together [27]. Due to the lack of effective promotional strategies and the existence of private traders as middlemen and the lack of education and confidence of artisans and handicraft producers, producers do not get actual benefits from tourists [28]. Along with stakeholders, policymakers through designing effective policies with an exclusive focus on handicraft tourism can promote and strengthen for effective growth [30].

3. Materials and Methods

3.1. Research context

This study was explored in the Assam district of the Northeastern region of India. Since Assam is having several rich diverse communities and their traditional handlooms (Table 1) and handicrafts always attract tourists in a huge manner. The tourist inflow scenario of Assam can be seen (Table 3).

Located at the foothills of the Eastern Himalayas, the largest Northeastern state occupies approximately 2.4% of India's total geographical area [3-4]. It is predominantly an agriculture-based state, also marked by the tropical monsoon rainforest climate with rich natural resources with eye-catching flora and fauna, the largest tea-growing area in the world, three major indigenous wild silk producers, major crude oil and natural gas producers of India, one-horned rhino availability. Most importantly, Assam is the gateway to the northeast and occupies a significant and strategic location as it creates a trade link with Southeast Asian countries. Assam is full of culturally rich and diverse ethnic communities of Ahom, Bodo, Miri, Mising, Rabha, Dimasa, Tiwa etc., and their unique and aesthetic handlooms and handicrafts are made from mostly cotton, indigenous silk, bamboo, cane, bell, and brass metal, etc. Though various communities and tribes speak their own languages like Bodo, Aiton, Aimol, Karbi, Dimasa, Mishing, Rabha, Tiwa, etc., but all the community and tribe people know the Assamese language. Assam and its various tribes are having
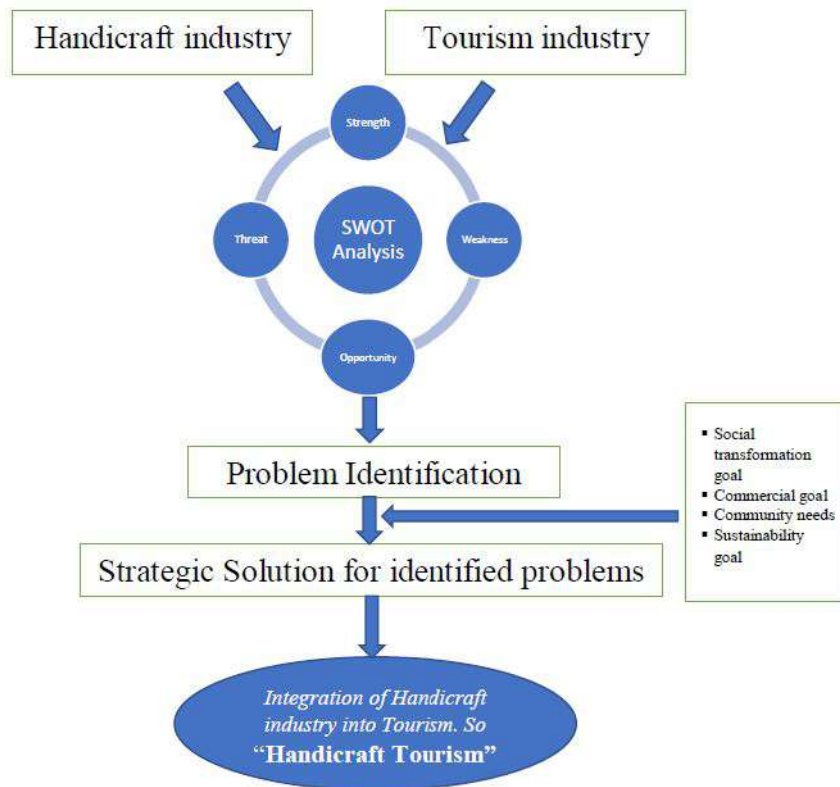
Figure 1: Conceptual Framework

a high degree of reputation for their handloom products with distinctive beautiful fabrics of cotton and traditional indigenous silk from the prehistoric period where Assamese women have been occupying the highest attainment and glory. In short Assam and Assamese women are famous for their proficiency in spinning and weaving which is called in Assamese as 'Bowa-Kota'. With 'Bowa-Kota' few products like 'Sadar-mekhela', 'Gamusa', 'Eri- sadar', 'Patar kapur', 'Mugar kapur' are world-wide famous. Being the gateway to the Northeast, Assam gets a huge number of tourists since Assam is full of various popular heritage, two World Heritage sites i. e., Kaziranga National Park and Manas National Park, ethnic food, festivals, and culture.

3.2. Research approach, research design, and methods of data collection and analysis

The research approach for this study is qualitative in nature and descriptive as well an exploratory design was adopted due to the shortage of effective and direct influence-bearing literature on handicraft tourism [33], [34-37]. In the entire concept and practice of handicraft tourism, different stakeholders as actors perform for the sustainability of both the handicraft sector and tourism sector with value addition. Their viewpoints, feeling, and understandings are quite important in designing a sustainable business model and policy formulation. So, despite the various pros and cons, it was realized to adopt qualitative research and exploratory research design for this study. Here both primary and secondary data were used. Primary data was collected from respondents who were targeted conveniently and purposively through in-depth personal interviews, observation, and focused group discussions cum interviews to implement triangulated method [33], [38-40]. Only published secondary data was used for this study to validate primary data. The respondents were considered from a broad range of institutions and work so that all respondents together can represent the whole handicraft tourism concept in a holistic manner and they are from the tourism office, private tourist operators, handicraft associations both government and private undertakings, small and micro financial institutions, local communities, community handloom and handicraft producers, hotel industry, travel and transport industry, academicians, middlemen of both handicraft and tourism industry, sellers and buyers (mostly tourists). Their opinions and suggestions will address both aspects like factors that encourage handicraft tourism and other sets of

factors that hinder this concept where effective intervention is required. But quality, valid and relevant data from the above sources was very limited due to their less active participation in the process leading the study limited in making complete generalized findings and conclusions. As data analysis is concerned, content analysis was done considering the previous line of studies. In addition to this, Microsoft excel and QDA miner software were also used to execute data analysis.

4. Findings and discussions

4.1. The nexus between handicraft and tourism and current practices of handicraft tourism

Since handicrafts work as value addition in the tourism industry and thereby generate fresh more income along with revitalizing and preserving traditional cultural heritages. The linkage between these two also facilitates various opportunities for different stakeholders in generating more income even also helps in poverty reduction and ultimately works for socio-economic development in a sustainable manner. Considering the above discussion and findings of previous literature, the Director, Assam Tourism Development and Corporation Ltd. Commented that: Actually, tourism is a vast sector and nowadays so many concepts like eco-tourism, religious tourism, tea tourism, etc. are quite applicable to Assam. In fact, Assam has great potential to improve in the tourism sector, and from this many people and communities and various other allied sectors will also get the benefit. But only tourism especially in Assam is difficult to sustain means at a certain rate, tourists will come and for a short period of time, they will be there. To attract more tourists something has to add as value addition. In my last 25 years of experience in this sector, handloom and handicraft are the best-fitted combinations. As with handicrafts and handloom, peoples' emotions, culture, traditions, and history are associated. Another one such sector which adds value in tourism that is food as most of the time people take tourism as a means of enjoyment, refreshment and these days high work pressure and hectic work sechedule is making its importance more and more. So, ethnic and fresh food, handicrafts and tourism is the full package which can bring high momentum in tourism sector. (In January, 2022) The strategic location of Assam, its climate, presence of UNESCO World Heritage Site and other few world-wide historical places are making it one of the well-known protrusive tourist destinations. But due to lack of sufficient attention towards handicraft sector, its fusion and integration is not so strong. Here several factors work as constraints in doing integration of these sectors. In between these two sectors there is no proper structure or policy is found where both the sectors became bound to coordinate between them or to work like a team. And even it is observed that there is no such initiative from government side also. It is still found that handicraft sector is working as an informal sector only despite having huge potential of trade exploration. When it is talked about handicraft sector, including craftsman, they are facing huge challenges from each and every angle such as raw material, production process, price, capacity enhanced training, marketing skill and channels etc. So, having strong association among all the stakeholders of both the sectors are need of the hour which will definitely give a meaningful result and development. In this context, a handicraft producer had quoted that: We produce product as per our knowledge and capacity. But sometimes we get tourists specially from abroad that we cannot fulfill their demand means in quantity as well as quality sometimes. As we do not have any prior information of their arrival so that we can do some arrangement to fulfill their demands. No doubt, we can very huge profits from abroad tourists. Even sometimes they ask us for some local foods and ten we cannot provide them as it requires some sort of supply and arrangements too. (In November, 2021). Being the fastest growing and the biggest economic sector in the world and due to existence of strong connectivity between tourism and handicraft, the handicraft tourism is having strong potential of creating entrepreneurs, employment, improved livelihood and ultimately booming economic development. Assam has lots of handicraft industries which are mostly based on traditional skill and production process which helped them in keeping the practice in hold generation after generation. But valuing those traditional practice in the name of preserving cultural heritage in the market is the most essential task. A very encouraging and motivating picture is found in Assam specially among the educated women in transforming them as women entrepreneur in handloom and handicraft industry which is doing a great promotion of handicraft products in the world front. Moreover, it is also found that now a days the community members specially women they engage themselves in handicraft business and trying to connect it with various platforms of festivals where they get large number of tourists that motivates them to excel in their venture. Despite of having so many challenges like financial support, low marketing and promotional strategy, poor infrastructure in terms of chain of supply, their education level, emerging use of social media, entrepreneur cum independent attitude, risk bearing attitude and most importantly some initiatives of some government institutions like IIE, different buyer-seller meets under government banner, the handicraft entrepreneurs are shining in their own way. It is seen that for them the most used handicrafts are 'Gamusa', 'Mekhela -Sadar in Assam silk, in Muga, 'Japi' and 'Eri-

sadar' along with other bamboo, cane, and water hyacinth products. Keeping these things in line, a women entrepreneur commented: The journey is very challenging, especially in the initial stage, and all the time innovativeness and risk-taking are used to be in mind. But yes, strong determination, no doubt confidence out of education and strong desires and interest helped me to come to this stage and I feel, all these works more or less with others too. Initially, I felt the financial issues along with some social and market issues, but I was determined that I will do it. Nowadays, Government is taking some initiatives like different connectivity between buyer and seller meet, and doing some mind of awareness on the importance of it. But in our time, it was a complete challenge.

4.2. Techniques of Promotion of Handicraft tourism

Effective teamwork and integration of the handicraft industry with tourism with a new concept of 'handicraft tourism' will be a torch-bearing attempt and strategy for local economic growth with a sustainable business model concept without disturbing the environment. Here special attention and consideration are required in identifying the needs of tourists and accordingly key stakeholders should create products and services with the ultimate objective of customer satisfaction. When it talked about the sustainable business model of handicraft tourism, there must be effective promotional activities that can contribute to the profitable business by increasing the awareness and importance of cultural heritage. There are very few initiatives like stalls and displays from the government side as well as the private side but effective promotional strategies must be adopted by all the key stakeholders for their sustainability. In the above, it is already mentioned that Assam is full of diverse ethnic tribes and communities, and their eye-catching festivals with delicious and remarkable mouth-watering cuisines. So, it will be a wise decision if these festivals are transformed into such platforms where the conjugation of both handicrafts and tourism happens and can be the best platforms for handicraft tourism. If it looked at the different diverse festivals of diverse communities along with existing and potential different tourist places and various kinds of tourism, it is found that in the entire year, handicraft tourism can be exercised. Table … is showing the different festivals and religious places along with their celebration time, celebrated by which community and that communities' major handicrafts and other nearby places for tourists. In addition to these, the most effective social media, different kinds of advertisements both in print and electronic, hoardings in the right places, and word of mouth through local tour guides can be used as a part of promotional techniques. All the key stakeholders should take the initiative in delivering their products and services in such a way that they can create brand images with those products and services amongst tourists. In addition, there must be extensive use of information and communication technology (ICT) which will enable them to communicate with buyers about their products and it will be a direct promotion technique. Moreover, there is a serious need of constant market survey and adoption of strategic and effective promotion policies that will help in exploration of trade development. Promotional techniques should also focus on highlighting the traditional characteristics so that tourists can identify the original product. All the stakeholders of handicraft tourism should keep focus on this regard, an expert from the handicraft association had outlined that: Though the handicraft is being used as a core concept of value addition in the tourism sector, the idea of handicraft tourism will be giving a ray of hope to many handicrafts producers as well as to community people who are associated with their traditional handicraft business. If you look at the current practice, then you will find that many people are doing their handicraft business alone and very few are trying to connect it with tourism but in a very unprofessional way. But if it is done in a professional way without diluting the authenticity and originality of products, then it will be a very lucrative sector and also will create other allied services also. Ultimately it will give a kick to the rural and local economy in better earning and living of standards, which are now under the condition of sick.

Table 2

Major Tourist places of Assam and famous for

Name of the Tourist Place	Belonging district	Belong to which type of tourism	Famous for
Kaziranga National Park	Golaghat, Nagaon, Sonitpur	Eco-tourism	One-horned rhino and other wild animals
Manas National Park	Chirang, Baksa, BTR	-do-	Tiger and other wild animals
Hoollongapar Gibbon wildlife sanctuary	Jorhat	-do-	India's only ape species-the Bengal slow loris
Pabitora wildlife sanctuary	Morigaon	-do-	Diverse ecology
Orang National Park	Darrang and Sonitpur	-do-	Rich flora and fauna with rare species of aquatic field
Nameri National Park	Sonitpur	-do-	Rare species of birds and fishes
Dipor bil	Guwahati, Dispur	-do-	Rich flora and fauna
Dibru Saikhowa National Park		-do-	White-winged wood duck and feral horse
Nambor wildlife sanctuary	Golaghat, Karbi Anglong	-do-	Orchid
Kamakhya temple	Guwahati, Dispur	Religious tourism	Religious Expedition
Majuli island	Majuli	Both eco-tourism and religious tourism	Strategic location and its culture
Umananda island	Guwahati, Dispur	Eco-tourism	Unique identity as the smallest island in the world
Haflong	Dima Hasao	Eco-tourism and exploration	Gorgeous valleys, majestic mountains and hills
Sivasagar	Sivasagar	Historical cum religious exploration	Historical monuments
Dibrugarh (known as tea city of India)	Dibrugarh	Tea-tourism and exploration	Tea gardens
Digboi (Oil city of Assam)	Digboi	Exploration	Digboi refinery is Asia's first refinery
Sualkuchi: weaver's village or Manchester of Assam	Sualkuchi, near to Guwahati	Handloom tourism	Handlooms
Hajo	Kamrup rural	Religious tourism	Scared artifacts and stunning temples
Jorhat- cultural capital of Assam	Jorhat	Exploration	The tea research centre, Molai forest
Kakochang waterfalls	Karbi Anglong	Eco-tourism	Waterfall
Panimoor falls	North Cachar hill district	Eco-tourism	Panoramic sight
Fatasil waterfall	Golaghat, Karbi Anglong	Eco-tourism	Waterfall and hot water spring
Darrang	Darrang	Historical exploration	Historical and mythological importance
Karimganj	Karimganj	Cuisine exploration	Assamese cuisine, Son beel (largest wetland in Assam), Malegarh crematorium, and Badarpurghat (a fort).

Source: Author

Table 3

Data on flow of tourists in Assam

Year	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
Domestic	3617306	3998706	4050924	4339485	4511407	4684527	4835492	5642950	5713156	5934791
International	3617306	14533	15157	16400	17542	17638	21725	26320	28419	31739

Table 4: **Major festivals of Assam and promotion of handicraft tourism**

Name of festival/place	The month of celebration/ best time for a tour	The specialty of the festival/ place	Celebrated by/ majority habitat tribe or community	Handicrafts that can be targeted for tourists	Nearby place for tour
Magha Bihu (festival of food)	Mid-January	Food	Almost all community people	All Handloom and handicraft products	Best climate to visit all religious and eco-tourism places
Dehing Patkai festival	January	At Tinsukia: Tribal fairs, tea heritage tour, wildlife pleasure trip, golfing	Mostly all indigenous tribal people like Singpho, Naga, Syam, Tai, Khamti etc.	All tribal handloom and handicraft products along with ethnic food	Dehing Patkai wildlife sanctuary as well as rainforest
Me-Dam-Me Phi festival	31st January	Food	Ahom community	All kinds of handicrafts of Assam with a special focus on delicious ethnic foods	Different places nearby the festival location.
Jonbeel Mela	January-February	Barter system	Tiwa and Jaintia	Mostly food items and small pieces of handloom and handicrafts of these communities	Sivakunda water fall, Mayong (land of black magic), Asia' largest dry fish market, Pabitora wildlife sanctuary and tourist places of Guwahati can be targeted
Brahmaputra Beach festival	January-February	Tourism promotion along with elephant races, kite flying, adventure sports etc.	All Assam-based community people	All kinds of handicrafts of Assam with delicious ethnic foods	Kamakhya temple, Pabitora wildlife sanctuary, Umananda island, Dipor bil and all historical places of Guwahati
Ali Ai -ligang	February-March	Food with dance	Mishing community	Mishing community handlooms and handicraft	Golaghat, Dhemaji, Lakhimpur etc as Mising community people are mostly found in these regions.
Doul Utsav at Barpeta (land of satras)	March	Holi or rang	All Hindu community people	All kinds of handicrafts of Assam	Manas National Park, Barpeta Satra, Manas River, different devalayas

Continued on next page

Table 4 – *Continued from previous page*

Name of festival/place	The month of celebration/ best time for a tour	The specialty of the festival/ place	Celebrated by/ majority habitat tribe or community	Handicrafts that can be targeted for tourists	Nearby place for tour
Rongali Bihu	April	Dance with food	All community people involve	Mostly handlooms, and Assamese jewellery, showpieces, and traditional musical instruments along with other handicrafts also.	All places of Assam but especially the Upper Assam like Sivasagar.
Ambubachi Mela	June	Religious prayer and practice	Specially, the Assamese Hindu community people	All handicrafts can be targeted as from the entire world people come	Kamakhya temple, Pabitora wildlife sanctuary, Umananda island and all historical places of Guwahati
Deodhani festival	August	Religious temple dances	Assamese Hindu community people especially in lower Assam	All kinds of handicrafts of Assam with delicious ethnic foods	Patharughat Swaheed Minar (historical place), Khatara Satra, Kamakshya Devalaya (famous for doul or holi festival), Orang National Park etc.
Majuli (largest riverine island) & Satras (5 in number)	September-October	Religious practice and philosophy	Specially, the Assamese Hindu community people but allowed for other community people as well	All kinds of handicrafts of Assam with delicious ethnic foods	Majuli itself (world's largest freshwater island), all five satras i.e., Kamalabari, Dakhinpat, Garmur, Tengapania, Auniati, Jorhat and its tourists' places like Hoollongapar Gibbon wildlife sanctuary, Dhekiakhowa Bor Namghar, Nimati Ghat, Raja Maidam, Cinnamora Tea estate (1st tea estate of Assam), Sukapha Samannay Kshetra, Tocklai Tea research centre, Molai Forest (by Jadav Payeng), Kakochang waterfall, etc.
Raas Leela of Majuli	October-November	Drama and acting	-do-	-do-	-do-

Continued on next page

Table 4 – *Continued from previous page*

Name of festival/place	The month of celebration/ best time for a tour	The specialty of the festival/ place	Celebrated by/ majority habitat tribe or community	Handicrafts that can be targeted for tourists	Nearby place for tour
Tea festival	November	Jorhat	-do-	-do-	-do- &Sivasagar district and its historical monumental places like Ranghar, Kareng Ghar, Talatal Ghar, Gargaon palace, Charaideo, Joysagar, Rudrasagar and Gaurisagar tank, Namdang stone bridge and Ajan Pir Dargah etc.
All national parks, wildlife sanctuary	October to April	Eco-tourism, exploration of flora and fauna	——	All kinds of handicrafts of Assam with delicious ethnic foods	Based on location nearby places will be different but the most common point is that city of Guwahati and its places like, Kamakhya temple, Assam state Zoo and Botanical Garden, Pabitora wildlife sanctuary, Umananda island, Dipor bil, Guwahati planetarium, Sualkuchi etc.
Haflong	Any time	Beautiful location			Haflong hill, Haflong lake,
Dibrugarh- tea city of India	May-November	Tea gardens	All community people of Assam	All kinds of handicrafts of Assam with delicious ethnic foods	Dehing Patkai Wildlife Sanctuaries, Jokai Botanical Garden, Jeypore Rainforest, Buddhist Monastery at Namphake etc.
Sualkuchi: weaver's village and Manchester of Assam	Any time	Handlooms	All community people of Assam	All varieties of handlooms	Hajo, Brahmaputra River, Hayagriva Madhava temple, Poa-Mecca and the tourist places of Guwahati city.

Source: Author

4.3. SWOT/ SWOC Analysis of handicraft tourism

Table 5
SWOT/ SWOC Analysis of handicraft tourism

STRENGTH	WEAKNESS
1. Diverse communities and their diverse rich culture, traditions	1. Weak infrastructure
2. Liberal attitude towards women in engaging it	2. Lack of marketing and promotional skill
3. Suitable climate for distinctive silk production	3. Lack of teamwork among key stakeholders
4. Highly skilled and expert women in handloom	4. Unable to set a competitive price
5. World famous tourist places along with emerging potential tourists' places	
OPPORTUNITIES	**THREATS/CHALLENGES**
1. Transforming educated unemployment generation to employed generation.	1. Societal demotivation toward the young educated generation
2. Creation of small cottage industry.	2. Difficult to give competition in front of machine-made products
3. Adequate opportunity for Entrepreneurship.	3. Non-availability of resources
4. Adequate supply of manual labour.	4. Not financial support
5. Opportunity for showcasing, preserving and exploring rich and heritage culture, tradition and places.	5. Lack of awareness of opportunities and getting channelized
6. Opportunity for changing poor rural economy to flourishing rural economy.	6. Holding and placing the original products in front of customers and in the market as well.
7. Contribution towards the environment from exploitation, instead earnings from it.	

Source: Author

5. Conclusions, policy implications and limitations

This paper studied the promotion of handicraft tourism in Assam with extensive literature review, interviews and focused group discussions. The results highlight that channelising the various festivals along with tourist places and promoting the handicrafts by the local produces without utilizing middlemen so that the actual benefit goes to the actual place. While promoting handicraft tourism, constant market survey and promotion are required to satisfy the targeted customers. So, the handicraft tourism will be a holistic approach that will cater different stakeholders and most importantly the rural economy. From the findings of this study, can be said that it has remarkable implications from policymakers' point of view. First, the local government should design such strategies like one product one cluster formation in rural areas based on potential of the region and the local community as well and also the responsibility of making raw material available for the assigned product. If possible, promoting local tourism along with their products. Along with cluster formation, their registration with insurance facility with some schemes should be done as support mechanism which will motivate them and also the young generation. Here another very essential step the government should do the establishment of retail shops in huge number so that the producers can sell their products to them and tourist will be going there directly to purchase those handicrafts. Even there must be better understanding of teamwork between the two departments i.e., the department of tourism and department of textile and handicrafts. Second, the government should introduce some kind of restrictions as market regulations in selling adulterated handlooms and handicrafts. Third, it is highly recommended to promote different festivals into a world famous along with promotion of micro and small enterprise as cottage industry. Forth, promotion of such market where only Assam handloom and handicraft products will be available. With this study, two limitations are found. They are firstly, in generalising the findings for the whole country as the study is only limited to Assam. Because in other states of our country, it is seen that people visit some places just for handicrafts only. Second, consideration of tourist respondents for interview. More or less all the important stakeholders were considered for interview to make this study impactful one. To make it more impactful research findings, tourists along with middleman of both the sectors should be considered for interview.

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THE PLATFORM OR THE INFLUENCER? Trust and Instagram Shopper

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ARTICLE INFO

ABSTRACT

Instagram is among the most popular social media platforms among youth and is being increasingly used by marketers as a channel for purchasing. Influencers can play an important role in encouraging purchase on Instagram by converting their followers into potential customers. The goal of this study is to see if people care more about the platform (Instagram) or the Influencer when making a purchase on Instagram. The study aims to investigate the relationship between Instagram characteristics, trust and purchase intention, as well as the role of Instagram influencers in creating trust and, ultimately, purchase intention. We also examine the characteristics of influencers that can help in persuading followers to buy something on Instagram. For the study, a sample of 228 respondents from across India was chosen. To test the proposed model, PLS-SEM was used. According to our findings, Instagram Credibility, and Instagram User Experience, as well as influencer Trustworthiness and Likeability, have a significant impact on Trust in Instagram. Trust in turn has a positive influence on Purchase intention. The results of our study can help marketers focus on those the Influencer and Instagram characteristics that increase consumer trust which in turn will increase the purchase intention on Instagram.

1. INTRODUCTION

For the past twenty-five years, online shopping has been steadily increasing in popularity. This term encompasses not only online shopping but also online searching. Buyers go online, land on a seller's website, make their selections based on their needs and wants, and then schedule delivery. A customer may participate in online shopping but not necessarily make a purchase. Consumers' minds and purchasing habits are increasingly influenced by social media apps such as Instagram. Instagram now has a monthly active user base of over 2 billion people. In the fourth quarter of 2020, Instagram was the most downloaded app. Instagram is the third most popular social networking app among teenagers in the world (sproutsocial.com). Instagram's global adoption has been a significant step forward in modern life. Instagram is now used as a platform for social networking as well as social commerce. Thanks to Instagram, businesses and consumers can now communicate in real time (Kim and Kim 2021). In the recent years Instagram is being increasingly used by companies to promote and sell their products. Influencers are playing an important role in this process. In general, social media Influencers have large followings and are considered experts in their fields. The term "social media influencers" is defined by the Interactive Advertising Bureau (IAB) as users who "have the potential to create engagement, drive conversation, and/or sell products/services with the intended target audience; these individuals can range from celebrities to more micro-targeted professional or nonprofessional 'peers' (Do Yuon Kim et al. 2021). Influencers gain millions of followers by curating and sharing content from their daily lives. Influencers not only have the power to directly influence a large audience's purchasing decisions, but their followers also regard them as trustworthy information sources. Social media influencers are micro celebrities whose content, which can take the form of blogs, posts, videos, or photos, documents their daily lives. These activities can be mundane or very common, depending on their line of work or interests. The influencers have the power to shape their followers' perspectives, opinions, and interests.

Crucial to the success of Instagram as a social commerce platform will be the trust that Instagram users have in the platform. A question that is yet relatively unexplored is the relative impact of the platform characteristics as well as the Instagram influencers on the Instagram users trust in the platform and their willingness to purchase through the platform. This is the very question that lies at the heart of this study.

2. LITERATURE REVIEW

Influencer marketing has surpassed traditional advertising in popularity. Trust has long been recognised as a factor in decision-making. The majority of millennials can connect with a specific influencer based on their interests and draw inspiration from them (Gorgulu et al. 2019). Leadership is required for influencer endorsement. When a group of people regard someone as their leader, they are more likely to trust them (Dwidienawati et al. 2020). Trust has a greater impact on followers who have a shaky relationship with the influencer or have not yet developed one. Furthermore, trust in influencers leads to influencer loyalty and desirable marketing outcomes (Kim D Y et al. 2021). There may be a link between brand-related characteristics, purchase intent, and influencer-trust. Influencers play an important role in brand support because they can help boost a brand's presence on online social networks like Instagram by encouraging their followers to participate in brand-related activities (Gorgulu et al. 2019). Consumer trust in Instagram stores is explained by perceived benevolence and integrity of Instagram stores, as well as key opinion leader (KOL) endorsement (Che et al. 2017). According to the literature, consumers' interest in viewing feed posts and Instagram, social media advertising posts can increase purchase intention for MSME products (Indrawati et al. 2021). Advertising characteristics have a positive impact on online consumer purchase intent. Purchase intention occurs as a result of a stimulus to something that a person sees. As a result, the better the advertisement's characteristics are displayed, the more likely consumers are to make a purchase.

3. RESEARCH QUESTIONS

1. How Instagram and Influencer characteristics together influence trust in Instagram
2. Does trust mediate the relationship between (a) Instagram characteristics; (b) Influencer characteristics and purchase intention through Instagram?

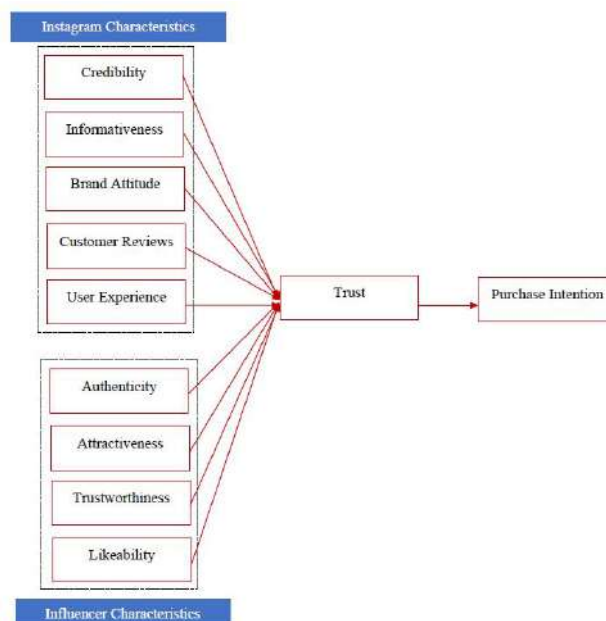### 3.1. CONCEPTUAL FRAMEWORK

Figure 1: Conceptual model with lines representing hypotheses

3.2. ILLUSTRATIVE HYPOTHESES

H1: Credibility has a positive impact on Trust
H2: Informativeness has a positive impact on Trust
H3: Brand Attitude has a positive impact on Trust

H4: Customer Reviews has a positive impact on Trust
H5: User Experience has a positive impact on Trust
H6: Influencer Authenticity has a positive impact on Trust
H7: Influencer Attractiveness has a positive impact on Trust
H8: Influencer Trustworthiness has a positive impact on Trust
H9: Influencer Likeability has a positive impact on Trust
H10: Trust has a positive impact on Purchase Intention

4. DESCRIPTION OF DATA AND MODELS

The research took a quantitative approach. An online questionnaire was used to collect the primary data, which consisted of validated scales from the literature. All of the scales used are 7-point Likert scales, and the items are measured as such. The Constructs used and the source from which they were taken are listed in the table below.

Table 1
Key Constructs

CONSTRUCTS	SCALES
Credibility	Gaber et al. (2019)
Informativeness	Gaber et al. (2019)
Brand Attitude	Gaber et al. (2019)
User Experience	Schrepp M et al. (2017)
Customer Reviews	Schrepp M et al. (2017)
Attractiveness	Ohanian (1990)
Authenticity	Eun Ah Ryu et al. (2020)
Trustworthiness	Ohanian (1990)
Influencer Likeability	Loes Janssen at al. (2021)
Trust	Gefen et al. (2003)
Purchase Intention	Do Yuom Kim et al. (2021)

5. SAMPLE CHARACTERISTICS

Purposive sampling was used with a non-probabilistic judgemental sampling technique. A total of 228 people responded, with 214 of them using Instagram for the first time or previously. The majority of them have made at least one purchase through Instagram and follow influencers. Following the outbreak of the pandemic, Instagram's popularity skyrocketed.

6. EMPIRICAL RESULTS

The model was run using Partial Least Square – Structural Equation Modelling (PLS-SEM). The following are the findings of the investigation:

7. ANALYSIS OF THE RESULTS

All the items used have high reliability as Cronbach's alpha is more than 0.70 (Table 2). From our study, five of the hypotheses were statistically significant, whereas the other five were not. Instagram's credibility and user experience have a big impact on trust. Apart from that, Influencer Likeability and Trustworthiness have an impact on Trust. Credibility ($\beta = 0.387$, p = 0.001) and User Experience ($\beta= 0.295$, p = 0.000) of Instagram, as well as Influencer Likeability ($\beta = 0.365$, p= 0.000), all have positive effects on Trust, whereas Influencer Trustworthiness ($\beta = -0.140$, p = 0.000) has a negative effect. Purchase intention is likewise positively influenced by trust ($\beta = 0.483$, p = 0.000).

A check on probable mediation was also carried out in order to determine if a full mediation or a half mediation would take place. The findings show that full mediation exists for all significant variables, implying that trust mediates Credibility, User Experience, Influencer Trustworthiness, and Influencer Likeability towards Purchase Intention.

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Table 2
Cronbach's Alpha for the variables

Items	No. of items	Cronbach's alpha (reliability)
Credibility	3	0.8789
Informativeness	2	0.9325
Brand Attitude	3	0.9543
User Experience	8	0.893
Customer Reviews	4	0.9823
Authenticity	6	0.9513
Attractiveness	5	0.9227
Trustworthiness	5	0.9547
Influencer Likeability	4	0.9256
Trust	5	0.9583
Purchase Intention	3	0.9351

Table 3
PLS-SEM Results

Hypotheses	Variables	Path Coefficient	p-value	Hypotheses Validation
H1	Credibility → Trust	0.387	0.001	Yes
H2	Informativeness → Trust	-0.138	0.325	No
H3	Brand Attitude→ Trust	-0.011	0.923	No
H4	Customer Reviews → Trust	0.057	0.487	No
H5	User Experience → Trust	0.295	0	Yes
H6	Attractiveness → Trust	0.098	0.42	No
H7	Authenticity→ Trust	0.068	0.157	No
H8	Trustworthiness→ Trust	-0.14	0.038	Yes
H9	Influencer Likeability → Trust	0.365	0	Yes
H10	Trust → Purchase Intention	0.483	0	Yes

8. LIMITATIONS, FUTURE RESEARCH & CONCLUSION

If the sampling had been more stratified, the study would have been more effective. Furthermore, our research does not distinguish between different product categories. Despite the fact that Instagram is a global platform, the research was limited to Indian users. Customers prefer Instagram credibility and user experience before initiating a purchase through Instagram, according to the study, and Influencer characteristics like Trustworthiness and Likeability contribute to building trust.

Future research could look into the moderating effect of Instagram Influencers and how the mediating effect of Trust varies as moderation occurs.

Any purchase decision is based on trust. Customers consider trust to be a critical factor when making a purchase decision. Companies should concentrate on gaining customers' trust because it motivates them to make a purchase. Managers strive to create value propositions through product or service offerings, and the benefits must be clearly attributed to customers. There is no conclusive answer to the question of whether customers value the platform or the influencer more, but trust plays a significant role in any purchase decision.

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Exploring the possibilities of Indian Cinema as an Advertising platform

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ARTICLE INFO

ABSTRACT

The Digital age has opened new opportunities for advertisers to communicate with customers. The advertising industry has come a long way in recent years. At first, the ads were simple and straightforward, demonstrating the products and features but things changed with time. India's growing young population and the affluent digital media have entirely transformed the concept of advertising; these days the audiences tend to ignore, skip, or block the advertisements. To overcome this tendency of zapping advertisements, brand placement in Indian Cinema has emerged as a successful media of advertising in last few years. Brand Placement refers to the inclusion of a product, package, or brand name within a movie either by way of visual existence, verbal mention, or incorporation into the story line. The purpose of this paper is to formulate the various aspects of placing brands in movies, and its effectiveness in brand recall. The paper attempts to establish the framework for analyzing the impact of blending advertising message and cinema content. To conduct this study, primary and secondary research data were used. Existing literature in the form of secondary data is available only to a limited extent. Hence, primary data was obtained in the form of responses of customers through non-probability convenience sampling technique. The findings reveal that advertising within movies is an effective strategy to build a connection with customers. It generates positive attitude in customers and also influence their buying behavior. This research concludes that the advertisers, media planners, and production studios should develop strategies to incorporate brands more expressively and communicate the brand message through Indian cinema.

1. INTRODUCTION AND MOTIVATION FOR THE STUDY

Advertising in India is expanding rapidly across variety of platforms. We are constantly exposed to some sort of advertising whether residing in a big metropolis or a rural location. There are more brands available in the market these days due to rise in consumer's buying capacity and consumption habits. Since there is a significant amount of brand proliferation in today's industry, marketers need to come up with novel ways to reach their target audience. Incorporating brands into entertainment medium is one of these tactics. In India, movies are a popular form of entertainment. Hindi movies have given the title of Bollywood, which is a portmanteau of Bombay and Hollywood. India's film industry is the second oldest in the world and the largest maker of movies overall. The Indian government granted industry status to film production in 1998, which drastically altered the film business. Many large corporates started to invest in the film productions and assist the industry financially. The fact that movie actors are regarded as icons in India is evidence of the influence of movies. Hindi cinema has opened up a new channel for marketers looking for creative ways to connect with their target demographic. The marketers were effective in showing off their brands in a variety of films, both in and out of context. The strategy of incorporating brands into films is known as brand placement. Brand placement offers an opportunity to the involved audience to be exposed to the brands and products while the movie is being naturally narrated. The audience can perform a variety of tasks while watching television at home, which may decrease the audience's level of attention span and as a result lessen the medium's overall efficacy for improving brand memory. The opposite of this is the behavior of going to the movies, when the audience choses to watch at a cost for the enjoyment of the experience. In order to determine whether or not viewers can recall the brands or products that featured throughout the movies, this paper will analyse how brands are shown in movies and the effectiveness of brand placements. To accomplish this, we discuss relevant theoretical literature and examine the findings from the collected primary data.

1.1. History of Brand placement in Hindi cinema

Brand placements in movies are not a novel concept, but their frequency and significance have increased over the years. This practice is nearly as old as cinema itself. The first instance of brand placement was in the 1950's when Coca-Cola featured in the film Shree 420. Raj Kapoor was seen in two scenes in the movie with Coca- Cola in the background, illustrating the brand's theme of deliciousness, refreshment, and hospitality. After this, brand placements appeared in other Bollywood films, including Bournvita in Raaz (1967), Coca-Cola in An Evening in Paris (1967), Wills in Johny Mera Naam (1970), and Coca-Cola, Lipton, and Dalda in the movie Bawarchi (1972). The most prominent brand placement of that era was yellow Rajdoot motorcycle in the movie Bobby (1973). The motorcycle made its debut alongside actor Rishi Kapoor and Dimple Kapadia and among customers it became well-known as the Bobby motorcycle. By giving brands more prominence and including numerous brands into a single film, this type of brand placement flourished and began to grow. Nine brands including Garden sarees, Vimal suiting's, Colgate toothpaste, Old Spice, Nivea, Amul, Thums Up, and Coldarin cough drops, are mentioned in a song in the 1991 film Love. Including several companies in a song that not only showed the brands but also included them in the lyrics was a bold move. By the decade's end, movies were being used to introduce new brands. The actor Shah Rukh Khan referenced Stroh's beer in the 1995 film Dilwale Dulhaniya Le Jayenge for a 15-second ad in which he discussed his desire to build a Stroh brewery in India. For this mention, the American brewer Stroh's paid the filmmakers INR 15 lakh. Even the corporates began to fund every major event in the plot to emphasize its presence. According to reports, Coca-Cola paid the director Subhash Ghai INR 1 crore for the movie Taal (1999). In fact, the movie was alleged to have recouped all of its production costs through sponsorships from brands like Kenstar, BPL, Coca-Cola. With the dawn of the twenty-first century, brands began making considerable use of brand placement in motion pictures to market their products and services. Marketers and filmmakers began extensive integration of multiple brands into the plot or screenplay of the scene to indirectly persuade the audience and make the story more realistic and natural.

2. Literature Review

The majority of scholarly definitions of brand or product placement concentrate on inserting products in broadcast media for revenue. Balasubramanian (1994) described brand placement as a hybrid message intended to persuade spectators by the planned and covert inclusion of a branded product in a film. Maynard and Scala (2006) defined product placement as a strategic approach, a practice of an advertiser paying to have a product included in a movie. They described it as a substitute for conventional overt advertising. According to Karrh (1998), brand placement is the sponsored integration of branded products or brand identifiers through audio and visual means within the mass media programming. He also noted that the terms 'product placement' and 'brand placement' are frequently used interchangeably. When a brand is integrated in a movie rather than a specific product, the term 'brand placement' is used. Typically, a company wants to highlight its brand rather than simply any product. Rajadhyksha (2004) claims that the Hindi film industry is a mirror of Indian society and that Bollywood's endorsements of particular products and behaviors have a big influence on the movie goers. Numerous multiplexes have also sprung up along with the expansion of the urban middle class. Thus, there are now much more captive audiences watching movies. Brand managers must make substantial use of this information. Product placements or more properly, product endorsements, are the finest resource they can use. Nebenzahl and Secunda (1993) conducted one of the earliest research on consumers perceptions of product placement. The participants in this US study, who ranged in age from 18 to 34, had a generally favorable attitude regarding placements and preferred them to other forms of on-screen advertising since they were deemed to be less obtrusive. According to McCartey (2004), a movie with a high level of audience participation would improve the processing of brands connected to the storyline while having a detrimental effect on brands unrelated to the plot. Lord and Gupta (2002) agreed with this viewpoint and asserted that an audience with significant participation will result in greater recall. Even better recall was evoked for correctly positioned brands in movies than in traditional advertisements, according to Gupta and Lord (1998).

3. METHODOLOGY

The broad objective of this research paper is to analyze the effectiveness of brand placements in brand awareness and building connectivity with consumers. The research is exploratory and descriptive in nature and to verify the effectiveness of brand placements, self-administered questionnaire is filled by 160 respondents. The respondents were mostly college students and professionals within age of 16-46years above and located in Delhi and NCR region.

Table 1
Demographical Information

Age Group	Percentage of Respondents (%)
16 years- 25 years	64%
26 years- 35 years	28%
36 years- 45 years	5%
46 years and above	3%

4. Analysis & Findings

The analysis of the questionnaire survey depicts that brand placement is a good advertising communication medium when audience attitudes and acceptability are concerned. As per the analysis of responses the viewership of television has reduced as people spend more time on internet. The respondents also find television advertisements during commercial breaks disturbing and tend to change the channel at the time of advertisements. This shows that reach of traditional advertisements has decreased but the impact is average as respondents have mixed opinion about influence of the television advertisements. In case of brand placement, the concept is not much familiar to most of the people but some terms like product placement or product integration they understand. In this questionnaire the questions are generally related to Bollywood movies and respondents are very much interested in that. The viewership of movies is very high as compared to television as people visit cinema halls as well as watch movies at home through various web platforms. Respondents have noticed brand placement practices mostly in movies, and web series, video games, tv shows and books and novels received least responses. As we already know that in India, advertainment concept in tv shows is not very prominent, and video games are played by a particular age group, so all the people are not much aware about these mediums. Most of the respondents agree that prominent brand placements such as the product used by the actor or verbally mentioned are easy to notice and people tend to buy products if the entertainment content create a positive brand image. Majority of respondents accepts that brand placement can be a better alternative to traditional advertising, but some disagree with this. When we examine the reasons, the results show that consumers have a positive attitude towards brand placement as it is less annoying, and consumers can relate and interact with the brand. But one negative point of brand placement is that this strategy does not provide full details of a product or service.

5. Conclusion

Advertising through movies is a booming trend in the world of advertising and marketing wherein much is yet to be discovered. Presently in India, brand placement strategy is on rise and there are still many hidden aspects of this to explore. The advertisers are going deep into media and entertainment industry as traditional advertising is not that much effective as it was around 30 years back. Entertainment, experience, and interaction are the future trends of advertising industry. This study reveals that brand placement is an effective form of advertising. The high recall, recognition and positive attitude scores of consumers suggest the acceptance of brand placement. The results also indicate that they are aware about this practice and had experienced it earlier in movies, web series, television shows and video games. They also got influenced through brand integrations and have purchased products after watching them in movies and other media. Moreover, consumers have accepted that brand placement is not disturbing or irritating like television or radio advertisements as they effectively communicate the brand message without interrupting the entertainment. In general, consumers expressed a positive attitude towards brand placement. The results also indicate that advertisers and marketers are seriously considering brand placement as a new route to reach consumers. The Indian audience has fragmented into various segments which made it difficult for the advertisers to communicate the brand message with traditional form of advertising. An effective and thoughtful strategy of combining advertising and entertainment content seems to be a successful communication tool.

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" INFORMATION IS VALUE: THE PRIVACY-PERSONALIZATION TRADEOFF"

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ABSTRACT

The aim of this research is to study the personalization-privacy trade-off in the context of the increasing use of online websites/apps. The study examines the factors influencing the Likelihood of using personalized services and the Willingness to disclose information for personalized Ads. An online survey of 201 respondents who use internet services was conducted. The data was analyzed in STATA using Ordered Logistic Regression. The results identify User control and Value from personalization as the most important factors for Likelihood of using personalized services. Perceived trust and Value from personalization was found to be most important factors influencing Willingness to disclose information for Personalized Ads. Given that the trade-off between privacy and personalization needs to be balanced for a superior user experience, the results of our study offer several insights that can help providers in improving their design and delivery of services.

1. INTRODUCTION

Privacy and personalization have become increasingly critical in the digital era (Pieterson, Ebbers & Van Dijk,2007). As more and more people are using online websites/apps to do most activities like shopping, browsing for information, check mail, share pictures, videos, movies and also to manage social media networking sites such as YouTube, Facebook and Instagram, tradeoff between privacy and personalization are the factors that they have to balance out in order to get the best usage experience. Personalization is done by proactively tailoring the online services to each individual person as per the personal preferences and is done by gathering data from each individual through website cookies, email tracking, past transaction history and through incentives or monetary rewards for disclosure of information. Personalization can be defined as the ability of a service provider to tailor their product or services online based on individual customers, therefore personalization depends on customer willingness to share information and likelihood of using personalized services/products (Chellappa & Sin, 2005). There has been recent advancement in internet tracking and profiling technologies such that websites/apps has the ability create consumer profiles that are sophisticated and consumers are not willing to disclose their personal information due to factors like concern for privacy, trust, user control and internet usage riskiness (Chellappa & Sin, 2005). However, there has been no academic research in Indian context to date that shed light on the factors that affect the likelihood of personalized services and also the willingness to disclose information towards personalized Ads.

2. LITERATURE REVIEW

Our theoretical framework includes likelihood of using personalized services and the Willingness to disclose information towards personalized Ads, where information disclosure will have a positive influence in the usage of personalized services. From the literature review we know that the value for and the concern for privacy directly influence the use of

personalized services (Chellappa & Sin, 2005). Internet usage riskiness refers to the amount of perceived risk that user have while providing personal information while using online services through websites/apps (Schlosser,

White & Lloyd, 2006). Identity damage concerns refers to the perceived damage to the user's identity, reputation and personal safety due to the disclosure of private information (Miltgen & Smith, 2015). Data tracking concerns refers to the concerns the user has while using online services as their personal information can be collected by the service providers from these users without their knowledge and send them personalized advertisements, this factor also check user concern on whether their activities are being tracked and without their consent (Miltgen & Smith, 2015). Personal Information disclosure refers to the willingness and Likeliness of the user to disclose information for the services provided by websites/apps (Pal, Arpnikanondt & Razzaque, 2020). User control refers to the perception of the user on how much control over their data should they have while they do transactions online (Malhotra, Kim, & Agarwal, 2004). Finally perceived trust refers to the trust that the user has on websites/apps that they use frequently on effectively and safely deal with the personal data (Pal, Arpnikanondt & Razzaque, 2020).

3. RESEARCH GAP

Prior research has been conducted on the privacy and personalization paradox but there are limited studies on influence of User control and Internet usage riskiness on the Likelihood of Personal Information Disclosure towards using both personalized services and also towards Personalized Ads.

4. RESEARCH QUESTIONS

1. What factors influences individuals to adopt Personalized Services Online?
2. What factors influence the individuals Likelihood of Personal Information Disclosure for Personalized Ads?

5. CONCEPTUAL MODEL
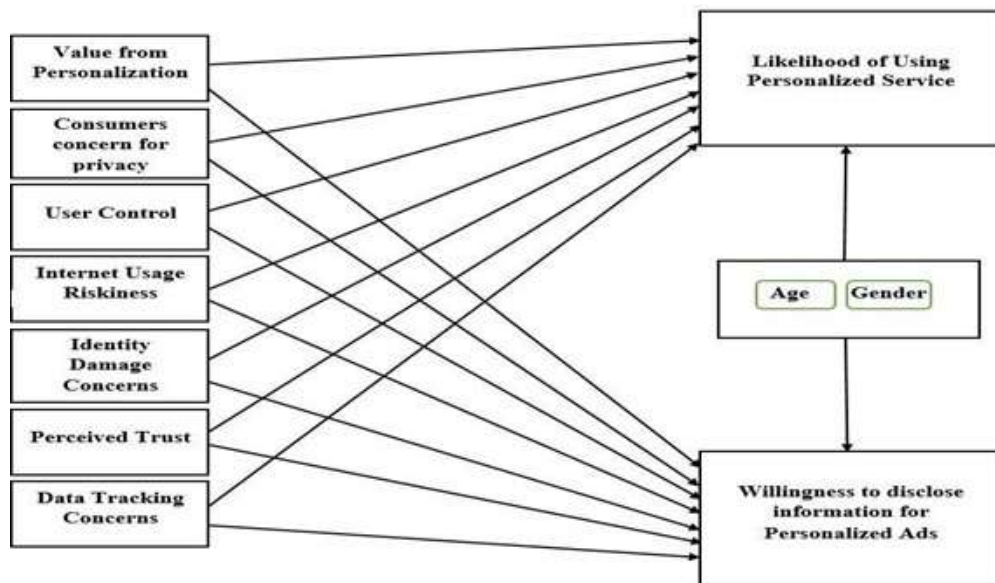
Figure 1: Conceptual model with lines indicating each hypothesis

6. HYPOTHESIS

1. H-1: Value from Personalization has a positive influence on the Likelihood of Using Personalized Services.
2. H-2: Consumers Concern for Privacy has a positive influence on Likelihood of Using Personalized Services.
3. H-3: User control has a positive influence on the Likelihood of Using Personalized Services.
4. H-4: Internet Usage Riskiness has a negative influence on Likelihood of using Personalized Services

5. H-5: Identity damage concern negative influence on Likelihood of using Personalized Service.
6. H-6: Perceived Trust has a positive influence on the Likelihood of Using Personalized Service.
7. H-7: Data Tracking Concerns negative influence on Likelihood of Using Personalized Service.
8. H-8: Value from Personalization has a positive influence on Willingness to Disclose Information for Personalized Ads.
9. H-9: Consumers Concern for Privacy has a positive influence on Willingness to Disclose Information for Personalized Ads.
10. H-10: User Control has a positive influence on Willingness to Disclose Information for Personalized Ads.
11. H-11: Internet Usage Riskiness has a negative influence on Willingness to Disclose Information for Personalized Ads.
12. H-12: Identity Damage Concerns has a negative influence on Willingness to Disclose Information for Personalized Ads.
13. H-13: Perceived Trust has a Positive influence on Willingness to Disclose Information for Personalized Ads.
14. H-14: Data Tracking Concerns has a negative influence on Willingness to Disclose Information for Personalized Ads.

7. METHODOLOGY

The research process was initiated with a structured online questionnaire. It was distributed across to people of 18+ years of age and across Tier 1 and Tier 2 cities in India using Non probabilistic Judgmental Sampling. The questionnaire initially focused on measuring the internet usage, the activities on the internet by the respondent and also to check the willingness of the respondent to disclose their personal information as per different conditions. Questions related to value from personalization, consumers concern for privacy, user control, internet usage riskiness, identity damage concern, perceived trust, data tracking concern, personal information disclosure and likelihood of using personalization. The final part of the questionnaire focus on the demography of the respondent. Data was collected from 201 respondents and was analyzed by STATA using the ordered Logistics Regression. We decided to use this method as the dependent variable was a categorical 5 and 7 point Likert Scale. The constructs used and their sources are shown in Table 1

Table 1
Constructs and Scales

Serial Number	Constructs	Source
1	Value from personalization	
2	Consumers concern for privacy	Chellappa, et.al. (2005).
3	Likelihood of using personalized service	
4	User control	Malhotra et.al. (2004).
5	Internet usage riskiness	Schlosser et.al. (2006).
6	Identity damage concern	
7	Data tracking concern	Miltgen et.al. (2015).
8	Internet activities	
9	Perceived trust	Pal, D et.al. (2020).
10	Willingness to disclose information for Personalized Ads	Awad et.al.. (2006).

The dependent variables for our two models were measured as follows:

1. The Likelihood of Using Personalized Service was a 7 point categorical variable that took values from 1 being Strongly Disagree to 7 being Strongly Agree. (Chellappa et. al., 2005)
2. The Willingness to Disclose Information for Personalized Ads was a 5 point categorical variable that took values from 1 being Definitely Not to 5 being Definitely Would. (Awad et. al., 2006)

Accordingly, we have used Ordered Logistic model for both the analysis. The results of the analysis are shown in Tables 2 and 3.

8. EMPIRICAL RESULTS & IMPLICATIONS

Table 2
Ordered Logistic for Likelihood of Using Personalised Service

Likelihood of Using Personalized Service	Odds Ratio	z	P>|z|
Value From Personalization	1.185374	7.12	0.000***
Concern For Privacy	.9034769	-4.53	0.000***
User Control	1.207049	4.62	0.000***
Internet Usage Riskiness	.9812652	-0.81	0.415
Identity Damage Concern	1.031384	0.65	0.517
Perceived Trust	1.087306	1.80	0.071*
Data Tracking Concern	1.031747	0.95	0.341

Note -* p < 0.1; **p < 0.05; ***p < 0.01

Table 3
Ordered Logistics for Willingness to Disclose Information for Personalised Ads

Willingness to Disclose Information for Personalized Ads	Odds Ratio	z	P>|z|
Value From Personalization	1.093133	3.81	0.000***
Concern For Privacy	.9641408	-1.69	0.092*
User Control	1.027711	0.72	0.470
Internet Usage Riskiness	.9893106	-0.47	0.640
Identity Damage Concern	1.044266	0.92	0.356
Perceived Trust	1.125865	2.41	0.016**
Data Tracking Concern	1.014901	0.44	0.658

Note -* p < 0.1; **p < 0.05; ***p < 0.01

All items scales used have high reliability as their Cronbach's Alpha, scores are all above 0.70. Our study has brought out some very interesting results. An increase in value from personalization leads to an increase in likelihood of using personalized service. Thus, for a one unit increase in value from personalization, the odds of using personalized service are 1.18 times greater, given the other variables are held constant in the model. An increase in concern for privacy leads to a decrease in likelihood of using personalized service. For concern for privacy, the odds of using personalized services are 0.9034 times lower, given the other variables are held constant. .An increase in user control leads to an increase in likelihood of using personalized service. Thus, for a one unit increase in user control, the odds of using personalized service are 1.20 times greater, given the other variables are held constant in the model. An increase in perceived trust leads to an increase in likelihood of using personalized service. Thus, for a one unit increase in perceived trust, the odds of using personalized service are 1.08 times greater, given the other variables are held constant in the model. An increase in value from personalization leads to an increase in willingness to disclose information for personalized ads. Thus, for a one unit increase in value from personalization, the odds of willingness to disclose information for personalized Ads are 1.09 times greater, given the other variables are held constant in the model. An increase in concern for privacy leads to a decrease in willingness to disclose information for personalized ads. For concern for privacy, the odds of willingness to disclose information for personalized Ads are 0.9641 times lower, given the other variables are held constant. An increase in perceived trust leads to an increase in willingness to disclose information for personalized ads. Thus, for a one unit increase in perceived trust, the odds of willingness to disclose information for personalized Ads are 1.12 times greater, given the other variables are held constant in the model.

9. LIMITATIONS, FUTURE RESEARCH & CONCLUSION

This study was limited to the Indian population and could be done more effectively if sampling was more stratified. We can conclude from the study that the most important attributes that influence Likelihood of Using Personalized service is Value from Personalization followed by Concern for Privacy and User Control. Therefore service providers should focus more on increasing their value proposition, Give control of the information disclosure to the customers and reduce the concern for privacy so that there is increased Likelihood of Using Personalized Service. The important factors that influence Willingness to disclose information for Personalized Ads are Value from Personalization and Perceived Trust, here service providers should focus on increasing value and increase their trust on how the data is used for providing personalized Ads. The test for influence of control variables like age and gender on each independent variables offers scope for further research.

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Reflections on factors influencing green personal care purchase behavior in the era of COVID19

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ABSTRACT

Importance of the study-The effect of COVID19 pandemic on businesses is twofold. Some businesses have been largely affected and hit by the wave however, few saw a lift and growth in the demand for their products. One such industry is green personal care which attracted the interest of consumers for safe, natural and chemical-free products. Various harmful synthetic ingredients such as parabens, Butylated hydroxyanisole, Diethanolamine etc used in personal care products have raised consumer awareness towards risks associated with health and appearance. In India, people are moving towards a trend of having a personal care regime therefore, the preference for healthy, eco-friendly and skin friendly products has surged. Purpose-The study aims to study the existing literature to know the intellectual landscape of the given research area. Second, it aims to identify and segregate the factors influencing green personal care purchase behaviour. Research Methodology–The study uses a systematic approach to analyze the literature.50 research paper related to green personal care purchase behaviour have been extracted from Scopus and Web of Science database. The study performs descriptive analysis with the help of various graphs and charts. Findings– The study analysis provides the relevant findings by dividing the existing studies on the basis of product segments, data analysis methods, geography and theoretical frameworks used. Moreover, based on relatedness, the factors are divided into four groups namely-Product related, Supply related, Psychographic and socio-demographic factors. The findings indicate that eco-labels and product attributes especially price are the most crucial product-related factors in the purchase of green personal care. The results imply that eco-labels, and certification decrease consumer information asymmetry and thus increase trust in green personal care purchases. Among socio-demographic factors, factors like education and income are the most significant. Additionally, there were differences in the number of publications of Asian and Non-Asian countries as consumers in different countries perceive the particular issues and their relative importance differently. Implications- The article provides a better comprehension of the factors influencing the purchase of green personal care purchase behaviour and offers recommendations for minimizing their effects.

Metaverse: The new shape of Marketing

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ABSTRACT

Cyberspace has dropped various different advanced technologies, and Metaverse is one of them. Metaverse promises to provide what today is surreal. This surrealism revolves around giving a human being a virtual experience and using this experience to make different elements of our world more comfortable and breaking different barriers which we face today. Since it is like developing a totally new world, it would be a gradual process and as some of the big companies are now focusing and investing in this, they would be trying to make this verse an irremovable part of all of our life, besides this big brands and companies are investing in this and this must make us intrigued to look how marketing and business would make part of this. This paper is a part of graduation dissertation, with an objective of analysing the emergence of Metaverse and how it will impact the existing marketing practices. To achieve the objective of the study, secondary data was analysed and found the insights on many aspects of marketing. This study is the first attempt to offer research on marketing in the metaverse and explains the possibility of how it would change the world of business and its marketing.

1. What is Metaverse?

The Term Internet was seen as an absurd, impractical, or inaccessible thing in the 90s but now we possess it and it has become an irremovable part of our lives. Lately, a new term has been in talks that is Metaverse which may be called Mirror world, Fictional world, Magic Verse, etc. The word Metaverse is a blend of meta(beyond) and verse which if we put together will mean beyond the universe. Metaverse is a three-dimensional or life-like complex system of virtual worlds. The word "Metaverse" may not seem to be self-explanatory but could only be understood when we pool different elements together. Like the Universe couldn't be formed without its elements, Metaverse would only be possible to create with an application of technologies like Web 3.0, Blockchain, Virtual reality or Augmented reality, etc. Technology is improving at a fast pace which is giving rise to the development of new techniques, knowledge just to make human life easy and simple, ergo we have different innovations and devices which have ultimately led to the development of the virtual world. The whole criteria are based on merging the real world with the digital one which is coined as a term, mixed reality. The question that comes to most of our minds is how we will be able to access this kind of space? The simple answer to this would be through technologies like Virtual reality, augmented reality etc. This would certainly mean putting on some kind of device, maybe glasses, gloves, etc., and being able to move, feel and see things in the other world. Not only moving, feeling, and seeing could be counted enough, different experiences like shopping, entertainment (games, movies, etc.), and interacting with people will be a major part of it. The one thing that intrigues many people is that the metaverse would be fundamentally made of web 3.0, and it includes technologies like blockchain, NFTS (Non-Fungible tokens), and many other new technologies. Metaverse would certainly not bring an overnight change in our lives, but it would be a gradual process and might become a huge part of our lives in the future. If we talk about what would be the objective or target of this whole virtual human created verse then probably, we will find that there is no single target of the metaverse. Gradually and slowly, we would uncover different aspects elements of our world with which we will be able to mix the virtual ones to make them more comfortable and help the real-world problems. Currently, different companies are working on it and would probably launch devices and technologies to access it and have a real-life better experience in the metaverse. The idea of metaverse may not be new but it would be right to say that in recent times the major companies who are unfolding the mystical world are Meta (Facebook) and Microsoft. Meta company emerged as the first company to find potential in the virtual world. Many

people have different opinions about the metaverse, the supporters say that it would change the whole world and is necessary for the future whereas detractors see this as a dystopian nightmare. Putting all the opinions aside this is truly clear that this would be a profound change in human history.

2. Marketing in Metaverse

Since the Metaverse has come into the limelight, it has caught the eyes of the Marketers and Entrepreneurs who have started looking for a great unfolded potential in Metaverse for Businesses and the economy. Marketers have always looked for ideas and have used different ways to get into the mind of the customers therefore metaverse could become a new iteration and could help to develop a new approach. We got the Internet about 30 years back and if we look at the history and see how brands and businesses adapted it and used it to get to the customers. the marketers. The Businesses who used it back then are now the supergiants of the market. From Several years, people have been moving to online platforms to shop and buy rather than going physically to the stores which we have named E-Commerce. As we are pacing forth the market is becoming more turbulent and dynamic which is due to the constant rise in technologies and if a business wants to stay and have an irreplaceable position in the very market, its marketers would have to create a way with the new upgradations so that any change wouldn't become a hurdle in way of the goals and aims of the company. Metaverse could not be only considered as a mode to buy something because we already have e-commerce but it is about bringing an experience of the product to the customer. One of the main, aims of any marketer is to make the customer fully understand their product, and through it, the marketers would have an advantage as they will have the means to make customers experience it through Virtual and augmented reality rather than having them physically on the selling place. This is not the only advantage with marketing in the metaverse, it could take the advertising to the next level and can make an unbelievable hype for a product in the market. For example, maybe selling virtual shoes to your avatar in the metaverse. This May sound a little bit silly but actually, after buying virtual shoes you may want the same in the physical world too, so this way probably the marketer would be able to put that specific model of the product in the consumer' mind and might be able to create a hype for it.

3. Influencer Marketing

First, we have got to understand influencer marketing, it includes using people who are generally famous and can persuade the audience to buy a certain product. Almost every big brand is using influencers to promote and boost the sales of their products. The development of metaverse is going to change a lot in influencer marketing. Brands are expected to spend as much as $15 billion annually on influencer marketing by 2022, up from $8 billion in 2019 (Vogue business, 2021). Even more than 50 influencers have debuted into the metaverse. With virtual influencer marketing, companies will have their own virtual avatars through which they will be able to advertise and promote their products rather than spending a huge amount hiring a big star. These virtual avatars are made up of high technology so that a real experience could be provided and the customer could compare and relate with them. There are many virtual influencers who exist today, Daisy an influencer from Yoox (An Italian Brand), Maya (From Puma) and many more. It is believed that these virtual figures can become an important part of the companies in future and maybe these figures will attain huge followings. Gen Z and millennials seem to be more immersed in the virtual world so the brands might change their whole course of targeting customers in the future. The one thing that is very much intriguing about Influencers Marketing is that virtual influencers can be at different places at once and may become the company's spokesperson too. Not only this we have digital doubles of reallife influencers, recently the virtual figure of Kendall Jenner attended the Burberry TB Summer monogram collection, Ariana grande virtual figure had a concert inside the Fortnite metaverse. The virtual figures of these popular celebrities seem to be easy to gain popularity as they have already very good control over the audiences but some people showed concern over this as if brands create virtual bodies of these celebrities the rights of it would remain with the celebrities only, and they might not be able to use them as they want.

4. Sensory Advertising

Metaverse will give rise to a whole new world for the exact purpose of advertisements, by the term advertisement we simply mean promoting any product or service to a mass of people using different channels. Getting the attention of the consumer or creating awareness is a very important aspect to grow a business. The real-world limits the ways we could communicate about a good or service but the use of immense technology that we acquire right now and

is burgeoning every day has created a road for the development of a virtual world which would make advertisement limitless and unbelievable. Today, we might be able to see, hear a product or service but the time that is ahead of us will open gates to attract the customer by the use of all five senses that a human being possesses in the metaverse. It is an unimaginable thing in and of itself. metaverse is making things beyond belief, innovation and creativity would annex new heights. This would create a gigantic amount of competition in the market as the opportunity to tap a worldwide market is also exceptional. Sensory advertisement will provide a full experience of the product or service that a customer might consider purchasing. Harnessing this amount of upgradation by the use of technology would change the whole criteria of the advertisement. The possibility of sensory advertisements is infinite. Surviving in the market would become very complex and difficult therefore, companies need to undertake serious strategies and steps to provide the best kind of experience to the customers. For example, having the experience to sit in a car and look around only by putting on the devices would be an incredible thing as we would not need to go to some car store and test a car because that experience would be provided to the customers very place only. We agree that it could not replace the whole physical experience but yes to some extent it would ease the activities we pursue before buying a certain product.

5. Digital marketing

Each field, each innovation is suffocated by old age. It used to take years for one innovation to become obsolete but now in this contemporary time of sophisticated invention, it can take weeks or even days. Advancements that uproot current ones are generated and implemented in real-time. For any IT behemoth, the virtual world has been an extreme landscape in which to progress without establishing innovative measures that transcend above time. Metaverse, a cutting-edge concept, has captured the attention and sparked heated debates in the computing circle. Organizations, IT marketing firms, IT development organisations, and all of the key players in the online space have begun investigations and examinations into the possible outcomes, suggestions, and outcomes of this rapidly growing concept.

We can say it is similar to 3D AR games that position the player within the virtual world and starts up an array of possibilities in the emerging sector. This leads to advantageous digital advertising along with a wide choice of interesting functions available. Advertisement campaigns can comprise exceptional ideas that will engage the clients and can enjoy the best outcome. The infinite options from Metaverse are going to aid the digital marketing industry. It might express the precise feel and experience connected with services and products simply by involving the customers. Extensive job options and courses related to metaverse is popping up at a tremendous rate. Digital marketing presently makes usage of words, pictures, and videos. These services and practices engage the market through catchy taglines, attractive portfolios, campaigns, and video content that is entertaining.

Metaverse would transform the scene of digital marketing entirely. Initially, this technology would erase the boundary between the physical and virtual world. The promotions & making use of VR, AR techniques would make the client by having a satisfying experience, thus producing bondage. Availability of a good number of tools gadgets allows digital marketing teams to generate interactive, immersive content which not only engages the users but also forces them to initiate a call to action and stay static in the virtual space by offering digital collectables. For example, Bidstack, a video game ad tech company, transitioned from working off in real-world outdoor advertising to placing ads on virtual billboards.

5.1. Effect of Metaverse in Search Engine Optimization (SEO):

Search Engine Optimisation targets keywords and key phrases and ranks them according to their usage of the product or service. Strategic arrangement of keywords based on search volume helps to optimize websites, posts, articles and ranks most effective within the Search Engine Result Page (SERP). The paradigm shift in the way of the usage of keywords into visual search has brought significant change in the whole process. Now, brands like Google Amazon are focusing more on engaging consumers through visual experience by enforcing effecting machine learning software. This new-age technology enables a potential user with options to typically interact with the interface and explore choices to have an outline of the websites without entering into the page.

6. Social Media Marketing

Social media platforms Meta, Instagram has started leveraging visual search integrated with AR which enables them to access, promote the store products and convert traffic into sales using influencers. An increase in brand awareness

willingness to purchase is facilitating the sales funnel of online businesses. Businesses are seeing conversion rates from 50from trials being able to embed those experiences directly on the retailer's website (Forbes 25th June 2021). There has been a noticeable change in the interface of every social media platform. Snapchat introduced LIDAR (Light Detection Ranging) which works by identifying the location of the user on its own along with 3D AR glasses. Through social media, brands can reach a new set of audiences in many inventive ways and create a cohesive, holistic experience for the users.

7. Brand engagement

In metaverse, brands are targeting to penetrate the space creating positive reception and noninvasive for the users. The growth of metaverse has put brands in test learn mode leading to a vast range of continuous experiments feeding intellectual curiosity. Brands are keen to capitalise and a few companies have already started shaping the landscape with games entertainment companies at the forefront. Significant video gaming brands, such as Fortnite, from Epic Games, regulated playing and interacting with players in a simulated 3D environment. Platforms such as Roblox offers a collector's room showcasing the Gucci Garden experience. It allows players to buy the clothing & accessories for their digital avatars existing in the game. Decentral and based on Ethereum blockchain technology presents a wide variety of digital frameworks showcasing a different new 3D world that can be experienced by its people, permitting them to buy and sell land, digital assets, theme parks, albums and afterwards charge guests to see every one of them.

Post covid or even in remote working environment countless exclusive virtual business activities will become considerably suitable towards how organizations cater and connect with their customers. To successfully implement execute in the metaverse most brands will likely have to change their typical marketing, advertising techniques, models. Nike hired the Director of Metaverse Engineering which led to the launch of Nike's House of Innovation in New York partnered with Hovercraft (brand experience company) that can be accessed through the customised checklist and digital map in the virtual world. Bringing together innovations, fashion, entertainment the team disclosed a great involved life experience to its buyers. This facilitated Nike to sell more digital versions of their sneakers, apparel in different metaverse spaces.

It is comparatively easier for apparel, fashion brands to immerse into this virtual environment. But, companies such as Coca Cola identified opportunities revitalized their brand perception targeting a new set of audiences by launching NFT collection that collected $575,000 in an online auction providing classic iconic optimistic experiences that consumers are used to in real life. NFT public auction ensue a strong recognition across the crypto community and portrayed Coca-Cola as an innovative brand. Every brand has equal opportunity to innovate an original virtual world fostering long term vision, strategies earning admiration attention from other brands. Recently introduced team in Indian Premier League, Gujarat Titans launched their official logo in metaverse through Spatial.io and became first sports team in India to do so (The Quint 2022). The audience engaged in metaverse-platforms are generally loyal and passionate towards brands. Hence, brands need to add meaningful value to the users or their experience which will ensure sustainability and build long-lasting relationships.

8. Conclusion:

The metaverse has started manifesting digital presence and will contribute to providing appealing interfaces and retaining users on the basis of consumer choices. Development of Web 3.0, spatial web networks are facilitating effective utilization of cloud computing systems where data is not stored in any server and users are directly interacting through virtual assistants using VR/AR apps. This helps to run simulations, improve and modify political systems, support economies by creating virtual models of different scenarios possible on large scale. Though digital technology cannot compete with the physical real-world hence, the purpose is to enhance human experience yet not supplant it. The potential chance to decentralise control and monetization of the internet are favouring aggregators largely in terms of customer base and brand value. Evolution in the ecosystem of research, speculation, strategy metaverse is likely to expand into material experience increasing curious optimism.

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Environmentally Responsible production Practices by Firms - Do Consumers reward them ?

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ABSTRACT

Purpose : The study aims at investigating the consumer perception towards companies engaged in waste reduction strategies. There are industries which are generally perceived as polluting by the very nature of the manufacturing process. In Indian context, the Textile Industries are one of the most polluting industries at various stages of its value chain. It is seen that certain companies stand out by being environmentally responsible and adopt various measures to reduce the emissions/harmful pollutants or solid wastes. They are willing to make such commitments though such measures warrant heavy investments. The study also examines whether the communication strategy regarding their green manufacturing practices such as waste reduction is effective in changing the perception of consumers towards them. Design/Methodology : The study is proposed to be done in mixed method. In the first part case studies of selected companies will be done. In the second part the consumer perception towards the companies is done using a survey method. Originality: The findings of the study can make significant contributions in the area of consumer behavior towards companies engaged in green manufacturing practices such as waste reduction processes. This study will also shed light on the effectiveness of green communication. No such study is seen reported in the literature.

1. INTRODUCTION

The Sustainable Development Goals 2030 of UN talks about Industry, Innovation and Infrastructure and Responsible Consumption and Production. In line with these the marketing practices have evolved from Ecological marketing to Sustainable Green marketing over the last four decades. This subject has attracted a lot of interest and there have been numerous studies conducted on various aspects of Green Marketing. The People, Planet, Profit Framework for sustainable businesses has led to the companies being looked at from a different perspective -that is from the perspective of sustainable businesses. The number of investors who desire to invest in companies with great sustainability reports as per GRI is on the rise. The major retailers in most of the developed economies look at the suppliers who satisfy their socio – environment compliance norms. The companies with irresponsible environmental practices are punished by the stakeholders including investors and the consumers. The major environmental issues such as Ozone holes, Green House gas emissions, Oil spills, nuclear waste dumping, Micro-plastics and huge accumulation of plastics waste in the sea and land etc. have led to a radical change in the environment awareness of consumers. The consumption behavior of a section of consumers has witnessed a change in favor of a new class products called "Green Products "by firms who follow sustainable production and marketing practices. The Greenness was expected in all aspects from the raw material extraction till disposal. The Research study aims to fill the gap in the existing literature about the consumer perception towards the firms engaged in waste reduction strategies. When completed it will add to the existing literature on how consumers look at products from companies who are environmentally responsible and whether the companies need to make their green communications more effective.

2. Literature Review

The literature is rich with various concepts of sustainability, Green Marketing, Green Product, Green Product Design, green consumers, Green consumption etc. The Green Design is the most important first step in Green

Marketing because the design ensures the right type of materials in right quantity so that the product provides the desired performance throughout its life cycle. There have been changes such as "Redefinition of Product Concept", "willingness to change Markets" and Emphasis on costs rather Price" as per (Peattie Crane 2005). The concept of Green Product was introduced in the Marketing literature and it is defined as "one when its Environmental and Societal performance, in Production, Use and Disposal, is significantly improved and improving in comparison to conventional and competitive product offerings" (Peattie 1995). The key aspect in Green marketing is how 4Ps of Green marketing strategy are planned and implemented. The Green Product, Green Design, Green Consumer, Green Consumption Values, Green purchases are some of the key concepts in the Green Marketing literature. Green Design is an important concept as "Green Marketing begins with Green Design" (Vasantha kumar N. Bhat 1993). Similarly, the concept of material substitution also aims at substituting conventional materials with recyclable, bio-degradable or environment friendly materials that will not generate waste during production processes. It can also mean reuse of materials in the production. On the other hand, the waste management strategies look at products that can be recycled, disassembled, remanufactured or composted or incinerated (Vasanthakumar N. Bhat 1993). It is reported in the literature that the green products can be designed with material, Energy and Pollution focus and these will have varying levels of impact on the environment namely Less Negative Impact, Null Impact and Positive Impact. This is examined at various stages of Product Life cycle (Rosa Maria Dangelico, Pier Paolo Pontrandolfo, 2010). It can be seen that this can result in significant reduction of wastes at the usage and after usage phases of the Green Products. Eco-Design and Green supply Chain management are concepts that have relevance when it comes to the design of Green Products. The Eco-design products however do not meet the customer expectations as they over focus on the environment aspects. (Palanivel Subramaniyam, Karthick Srinivasan and Muni Prabaharan 2011). The Lean manufacturing and green manufacturing have been integrated to achieve waste reduction goals in manufacturing process. This strategy spells out Harm charges for polluters, system approach for environment protection, Choice rather than mandates, innovation, on the ground results and above all "Green Lights instead of Red Lights" – that is incentives for creative responses. (Daniel C. Esty 2017).

How are the consumers respond to environmentally responsible actions of firms? Three strategies are important in the Green marketing – Consumer Value Positioning, Calibration of Consumer Knowledge and Credibility of Product claims. The consumers expect environmental performance for the green products they buy and they need to be educated about the product with correct information. It will also be useful to have reliable third- party certification to support these claims. The Green communications should not attempt to do selective disclosure of product attributes and benefits. The idea is to educate the consumers about the environmental benefits of the product compared to conventional products, functional values, social values and how the higher prices can be justified if at all there is a higher price. The literature has reported studies which examine the consumer behavior towards companies in sectors traditionally known as highly polluting industries. The pro-environment actions of such companies are often seen as dubious or insincere aimed at covering up the damages being inflicted on the environment in the various life cycle stages of their products. However there is no study seen in the literature specifically examining the consumer perceptions towards the products /brands of the Green oriented firms which are pro-actively engaged in waste reduction strategies. The present study also examines whether the present communication strategies of such firms are effective in bringing about a desired improvement in the perceptions about such polluting industries.

3. METHODOLOGY

The study is proposed to be conducted in two parts. Two integrated textile Factories in North India manufacturing readymade garments are selected for case study which is the first part.. These two companies are public limited companies and listed in BSE. They rank 1 and 2 in terms of market capitalization and business turn over. Both the companies have similar product lines and have multi center integrated manufacturing facilities right from the raw materials to the end products. The major product groups includes textile fabric, Garments, Home textiles Made Ups and accessories. The brands of these companies are well known. The secondary data about the companies activities in CSR, pollution control measures and other pro-environmental manufacturing and business processes are available in the form of annual reports, CSR and sustainability reports, Press communications, Corporate events and through web sites and social media. These data will be subjected to content analysis to understand the pro-environment communication strategy in terms of content and effectiveness. The second part of the study is about the consumer perception towards these companies in terms of their environmental practices and for this it is proposed to select a sample of 3000- 3500 persons from three metros and they will be identified from the online marketing sites of these companies. The sample

respondents will be drawn from the customer data base available with the companies under study. The sample selection process will be done based on certain inclusion and exclusion criteria which include (1) Brand loyalty (2) Age group (3) Profession (4) member of any environment advocacy group (5) Attitude towards green consumption. Items 4 and 5 are proposed to be identified with the help of pre-sample screening conducted through voluntary online questionnaire distributed through google forms. The Consumer perception construct is proposed to be measured using an adapted scales used by Haws et.al (2010) and consumer perception scales used in the study be Mayank Yadav and Zillur Rahman (2017). The pre-testing of questionnaire will be done using 30 respondents from three metros for clearing the ambiguity in questions. The study is proposed to be completed in another 45 days.

4. Conclusion

The study which is under progress can make significant contributions in the field of green business.

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"Employer Branding: The Antidote to the Great Resignation-Reshape by Human and Marketing Elements"

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ABSTRACT

Employer Branding is an important representation of the company in job market. It crafts company's vision, mission, value system, work culture to attract and retain talented workforce. It harnesses the marketing efforts to communicate to the existing and potential employees in an extremely turbulent job market. A strong employer brand is imperative to recruit and integrate the right kind of work force to its clientele. Employer brand act as a differentiator holding business benefits but also showcases how caring the organisation as an employer is. A study of the practices of employer branding has revealed that it needs to be more than just reflected in its employee value proposition rather it is part of the very DNA of the organization. Recruiting right talent has emerged as a prominent challenge in 2022 coupled with the Great Resignation movement incepting in the midst of the Covid-19 crisis. A study by Qualtrics revel that, two in five employees in India are exploring work opportunities elsewhere. It calls for concerted effort to understand the employees' struggles and understand how a period of tumult has pushed employees to rethink the meaning of their career. A close look at the hiring efforts in last few years sheds light on changes in recruitment practices, policies and technology and continues to morph. Branding beyond just the logo has imbibed entire journey of a candidate with the organisation, the culture that its hosts and not to forget the company's digital presence. A strong employer brand acts similar to a strong consumer brand in attracting and retaining its work force and more often the line between consumer and employees blur. Organisations don't have to manage constant PR campaigns but rather have branding strategies in its very core existence right from beginning to emerge as a competitive asset. It gets crucial than ever to pitch a unique, interesting and empathetic stories to connect with the target group. Companies with big funding and money that take front seat,with organisational culture and connect taking a back seat crumble in crucial times. In such times it is the most genuine voices that would resonate and connect with current and potential employees. A well thought of strategy is crucial to succeed and employer branding comes as a strong contender to overcome any such turbulence and beyond.

1. INTRODUCTION

"The concept of employer branding has evolved radically over the last few years. It is no longer enough to merely create brand recognition; it has to now create a more meaningful connection. It should be backed by a compelling brand promise and purpose, which then seamlessly connects to employees and prospects"

- Viswanath PS, MD CEO of Randstad India(July, 2022).

Branding is associated with the perception created by firms to differentiate its product and services. The concept differentiates products/services of a firm from that of their competitors and carve a unique image for it. Internalizations of the impressions received by customers gives rise to brand. Extending the concept when organization reaches itsemployees brand brings the relationship that an organization has with its customers (Jacobs, 2003) bringing the concept of employer branding into purview.

Emerging at the confluence of branding traditionally associated with marketing and human resource management the firm gains a strong competitive advantageenabling to attract, engage and retain the talented employees (Backhaus

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Tikko, 2004). Ambler and Barrow were the first to coin the term employer branding (1996) as the result achieved through three components- functional, economical and psychological benefits offered by the firm.

1.1. Understanding Employer Branding and Employee Retention and the War for Talent:

Employer branding is defined as the process of development of an organization's image and reputation as a prospective employer and affect its ability to retain employees (Sivertzen, Nilsen and Olafsen, 2013). Alizadeh, Moshabaki, Hoseini and Naiej (2014) define it as the art of creating and maintaining a brand. Employee retention is used to highlight the efforts and initiative taken by a firm to ensure that employees stay with organizations for a longer duration of time.Employee retention intent to prevent talented employees from leaving the organization (James Mathew, 2012). An efficient employee retention strategy requires an understanding of why employees leave an organization and ways to mitigate it. The war for talent is real and significant and calls strategies in arsenal to combat the competition. Firms compete for growth and survival and must compete for attracting and retaining skilled workforce. Many researchers have agreed that talented workforce is an asset and may lead to sustainable competitive advantage. Finally, as internet has transformed the way the world connects. It has also brought radical changes to the recruitment market giving employees an opportunity to "shop around" with more job opportunities at a variety of firms. This has boosted up the cost of recruitment and retention escalated further by pandemic, resignation drive or the looming recession. As such talented workforce retention is crucial for efficient operation of firms (Maurya and Agarwal, 2018) and hence strengthen focus on employer branding. The top most agenda of the C- suite in 2022 as per Forrester CMO Pulse Survey is to build brand that builds and attract talented workforce. Talent has become the number one priority and employer branding is the most crucial strategy to hold on.

2. Research objective:

There is an enhanced focus around employer branding with increased focus on employer branding for organizations to remain relevant between uncertainties of post-pandemic, great resignation movement and a threatening global recession. This calls for leaders to repurpose and level up. Uncertainty of talent market makes reality check is imperative for company'sto survive making recheck and alignment of following objectives:

1. To understand the evolving role of employer branding.
2. To assess the various dimensions that employees value in their decision to continue to an organization.
3. To analyse how employer branding can build resilience to organizations.

3. Research Questions:

An understanding of the impending problem requires addressal of some research questions which include:

1. What matters to employees?
2. How can firms align their offerings to employees' expectations?
3. How employer branding can help in retention of the talented workforce?

4. Results and Discussion

What matters to employees? Organizations offer a combination of functional offerings which include meaningful job, growth opportunities, learning opportunities and so on. Organizations also offer economical offerings which include salary, perks, stocks, dividends, and so on to hold on the employees. Pshycological offerings may include a sense of belongingness, alignment to organizational values and culture, a sense of esteem associated to the job and the employer as such. How can firm align their offerings to employees' expectations? Firms need a timely check onto its workforce. An understanding of the needs and expectations of employees is crucial to the journey. Times like pandemic called for "empathy" from employees. Several initiatives taken by organizations like work from home, vaccination drive, insurance coverage were sought by employees and offered by the right employers. How employer branding can help in retention of the talented workforce? Employer branding leads to internalization of the impressions created by the firm. Infusing employer branding in times unprecedent. Strategies like effective communication, workforce diversity, skilled workers and training and development plans comes useful in retention of employees (Cloutier, Felusiak, Hill & Pemberton-Jones, 2015). Talented workforce at the helm of organizational affairs insists that senior leadership extent

accurate understanding of organizational objectives and goals and align it closely with people strategy. Fine tuning of strategies is crucial to the task. Validation, internalisation and amplification of the image of the organisation into the minds of employees to retain talented employees needs to be effectively met. Even crucial to the purpose is to keep oneself competitive while differentiating as an employer of choice.

5. Conclusion

In precarious time employer branding is vital. It is strategic to invest into a well designed and aligned employer brand for an organisation. It is important to validate that the unique and attractive value proposition is in sync with the needs and expectations of employees. The only certainty is change and affirms an awareness and alignment to the global market trends.

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IMPACT OF BEHAVIOURAL TRAITS IN ATTRIBUTE-BASED POSITIONING: A CONCLUSIVE STUDY OF INDIAN APPAREL RETAILERS

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ARTICLE INFO

ABSTRACT

With the increasing competition, the perception of customers has begun to develop for retail stores and their preference has increased for the retailers offering superior products. A fashion merchandise retailer needs to be carefully positioned to fulfil the needs of the target customer as the intense competition in the retailing sector is driving marketers to provide numerous options and satisfaction to customers. Therefore, the present study attempts to identify the predictors of retail positioning. The study also examines the relationship between retail attributes and positioning considering customers' behavioural traits as a moderator. The study is descriptive in nature and the sampling frame of the study constituted of the select apparel retailers. The study is substantially based on primary data and the research was conducted by administering structured questionnaires to 405 shoppers. The survey data were analyzed with descriptive statistics viz. mean and standard deviation; and inferential statistics viz. exploratory factor analysis, confirmatory factor analysis, perceptual mapping, and regression were employed using MS Excel, SPSS Statistics 26, Amos Graphics 26 and Process Macro 4.1. It was discovered that the mix of store and product characteristics contributes to the overall retail attributes in positioning. It was also established that behavioural traits significantly impacts the positioning of retailers based on retail attributes. The most interesting discovery of the study was the moderating role of behavioural traits in retail positioning. Retailers can use the instruments employed in the present study to better manage customer concerns.

1. INTRODUCTION

The domiciliary retailers are utilising the revolution to entice customers, boosting the vigour and push that led to the rapid growth of the organised retail industry. Additionally, the arrival of foreign players has fueled the sector of retail development (Goswami and Goswami 2018). Due to the current environment of increased competition, preference for ready-to-wear apparels, and the rapid influx of new competitors in these cutting-edge retailing formats, it is becoming increasingly important to understand the positioning dimensions obtained by the organised retail players. Positioning of apparel retailers is built upon combination of different attributes and profiling customers by merging behavioural traits could give a progressively significant approach to recognize and comprehend different customer segments (Potgieter, Wiese, Strasheim, 2013). Seeing the future opportunities, major retail players are looking to strengthen their apparel retail business in the North-Eastern region. (North-East: A Brand-New Opportunity, 2010). Assam is a major state of North-Eastern and is a young market which gives the retailers a chance to amplify their footprints in the region. A proper understanding of the relationship between different retail attributes, behavioural traits of customers and retail positioning can serve as an important signal that influences how retailers are positioned in the customer's mind. (Wang Ha, 2011). Behavioural traits of customers play a key component in affects every aspect of the retail sector. It is

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indirectly involved in product selection to the creation of administrative and functional designs (Masovic 2018). Owing to the brute competition in the market, it has become necessary for the store managers to understand the dynamics of how the customer views the competition in the light of retail attributes and behavioural traits of customers. The major apparel retailers that currently rule the Indian market include Pantaloons, Reliance Trends, Westside, Shoppers Stop, Planet Fashion and others. These market players have established their niche in the private, national, and international brands to compete with fierce competition from their rivals. The present study also takes these retailers into account.

2. Review of Literature

Positioning is the act of operating a company's product and service contributions to its existing and budding customers, so as to hold a distinctive place in the mind of the prospect customer as well as creating a space for the brands conferring to expectation of the existing customers. Smart retailers attempt to understand customers' buying decision process, including all the experiences in understanding, choosing, utilizing, and even discarding the product (Kotler, 2012). Positioning refers to how customers think about proposed and present retailers in the market (Perreault McCarthy, 1999). In the times of an over-conveyed world that is packed with offerings, where even solid brands are winding up progressively comparative (Clancy and Trout, 2002), positioning is frequently recognized to be the instrument of aggressive warfare (Ries and Trout, 1986). Blankson and Crawford (2011) aimed to analyze the implementation of positioning strategies of retail service enterprises and demonstrate normative rules for administering the notion of positioning in the marketing of services. The results showed that service, branding and value for money and also comparatively reliability and attractiveness rise as the most prevailing positioning methodologies, despite the fact that importance put on each strategy differ from firm to firm. The authors further concluded that the trailing of multiple positioning strategies also associates with the behavioural traits of customers. Faruk and Oylum (2011) researched about positioning of shampoo brands in the mind of female consumers. The research focused on attributes data and ratings through the use of perceptual mapping technique. According to the results, the store services and product trust were the two main dimensions that were successful on consumer evaluations. Giraldi, Spinelli and Merlo (2003) aimed to examine the importance of store image and store brands management for the competitiveness of the retail sector. The results revealed that retailers do not have a particular tool to control its fundamental aspect of competitive profits. The investigated retail chain just examines its perceptual map position utilizing its relative outcomes. The retailers do not identify the reasons for its good or bad performance. The research shows that the retailers utilize explore instruments like the perceptual map, in a latent manner to help the promoting activities of the general store chain. Customer ratings for overall retailer attributes depend on the characteristics of store and products. This provides an overall cognitive position for retailer selection (Balaji and Maheswari 2021). Gundala (2010) identified apparel store image attributes and assessed the strength and significance of each attribute on consumer purchasing decisions. The attributes selected were internal layout and design, merchandise selection, professional and friendly staff, refund, and reputation. The research revealed that it is important for the retailer to understand the right attribute that could be perceived by the individual consumer as this attribute can eventually patronize the behavior, and identifying important attributes would benefit retailer as it will make retailer strategies easier to formulate. Walters and Laffy (1996) identified four specific activities viz., Merchandise Decisions, Store Format and Environment, Customer Service, and Customer Communications to be an integrated part of the retail mix. Hasan (2018) examined impact of apparel retail attributes on purchase intentions. The select dimensions were appearance and appeal, physical comfort, representation and functionality. The goodness of fit results was used to test the measurement model and it was revealed that all the selected dimensions sub-constructs towards the purchase intention of customers. Customers have uncertain buying process and want their desires to be acknowledged. North, Vos, Kotze (2003) identified value attached on apparel attributes by consumers in their purchase decision. The attributes used in the study were brand, style and price. The results revealed that customers perceive style as the most significant attribute while making purchase decision, followed by the price as the second important attribute. The fad in the apparel business is dynamic and rapid, and it is not certain how the customers will acknowledge the latest fad. The behavioural traits of customers refer to their buying habits which is influenced by the cultural, social and personal factors of the individual (Fontanella, 2020). Fontanella, 2020 states that the proper understanding of behavioural traits of customers helps in the assessment of the factors like the products preferred by the customers, frequency of their shopping and their preference in promotion and services offered by the retailers. The background and experience of the customers shape their identity personally and how they respond in various conditions. A proper comprehension of where the target group lies in this classification will be imperative to grasp customer's mind (Dhiman, Chand and Gupta 2018). Masovic 2018 stated that behavioural traits of customers play a key component in affects

every aspect of the retail sector but in an indirect manner. It is indirectly involved in product selection to the creation of administrative and functional designs. The assessment of these details helps the retailers in communicating with the customers in an effective and alluring manner. It is essential for the retailers to have a proper understanding of the behavioural traits as it helps them to comprehend their target audience and develop more enticing offerings (Gohary Hanzaee, 2014). There is enormous variability in the way customers buy and use products. They may buy the same product but put it to different uses. Some customers will buy a product after a lot of consultation, whereas others will make the purchase decision of the same product completely alone. Some customers prefer to purchase a product from upscale stores whereas others may prefer to purchase the same product from a modest store close to their place of residence. Some may buy a product that is a reflection of their social standing whereas others will buy the product for purely functional reasons (Pathak, Kalwar, Roy, 2013). Shoppers' decision may vary or come out to be dissimilar under the influence of customers' behavioural traits.

3. Conceptual Framework

Based on the above literature the following conceptual and statistical model is adapted by A.F. Hayes (Hayes, 2013) to address the relationship between retail attributes and positioning considering behavioural traits as a moderator.
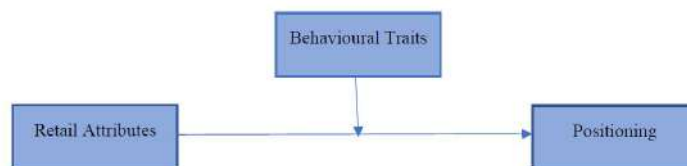
Figure 1: Conceptual Model
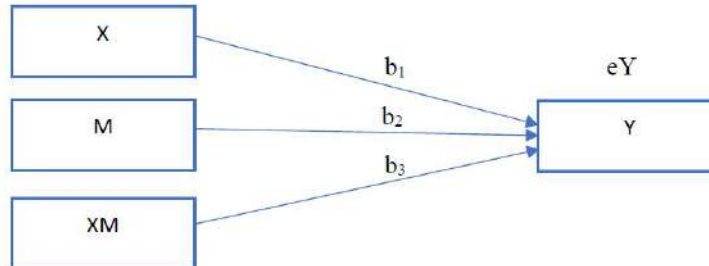
Figure 2: Statistical Model

where, X: Retail Attributes (Independent Variable); Y: Positioning (Dependent Variable); M: Behavioural Traits (Moderator)

4. Objectives

The objectives of the present study are:

1. To establish the position of select retailers based on identified retail attributes.
2. To examine the impact of behavioural traits in retail attribute-based positioning.

5. Research Question

In the present research work, this study asks the following research question.
Research Question 1: What factors provides to retail attributes while establishing the positioning of retailers?
Research Question 2: What is the impact of behavioural traits in retail attributes-based positioning?

Table 1
Demographic Profile

Factors	Category	%
GENDER	Male	34.00%
	Female	66.00%
AGE (in years)	18-24	42.00%
	25-34	38.00%
	35-44	10.00%
	45-54	6.00%
	Above 55	4.00%
OCCUPATION	Student	37.00%
	Service	12.00%
	Housewife	4.00%
	Business	26.00%
	Professional	18.00%
	Other	3.00%
MONTHLY INCOME (in Rs.)	Less than 30,000	42.00%
	30,000-60,000	26.00%
	60,000-100000	12.00%
	Above 100000	20.00%
FAMILY SIZE	Single	2.00%
	2-4 Person	54.00%
	5-7 Person	38.00%
	Above 7 Person	6.00%

Source: Statistical Analysis on Survey Data

6. Methodology

The study is descriptive in nature as it measures the perception of customers about competing apparel retailers based on retail attributes and behavioural traits of the customers. The sampling frame of the study constituted of the five major apparel retailers of Assam, viz. Shoppers Stop, Westside, Planet Fashion, Reliance Trends and Pantaloons. The study is substantially based on primary data and the primary research was conducted by administering structured questionnaires to the shoppers of Assam. The procedure of store intercept survey of convenience sampling method was employed and the sample size constituted of 405 respondents. The questionnaire consisted of two parts. First part included general demographic information of respondents. Second part included statements of retail attributes, behavioural traits and positioning measures. The respondents were requested to evaluate the statements on a five-point Likert scale, 1- Strongly Disagree, 2- Disagree, 3- Neutral, 4- Agree, 5- Strongly Agree. The items of behavioural traits and positioning measures were clearly identified through previous established studies of the underlying structure. The statements of retail attributes were formed considering dimensions and attributes from those identified by previous researchers and through an in-depth interview with the store managers of select retailers. The survey data was analyzed with descriptive statistics viz. mean and standard deviation; and inferential statistics viz. factor analysis and regression. Cronbach's Alpha Coefficient was used to measure the reliability of scales. The Principal Component of Exploratory Factor Analysis was performed to explore the major dimensions in the retail attribute set and the factors were rotated using Varimax. The factors obtained were validated through the measurement model of Confirmatory Factor Analysis which included Goodness-of-fit measures and Convergent Validity. The final obtained scores were further evaluated through an attribute-based perceptual mapping. The relationship between retail attributes and positioning considering the effect of behavioural traits as a moderator was assessed using A.F. Hayes Model No. 1 of regression analysis.

7. Analysis

7.1. Demographic Profile of Respondents
The demographic profile of the respondents to do away with any possibility of biasness towards a particular characteristic like gender, age, occupation, monthly income, family size and average purchase frequency has been explained in the above self-explanatory Table 1.

Table 2
Overall Reliability Statistics

Retail Attributes		Behavioural Traits		Positioning Measures	
Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items	Cronbach's Alpha	N of Items
0.885	11	0.799	6	0.862	4

Source: Statistical Analysis on Survey Data

Table 3
Descriptive Statistics of Behavioural Traits

Item No.	Item Description	Mean	Std. Deviation
1	Apparels of this store are appropriate for my culture.	3.68	1.245
2	Apparels are suitable for my caste and religion.	3.16	1.341
3	This store was suggested by my friends/colleagues.	3.01	1.293
4	My whole family can shop from this store.	3.57	1.116
5	I get attention and admiration when I use products of this store.	3.23	1.380
6	Products of this store suits my personality.	3.41	1.234

Source: Statistical Analysis on Survey Data

Table 4
Descriptive Statistics of Positioning Measures

Item No.	Item Description	Mean	Std. Deviation
1	This store has competitive policies related to products and services.	3.56	1.198
2	This store is reliable and prestigious.	3.40	1.233
3	This store has comparatively differentiated positioning.	3.66	1.156
4	The products of this store hold superior quality.	3.19	1.346

Source: Statistical Analysis on Survey Data

7.2. Reliability of the Scale

Reliability is an indication of consistency between two measures of the same dimension or variable (Jaeger, 1983). Cronbach's coefficient was used to assess the reliability of all multi-item scales. Since, all scales showed reasonable reliability (i.e., > 0.70), the reliability test was passed. Table 2 shows that the values of the Cronbach Alpha exceeded the acceptable value, which indicates a good internal consistency of the items for all the scales. (Chawla Sondhi, 2016).

7.3. Descriptive Statistics

The item-wise descriptive statistics, i.e., mean and standard deviation of the data pertaining to Behavioural Traits and Positioning Measures is shown in Table 3 and Table 4 respectively.

In the sample, the mean score of the Behavioural Traits in respect of Item No. 1 i.e., 'Apparels of this store are appropriate for my culture' is found to be maximum (i.e., 3.68) amongst all the other items. In other words, cultural traits of customers significantly influence the apparel retail positioning.

In the sample, the mean score of Positioning Measures in respect of Item No. 3 i.e. 'This store has comparatively differentiated positioning' is found to be maximum (i.e., 3.66) amongst all the other items. In other words, a differentiated positioning is the main dimension of store patronage as precepted by the customers.

7.4. Exploratory Factor Analysis of Retail Attributes

The study employed Principal Component of Factor Analysis to reveal the dimensionality of concept as the constructs were in a self-designed structured instrument. The value of Kaiser-Meyer-Olkin (KMO) test i.e., 0.76 showed sampling adequacy and appropriateness of factor analysis (Malhotra Dash, 2013). The significant value of Bartlett's test of sphericity i.e., 0.00 showed the correlation among items of scale.

The Eigenvalues of 2.162 and 1.789 confirmed that the factors can be retained for further investigation. All the 13 predictors were satisfactorily loaded with > 0.60 and were used as input for further analysis (Osborne Banjanovic,

Table 5
Item Description and EFA Matrix of Identified Factors

Factors/ Dimensions	No. of predictors/ items	Item Description	Rotated Factor Loading	Eigen Value	Variance Extracted %
Store Mix (Factor 1)	6	X1. This store always has needed merchandise.	0.734	2.162	38.168
		X2. Store is in a prime location.	0.678		
		X3. Store has good maintenance and ambience.	0.831		
		X4. Sales personnel of this store are knowledgeable.	0.609		
		X5. Convenient return and exchange policy.	0.721		
		X6. Has frequent deals and special discounts.	0.72		
Product Mix (Factor 2)	5	X7. Products are worth their value.	0.843	1.789	30.093
		X8. Apparels are comfortable and fit well.	0.789		
		X9. Latest style apparels.	0.645		
		X10. Reputed brands are available.	0.602		
		X11. Products are durable.	0.765		

Table 6
Reliability and Validity

Item No.	Standardised Factor Loading (SRWs)	No. of items	CR	AVE
Store Mix				
X1	0.71			
X2	0.75			
X3	0.89	6	0.861	0.588
X4	0.74			
X5	0.72			
X6	0.81			
Product Mix				
X7	0.55			
X8	0.83			
X9	0.73	5	0.711	0.512
X10	0.71			
X11	0.62			

Source: Statistical Analysis on Survey Data

2016). Cumulative per cent of the variances i.e., 68.261 was satisfactorily explained by two factors which were named as Store Mix and Product Mix [as reported in Table 5].

7.5. Validation through Confirmatory Factor Analysis

Confirmatory Factor Analysis was run on explored factors, i.e., Store Mix and Product Mix which validated the measurement model of latent constructs. The results of CFA on both the sub scales revealed that all the observed variables are highly loaded on their latent constructs [refer figure 3 table 6].

The goodness-of-fit indices i.e., Chi-Square Fit Statistics/Degree of freedom (CMIN/DF = 2.168, p<0.000) Goodness-of-fit index (GFI= 0.81), Adjusted goodness-of-fit index (AGFI= 0.962), Comparative Fit Index (CFI= 0.983), and Root mean square error of approximation (RMSEA=0.045) yielded excellent results and revealed a perfect model fit (Hair, Black, Babin, Anderson, 2013).

Convergent validity was established through the values of Standardized regression weights, Construct Reliability (CR), and Average Variance Explained (AVE). The standardised regression weights (SRWs) of each item of retail attributes are significantly loaded on their latent constructs, i.e., greater than 0.5. Composite Reliability was obtained with the values greater than 0.7, i.e., 0.861 and 0.711 (Hair, Black, Babin, Anderson, 2013). AVE of all the extracted eleven individual constructs was found more than 0.5 [as reported in Table 7].
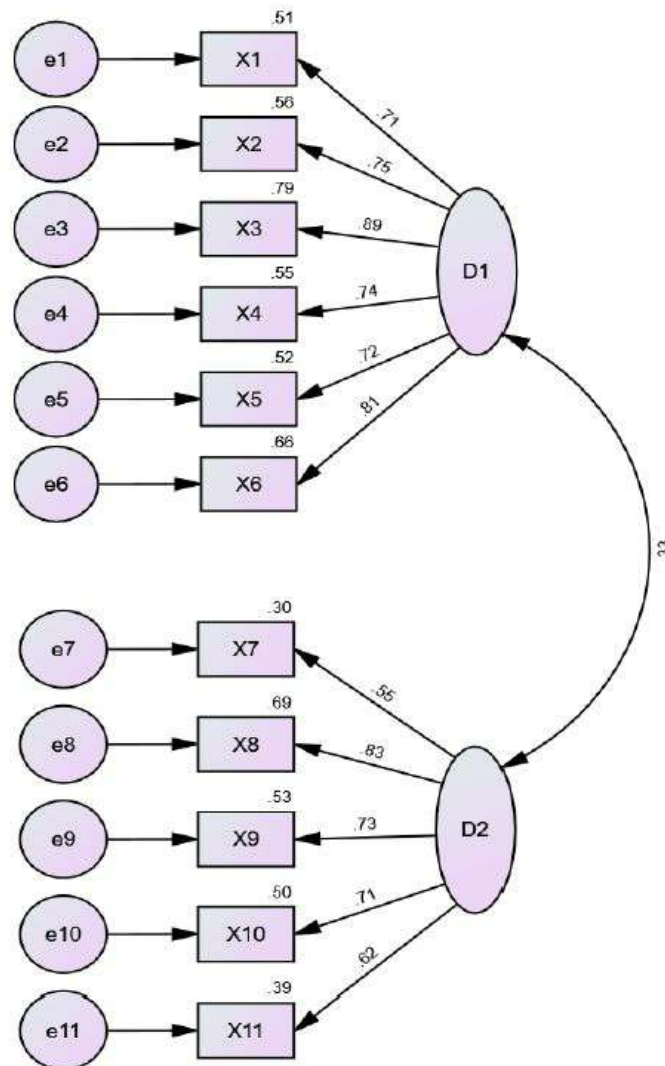
Figure 3: Retail Attributes Measurement Model

7.6. Factor Generated Perceptual Map

Perceptual map was furnished to measure the way retailers are positioned in the mind of the shoppers and this perception was and displayed on a graph whose coordinates were formed by saving the factor scores of retail attributes as variables.

The perceptual map in figure 4 shows the relationship between select retailers and aggregate dimensions of retail attributes. Dimension 1 is represented by Product Mix and Dimension 2 is represented by Store Mix. On the dimension of Product Mix, Pantaloons and Planet Fashion are dominantly positioned indicating a strong establishment on the customers' mind. On the contrary, Shoppers Stop, Reliance Trends and Westside are comparatively closer to each other indicating quite a similarity among them. On the dimension of Store Mix, Shoppers Stop is clearly standing out having a unique image and can be assured of no real competition. Westside positioned near to Shoppers Stop also indicates a fair performance in Store Mix. On the contrary, Pantaloons, Planet Fashion and Reliance Trends seems are not considered to have a good store mix. Thus, they need to do a thorough customer research to understand the elements of the store mix on which they lose out. Hence, based on the above positions of the select retailers it can be interpreted that customers' perception of retail attributes vary.

Table 7
Factor Coordinates of the Select Retailers

Retailers	Product Mix	Store Mix
Pantaloons	1.2853	-0.0806
Planet Fashion	0.85741	-0.15439
Reliance Trends	-0.80661	-1.42831
Shoppers Stop	-0.48146	1.3543
Westside	-0.85465	0.309

Source: Statistical Analysis on Survey Data
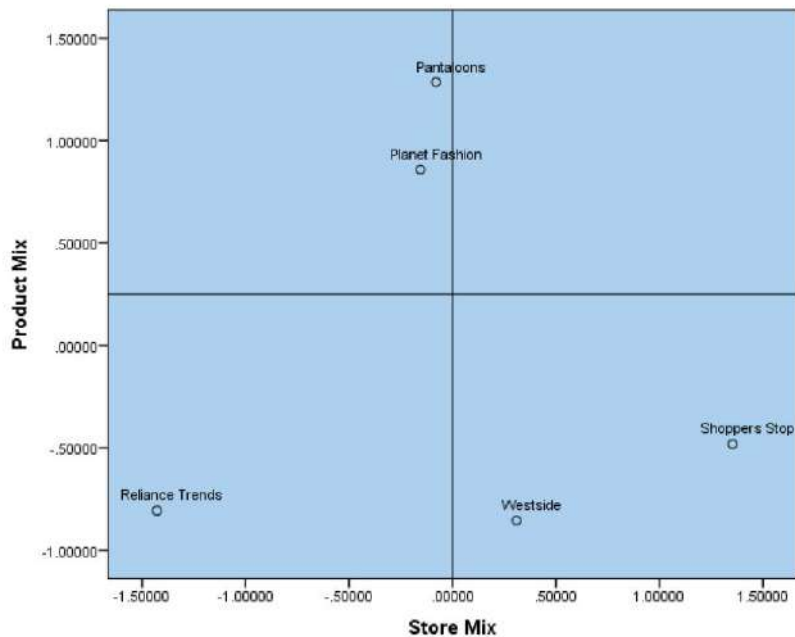
Figure 4: Positioning Map of Retail Attributes

Table 8
Model Summary

R	R-sq	MSE	F	Df1	Df2	p
0.5635	0.6321	78.531	59.664	2	234	0.000

Source: Statistical Analysis on Survey Data

7.7. Regression Model Summary

The relationship between Retail Attributes and positioning is found significant with 0.000 p-value at 5% level of significance considering the moderating variable. The R-square value of 63.21% depicted in the model summary shows the extent of impact between dependent variable, i.e., positioning and score of independent variables, i.e., retail attributes.

The interaction between Retail Attributes and Behavioural Traits is found significant with the p-value of 0.0281 at 5% level of significance. Hence, it can be interpreted that the relationship contemplated in the conceptual and statistical model is true and behavioural traits of customers is a significant moderator in the relationship between Retail Attributes and Positioning.

Table 9
Model

	coeff	se	t	p	LLCI	ULCI
Constant	34.4004	9.4878	3.6258	0.0003	15.7462	53.0547
Retail Attributes	0.6321	0.0974	0.2029	0.0394	-0.1717	0.2112
Behavioural Traits	-4.7891	2.7604	-1.7349	0.0036	-10.2165	0.6383
Int_1	0.0498	0.0281	1.7703	0.0231	0.0055	0.1051

Source: Statistical Analysis on Survey Data

8. Conclusion and Implications

Given the intense competition, it was discovered that the mix of store and product characteristics contributes to the overall retail attributes in positioning. In response to unforeseen demands in the apparel business, retailers have chosen varied strategic approaches. Select retailer like Shoppers Stop was found to be a leading giant in terms of store service, while Pantaloons is thought to be the provider of innovative style and quality apparels. The pack in the center of the roadways is said to be Reliance Trends, while Pantaloons and Planet Fashion is thought to be the market leader of innovative style and quality apparels. In addition to this, retailers like Westside and Reliance Trends are regarded as well-established retail stores with regard to shoppers' perception. Based on the results of regression anlaysis, it was established that both retail attributes and behavioural traits significantly impacts the positioning of retailers. The most interesting discovery of the study was the moderating role of behavioural traits in retail positioning. It was found that behavioural traits of customers significantly impact the positioning of apparel retailing and plays a key component in every aspect of the retail sector but as a moderator. Retailers can use the instruments employed in the present study to better manage customer concerns. Furthermore, the study contributes significantly to the development of academic theories, arguments, and propositions that address research questions and the management consequences of customer behavioural traits.

9. Limitations and Direction of Future Research

The study was limited to the shoppers of apparels, further study may include other product categories. Further studies can also employ non store retailers such as online stores or direct marketing. Studies examining the impact of product attributes or store attributes in different retail formats can be done. The study can also be done in the other metropolitan cities as this study is conducted in Assam only and hence, results may not generalize in other parts of India.

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Digital Financial Literacy and Digital Financial Services Adoption amongst the Economically Disadvantaged: A Bibliometric Review

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ABSTRACT

Purpose-The issues and significance of financial literacy in influencing financial behavior of financially disadvantaged sections of the society have been highlighted by several researchers. However, there is a paucity of inclusive mapping and assessing of research that focuses on digital financial literacy amongst the economically disadvantaged. The current study makes a significant contribution by synthesizing the extant body of literature on digital financial literacy amongst low income segments. Design/ Methodology/Approach- Using an advanced search query, documents pertaining to the subject of digital financial literacy focusing on economically disadvantaged sections published during the period 2000-2022 are identified from Web of Science databases. VOSviewer and Biblioshiny (Bibliometrix package in R studio) are used together for the data analysis. Findings-With help of the software, co-occurrence network analysis, co-citation network by authors and documents, growth in trend topics, factorial analysis, clustering by document coupling and thematic map analysis are conducted. The findings indicate that digital financial literacy is still naïve and evolving. Financial inclusion, gender inequality and poverty remain major challenges among economically disadvantaged sections.Originality-A comprehensive viewpoint and insights are provided on the subject matter that will be benefit designers and markets of digital financial services and products targeting financially vulnerable sections of the society. The study also attempts to expand existing body of knowledge and explore potential areas of future research.

1. Introduction

There has been rapid growth in the area of digitalization which has brought several innovative technologies in daily lives of individuals worldwide. With the advent of new technologies, there have been profound developments in financial services. Due to ongoing innovation and deregulation in financial sector, personal finance is gradually becoming more and more complex and the aftermaths of financial literacy are becoming more serious among low income. One of the pioneering technologies that have proliferated in the recent years includes digital financial services. Given a wide range digital financial services such as internet banking, mobile banking and digital transactions through e-wallets, consumers are increasingly adopting these technologies. Digital financial services offers its consumers flexibility in operating financial services (Rana, Luthra and Raghav Rao, 2018). In developing countries, digital financial services can help in expanding and brining especially rural population in the formal financial system that earlier have limited access to mainstream banking services (Rana, Luthra and Raghav Rao, 2018). In India, nearly, 190 million adults do not have access to bank account, making India world"s second highest unbanked population after China (Demirguc-Kunt et al., 2018). In rural India, there is a digital divide with continued disparities associated with physical access to information and communication technology, low level of literacy, low financial status and lack of social and health awareness (Nedungadi et al., 2018). Financial literacy and digital divide that detach low income groups from formal banking system make it challenging for disadvantaged sections to gain the prospective benefits linked with digital banking (Servon and Kaestner, 2008).

Marginalized sections of the society tend to remain unbanked or financially excluded from financial opportunities and potential use of digital financial services (Cnaan et al., 2021). Despite the fact that there is enormous development in digital financial services arsenal, majority of the people use only cash-based transactions (Sivathanu, 2018). There is a

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lot of scope for the researchers to understand the state of digital financial literacy and digital financial services adoption among low-income groups so that unbanked population of this segment can be bought under mainstream financial services. Through digital finance adoption, individuals can acquire reasonable, accessible and reliable financial services ultimately (Aisaiti et al., 2019). For utilizing digital financial technology for saving and spending, digital financial literacy is imperative (Setiawan et al., 2020). Digital financial literacy is defined as "the knowledge of online purchasing, online payment through different modes, and online banking system" (Prasad, Meghwal and Dayama, 2018, p. 23). Morgan et al. (2019, p. 4) conceptualizes digital financial literacy with four dimensions, comprising "knowledge of digital financial products and services, awareness of digital financial risks, knowledge of digital financial risk control, and knowledge of consumer rights and redress procedures". The improvement of digital financial literacy is also necessary because fintech has unique features, benefits and risks (OECD, 2018). Digital financial literacy will not only offer proper understanding about financial technology products and services but also aid in controlling financial risk associated with fintech products. If digital 4 financial literacy is improved among low-income segments, access to digital saving and digital credit can be augmented. Financial management through digital financial services will not only aid in building self-efficacy amongst financially vulnerable sections but also stimulate economic growth (Manrai, Goel and Yadav, 2021).

Several researchers have highlighted the issues and significance of financial literacy in influencing use of digital financial services of disadvantaged sections of the society (Servon and Kaestner, 2008; Aisaiti et al., 2019; Luo, Peng and Zeng, 2021; Manrai, Goel and Yadav, 2021; Hu, Wang and Liu, 2022). Further, there is scant research concerned with digital financial literacy (Prasad, Meghwal and Dayama, 2018; Setiawan et al., 2020; Tony and Desai, 2020; Normawati, Rahayu and Worokinasih, 2021; Rahayu et al., 2022). However, there is a paucity of inclusive mapping and conceptualization of research that focuses on digital financial literacy. The present study makes a significant contribution by synthesizing the extant body of literature on digital financial literacy and digital financial services usage among low income individuals. The study consolidates and assesses the fragmented extant literature on the digital financial literacy and digital financial services usage by employing a meticulous approach. Efforts directed towards providing comprehensive viewpoint and insights on the subject matter will be to use to the designers and markets of digital financial services products and will also be of interest to policymakers and researchers in promoting digital financial literacy and adoption digital financial services effectively among financially vulnerable sections of the society.

The study not only expands the existing knowledge base on the area of interest in but also attempts to explore the potential areas of future research. The study purpose is to integrate the fragmented work on digital financial literacy by combining and assessing existing significant studies and recognizing possible study gaps for further exploration. The study therefore tries to answer to the research questions:

1. What is the trend in the number of publications on digital financial literacy?
2. What are the most significant theories, relevant documents, affiliated institutions, journals and countries with respect to the investigation of digital financial literacy?
3. What are the evolving themes in this of research interest?
4. What are the significant research gaps in this research area of interest?

2. Research Methodology

The following search query was used to identify the appropriate articles concerning digital financial literacy and digital financial services adoption among economically disadvantaged sections in the title, keyword or abstracts in the Web of Science databases: TS= (("digital") OR ("online")) AND (("financ* literacy") OR ("financ* knowledge") OR ("financ* capability") OR ("financ* product*") OR ("adopt*") OR ("bank*") OR ("payment*") OR ("financ* service*") OR ("financ* behavi?r*")) AND (("low income") OR ("rural") OR ("poverty") OR ("lower income") OR ("marginalized") OR ("disadvantaged") OR ("vulnerable")). The preliminary search resulted in a total of 220 articles. Using inclusion and exclusion criteria, 89 non-English articles and those published prior to year 2000 were eliminated in the initial screening. Using R-studio software the articles were checked for duplication. Lastly 84 relevant articles were subjected to VOSviewer and Biblioshiny (Bibliometrix package in R studio) for data analysis. Using the web-based application- Biblioshiny (Bibliometrix R-package), an R-tool used for comprehensive science mapping (Aria and Cuccurullo, 2017) and to evaluate their significance and impact on the subject of interest.
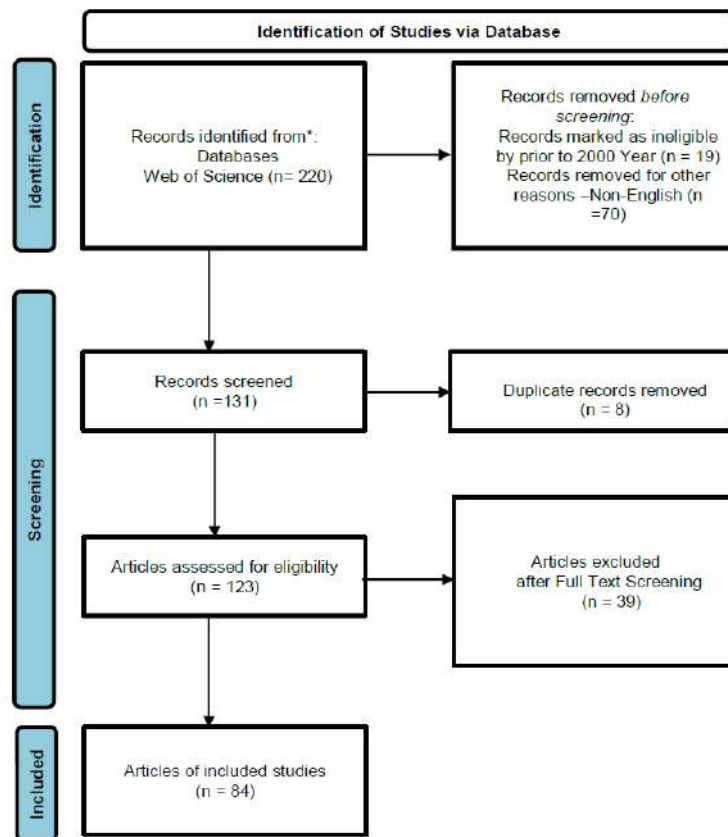
Figure 1: Stages of Review Process of Articles

3. Findings

3.1. Publication Trend

As depicted in Figure 2 the total number of publications on digital financial literacy has dramatically increased in the period 2000-2021. In the first few years (2004-2014), only seven Records identified from*: Databases Web of Science (n= 220) Records removed before screening: Records marked as ineligible by prior to 2000 Year (n = 19) Records removed for other reasons –Non-English (n =70) Records screened (n =131) Duplicate records removed (n = 8) Articles assessed for eligibility (n = 123) Articles excluded after Full Text Screening (n = 39) Articles of included studies (n = 84) Identification of Studies via Database Identification Screening Included articles were published, but this number rose exponentially to 72 in the last five years (2018-2022). The growth in the number of articles in the last five years represents 85.71 per cent of those articles published during the entire period. With the ever changing technology in the financial sector, there has been a rise in the access of financial services especially in the last few years. Adding to this, Covid-19 pandemic had generated new prospects for digital financial services for especially economically vulnerable sections, in the midst of isolation and social distancing measures. For improving the digital financial inclusion, it is imperative to focus on improving digital financial literacy and accelerating more inclusive recovery among low income households for mitigating the social and economic impact of the health crises.

3.2. Descriptive Summary

The descriptive summary of the documents reviewed is depicted in Table 1. A total of 84 documents published in 62 sources from 237 authors during timespan 2000 to 2021, are incorporated in the study. The average citation per document is 12.21, with a per year document citation of 3.052 having more than 4600 references of the documents used in the reviewed studies. Further, single authored documents are 9 while the document per authors was 0.354 with co-authors per document being 3. Particularly, collaboration index is 3.04 suggest teamwork by the authors in a common
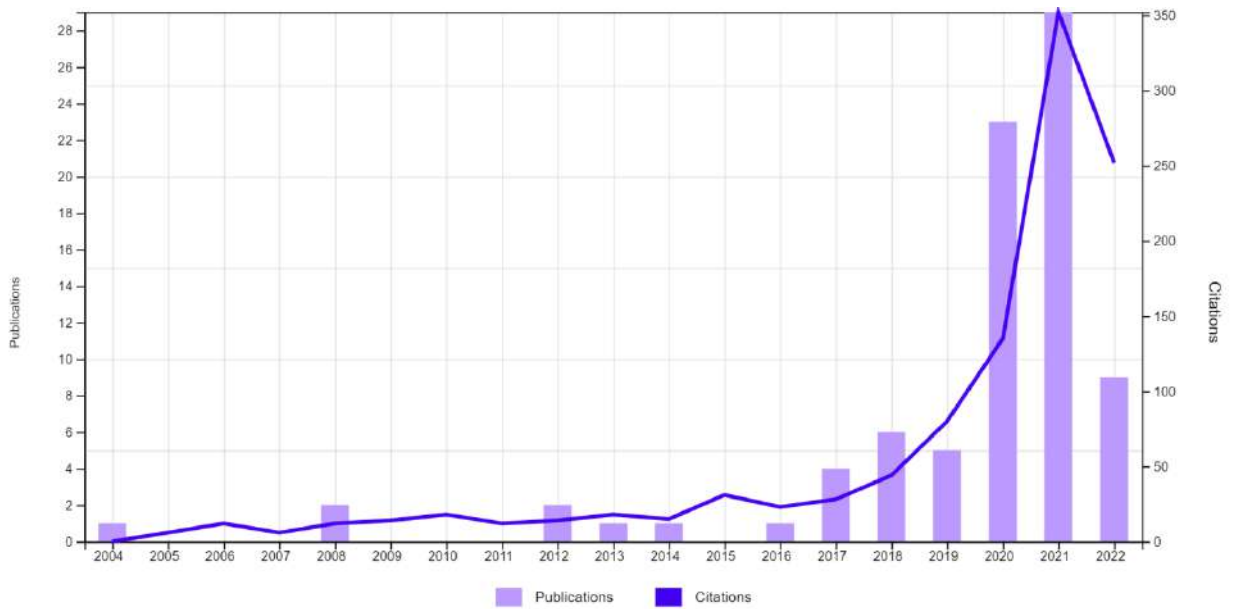
Figure 2: Annual Trend in Publications and Citations of Articles Reviewed on Digital Financial Literacy

research area. With respect to type of document, 78 articles, 1 book chapters and only 2 review papers have been published in this research area representing a dearth of publication on digital financial literacy in the existing literature. Therefore, review articles centering on amalgamating fragmented research for inclusive insight and understanding of digital financial literacy is important.

Table 1
Descriptive Summary of Documents Reviewed

Summary		Document Contents		Document Types		Authors		Authors Collaboration	
Description	Results	Description	Results	Description	Results	Description	Results	Description	Results
Timespan	2000:2021	Keywords Plus	260	Article	72	Authors	237	Single-authored documents	9
Sources (Journals)	62	Author's Keywords	312	Article; early access	6	Author Appearances	252	Documents per Author	0.354
Documents	84			Book chapter	1	Authors of single-authored documents	9	Authors per Document	2.82
Average years from publication	2.62			Conference paper	3	Authors of multi-authored documents	228	Co-Authors per Documents	3
Average citations per documents	12.21			Review	2			Collaboration Index	3.04
Average citations per year per document	3.052								
References	4679								

3.3. Categorization of Studies

The categorization of the reviewed studies rooted on select criteria is presented in Table 2. Although research has been conducted in both developed and developing countries, the topic of digital financial literacy has been relatively under-studied in the developing countries. Considering at the importance and necessity of the subject matter, there is huge scope for exploration and investigation in developing economies in order to unearth several outlooks and perception underlying this area of interest. Moreover, studies carried out in this area have scrutinized varied type of target population- migrant workers, rural and urban poor households, multigenerational and women. However, there is paucity of studies in examining digital financial literacy concentrating on women. Especially, rural women residents tend to face unique challenges and issues in adopting digital financial services (Manrai, Goel and Yadav, 2021) due to lack of financial literacy. There are studies that have applied qualitative and quantitative approach in investigating the digital financial literacy amongst the economically disadvantaged people, however, there is a paucity of research utilizing mixed method approach that can offer deeper insights on the area of interest.

Table 2
Categorization of Studies based on Select Criteria

	Categorization	Examples of Relevant Studies
Type of Economies	**Developing**	(Nel and Raleting, 2012; Lloyd, Antonioletti and Sloan, 2016; Suri, 2017; Aisaiti et al., 2019; Li, Wu and Xiao, 2020)
	Developed	(Blasio, 2008; Servon and Kaestner, 2008; Choudrie et al., 2018; van Klyton, Tavera-Mesías and Castaño-Muñoz, 2021; Tavera-Mesías, van Klyton and Collazos, 2022)
	Mixed	Lenka and Barik, 2018; Demir et al., 2022; Koomson, Martey and Etwire, 2022)
Type of Respondents	**Multigenerational**	(Blasio, 2008; Nel and Raleting, 2012; Hsieh et al., 2013; Lloyd, Antonioletti and Sloan, 2016; Nedungadi et al., 2018; Aisaiti et al., 2019; Li, Wu and Xiao, 2020; Koomson, Martey and Etwire, 2022; Tavera-Mesías, van Klyton and Collazos, 2022)
	Migrant workers	(Leonhardt and Chu, 2017; Lee et al., 2022)
	Rural	(Nedungadi et al., 2018; Aisaiti et al., 2019; Su et al., 2021; van Klyton, Tavera-Mesias and Castaño-Muñoz, 2021; Yang et al., 2021) (Cnaan et al., 2021)
	Urban	(Servon and Kaestner, 2008; Tavera-Mesías, van Klyton and Collazos, 2022)
	Women	(Kusimba, 2018; Manrai, Goel and Yadav, 2021)
	Older adults	(Choudrie et al., 2018)
Research Paper Type	**Survey Based**	(Hsieh et al., 2013; Leonhardt and Chu, 2017; Ligon et al., 2019; Zhang et al., 2020; Li, Wu and Xiao, 2020; Song et al., 2020; Lee et al., 2021; Su et al., 2021; Yang et al., 2021; Koomson, Martey and Etwire, 2022; Tavera-Mesías, van Klyton and Collazos, 2022) (Cnaan et al., 2021)
	Review/ Conceptual	(Suri, 2017; Choudrie et al., 2018; Hua and Huang, 2021)
	Interview/Focus Group Based	(Kusimba, 2018; van Klyton, Tavera-Mesias and Castaño-Muñoz, 2021)
Data Source	**Primary**	(Leonhardt and Chu, 2017; Nedungadi et al., 2018; Aisaiti et al., 2019; Ligon et al., 2019; Lee et al., 2021; Su et al., 2021; Yang et al., 2021; Tavera-Mesías, van Klyton and Collazos, 2022) (Cnaan et al., 2021)
	Secondary	(Blasio, 2008; Hsieh et al., 2013; Li, Wu and Xiao, 2020; Song et al., 2020; Demir et al., 2022; Koomson, Martey and Etwire, 2022)

3.4. Top Publication Sources, Institutions, Authors and Countries

The details of the relevant sources that have published articles on digital financial literacy during the period 2000-2022 are depicted in Table 3. The PLOS one has the maximum number of publications with 5 articles indicating 6 per cent of the total number of articles. China Agricultural Economic Review (C Ranking) with 4 publications contributes to about 4 percent of the total number of articles. Also, amongst the other famous journal publication, Information Technology People, International Journal of Bank Marketing and European Journal of Finance with A category ranking contribute to about approximately 12 per cent of the total number of articles. As Table 3 suggest, top journals publishing in this field are multidisciplinary in nature belonging to different areas of interest.

Table 3
Most Relevant Sources on Financial Socialization

Journal Name	ABDC ranking	Publisher	TP	%
PLOS One	NR	Public Library of Science	5	5.95%
China Agricultural Economic Review	C	Emerald Publishing	4	4.76%
Information Technology & People	A	Emerald Publishing	4	4.76%
International Journal of Bank Marketing	A	Elsevier	4	4.76%
European Journal of Finance	A	Emerald Publishing	3	3.57%
Journal of Theoretical And Applied Electronic Commerce Research	B	Universidad de Talca - Chile	3	3.57%
Sustainability	NR	Multidisciplinary Digital Publishing Institute	3	3.57%
Journal of Consumer Affairs	A	Wiley - Blackwell Publishing	2	2.38%
Journal of Rural Studies	NR	Elsevier B.V.	2	2.38%
Technology In Society	C	Elsevier B.V.	2	2.38%

*Note- *NR- Not Rated; TP- Total Publications*

Table 4 presents the top relevant authors, countries and affiliated institutions and their share of contribution in the total number of articles on digital financial literacy. Based on the analysis, it is observed that there are only few researchers that have contributed to the digital financial literacy research. Van Klyton is one of the authors that have contributed to this area of research with 3 documents sharing 3.57 per cent in the total publications. Further, the top affiliated institutions that have contributed to this line of research are Southwestern University of Finance and Economics (8 articles), Peking University (7 articles), Renmin University of China (5 articles). It can be observed that top six affiliate institutions are located in China which indicates dominance of the nation in this area of research. According to authors" affiliated country, China has the highest number of publications with 27 articles contributing to about 32 per cent of the total publications followed by USA with 22 articles accounting to about 26 per cent of the total publications. It plainly shows that digital financial literacy as a subject area of interest has caught considerable attention from researchers of China.

3.5. Global and Local Citations by Documents

Table 5 depicts the top most global and local cited documents on digital financial literacy. While the global citations are the number of citations in Web of Science database, local citations are the number of citations in 84 papers. The most locally cited in relative terms Li, Wu and Xiao (2020) with 11.32 % LC/GC Ratio can be considered the pivotal work of the main research stream on this topic. This paper primarily contributes to the growing body of literature on importance of digital finance in promoting household consumption among low and middle income families and those that possess low levels of financial literacy. Suri (2017) is the second locally cited papers (9.62% LC/GC Ratio) that synthesis research on the adoption of digital technologies such as mobile money in developing economies and revealed that developing economies still lag behind in digital technology acceptance. Further, Aisaiti et al. (2019) used an empirical research to show that digital finance innovation can play a vital role in poverty alleviation among rural residents. Finally, Servon and Kaestner (2008), one of the most globally cited authors, can be considered as a pivotal work on the main research stream inside this area, unearthing the probable linkage between technology literacy and financially literacy via online banking among urban low income individuals. Fundamental theories and key research knowledge on digital financial literacy in these top leading cited documents works as the underlying foundation for present and upcoming researches.

Table 4

Most Relevant Authors, Affiliated Institutions and Countries on Financial Socialization

Authors	TP	%	Affiliations	TP	%	Country	TP	%
Van Klyton A	3	3.57%	Southwestern University of Finance and Economics	8	9.52%	China	27	32.14%
Castano-Munoz W	2	2.38%	Peking University	7	8.33%	USA	22	26.19%
Kong R	2	2.38%	Renmin University of China	5	5.95%	United Kingdom	9	10.71%
Lee Jn	2	2.38%	University of Washington	5	5.95%	Australia	4	4.76%
Li J	2	2.38%	World Bank	5	5.95%	India	3	3.57%
Morduch J	2	2.38%	Hefei University of Technology	4	4.76%	Spain	3	3.57%
Peng Y	2	2.38%	Northwest A&F University	4	4.76%	Bangladesh	1	1.19%
Ravindran S	2	2.38%	Ramapo College of New Jersey	4	4.76%	Canada	1	1.19%
Shonchoy As	2	2.38%	Shanghai University of Finance and Economics	4	4.76%	Denmark	1	1.19%
Tavera-Mesias Jf	2	2.38%	University of Antioquia	4	4.76%	Finland	1	1.19%

*Note- *TP-Total Publications*

Table 5

Global and Local Citations by Documents on Digital Financial Literacy

Document	Local Citations	Global Citations	LC/GC Ratio (%)
Li J, 2020, Economic Modelling	6	53	11.32
Suri T, 2017, Annual Review of Economics	5	52	9.62
Aisaiti G, 2019, Industrial Management and Data Systems	3	13	23.08
Mushtaq R, 2019, Technology in Society	2	51	3.92
Lenka SK, 2018, Financial innovation	1	25	4
Kusimba S, 2018, Economic Anthropology	1	17	5.88
Van Klyton A, 2021, Journal of Rural Studies	1	8	12.5
De Blasio G, 2008, Growth and Change	0	33	0
Servon LJ, 2008, Journal of Consumer Affairs	0	110	0

3.6. Collaboration Network of Countries

The collaboration network of author"s affiliated countries on conducted on digital financial literacy is depicted in Figure 3. The network clearly depicts that digital financial literacy has drawn attention of researcher from nations worldwide. United States of America, being the densest cluster of all, reveals that it has biggest collaboration network contributing in this line of research. The cluster clearly reflects joint efforts and interest in this line of research among authors from countries like, "China", "India", "Korea", "Colombia". China contributes maximum number of publications in the area followed by United States of America and United Kingdom. The reason of maximum number of publications contributed by country, China can be explained by the fact that the country is the highest unbanked population in the world (Demirguc-Kunt et al., 2018). The second largest cluster that have strong network link with other countries ("Sweden", "New Zealand", "Kenya") is that of "United Kingdom". Interestingly, the collaboration network reveals that authors from developing countries such as China, Kenya, and Bangladesh are collaborating with developed countries in this research area providing more insightful and profound conclusions.

3.7. Co-citation Network of Authors

Co-citation network is a network that depicts the relationship between documents by assessing which document cited other pairs of documents. The authors and their co-linkages with other authors are represented through colored circles and lines. Further, citation weight is represented by the size of the circle. The red colored cluster is the densest cluster with Suri (2017) being co-cited with the other prominent authors in the cluster(Figure 4). All the clusters linked with others clusters in the network represents the diversity in knowledge base associated with each other through shared references.
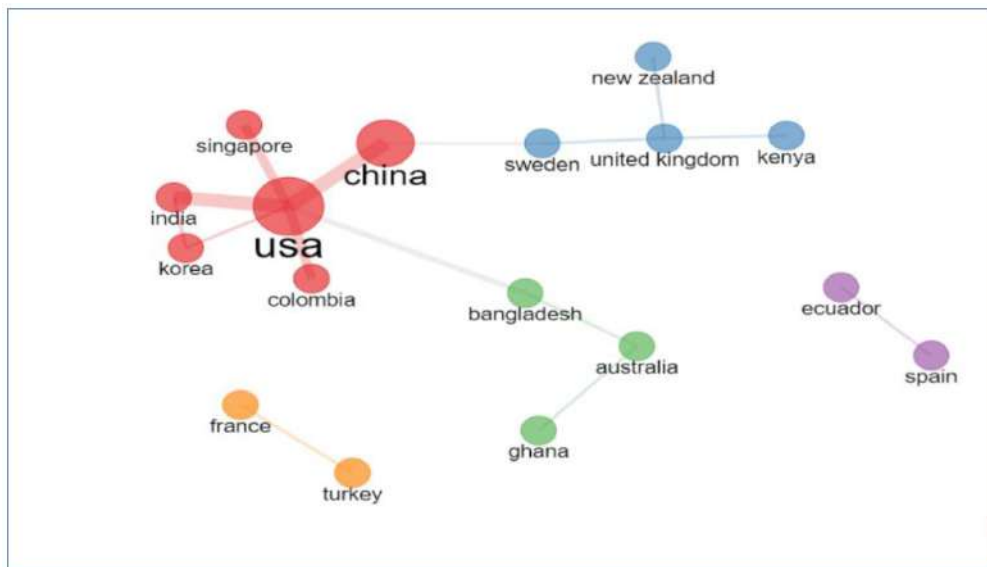
Figure 3: Collaboration Network of Countries on Digital Financial Literacy
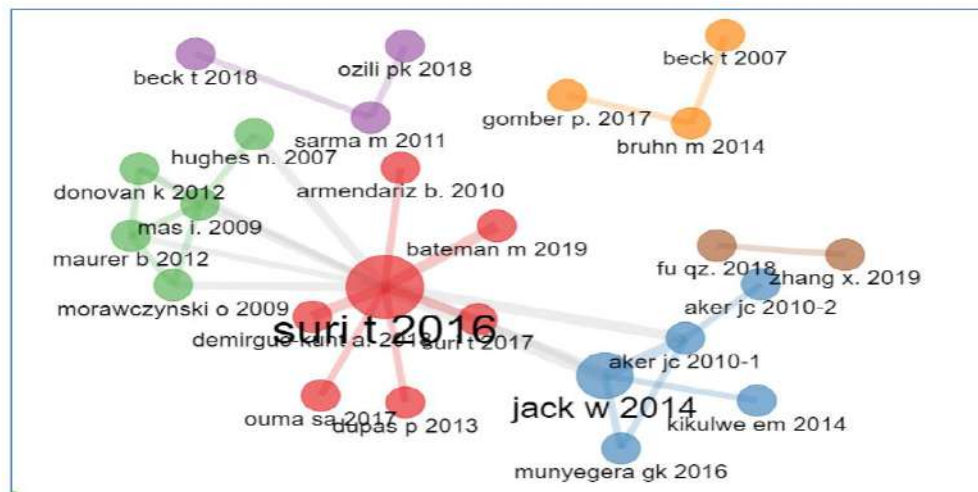
Figure 4: Co-citation Network of Authors on Digital Financial Literacy

3.8. Thematic Map

A review of the thematic map plotting the typological themes on bi-dimensional plot unveiled some interesting findings (Figure 5). With 250 word count in keyword plus field having at least cluster frequency of five, thematic map was used in the study. On the basis of Callon"s density and centrality, there are different theme represented in a bubble can be one of the four quadrants of the thematic map. It is observed that "credit constraint" is the niche theme and "poverty", "literacy" and "risk" falls within emerging theme, while "e-commerce", "adoption" covers motor theme and "internet", "gender" and "access" are depicted in the basic theme. The motor theme is in the upper-right quadrant described by both high density and high centrality (Table 6). Motor theme is the most widely discussed topic and relatively more developed in the literature. In this area, adoption stands out as a major theme which is a combination of subthemes, namely, mobile banking, acceptance of information technology, e-commerce and adoption models. Indeed, acceptance and adoption of digital financial services and e-commerce among economically disadvantaged sections is at the core of discipline and extensively researched area in recent years (Leonhardt and Chu, 2017; Hu et

al., 2019; Su et al., 2021). Basic themes are essential for the improvement of a research field, however, internally they are not appropriately explained (Martínez et al., 2015). The themes, internet, gender and access which appear at the lower quadrant with low density but high centrality is a basic theme. Low income individuals being financially and technologically illiterate, it has captured researchers" attention to question on the extent of access of digital financial services (Servon and Kaestner, 2008; Nedungadi et al., 2018). Further, gender differences in access to digital financial services due to limited access to financial education amongst low income stratas has also contributed to the wider inequalities. The upper left quadrant, niche theme, indicates high density but low centrality pointing out insignificant external ties and is of marginal significance. In this quadrant, poverty theme which is constituted by technology, literacy and risk firmly relates with concerns of financial, performance and technology risks linked with adoption of adoption of digital financial services and low financial literacy among low income groups. With reference to lower left quadrant characterized low density and low centrality, a credit constraint is the emerging theme and weakly developed area. Lack of access to digital credit among low-income segments, a deterrent in improving household consumption, is underdeveloped research area among scholars.
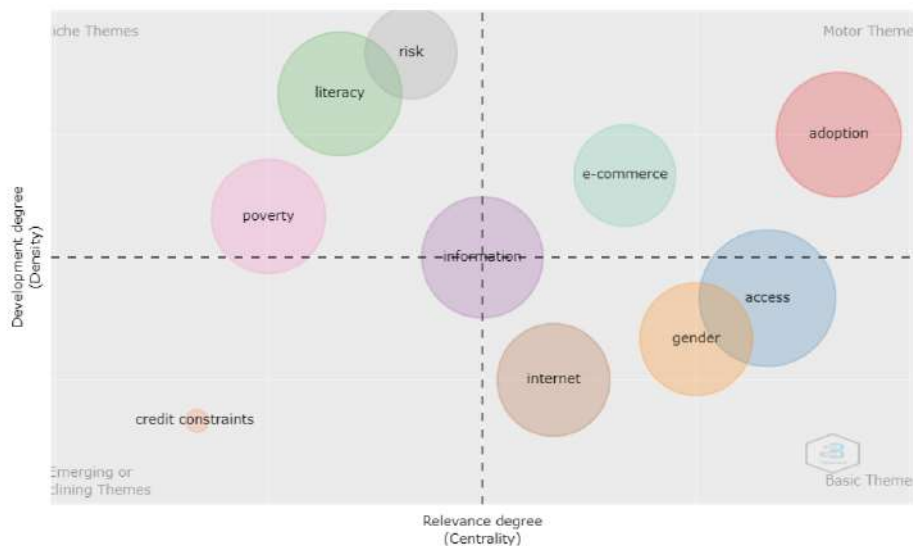
Figure 5: Thematic Map based on Centrality and Density of Digital Financial Literacy

Table 6
Clusters of Thematic Map based on Centrality and Density

Cluster	Callon Centrality	Callon Density	Rank Centrality	Rank Density
Adoption	27.022	511.241	11	9
Access	24.944	396.465	10	5
Literacy	9.415	541.071	4	10
Information	10.971	437.64	6	6
Gender	18.622	387.269	9	4
Internet	14.175	348.502	7	3
Poverty	8.698	446.368	3	7
Risk	10.132	588.889	5	11
E-Commerce	16.378	492.995	8	8
Credit Constraints	0.063	312.5	2	2

3.9. Conceptual Structure Map

The conceptual structure map based on factorial analysis is presented in Figure 6. The study used multiple correspondence analysis method to classify analyze emerging themes on digital financial literacy. To generate a

mapping between keywords with values, dimension 1 and dimension 2 values are utilized to set in each keyword. The red, blue and green areas are split into three parts of the field. In each field, some keywords are associated with each other. The nearer the documents" keywords are to each other, the greater they are linked. The plot reveals three clusters depicted as cluster 1 represented in red colour (labeled as "digital finance access and behavior"), cluster 2 represented in blue colour (labeled as "interventions") and cluster 3 (labeled as "perceived risk and digital financial services adoption").
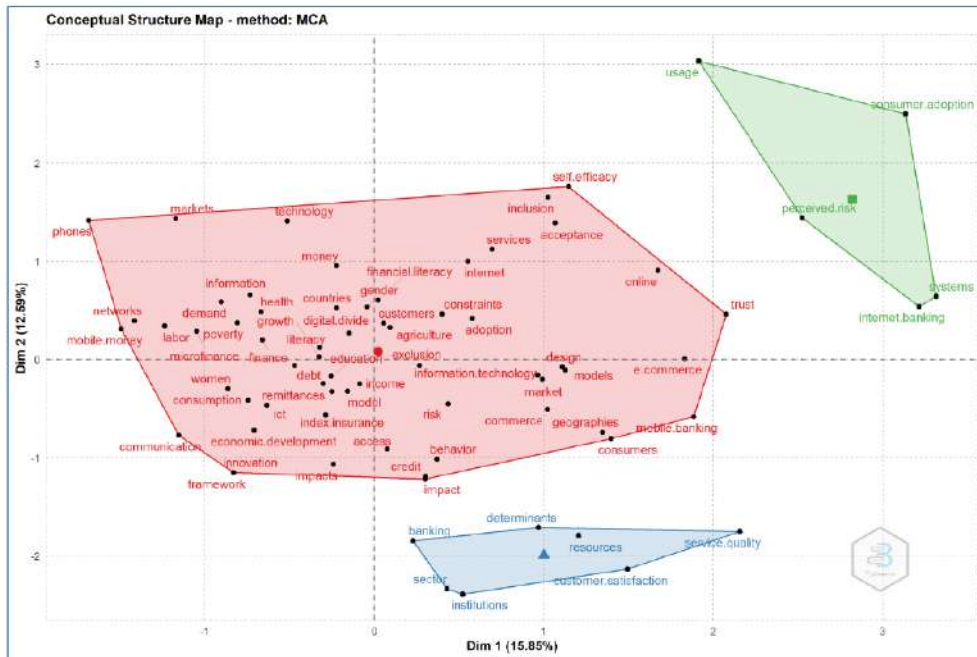
Figure 6: Factorial Analysis- Conceptual Structure Map based on Multiple Correspondence Analysis

3.10. Relevant Keywords in Articles

Table 7 presents the most relevant keywords used in articles on digital financial literacy. "Financial inclusion" is the most frequent keyword used in the articles with 19 occurrences having 14 as the total link strength. Certainly, there is a clear evidence on how financial inclusion been considerably placed in digital financial literacy research work (Mushtaq and Bruneau, 2019; Demir et al., 2022; Lee et al., 2022). The second most significant keyword is "mobile money" with 10 occurrences on digital financial literacy. Mobile money has recently captured researchers" attention as an important variable in digital financial literacy work in utilizing digital financial services (Suri, 2017; Koomson, Martey and Etwire, 2022; Lee et al.,2022). Other important keywords used in the documents include "adoption", "access", "gender", "digital finance" and "information". The word cloud is also presented in Figure 7 is a pictorial illustration of frequency of words in the articles denoted by the size of the word. It can be meant as proxy for word that is most relevant in the literature. Besides these variables, words such as gender, China, Bangladesh, financial literacy, microfinance, mobile banking were the most common keywords used in this line of literature.

3.11. Trend Topics

Figure 8 presents the evolution of trend topics for the 2015-2022. The evolution of trend topic indicates that, in the period 2015-2018, the focus was on digital divide, financial services adoption through information and communication technology. In 2018-2020, the focus shifted to financial literacy, microfinance and mobile banking considering the beginning of covid-19 era. While post 2020, fintech, digital financial inclusion, digital inclusive finance and digital money, gender, migration among low income segments, themes emerged as the leading topics emphasizing on the importance of adoption of digital financial services.

Table 7
Most Relevant Keywords used in Articles on Digital Financial Literacy

Keyword	Occurrences	Total Link Strength
Financial Inclusion	19	14
Mobile Money	10	10
Adoption	10	9
Access	8	8
Gender	9	8
Digital Finance	8	7
Information	7	7
Literacy	8	7
Technology	8	7
Behavior	6	6
Digital Divide	7	6
Microfinance	6	6
Mobile Banking	8	6
Poverty	8	6

Figure 7: Word Dynamics

4. Conclusion

The present study underlines the growth and development of digital financial literacy among economically disadvantaged sections over the time period 2000-2022. Further, it provides comprehensive mapping of the thematic structure, intellectual structure and social structure on the digital financial literacy. It also makes significant contribution by highlighting significant authors, documents, journals, sources and leading countries in the area. The publication trend depicts that there is a continuous rise in the publications with a subsequent surge after the year 2019. This surge in publications can be explained by the beginning of Covid-19 pandemic making digital financial inclusion and digital financial services adoption among low-income segments imperative more than ever. Digital financial literacy is expected to become progressively essential part of education in the digital era (Morgan et al., 2019).
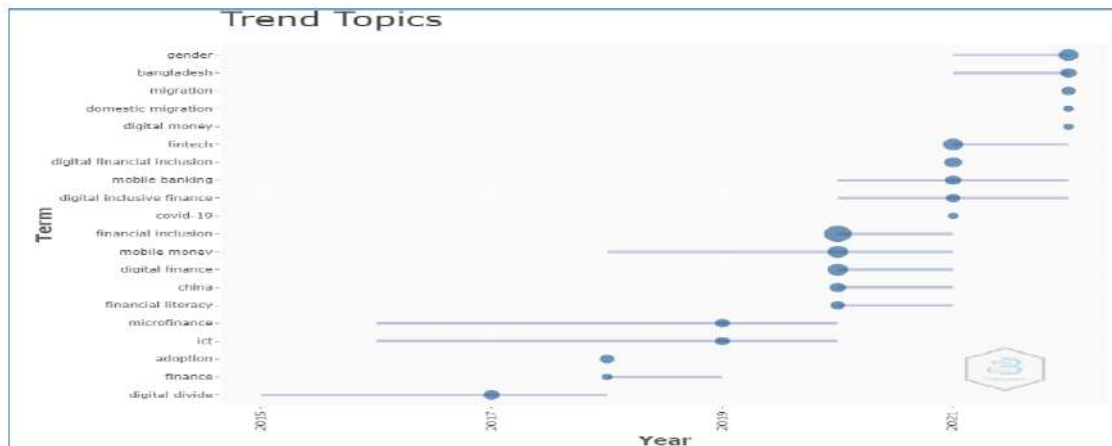
Figure 8: Trend Topic for the period 2015-2022

Majority of the research work have been carried in United States of America followed by China and its alliances in developing nations are in progressing phase. Collaborative network also shows that there has been expansion in social structure of the research area. Thematic map reveals the development in the field from digital financial services and e-commerce adoption factors and its relation with demographic factors to deterrents variables such as poverty, gender inequality, credit constraints. Hence, this article makes an effort to develop a roadmap for educators and practitioners to comprehend existing information in the area. This study would assist policymakers in providing deep insights on the contemporary issues in organizing digital financial literacy programs and policy interventions. This study would help the beneficiaries and marketers of digital financial services in understanding the emerging issues in the area. It would help government organizations in further encouraging improvement of digital finance and emphasizing on the role of digital finance in enhancing the consumption level of financially vulnerable households. In sum, this study portrays the advancement in this area of research. It encourages developing of existing knowledge and recognizes unexplored aspects of digital financial literacy.

5. Future Research Directions

The study provides a summary of the research gaps revealed in the extant literature on this area and hence, offers vital potential directions of research that could be explored in future. The study uses only bibliometric approach for science mapping on the topic; however this approach could be complemented with systematic review for providing more theoretical insights and conceptual insights on research domain. With manual extraction of documents accompanied by extensive analysis of the articles, in-depth understanding and rich insights could be obtained in the research area. Also, none of the studies on digital financial literacy have utilized meta-analysis approach which could be taken in future researches. The studies in the domain have utilized different theories such as Theory of Bottom of pyramid (Aisaiti et al., 2019), Technology Acceptance Model (Servon and Kaestner, 2008; Hu et al., 2019), The theory of Behavioral Finance (Su et al., 2021), Habit Adoption Theory (Leonhardt and Chu, 2017). Besides, these theories, exploring the intentions to use digital financial services of financially vulnerable population such as rural women by utilizing combination of technology acceptance model with some significant theories such as diffusion innovation theories. Studies focusing on extending these theories to incorporate other issues such as perceived risk and fraud linked with the use of digital financial services among low-income individuals would further generate better insights. By utilizing relevant models and theories, further insights into factors affecting digital financial literacy and digital financial services adoption could be gained by future researchers. Undertaking qualitative studies would provide in-depth explanation of the reasons for or against digital financial services adoption. Low contribution of developing nations in comparison to those of developed nations directs towards scope for research collaborations in this area. Further, this study is majorly concerned science mapping of digital financial literacy among low income stratas of the society. The future researcher can further consider carrying out bibliometric analysis in understanding digital financial literacy and digital financial services adoption of other financially vulnerable sections such as rural women young

adults and elderly populations. Combining an inclusive intervention focusing at all aspects of the digital divide with financial literacy elements directed at low-income groups would improve financial literacy and deploy them through the digital divide (Servon and Kaestner, 2008). In a nutshell, economic policies emphasizing at a reducing income inequality should construct more financial inclusive structures that would help low-income and poor segments in providing increased access to mainstream digital financial services.

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Role of Social Media Marketing activities in influencing customer buying intention

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ARTICLE INFO

ABSTRACT

Social media platforms have seen tremendous growth over recent years. Customers have transitioned from buying products offline from retail stores to online platforms. This has led to a drastic change in all the marketing activities companies adopted to acquire, retain, and engage with customers. Companies are offering their products online and have started to adopt the best ways to create a strong relationship with online customers. This study aims to explore social media marketing activities and their influence on customer buying intentions. This study included Facebook and Instagram social media platforms to understand the user's experience of the two social media platforms in India. Data were collected from 100 respondents using a self-administered questionnaire. According to this study, social media marketing has a significant influence on brand identification, which eventually influences purchase decisions, participation decisions, continuance intention, and satisfaction of customers. This enables the marketers how to attract customers to impact their purchase decisions. **Originality/ Value:** With the help of this study, game developers in India can understand their customer base and their changing perception. New or potential customers can find VR gaming experience more immersive than traditional gaming.

1. Introduction

The evolution in the internet has made new strategies available to business on the trending social media. The internet has allowed the people the chance to impart or associate with one another in a worldwide. With the ascent of internet-based media organizing destinations, people can without much of a stretch offer and access data. Today countless internet-based media stages have been built up that smooth the advancement for sharing the data and content to the clients. It is a stage that is effectively available to anybody with web access. Because of expanding the social media marketing our associations cultivates brand awareness and improved customer support. Web-based entertainment advertising comprises of an endeavour to utilize virtual entertainment to convince customers that one's organization, items and additionally benefits are beneficial. It is advertising utilizing on the web networks, informal communities, blog showcasing and that's just the beginning. Virtual Entertainment Marketing is the most common way of arriving at possibilities and clients, and gaining traffic and perceivability through online entertainment destinations like Instagram, Facebook, Twitter, LinkedIn and numerous others. Web-based entertainment networks were generally unbelievable, organizations actually liked to advertise their products through actual media like bulletins, handouts and standard mail. With past 10 years, virtual entertainment has overwhelmed the world, internet advertising supplanted actual customary promoting mediums, and is presently supplanted by Twitter, Facebook, Pinterest and other informal organizations. Individuals' interactions with one another have changed as a result of social media, which has brought both benefits and disadvantages. Customers from all across the world often use social media to participate, communicate, and develop new relationships that would not have been accessible. Having a virtual community has taken the fore place in engaging with the people, being part of the social community is considered as today's fashion and trend. It is trending to use social media to participate with the current generation of customer as well as members of the general public. One of the difficulties highlighted by the usage of social media in anatomy is posting relevant content. Human cadaveric material is often shared on social media, and anatomists are split on whether or not this content is suitable. Online entertainment is

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web-based apparatuses, for example, sites and applications, that empower clients to recover, investigate, and effectively partake in happy creation, altering, and spread (counting data, thoughts, individual messages, pictures, and recordings), through open and habitually constant client cooperation. Online entertainment incorporates (however are not restricted to) stages like Instagram, Facebook, WeChat, Twitter, Reddit, Snapchat, YouTube, LINE Messenger, and WhatsApp. The number of people using social media has been constantly rising due to the Internet's ever-increasing accessibility. By 2021, there will be 4.33 billion social media users worldwide, which is more than 55% of the world's population, up from 0.97 billion users in 2010 and 2.62 billion in 2018. There are many reasons to utilise social media, but some of the most common ones revolve around how social media makes it possible for three separate but interconnected activities to happen instantly: information sourcing, information dissemination, and communication. At the turn of the 20th and 21st century, technological advancement created new chances for communication. The largest invention, the Internet, was rapidly found to offer remarkable sociability prospects. This led to the rapid creation of social media, which brought individuals from everywhere the world together. The Internet has developed into a pristine everyday issue where many individuals are attempting for reinventing self. Online social-media networks have become a bigger part of our daily lives every day. Digital consumers spend an average of two hours each day on social media and messengers, according to the Global Web Index. According to the report's data, 2.9 billion people each month use Facebook, WhatsApp, Instagram, or Messenger, the company's four main products. The usage of gadgets like computers, smartphones, and tablets has become widespread in modern society. Those who were born after 1980 find it impossible to fathom a future without technological advancements. Social media has evolved into a sign of their presence. You run the risk of implying that someone "does not exist" and is even excluded from social circles if they don't have a Facebook account. Social media are not just the most well-known platforms like Facebook or Twitter. With their extensive use of social media, millennials undoubtedly have a huge impact on the growth of the entire nation and all sectors of the economy, including tourism. Therefore, among Millennials, the use of social media has grown significantly over the past century. The online social-media platforms like Facebook and Instagram have gained acceptance and are popular among the youth. The business has incorporated these new platforms to build and reach out to the customers. Brands of products and services are using social media sites for promoting their products. Businesses have adopted various marketing activities the create awareness, to reach customers, to engage, and also to build strong relationship with the customers by incorporating effective communications (Boyland et al., 2012; Do and Ko, 2015). Customers are creating their own new products and services on social media based on customization service provided by the businesses. Instagram, Facebook, and other online entertainment, are progressively turning into a sight and sound diversion stage, with more application backing and more satisfied sharing. Google+, which added games not long after its presentation on the one-to-one communication interactions, is becoming its userbase in record time, and Twitter upholds both outsider and straightforwardly coordinated photograph and video sharing administrations. Both Instagram and Facebook are attempting to become as pervasive as conceivable to accomplish this widely inclusive objective, and to turn into the social layer of the web at large. Social media sites have become the entertainment alternative to people. Shoppers are progressively consuming, taking an interest, contributing, and sharing various kinds of web-based content. This is impacting the advertising exercises customarily controlled and performed by organizations. Virtual entertainment exercises depend on the thought processes in the exercises, including data, social association, and amusement. Social networking and interaction have been the greatest social shift since the modern turmoil, drawing in huge number of individuals, making a consistently extending social web, and upsetting the manner in which we communicate. Although many changes have happened since the traditional way of person-to-person communication and what it has developed into today, improvement is a ceaseless cycle. In this digitalized period, buyers pick among different sorts of word-of-mouth while looking for item data. A few item and purchaser qualities methodically affect search exertion distribution, as they do word-of-mouth for explicit assets. A cycle related investigation likewise recommends various jobs of word-of-mouth types during clients' inquiry processes, with the end goal that up close and personal discussions and Internet assessment destinations will generally be counselled early, while online entertainment for the most part act as definite data sources.

2. Review of Literature:

The significance of social media in social media marketing has gained its usage and popularity amongst customers who are using it across the world. This has made the business firms for reconsideration of their marketing activities adopted on social media (Weber, 2007). To increase brand exposure among consumers, most businesses turn to internet marketing techniques like blogger endorsements, social media advertising, and user-generated content

management. (Wang and Kim, 2017). Kumari (2016) stated that "Today, social media has replaced traditional forms of communication as the primary means for communicating among our relatives, family-members, friends, and co-workers." Sharing all data as text, sound, and video on long range informal communication to share their opinion and feelings has made it easier to buy items from markets that are out of our reach in a short amount of time. On an average the internet usage of individuals is 3 hours per-day on social media, and that number is increasing everyday as more people join in on new social media. As a result, social media offered a substantial volume of data that cannot be managed using conventional methods. Additionally, it has an impact on people's traditions, and some people resort to scam websites. Sirin Shanaaz, Rakshit (2019) stated that a concept may emerge on how social media could aid in improved decision-making, offer people more options, and save a great deal of time. Dealing with data that is this huge is incredibly technical and complicated. By using this enormous data as a resource and making the greatest use of its significance, you can pique people's curiosity. Sajid (2016) The online social-media trend has been incredibly trending, and the rate at which it is cultivating is unsatisfying is huge. The foundation of social media is trust and goodwill, and social media promotion These fundamental concepts must be followed in the media. It is most likely the only trending structure that encourages proficient interaction and participation. Responsibility exists both between sellers and the buyers. Worldwide corporations have identified Community Press Marketing as a budding advertising system and have used it in conjunction with enhancements to power their marketing with social media promotion. People use social media for a variety of reasons, including status seeking, information gathering, socialising, and entertainment. Van Esch, & Mente(2018) Organizations use new technologies to appear 'trendy' by connecting job applicants' personal and business lives, and video-enabled social media adds value by connecting online communities that distribute content and information as well as being active consumers. Sahatiya (2013) stated that in recent years, the majority of people have access to networks, gain a broader range of knowledge through social media events, and bring more people together in a compact form, which is social media.

3. Research Methodology:

A structured questionnaire was developed based on the hypotheses. The respondents participating in this study are the current users of the Indian social media platforms like Instagram and Facebook. Data was collected from respondents using a self-administered questionnaire. First an initial pilot study including 30 participant who are active users of the social media sites was conducted for making recommendations, and the final questionnaire has been revised based on the finding of the pilot study. The questions were slightly changed for the understanding of the participating respondents. Three academic marketing experts analysed and improved the construct items to confirm the validity of the questionnaire and the measuring tools is valid. The experts checked the items for spelling and grammatical errors and ensured that they were correct. The experts recommended minor text changes to the social identification and satisfaction items while recommending that the original number of items be maintained. The statements were rewritten and scales were refined based on the expert's recommendations The data collected from the developed questionnaire was used for data analysis and interpretation. The data was generated from a close ended structured questionnaire including the construct statements which were based on a Likert five-point scale. Percentage analysis for the demographic and exploratory factor analysis. (Hair et al., 2010; Malhotra and Dash, 2011) was done to understand the various factors influencing purchase intention of the customers while browsing for products on social media site. With more than 800 million dynamic browsing clients, Facebook is meaningfully altering the manner in which countless individuals connect with each other and share data. A quickly developing collection of examination has gone with the transient ascent of Facebook as friendly researchers survey the effect of Facebook on public activity. Likewise, scientists have perceived the utility of Facebook as an original device to notice conduct in a naturalistic setting, test speculations, and enrol members. Be that as it may, research on Facebook radiates from a wide assortment of disciplines, with results being distributed in an expansive scope of diaries and gathering procedures, making it hard to monitor different discoveries. Furthermore, on the grounds that Facebook is a somewhat late peculiarity, vulnerability actually exists about the best ways of doing Facebook research. The role of Facebook influencing the purchase intention is important for the social media marketers to understand the role various types of posts that influence the purchasing intention of the browsers.

4. Data Analysis and Interpretation

A structured questionnaire with closed ended questions was adopted to collect the data from 100 respondents. The complete questionnaire was developed based on 14 statements relating to the four independent variables –

Entertainment, Interaction, Customization, Trendiness, and word-of-mouth. This study aimed to know the influence of the four independent variables on the consumer buying intentions. The primary objective of the analysis is to check the reliability of internal-consistency of the structured questionnaire. The reliability analysis the percentage of the respondents understood the meaning of the statements. With the application of the Cronbach's alpha tool the evaluation on the internal consistency was calculated. The Table 4.1 representing the reliability indicates the Cronbach's alpha value as 0.82 which is considered as desirable. The Cronbach's alpha value confirms the reliability if the study.

Table 1
Reliability Analysis

Cronbach's Alpha	No. of Items
0.881	14

Table 2
KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Accuracy		0.816
Barlett's test of Sphericity	Approx chi-square	260.244
	df	68.000
	sig.	0.000

For achieving the basic aim of the study, the impression of different independent variables – Entertainment, Interaction, Customization, Trendiness, and word of mouth and its overall outcome on the consumers' buying intention with reference to marketing activities on Instagram and Facebook. The multiple regression analysis was adopted for evaluating the impact. The initial steps for the multiple regression models of variables(independent and dependent) are effective or not.

Table 3

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	0.635	0.403	0.402	0.34097	0.403	328.915	2	93	0.000***
a. Predictors: (Constant), Entertainment, Interaction, Customization, Trendiness, and word of mouth									

The Table 3 shows the model summary indicating the R and R Square value with the significance value being 0.000 which is below the value 0.05, the values indicate that the independent variables sufficiently explain the variance on dependent variable. Table 3 shows the R value as .635 and the value of coefficient of determining R^2 is 0.403. This indicates that 63.5 percent of changes in consumer intention is due to the five independent variables Entertainment, Interaction, Customization, Trendiness, and word of mouth. And the remaining 36.5 percent is due to all the other remaining factors. The value of coefficient of determination indicate that variance explained by the four independent variables contribute more than the unexplained variance.

Table 4
ANOVA

Model (R^2 = 0.403)	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	108.782	3	36.261	262.156	0.000 b***
Residual	135.098	97	0.139		
Total	243.879	100			
a. Dependent Variable: Purchase Intention					
b. Predictors: (Constant), Entertainment, Interaction, Customization, Trendiness, and word of mouth					

The Table 5 show the individual impact of each of the independent variable influencing the dependent variable, with the prominence of unstandardized coefficient. The coefficient Table represents the

Table 5
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.148	.160		5.172	.000
	Entertainment	.499	.021	.623	25.738	.000***
	Interaction	.072	.023	.081	3.082	.002**
	Customization	.166	.066	.092	3.006	.000***
	Trendiness	.114	.075	.185	2.519	.000***
	Word of Mouth	.091	.021	.107	4.236	.000***
a. Dependent Variable: Consumer Purchase Intention						

Note: *$p \leq 0.05$, ** $p \leq 0.01$, *** $p \leq 0.001$

Hypothesis H1: The entertainment posts have a significant impact on the consumer purchase intention.
Hypothesis H2: The interactions activities have a positive impact on the consumer purchase intention.
Hypothesis H3: The customized posts have an impact on the consumer purchase intention.
Hypothesis H4: The trending factor has an impact on the consumer purchase intention.
Hypothesis H5: The word of mouth has an impact on the consumer purchase intention.

The Table 5 show the significance value for each of the independent variables to be .000, .002, .000, .000 and .000 respectively, these values are all below the value .05 which confirms that the independent variables – Entertainment, Interaction, Customization, Trendiness, and word-of-mouth have a significant impact on the consumer purchase intention. From the above values it can be analyzed that entertainment activities on the social media is the most significant variable that affects the purchase intention followed by customization, trendiness, interaction and word-of-mouth.. The regression equation is represented below: Y = 3.148 +.499(Entertainment) + .072(Interaction) + .166(Customization) + .114(Trendiness) +.091(Word-of-mouth) + €.

The analysis conclude that highest number of the participants have strongly agreed that the Entertainment plays an important role during the purchase of the products on social media. They also considered the interaction during browsing through social media and the entertainment is an important factor to take the decision on purchasing the products. Demographic Profile of respondents The Chart 1 shows the gender of respondents who took part in the survey. The Chart 1 indicates that 80% are male and 20% are female respondents. We see that social media browsing is more popular among males than females. The Chart 2 indicate the educational qualifications of the respondents which indicates that majority of the respondents were undergraduates.
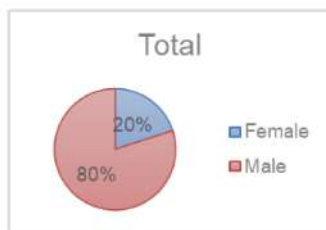
Chart 1 showing the respondents in terms of gender
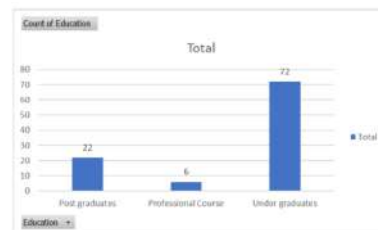
Chart 2 showing the educational qualification of respondents

Figure 1: Demographic Profile of respondents

The Fig. 2 indicate the preferred social media sites by the respondents which indicates that majority of the respondents.

From the above chart we know that 51 percent of respondents are most active on Instagram, 13 percent are most active on both Instagram & Facebook, 11 percent are active on Instagram, Facebook and other social media site, 20 percent are active on other social media sites.
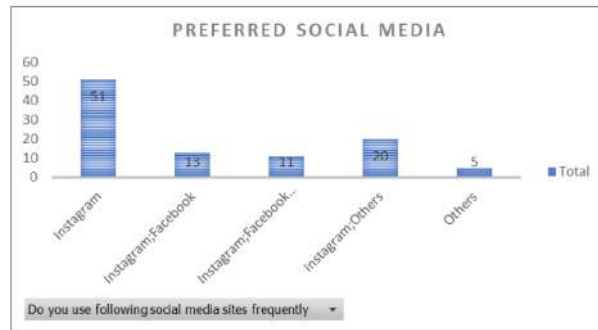
Figure 2: preferred social media sites by the respondents

5. Conclusion and Recommendations

This study concluded from the analysis that the independent factors – Entertainment related activities, Interactive posts, Trending posts, Word of mouth and Customized messages have a substantial impact on the insight of the customers resulting influencing their purchasing intention. The result from data analysis concluded that entertainment is the most influential independent variable affecting the dependent variable followed by customization, word-of-mouth, interaction, and trending activities on social media sites. The analysis concluded that larger number of participants strongly agreed that the entertainment playing an important role during the purchase of the products on social media. They also considered the interaction during browsing through social media and the entertainment is an important factor to take the decision on purchasing the products. The Interaction and entertainment factor attained has an impact on the consumer perception and hence influences the purchase decision. Social Media is growing and gaining popularity in India. This study indicated the respondents' gender being male. This research proves that majority of the respondents are most active on Instagram. But there is a certain portion, where individuals are ready to upgrade into social media. Companies should use this as an opportunity to enter into the Indian market.

6. Significance

This study enables the digital marketers to understand the factors that influence the buying intentions of the customers. Today to have an edge over the competition it is important to understand the different social media marketing activities and how the customers perceive these activities. The findings of this study help to understand which social media strategies contributes to the revenue generation. With the advent of technology and social media playing a prominent role in today's competitive market, it is important to develop right marketing strategy to stay on the top of the trending activities. Businesses are mushrooming with their various marketing activities on the social media sites creating challenge to be on the top. The findings of this study could help firms succeed in the future by assisting with their social media marketing activities. This study could reveal places where social media marketing for business promotion may fall short. This study could provide social media marketers with superior social media marketing strategies.

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Meta-Analysis of D2C business Model: A new trend for business growth

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ABSTRACT

Purpose: The purpose of this study is to examine the D2C (Direct to consumer) Business Model as a new trend for business growth with the help of secondary data available on the internet and to identify the challenges prevailing. **Design/Methodology/Approach:** The existing Literature available on the D2C modeling and various reports published in newspapers, magazines, and websites are studied to find out the changing trend in the business world according to changes in consumer behavior. **Findings:** D2C initiatives are becoming an unvarying part of the supply chain of FMCG giants of India. The outbreak of the COVID-19 Pandemic is the primary reason behind the D2C Model's inclusion in the mainstream Marketing strategy. Research Limitations/Implications: This study has been performed on the secondary data collected from journals, magazines, and websites the conclusions drawn are based on it. **Practical Implication:** This study will be helpful to all academicians as well as industry people to realize and reemphasize the importance of the D2C Model in the current business world and its contribution to the literature. **Originality/Value:** There are very limited studies made on the D2C modeling in the Indian Business world so, this study will fill up the gap in the literature related to supply chain.

1. INTRODUCTION

Shopping online has become an essential thing rather than a mere convenience and this is due to the outbreak of the COVID-19 pandemic. This was the turning point for the majority of the brands to move from the traditional supply chain model to D2C modeling. It is a direct connection with the customer without any intermediaries between the manufacturer and customers. Direct-to-Consumer is a model integrated by brands that sell products straight to consumers eradicating the use of intermediaries. The D2C strategy is becoming a popular route for companies to enter the market bypassing the retailers. This leads to several advantages like the company getting better control over the supply of products, marketing activities, and other tactics of sales. It also facilitates the company to get in touch with its customers and identify their exact needs.

1.1. Difference between traditional and D2C marketing:

Consumer behavior is very dynamic and the changes in consumer behavior always lead to massive turbulence in the business world. The Pandemic has forced people to live differently which has made the shopping habits and spending habits of customers different. During the lockdown phase when people were forced to stay indoors, has made a drastic change in the shopping pattern. Those who were very reluctant to spend on online platforms, now willingly or unwillingly have shifted to online platforms completely. This has made people adopt the habit of purchasing groceries and fruits online. These were the items that were not so common in online purchases before the pandemic era. But today it's very common to order groceries and fruits online. This practice has made people release the ease and convenience of online purchases and turned it into a customer habit. This is the beginning of a new customer journey toward e-commerce. It is not new to state that the e-commerce practices are eating the retail sales but the global lockdown
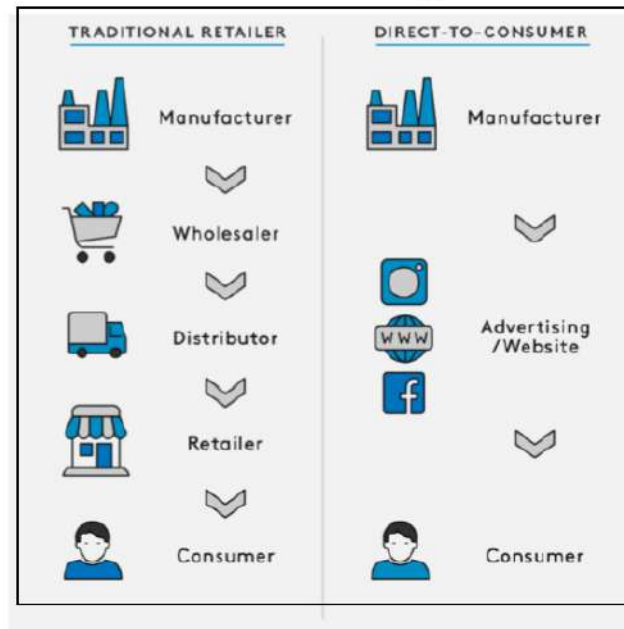
Figure 1: Source: Direct-to-Consumer (D2C): 21 Ways to Get Started in 2022, by Dennis (Dennis, 2022)

has accelerated the usage of the online platforms (McKinsey Company, 2020). Many MNC giants like HUL, Proctor Gamble, ITS, Dabur, and Colgate have adopted D2C marketing and reached directly to the customers (The Economic Times, 2022). D2C marketing has made it possible to capture those areas as well which were affected by COVID leading to disrupted supply and the online platform has helped in catering to them to the fullest extent. This study has been undertaken to validate the observation that D2C (Direct to consumer) Business Model is a new trend for business growth and to identify the challenges thereof.

2. Literature Review:

The changes in consumer behavior forced by the Pandemic: It was observed that the consumers are spending maximum time on the online platform. This is supported by the report of (McKinsey Company, 2020):

According to the report, the maximum time of the consumers was getting spent on reading news, followed by texting, chatting, and messaging, and then on movies, any OTT content, etc. keeping this in mind the companies have also started changing their mindset towards marketing strategies and they also many of the company shifted from traditional marketing to e-commerce.

Many top companies dealing in consumer goods which include HUL, Emami, and Dabur are also taking brands that were earlier launched on the online D2C platform during the Pandemic to regular traditional brick and mortar stores only after getting success on the online platform and when the companies got assurance that the physical shop is earning good revenue (Writankar Mukherjee, 2022). In the past two years when e-commerce was at its peak, many companies have launched their online brands or made their product available on various online retail shops. For instance, Colgate Palmolive bought a stake in Bombay Shaving Company, Emami purchased a majority stake in The Man Company, Marico acquired a stake in Just Herbs and Beardo and ITC recently acquired a stake in Mother Sparsh. Last year, HUL set up a premium business unit, an incubator to dial-up innovation within its product portfolio and compete with new-age brands (Writankar Mukherjee, 2022). The startup companies were also flourishing during this time frame. Following is the list of startup companies, that have a greater share of an e-commerce platform (HARKIRAT SINGH, 2021):

The latest D2C initiatives have been taken by the big giants of the business world including reaching directly to the home of the customers where the sell was disrupted earlier because of COVID by partnering with startups like Dunzo,
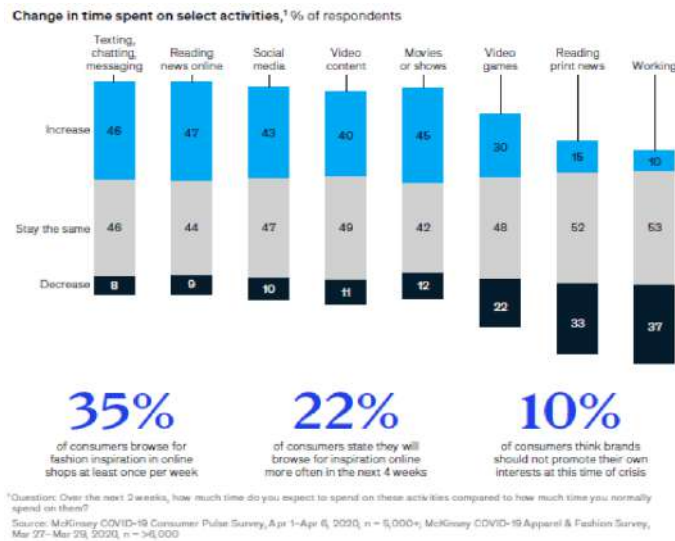
Figure 2: Source: Direct-to-Consumer (D2C): 21 Ways to Get Started in 2022, by Dennis (Dennis, 2022)

Categories	Market Size by 2025 (India)	Key D2C Players
Beauty and Personal care	$ 28 Bn	MYGLAMM, WOW, SUGAR, mamaearth
Consumer Electronics	$ 30.6 Bn	noise, boAt
Food & Beverage	$ 1 Tn	SLEEPY OWL, Country Delight, HEALTH KART, Licious
Home Decor	$ 5.4 Bn	pepperfry.com, wakefit
Fashion & Accessories	$ 43.2 Bn	MELORRA, Flatheads, Bewakoof

Figure 3: Source: Avendus | IBEF | Inc42 Datalabs

Scootsy, and Swiggy. These companies acquired some space on the portal of these startups and with the help of their staff members established the resident welfare associations (RWAs). This strategy has helped them to rejuvenate their sales during COVID time by following the norms of social distancing. Such partnership of MNC giants and the startups proves evidence of the power of alliance as no brand may it be established or upcoming was in a condition to reach to their customers, identify their needs and satisfy them, according to the executive director of ITC Ltd. Mr. B Sumant. During the Pandemic time when there was a shortage of staff since migrant workers went back to their home town and others were not ready to resume back on services because of risk factors and related issues the supply chain of all most all the companies got into disruption. This has also affected the entire ecosystem in a very bad way. During such a situation D2C acted as a ray of hope which could resolve the issue to a greater extent and the data shown bellows is the proof of the same (Sagar Malviya, 2022).
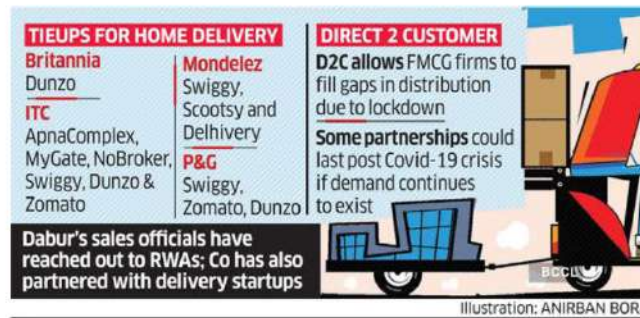
Figure 4: Source: The Economic Times, April 2022

3. Authentic customer engagement is a key to success

During the pandemic time, the digital platform played a key role in connecting the company to the customers. The companies that started exploring e-commerce should continue getting in touch with customers with informative communications online. The companies also started doing purpose-driven communication regarding healthcare, personal care, safety, hygiene, community building activities, etc. The company should always keep in mind that the message is in an inauthentic and appropriate way. Rightly said 'Time shapes the leadership qualities'. What you communicate and how you communicate will shape the relationship between customer and company, which may eventually build into loyal customers and prevent the customers from shifting their brand preference. Refining and enhancing online operations is must It is very difficult to give customer experience on an online platform. So there is a necessity of reallocation of resources and attention of management to online platform. Along with this there is a drastic requirement for enhancing the competency in generating and fulfilling the customer demand. There is a need to reduce or to an extent abolish the conflicts in the online journey of the customer. This may include the practices like improvising the search results of the website and escalating the online assortment. Many retailers have redistributed the responsibilities of their employees from store offline to handling online portals, handling the online posts, customer enquires, or even online assistance through the call centers. Some of the companies were already having a digital presence through their website whereas some were lacking. So they acquired some digital space on other companies' websites to get connected with their customers and establish themselves on online platforms.

Figure 5: Need to enhance the competency in generating and fulfilling the customer demand

Launch timeline, weeks

Company Private-equity-owned retailer with 1,000 physical stores but no online presence

Impact More than 400% week-on-week growth rates in online sales within the first month

1	2	3	4	5	6	7	8	9	10	11	12	Launch

Assortment/ merchandising	Design	Technology Development	Operations	Marketing	Getting ready for launch
Decide on online assortment and prepare product pages (eg, photos, details, measurements)	Design online store, prepare minimum viable product, integrate digital marketing tools, test prototypes, and make new design iterations	Build tech foundation; integrate online store with warehouse-management system	Set up warehouse processes to handle online orders; onboard new warehousing staff and set up customer-service team	Develop and execute marketing plan, including search-engine optimization, in-store advertising, and launch strategy	Track objectives, key results, and key performance indicators; maintain budgeting; set up tracking tools

Figure 6: A retailer built and launched an e-commerce platform

4. Prioritizing digital-marketing activities as demand rebuilds in the market

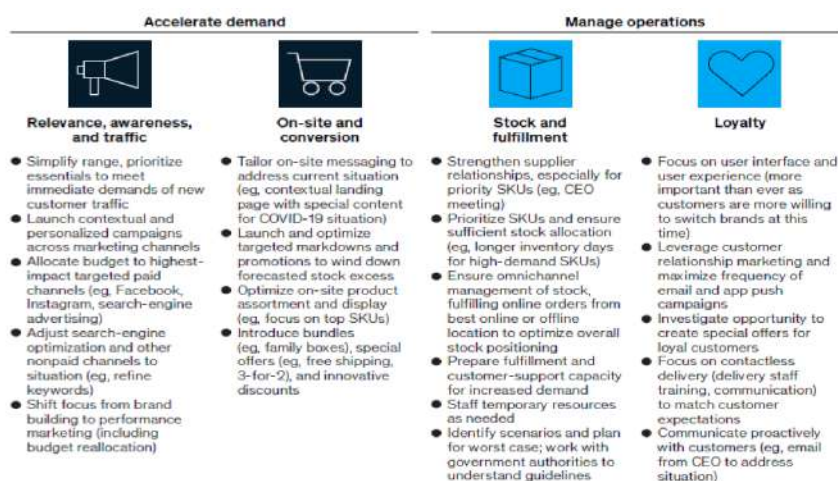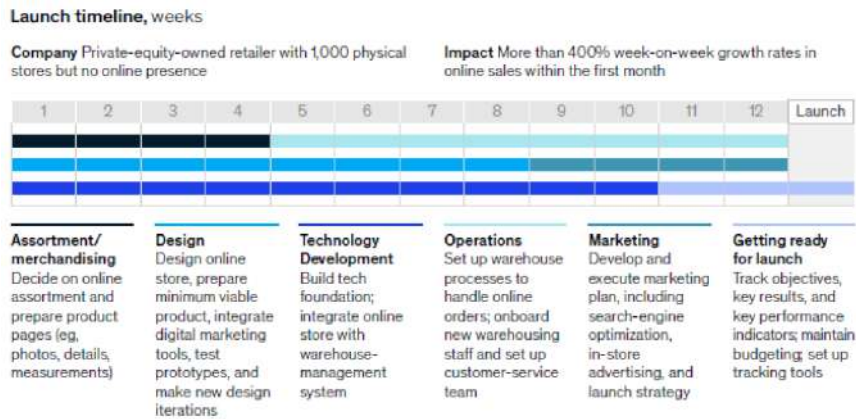Looking at the changing consumer preference from offline market to online marketing it has become a necessity to allocate a major part of the marketing budget to digital marketing activities. It is the need of an hour to become more proactive on digital platforms and become visible to the customers with a lot of online engagement activities for future growth. The COVID Pandemic Era 2020 has given a new direction to the market and was successful in shifting the offline customer preference to online through continuous customer engagement. It has established a need to get in touch with the customers digitally and give them a virtual platform to express their requirements. There the importance of the direct-to-customer channel got reinforced. Since the pandemic closed the opportunity of the off-line channel marketing, e-commerce felt like a blessing in disguise. Now all the brands are trying to leverage their D2C channels by either having their own or collaborating with existing e-commerce players and reaching up to their customers. Following is the graph showing the growth of the D2C market in India from 2015 along with the anticipated growth in 2025.

5. Challenges faced by companies in going D2C:

1. **Performance of logistic facilities** Handling the logistic arrangement is not so easy. For effective logistic management, there has to have proper planning, there is a need to have sufficient staff and proper infrastructure. Logistic management includes various functions such as assuring proper packaging, handling, and storage of goods along with necessary transportation arrangements. There are many precautions to be taken in packagings such as leak-proof packets, hard and strong packages, proper storage facilities for perishable goods, and special instructions for fragile and delicate goods.

2. **The Customer Experience** One of the greatest value addition done by the retailers is managing the customer experience. Customer experience is not simply providing the products to the customer it includes understanding the actual needs of the customers, listening to their concerns, and much more. It is not a one-time deal rather it means giving such an experience that makes a customer feel like buying time and again from the same shop. It also involves providing customer satisfaction and creating good word of mouth to create more referrals. Such kind of intense customer satisfaction will bring the customers back wherein the D2C concept will get a surge.

3. **Credibility** Online retail giants like Amazon have taken years together to build a trustworthy relationships with their customers. The customers are very assured about the purchasing process and privacy policy of Amazon. The customers are very sure and confident about the quality, pricing, and offers provided by Amazon. They know that they will be getting all their desired products, at good quality and at the desired time if they order from Amazon. In case a delay occurred in the delivery process the retailer knows very well how to fix the issue and assured the delivery at the earliest. Thus, maintaining such credibility is a big challenge in e-commerce. It needs a lot of patience, time, and consistency in every market move.

4. **Attracting retaining customers** As per the traditional marketing practices the manufacturer used to manufacture the things and the goods were promoted and sold in the market through the retailers. It was the duty of the
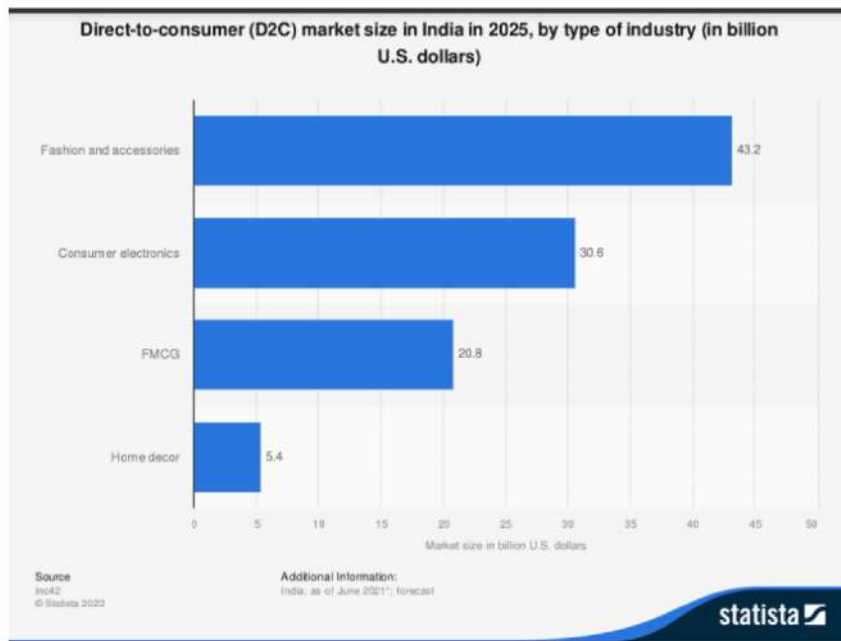
**Figure 7: Total direct-to-consumer (D2C) market in India from 2015 to 2025(in billion U.S. dollars)
Source: (Inc42, 2021)**

retailers to get in touch with the customers, convince them and promote the goods. The retailers have to ensure that continuous sales happen. But after the evolution of D2C marketing, all the intermediaries have to take a back seat. It became the job of the manufacturer himself to push their product in the market, to keep the customers engage, and ultimately promote the products in the market. The COVID-19 Pandemic has made this drastic change in supply chain management. Because of the safety, security, and hygiene concerns the companies were forced to make the goods available directly at the doorsteps. Hence, the companies who could afford to have their e-commerce developed it and gained benefits out of it, and those who could not afford it borrowed some space on some other already existing e-commerce sites like Amazon, Flipkart, etc.

5. **Ramp-up period** The ramp-up period is that period when a company increases its output with an increase in the demand in the market (Definitions Translations, 2022). The phase of shifting from the traditional model of the supply chain to the modern D2C model is a very tough time for many companies. Managing this ramp-up period is very crucial. Initially, the company has to focus on so many issues to fix this time. Since the customer relations, their trust, and future market deals everything depends on the management of this ramp-up period. In case there is any time lag in the shipment from the manufacturer then it will cause a delay in the delivery at the customer's doorstep and during this time frame, it is really difficult to manage the customers and keep them holding. In traditional marketing, it was the duty of the retailers to handle the customer relationship and hold them for a long time but after the evolution of D2C marketing now the responsibility of handling and holding the customers lies on the shoulders of the manufacturers. Hence the ramp-up period is very crucial to handle, initially, it may lower the sales but later on, it will become a value chain for the company. But looking at the difficulties and the time required to set a proper lead time should not hamper the acceptance of the D2C channel amongst the manufacturers.

6. Conclusion of the study:

The statistics have proved that the Pandemic has changed the customer shopping preference from offline to online marketing to a greater extent. The studies have also given the evidence of the same (Inc42, 2021) Even many companies have come forward to fill in the gap of distribution due to the lockdown distribution. The customers will keep on demanding the convenience in shopping, time, place, payment, quality of product, etc. so the demand for D2C

marketing will increase in the future. As the need for smartphones increases, the features of the phone will also change according to changes in requirements. Similarly, to cope with the increasing demand and customer convenience there is a great requirement for D2C marketing.

7. Practical implementation:

This research paper is a contribution to the literature review on D2C marketing. In this paper, the author has collected all the relevant facts and figures related to D2C marketing, its importance, and changing trends in supply chain management systems.

8. Limitations and scope for future research:

This study is completely based on the literature, facts, and figures collected from various reports and articles published in the newspapers. This study doesn't involve any primary data. But still, the secondary data gives a true picture of changing trends in the supply chain. The study also highlights various challenges faced by the manufacturers heading towards D2C marketing practices and prepares the industries for ramp-up periods. The future scope of the research includes the primary data which can be collected through the actual industries which adopt D2C supply chain management. The researchers can also work on sector-specific practices and preferences of the industry as well as customers about D2C marketing practices.

9. Author's contribution:

The author has tried to contribute to the literature related to D2C channel management practices. Very limited studies are done in this area. This study will help the manufacturers to understand the increasing preference for D2C amongst the industry as well as customers and also help the manufacturers to understand the various challenges in the D2C market.

10. Conflict of Interest:

This is to inform you that there is no conflict of interest in the publication of this research paper. The authors would like to publish it out of academic interest only.

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Machine generated content and influence on consumer decision process

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ABSTRACT

Customer engagement from past decade has evolved as a concept which drives the customer for expected behaviour or desired outcome from practitioner and marketer prospects. Though it was always there in the marketer approach however it emerged as a new concept for literature and the empirical reference is limited. With the emergence of technology advancement and customer centric approach in the form of humanoid, automation and machine learning etc improvised customer engagement experience er engagement is evident. The use of machine learning to enhance and support consumer decision making process is an active area of focus for academician and marketer. This study would help us to understand the interaction between machine learning and information processing in consumer decision models. In this study we propose to understand and analyse the relations between human information, social information and machine information in the consumer decision making models. Information is looked at from the perspective of trustworthiness, quality, credibility and usefulness. With recent advancement in the machine learning many algorithms have evolved that can generate content like recommendation and summary of product information etc. This study is to undertakes a small step to understand consumers attitude towards machine generated content and its impact on consumer decision making process. It tries to understand the impact and relation of machine generated content has on social and friends' network-based information. This study will attempt to understand if the representation of machine generated content has on consumer decision making.

1. Introduction?

With increased use of digital information by consumers, it is important to understand how consumers uses machine generated information in the information process system of decision making. While we observe the commercialization of machine generated information is used frequently especially in e-commerce domains as support for customer and marketer in terms of providing recommendation. Targeted advertisements-based promotions use machine generated content to personalize product communications to individuals. Recent research has established positive influence of digital information on consumer purchases (Verma & Yadav, 2021). Observed increasing usage of recommendation and influence of others opinion is now in the form of "eWOM (electronic word of mouth) models" with the enhanced digitization. It has focused predominantly on user generated content with little or no research around machine generated content (Jake, 2021). Use of digital content to influence consumer behavior is only going to increase (Kotler, 2021) and technologies like machine learning has enabled marketers to increasingly use machine generated content to influence consumer behavior in near real-time. Hence it is important to understand the effect of offline recommendations, eWOM and machine generated content on customer behavior.

2. Literature review and hypothesis development

2.1. Theoretical framework

Theoretically, the study is based on Technology acceptance model (TAM) which has shown in the model the perceived usefulness and ease of use as factors influencing consumes decision on use of information technology (Davis, 1989). TAM model talks about the attitude and intention to use new technology. However, consumers purchase

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intentions can be influenced based on perceived usefulness of information about the product/service. This study has applied the TAM with the usage of eWOM (electronic word of mouth) communication model to identify source credibility and trustworthiness as factors for perceived usefulness (Rani H. N., 2021). Credibility becomes significant in virtual world where there is no direct relationship with people or machines. Source trustworthiness regulates and indirectly impacts the effectiveness of eWOM (Daowd, et al., 2021). Many studies have shown that, quality of content and its presentation plays a vital role to influence consumer (Yaylı & Bayram, 2012). Message related factors and its content has been identified as the central route of attitude formation and behavior in Elaboration likelihood model (Petty Cacioppo, 1986). Theory of Reasoned actions (TRA) and associated studies have shown that attitude has positive impact on purchase intention, while purchase intention has a positive impact on actual purchase (Cheung & Thadani, 2012).

Figure 1: Division of paper based on data analysis method

It is observed that limited papers in field of marketing focusing on machine generated content. Cloud analysis (Figure 1) of purchasing decision papers from Scopus indexed journals show that researchers are mostly focusing on social media data. eWOM models have established positive relation has been established between social media communications and consumer behavior in marketing (Ismagilova, Dwivedi, Slade, & Williams, 2017). As shown in Figure 2, most of machine generated content research paper are focusing on technology aspects and very limited papers around consumer decision making process. Hence this study attempts to bridge this gap by considering the effect of machine generated data on purchasing decision.
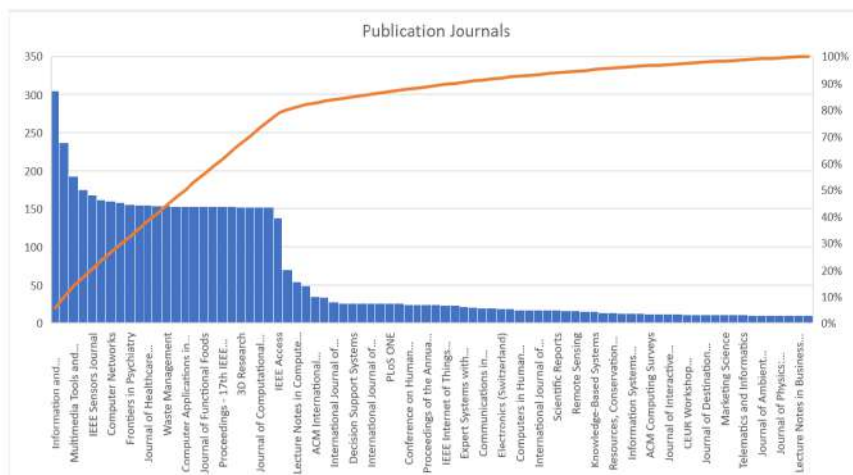
Figure 2: Division of paper based on data analysis method

2.2. Applied usage of theory and model in the market

Research studies in TAM have confirmed that usefulness of information influences consumers in decision-making process. Attitude towards using the information influences purchase intentions and actual purchases. The conceptual model for this study is shown in Figure 3. Figure 3:
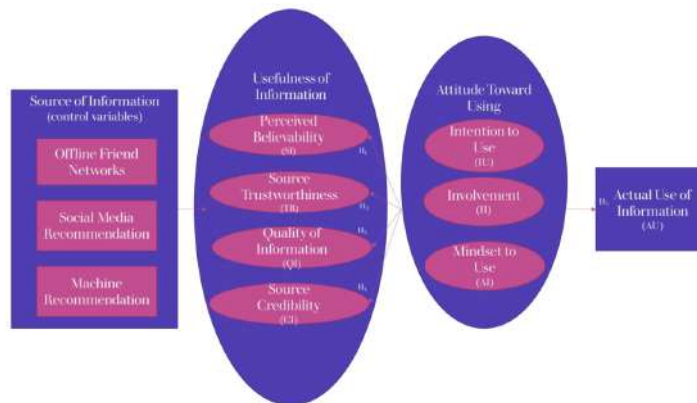
Figure 3: Division of paper based on data analysis method

The perceived usefulness of information helps consumers in forming an attitude towards the desired product. It provides the information to make decisions between choices. From an enterprise perspective, sources of information can play an important role in providing useful information to build trust, credibility, quality and usefulness quality of information, credibility and perceived usefulness that can influence consumer attitude. Therefore, it would be interesting to examine these variables. This study seeks to fill the gap in the existing literature by clarifying the role of machine generated content in attitude formation.

Table 1
Demographic profile of the respondents is shown in Table 1

Characteristics	Category	Frequency	Percentage
Gender	Male	304	53.8%
	Female	261	46.2%
Age (in years)	Under 18	0	0.0%
	18-24	109	19.2%
	25-34	109	19.2%
	35-44	283	50.0%
	45-54	43	7.7%
	55-64	0	0.0%
	Above 64	22	3.8%
Marital status	Married	196	34.6%
	Unmarried	283	50.0%
	Widow/Divorcee/Separated	87	15.4%
	Prefer not to answer	0	0.0%
Monthly Income (Rs)	Less than 40,000	239	42.3%
	40,000 - 80,000	196	34.6%
	80,000 - 1,20,000	22	3.8%
	more than 1,20,000	109	19.2%
Occupation	Self employed	239	42.3%
	Public sector employee	0	0.0%
	Private sector employee	196	34.6%
	Student	87	15.4%
	Retired	22	3.8%
	Housewife	22	3.8%
	Unemployed	0	0.0%

3. Research design and sampling

This study examines the relationship between the variables using quantitative research design methodology. Questionnaire from existing literature to measure the variables was modified and validated by subject matter experts for this study. The measurement scale had 40 items in all and considering a 1:10 item to respondent ratio, a minimum of 400 samples were targeted. Confirmatory factor analysis (CFA) was used to examine the relationships of the reflective constructs (Bartholomew, Steele, & Moustaki, 2008). Structure equation modeling (SEM) based regression analysis was used to establish the relationship between the different variables.

3.1. Results and analysis

Before the actual analysis, parametric tests like normality and common method variance (CMV) were performed. First factor loading extraction was at 68.16% which is above the threshold of 50%. The sample data was then subjected to factor analysis to establish the relationship between the measurement items and constructs. The CFA analysis validated the constructs of the model as shown in Table 2. After CFA, SI is denoted by 3 items, TR and QI is represented by 6 items, CI is denoted by 5 items, IU by 2 items, AI and II is represented by 3 items, AU is denoted by 6 items. The summary of regression weightage of each item is represented in Table 3 indicating that all items taken into consideration are significant.

Table 2
Measurement items reliability

Items	Iter item analysis	Cronbach's Alpha	Item selected count
Source Information (SI)	0.7697	0.7854	3 (dropped one)
Trustworthiness (TR)	0.7834	0.9607	6 (all were retained)
Quality of Information (QI)	0.8188	0.8808	6 (dropped one)
Credibility of Information (CI)	0.5795	0.8366	5 (all were retained)
Intent to Use (IU)	0.6429	0.7259	2 (dropped two)
Attitude towards Information (AI)	0.5806	0.6955	3 (dropped one)
Involvement (II)	0.625	0.7429	3 (dropped one)
Actual Use (AU)	0.4836	0.7676	6 (all were retained)

Further, the SEM model was tested to establish relationships between the construct and sub-construct. The results indicate that SI, TR, QI, and CI significantly affect AI, while only AI significantly affect AU. Table 4 represents the regression values along with significance evidence for the proposed hypothetical relationships.

SEM model was further tested with controls for offline, online and machine as sources of information to check for any changes in the relationship between constructs and sub-constructs. For source of information from offline, the model was able to establish significant effect of IU on AU but could not establish relationship between AI and AU. Table 5 summarizes regression values along with significance evidence for hypothesized relationship based on offline as source of information.

For source of information from online and social media, the model was able to establish significant effect of IU and AI on AU. Table 6 summarizes regression values along with significance evidence for hypothesized relationship based on offline as source of information.

For source of information from machine generated information, the model was able to establish significant effect of IU and AI on AU. Table 7 summarizes regression values along with significance evidence for hypothesized relationship based on machine generated source of information.

4. Discussion and implication

This study investigated the empirical relationship between usefulness of information and attitude towards using information. Usefulness of information was measured using four sub-constructs: perceived believability, trustworthiness, quality of information and credibility. Believability was measured by – 'completeness', 'free of error', 'timeliness' and 'required information'. It is proved from the results that Believability positively contributes towards attitude for using information. In other words, higher believability will significantly influence mindset to use, involvement and intent to use information as show in Table 8. This finding is in line with past research like (Daowd, et al., 2021). From the source of information, online and machine generated information are highly correlated indicating either respondents not differentiating online content and machine generated content or online and machine having similar characteristics related to believability.

Table 3
Regression analysis weightage for CFA model

Items		Estimate	Std. Error	P
SI	SI1	1.256	3.715e-16	***
	SI2	0.459	3.720e-16	***
	SI3	0.496	5.637e-16	***
TR	TR1	4.317	6.30E-15	***
	TR2	2.882	6.30E-15	***
	TR3	1.812	5.96E-16	***
	TR4	1.244	1.03E-15	***
	TR5	4.716	7.87E-16	***
	TR6	1.414	2.27E-16	***
QI	QI1	0.268	1.23E-15	***
	QI2	1.23	8.05E-16	***
	QI3	0.016	5.35E-16	***
	QI4	1.225	3.08E-16	***
	QI5	0.708	2.32E-16	***
	QI6	0.706	2.326e-16	***
CI	CI1	1.574	1.335e-16	***
	CI2	1.118	2.670e-16	***
	CI3	0.784	2.815e-16	***
	CI4	0.878	4.874e-16	***
	CI5	0.291	1.041e-15	***
IU	IU1	5.184	2.420e-15	***
	IU2	1.414	6.549e-16	***
AI	AI2	0.650	4.770e-15	***
	AI3	0.957	6.208e-16	***
	AI4	0.888	1.802e-15	***
II	II1	1.118	3.836e-16	***
	II2	1.414	6.549e-16	***
	II3	3.724	1.177	***
AU	AU1	2.468	1.275e-15	***
	AU2	1.267	1.273e-15	***
	AU3	0.131	4.054e-15	***
	AU4	0.209	3.585e-15	***
	AU5	1.109	1.532e-15	***
	AU6	0.290	1.030e-15	***

Table 4
Regression weights of overall model

Items	Estimate	Std. Error	P
AAI <- SI	0.430	2.375e-16	***
AAI <- TR	1.141	1.961e-16	***
AAI <- QI	0.721	2.629e-16	***
AAI <- CI	0.750	3.562e-16	***
AU <- IU	-6.126e-16	8.479e-16	0.47
AU <- AI	-0.764	5.299e-16	***
AU <- II	1.430	4.978e-16	***

Trustworthiness was measured by – 'facts', 'impartiality', and 'understandability'. Overall results show trustworthiness having positive affect on attitude for using information. Individually, trustworthiness was negatively related to individual sub-constructs of usefulness of information as shown in Table 9. These observations constricted positive relationship previously established by research like (Rani H. N., 2021). This requires further study to understand any interaction affect that is influencing and creating this negative relationship or relook at measurement items for customization for Indian context.

Quality of information was used to measure the characteristics of the message itself and was measured by – 'accessibility, 'ease of use, 'representation', 'style', 'amount of information' and 'format'. Overall results show quality of information has established significant positive influence on attitude for using information. Individually, trustworthiness has significant positive relation with individual sub-constructs like mindset of use, intention to use and involvement as shown in Table 10. Past research also supports this finding (Yaylı & Bayram, 2012). Offline and

Table 5
Regression weights for offline control model

Items	Estimate	Std. Error	P
AAI <- SI	1.044	1.379E-16	***
AAI <- TR	0.235	5.782E-02	***
AAI<-QI	-14.25	3.310E-14	***
AAI<-CI	13.14	2.988E-14	***
AU <-IU	2.501	8.991E-02	***
AU <-AI	-9.14E-17	6.997E-16	0.896
AU <-II	1.000	2.129E-16	***

Table 6
Regression weights for online control model

Items	Estimate	Std. Error	P
AAI <- SI	0.861	3.77E-16	***
AAI <- TR	1.524	1.40E-15	***
AAI<-QI	0.960	3.79E-16	***
AAI<-CI	1.304	7.44E-16	***
AU <-IU	1.317	1.36E-16	***
AU <-AI	0.250	3.53E-16	***
AU <-II	1.422	4.50E-16	***

Table 7
Regression weights for machine control model

Items	Estimate	Std. Error	P
AAI <- SI	-1.091	1.08E-15	***
AAI <- TR	0.580	6.58E-16	***
AAI<-QI	1.223	3.51E-16	***
AAI<-CI	1.223	3.51E-16	***
AU <-IU	1.000	2.48E-16	***
AU <-AI	0.150	5.80E-16	***
AU <-II	0.846	5.56E-16	***

Table 8
Believability relationship model

Items	Estimate	Std. Error	P
AI <- SI	6.230E-01	2.760E-16	***
II <- SI	2.180E-02	3.630E-16	***
IU <- SI	2.070E-02	1.620E-16	***

machine generated information shows better quality of information compared to online social media information. This may be because social media information is tedious and time-consuming to search and decipher relevant information. This requires further investigation to statically establish this correlation.

Credibility was measured by – 'accuracy, 'reputation, and 'mix with other information'. The results establish statically significant positive relation between credibility of information and attitude for using information. Previous studies also supported the finding of this research (Rani & H. N., 2021). Individually, credibility has strong positive effect on individual sub-constructs of mindset, involvement, and intention to use the information as shown in Table 11.

The second dimension this study investigated was the empirical relationship between attitude towards using information and actual use of information. Attitude towards using information was measured using three sub-constructs: Intent to use, Involvement and Mindset to use. Intent to use was measured by – 'need, and 'frequency'. Past studies have established a positive relationship (Davis, 1989). This study however could not statically establish any relationship between intent to use and actual use of information probably due to interaction affect of sources of information. If we look at offline, online and machine information models (Table 5, Table 6, and Table 7), we can see

Table 9
Trustworthiness relationship model

Items	Estimate	Std. Error	P
AI <-TR	-9.250E-01	4.930E-16	***
II<-TR	-3.240E-02	5.390E-16	***
IU <- TR	-3.070E-02	2.420E-16	***

Table 10
Quality of information relationship model

Items	Estimate	Std. Error	P
AI <-QI	5.700E-01	2.400E-16	***
II<-QI	8.420E-01	5.690E-16	***
IU <- QI	7.990E-01	2.560E-16	***

Table 11
Credibility relationship model

Items	Estimate	Std. Error	P
AI <- CI	1.650E+00	5.200E-16	***
II <- CI	8.420E-01	5.690E-16	***
IU <- CI	7.990E-01	2.560E-16	***

statistically significant positive relationship between intent of use and actual use of information. The relationship in the overall model could not be established probably due to interaction effects of the different sources of information. This requires further investigation. Involvement was measured by – 'effort required', 'riskiness' and 'time'. This study established positive affect of involvement and actual use of information that is also supported by past studies. If you look at the correlation between the different sources of information w.r.t involvement, we can see that both offline and online source of information consume time and effort and show high correlation. Machine generated source of information showed negative correlation in terms of involvement probably because consumers don't search for machine generated content and use it when presented. Mindset was as an additional sub-construct of attitude towards information to capture induvial personality. This was measured by – 'influence', and 'individual feelings'. Mindset showed positive impact on actual use of information. For offline source of information model, we could not statically establish this relationship (Table 5) probably because the respondents least favorableness for this source of information. This could be due to personality (introvert nature) or due to vicarious nature of information that is provided. This requires further investigation to understand the personality impact on attitude and actual use of information. Beyond the dimensions of usefulness, attitude and actual use of information, this study unique contribution is the inclusion of source of information (online, offline and machine generated) as a control variable. We found offline and machine generated to be strongly correlated for actual use of information and quality of information constructs. If we look at source of information correlation with the actual use of information, we found that offline and machine generated source of information are positively correlated to actual use, online source of information has negative correlation with actual use of information. This might probably be due to trustworthiness or reliability, or effort required to get relevant information from online source. This requires further study to understand in detail the interaction affect of sources of information and actual use of information. Offline and online source of information were highly correlated in involvement construct. This might be because it requires effort and time to get relevant information from offline and online content, while machine generated content are not proactively searched and probably used during impulse purchases. This requires further investigation and study. Other observation in this study is high correlation between online and machine generated content on the believability construct. This might either due to the measurement items which need to be calibrated for machine generated content or due to perceived commonality of information from these sources. Further study is required to refine and strengthen the measurement items to enable respondents to differentiate machine generated content and online content.

5. Conclusion

The major contribution of this study is the inclusion of source of information as control variable to understand the purchase decisions. This study has taken two different dimensions to establish use of information and measure usefulness and attitude towards information. The data analysis shows strong evidence that usefulness of information has on attitude and actual information use. Believability, trustworthiness, quality of information and credibility are four sub-constructs to predict usefulness of information. Involvement, intent to use and mindset are three sub-constructs to predict attitude towards information. It is worthwhile to analyze the impact of purchase decision based on different source of information. Machine generated information blends some of the characteristics of offline and online information providing marketers mechanism to impact consumer's purchasing decisions. This study proves TRA's usefulness and attitude are significant for information processing model focusing on consumer purchase decisions. To extend this study, further studies should explore the interaction affect between the different source of information which was not a consideration in the present study. This study found that respondents are not able to clearly differentiate between online and machine generated information providing an opportunity to study and focus only on machine generated information source to understand its characteristics and relationships in information processing model. This study has identified few contradictions in terms of relation between trustworthiness and attitude towards information, relation between quality of information and attitude towards information for offline sources. This provides an opportunity to undertake further study to understand explore contextual information for these contradictions especially in Indian context.

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JUST CALL IT A HABIT: THE PANDEMIC BINGING AND THE CURRENT PREFERENCE FOR OTT

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ABSTRACT

The purpose of this paper was to examine the factors influencing Intentions to use OTT and the Willingness to Pay for OTT platforms in the post-pandemic era. In this study we proposed a conceptual model and validated it using data from a pan-India survey. The data was analyzed using Multiple Regression and Ordered Logistic Regression models in STATA. The results indicated that Satisfaction, Hedonic Motivation, Gender and Habit had a positive and significant influence on Willingness to Pay. In addition, Convenience, Gender, Hedonic Motivation and Habit had a major and positive impact on Intention to Use OTT platforms. Given the increasing usage of OTT services by Indian audiences brought about by the COVID19 pandemic, the results of our study offer valuable insights for service providers to increase the customer willingness to pay and their continued intention to use OTT.

1. INTRODUCTION AND MOTIVATION FOR THE STUDY

The COVID-19 epidemic has had a favorable influence on the OTT sector, with Indian viewers enjoying more video at home via OTT devices. India is expected to be among the top ten OTT markets in the world in coming years with the size of the OTT video streaming market in India expected to reach USD 5 billion by 2023.1 Netflix CEO Reed Hastings stated that the company has penetrated practically every area, but that they were having difficulty in India as they sought additional users in the Asia Pacific region. He expressed optimism in the company's progress toward success, despite the platform's reduction in subscription plan rates.2 Although the Indian market did attract a number of subscriptions during the pandemic, it was under the average expectations and this reality drove us further to try and understand about the willingness among customers to pay for the OTT subscriptions in India. Slashing subscriber charges also didn't help Netflix acquire the estimated market share amid their new strategies for India. As a result, in order to better understand the contradictions between the optimistic approach and the price drop, we embarked on this research. Prior to the pandemic, OTT platforms were just one of the options for consumers to watch various movies or web series online, but since the pandemic, there has been a shift in how people use these platforms, and they have become a primary viewing platform for citizens worldwide. In this study, we examine the factors influencing consumers intention to use OTT in the post-pandemic area and the factors influencing their Willingness to Pay.

2. LITERATURE REVIEW

Mulla (2022) conducted a comprehensive literature review and identified several factors influencing adoption of OTT platforms. These factors include those from the UTAUT2 model including ease of use, and hedonic motivation and other factors such as social influence, content, price, flexibility, convenience, entertainment value, and habit that leads to the adoption of OTT streaming platforms. Malewa & Bajaj (2020) use the UTAUT2 model to examine the intention to OTT video and actual behavior. In their study, performance expectancy, price value, habit and content availability were found to influence behavioural intention. Gupta and Singharia (2021) found that the quality-of-service experience and customer engagement had a major impact on the customers' intention to use OTT in the future. We believe that while intentions are a good predictor of actual use, intention to use does not always translate to actual use. Presence

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of competing products were found to positively influence continuance intentions (Nyarendra, et al. 2020). Lee at al. (2018) examined the importance of available options, costs, customer service and social trends on online stream vs Cable TV preference. There was no relationship between cost and online streaming or even customer service. Social trends were found to influence on preference for online streaming (Lee, et al. 2018).

3. RESEARCH GAP AND RESEARCH QUESTIONS

3.1. Research Gap:

The Willingness to Pay for OTT platforms (in the Indian setting) is a surprisingly under-researched topic. In addition, there has been limited research too on the factors driving the post-Covid adoption of OTT platforms in India. These are the gaps that this research seeks to fulfill.

3.2. Research Question

1. What are the factors that influence the Willingness to Pay for OTT platforms?
2. What are the factors that influence the Intention to use OTT in the post pandemic era?

4. CONCEPTUAL FRAMEWORK

The conceptual model uses constructs derived from the existing literature including constructs from the UTAUT2 technology acceptance model (Venkatesh et al 2012). Key variables traditionally seen to influence Intention to Use are Hedonic Motivation, Satisfaction and Habit and apart from this we tried to understand how Willingness to Pay has been influenced by Perceived value reference group and Habit.
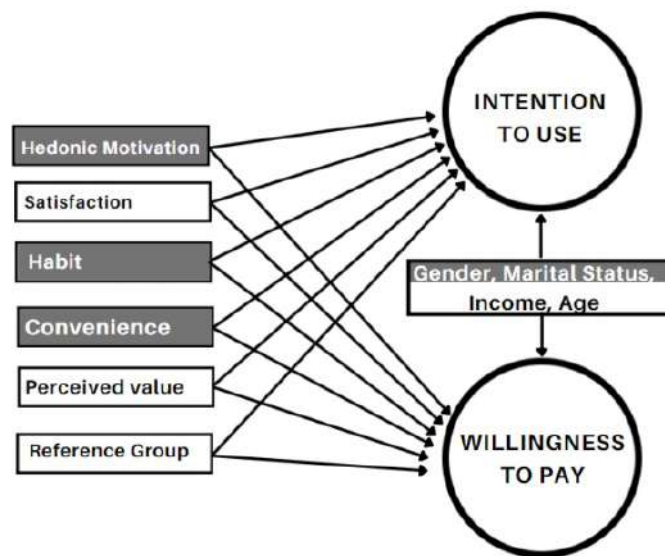
Figure 1: Conceptual model with lines indicating each hypothesis

5. ILLUSTRATIVE HYPOTHESES

1. H1: Habit has a positive influence on the Intention to use OTT platforms.
2. H2: Hedonic Motivation has a positive influence on the Intention to use OTT platforms.
3. H3: Convenience has a positive influence on the Intention to use OTT platforms.
4. H4: Gender has a positive influence on the Intention to use OTT platforms.
5. H5: Marital Status has a positive influence on the intention to use OTT platforms.
6. H6: Habit has a positive influence on the on the Willingness to Pay for OTT platforms.

7. H7: Hours spent during the pandemic has a positive influence on the Willingness to Pay for OTT platforms.
8. H8: Gender has a positive influence on the Willingness to Pay for OTT platforms.
9. H9: Marital Status has a positive influence on the Willingness to Pay for OTT platforms.

6. DESCRIPTION OF DATA AND METHODS

The study employed a quantitative technique to comprehend the significance of variables such as Hedonic Motivation, Satisfaction, Convenience, Habit, Perceived Value and Reference Group on Intention to Use and Willingness to Pay of an individual over OTT platforms was studied. The data was collected through an online questionnaire shared to collect primary data from OTT users. The questionnaire consisted of valid scales from the literature. A total of 200 responses were collected across respondents through non-judgmental sampling and was analyzed using STATA using Regression Analysis and Ordered Logistic Regression analysis. The above analysis was used as the dependent variable was a categorical 5-point Likert Scale.

Table 1
Key Constructs

CONSTRUCTS	SCALES
Reference Group	Nyarendra (2020)
Satisfaction	Hsiao, Chang, & Tang, (2016).
Habit	Hsiao, Chang, & Tang (2016).
Convenience	Nyarendra (2020)
Perceived Value	Nyarendra (2020)
Hedonic Motivation	Venkatesh et al 2012;

The dependent variables for our two models were measured as follows: 1. The Willingness to Pay was a 5 point categorical variable that took values from 1 being Strongly Disagree to 5 being Strongly Agree and the results have been displayed in Table 2.The Intention to Use was a 5 point categorical variable that took values from 1 being Strongly Disagree to 5 being Strongly Agree and the results have been displayed in Table 3.

7. EMPIRICAL RESULTS AND IMPLICATIONS

Table 2
Ordered Logistic Regression for Willingness to Pay

Willingness to Pay	Odds Ratio	z	p>|z|
Convenience	0.897101	-1.18	0.239
Satisfaction	1.058622	1.60	0.11
Perceived Value	1.074677	1.50	0.134
Reference Group	1.083513	1.52	0.129
Hedonic Motivation	1.017717	0.36	0.722
Habit	1.159947	2.45	0.014**
Hours spent watching OTT during pandemic	3.77203	4.41	0.000*
International Movies	0.9903223	-0.03	0.972
International Web Series	1.688954	1.87	0.061**
Gender	2.245989	2.84	0.005***
Age	1.035823	1.67	0.095**
Marital Status	2.91491	2.45	0.014**

Note - *p<0.1: **p<0.05: ***p<0.01

8. ANALYSIS OF THE RESULTS

From the results, it can be inferred that Satisfaction, Habit, Hours Spent on OTT during pandemic, Gender and Marital Status have a positive and significant impact on Willingness to Pay. Also, it is understood that Convenience,

Table 3
Multiple Regression for Intention to Use

Intention to Use	Coeff.	t	p>|t|
Convenience	0.2662742	3.18	0.002***
Satisfaction	0.0244018	0.78	0.436
Perceived Value	0.0715193	1.90	0.059**
Reference Group	0.0415275	0.81	0.418
Hedonic Motivation	0.2467377	5.23	0.000*
Habit	0.29206	5.18	0.000*
Hours spent watching OTT during pandemic	0.1819666	0.67	0.501
Gender	0.8888584	3.45	0.001***
Age	-0.092337	-1.95	0.053**
Marital Status	0.9482898	2.28	0.024**

Note - *p<0.1: **p<0.05: ***p<0.01

Hedonic Motivation, Habit, Gender and Marital Status have a significant and positive impact on Intention to Use. The results can be stated as follows:

- There is a positive and significant impact of Habit on Willingness to Pay (Odds Ratio=1.16, p=0.014)

- There is a positive and significant impact of Hours spent watching OTT during pandemic on Willingness to Pay (Odds Ratio=3.77, p=0.000)

- There is a positive and significant impact of International Web series on Willingness to Pay (Odds Ratio=1.69, p=0.061)

- There is a positive and significant impact of Gender on Willingness to Pay (Odds Ratio=2.25, p=0.005)

- There is a positive and significant impact of Marital Status on Willingness to Pay (Odds Ratio=2.91, p=0.014)

- There is a positive and significant impact of Habit on Intention to Use (Coeff=0.29, p=0.014)

- There is a positive and significant impact of Convenience on Intention to Use (Coeff =0.27, p=0.002)

- There is a positive and significant impact of Perceived Value on Intention to Use (Coeff =0.72, p=0.059)

- There is a positive and significant impact of Hedonic Motivation on Intention to Use

9. CONCLUSION, LIMITATIONS, FUTURE RESEARCH

The study helped us to try and understand the customer user preference of OTT platforms and its usage in the post-pandemic era. Based on the research conducted it can be inferred that males have a higher willingness to pay, so the OTT platforms could target the male audience to increase their subscription rate. Also, fifty percent of the respondents were students, therefore OTT platforms could introduce a student's offer or subscription plan which could help increase subscription rate. The research was restricted to several limitations such as geographical limitations as the research was limited to only India. In the future, similar research can test the impact of education qualification as an independent variable. Also, the internet penetration across different localities can be included in the study.

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Impact of Gender Diversity and Group Culture on Job Quality and Organizational Innovation in Indian Organizations

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ARTICLE INFO

ABSTRACT

This research represents how gender diversity and group culture impact job quality and organizational innovation in Indian organizations. The purpose of this study is to analyze the impact of group culture and gender diversity concerning the size of the organization with social categorization theory and gender studies. Group culture improves trust and social cohesion among the employees, whereas innovation measures knowledge sharing. The size of the organization identified with an employee count of more than 1000 is considered a larger firm and an employee count of less than 1000 are smaller firms. This study analyses which firm has a positive impact on job quality and organizational innovation by measuring the levels of gender diversity and group culture. A quantitative approach is followed and the data collection is done by sending the questionnaire to organizations from different industries in India. The analysis and interpretation are done by comparing the results of larger and smaller firms of Indian organizations.

1. INTRODUCTION

There are different types of industries and different types of organizations are present in India. It is found that variables like gender diversity, group culture, job quality and organizational innovation are making differences in the organizations. Here the size of the organizations act as the major factor. This research is to identify whether the above mentioned variables are impacting one another directly or indirectly. Organizations are divided into larger and smaller firms with respect to the organization size. This research will analyze whether gender diversity and group culture impact job quality and organizational innovation for the larger and smaller firms.

2. Hypothesis:

2.1. H1: Impact on job quality

H0: Gender diversity and group culture have a positive impact on job quality in an Indian organization HA: Gender diversity and group culture do not have a positive impact on job quality in an Indian organization.

2.2. H2: Impact on job quality

H0: Gender diversity and group culture have a positive impact on organizational innovation in an Indian organization. HA: Gender diversity and group culture do not have an impact on organizational innovation in an Indian organization.
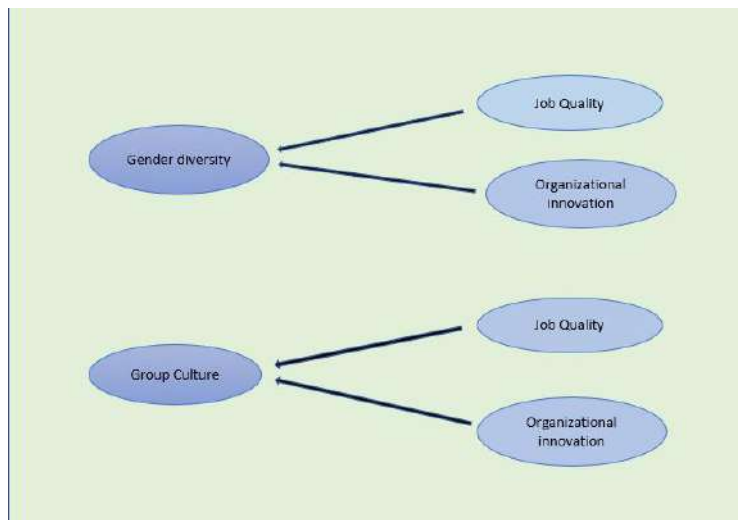
3. Conceptual diagram:

4. Literature Review

4.1. Job Quality and Organization Innovation:

Boulagouas, García-Herrero, Chaib, García, and Djebabra (2020) demonstrate the impact on job satisfaction and employee collaboration during organizational change or restructuring. This paper explains the job satisfaction of the employees job satisfaction and assesses them with the influence of the human factor. To evaluate the human factors in different aspects sensitivity analysis and cross-validation analysis are used. The primary purpose is to identify whether the employee is resistant to organizational change. The secondary purpose was to discuss the relations among the factors.

Grande, Bustillo, Macías, and Antón (2019) investigate the relationship between job quality and firm-level innovation. There are significant differences in the relationship between the type of innovation at the firm level and job quality, with only process innovation. It is found that union representation is important in converting firm innovation into higher job quality for the firm. The results proved that there is a good relationship between job quality and innovation. Also, there is a strong relationship between work-life balance and innovation.

Clark, D'Ambrosio, and Zhu (2020) examine the relationship between gender diversity in the workplace and employee mindset towards job quality. Overall job satisfaction of the employee is considered to be the measurement of job quality. The behavior of the individual work and the outcome of the firm is affected by perceived job quality and job satisfaction. It is found that men have higher evaluations in job positions compared to women.

4.2. Group culture and Gender Diversity:

Colovic and Williams (2019) explain that group culture with both social cohesiveness and social engagement is likely to produce beneficial results in terms of organizational innovation. Gender diversity in the workplace is an important factor that can create a major impact on innovation. An organization with gender diversity can have a good relationship between innovation and group culture. Managers should maintain the group culture at a certain level that could not affect or reduce the organization's innovation.

5. Methodology adopted:

The methodology adopted was a Quantitative approach with the questionnaire survey. Convenience sampling was the sample type. The sample size was 207 in total. In this 83 respondents were from a larger organization(More than 1000 Employees) and 124 respondents were from smaller organizations(Less than 1000 employees). Multiple regression analysis was done using IBM SPSS Statistics 23.

6. Research attributes:

- **Dependent Variables:**

  - Job Quality
  - Organizational Innovation

- **Independent Variables:**

  - Gender Diversity
  - Group Culture

- **Control Variables:**

  - Respondent Gender,
  - Size,
  - Industry

7. Empirical or Theoretical results:

Multiple regression analysis was done separately for both the larger and smaller organization to identify whether gender diversity and group culture impact job quality and organizational innovation.

Table 1
Larger Firms [N = 83]

Variables	Coefficient	P-value	Co efficient	P-value
Gender Diversity	.195	.052	.164	.071
Group Culture	.635	.000	.642	.000
Gender of the respondent	-.415	.003	.082	.514
Type of the industry	.092	.032	-.076	.368
Constant	1.136	.023	1.143	0.011
R2	**0.430**		**0.475**	

Note: This table refers to the multiple regression analysis results of job quality and organizational innovation. P-values less than 0.05 are considered to be significant. For job quality all the variables are significant and for innovation group culture is significant. Durbin - Watson's value also ranges between 1.5 to 2.5.

Table 2
Smaller Firms [N = 124]

Variables	Job Quality		Organizational Innovation	
	Coefficient	P-value	Co efficient	P-value
Gender Diversity	-.038	.510	.054	.435
Group Culture	.133	.244	.176	.199
Gender of the respondent	.539	.000	.532	.000
Type of the industry	-.033	.605	-.021	.791
Constant	1.742	.000	1.534	.000
R2	**0.364**		**0.284**	
Durbin - Watson	**2.024**		**1.626**	

Note: This table refers to the multiple regression analysis results of job quality and organizational innovation. P-values less than 0.05 are considered to be significant. For job quality and innovation except for the gender of the respondent variable all the variables are not significant.

8. Interpretations:

- For larger firms, the sample size is 83 job quality is the dependent variable The p-value of all independent variables is less than 0.05 which is significant Here the group culture and gender diversity of the firm have a positive impact on job quality, whereas in organizational innovation only the group culture alone is significant and has a positive impact than others.

- For smaller firms, the sample size is 124 the p-value of all independent variables for job quality and organizational innovation is greater than 0.05 Gender diversity and group culture are not significant. While analyzing both the larger and smaller firms, the variables are not significant.

- Larger firms' gender diversity and group culture have a positive impact on job quality and organizational innovation compared to smaller firms.

9. Conclusion:

The key areas identified from this research were that group culture and gender diversity play an important role in larger organizations. In smaller organizations, gender diversity and group culture do not have an impact. This research helps us to identify the difference between the larger and smaller organization regarding job quality and organizational innovation. This research will be helpful for the smaller organizations to concentrate on the important factors like gender diversity and group culture which is creating trust among the groups and improves knowledge sharing among the employees. Like larger organizations, smaller organizations can also improve their job quality and organizational innovation of their company if they manage the gender diversity and group culture which might give good results in the future.

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Airbnb's "Please, Tax Us!" Strategy in USA: Developing a Theoretical Framework for Validating this Paradox

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ABSTRACT

The largest platform for short-term hosted lodging, Airbnb, sent to the Mayors of US cities the plea, "Please, Tax Us!" in January 2016. This is startling and striking at the same time because such demands are typically made as a trade-off for being accepted by the government as regular hotels and for avoiding fines and other legal conflicts in the future. For gaining legitimacy in such matters, lobbying seems to be the best option. Instead, Airbnb had done something which is totally contrary to the conventional economic logic. Why on earth would a company make this appeal – "Please, Tax Us!"? In this context, the paper analyzes this paradoxical strategy and proves that imposing taxes was not too detrimental for Airbnb's business between 2015 to 2019 and develops a theoretical framework to validate the same.

1. Introduction

Since the subprime mortgage market crisis of 2008 and the worldwide recession in 2010, governments all over the world have been severely constrained in their ability to finance their expenditures, and taxing of the service sector has become a significant concern. Online platforms stand out as an example of being insufficiently taxed: internationally, from the online market, tax revenue received is very less. Regarding platform taxation, different nations have different rules and regulations (Tremblay, 2016). It was suggested to tax online transactions by enacting the "Google Tax", which is levied on the download of music, movies, and apps – what countries like Italy and France came up with. It was presented in Italy in 2013 as a draft proposal but was rolled back in 2014. A framework for "Google Tax" was developed by a French expert committee on the digital economy but it was later dropped. The UK government brought in the "Diverted Profit Tax" in 2015 (Bacache et al., 2015). China enacted an import tax of an ad valorem nature on cross-border retail e-commerce goods in developing nations. Online platform transactions were not subject to taxation in India; however, in view of OECD's "Action Plan on Base Erosion and Profit Shifting (BEPS)" Chapter VIII of the Finance Bill of 2016 brought in an equalization levy of 6 percent on Business to Business (B2B) including digital platforms - sort of India's version of the "Google Tax". Still, the likes of Amazon and Facebook along with Google have all been accused of paying very little tax globally. In view of this, the historic "G-7 tax deal" in June 2021 stated that "nations where the companies' products are consumed would have the right to tax 20 percent of profits above a margin of 10 percent" to tackle the tax avoidance issues related to the Big Tech . This has also been endorsed by the G-20 countries and slated to begin from 2023 . Contrary to conventional wisdom of taxing the digital economy and the challenges thereof, Airbnb sent to the Mayors of US cities the plea, "Please, Tax Us!" in January 2016. This is startling and striking at the same time because such demands are typically made as a trade-off for being accepted by the government as regular hotels and avoiding fines and other legal conflicts in the future. For gaining legitimacy in such matters, lobbying seems to be the best option. Instead, Airbnb had done something which is totally contrary to the conventional economic logic. Why on earth would a company make this appeal – "Please, Tax Us!"? In this context, the paper analyzes the situation and proves that imposing taxes was not too detrimental for Airbnb's business during the period under consideration and develops a theoretical framework to validate the same.

The rest of the paper goes as follows. Section II presents a brief literature review followed by a discussion of the strategy adopted by Airbnb in Section III. Following the discussion in Section III, to validate why implementing taxes was not too detrimental for Airbnb's business, a theoretical model has been developed in Section IV. Finally, the paper concludes.

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2. Literature Review

Kind, Koethenbuerger, and Schjelderup (2008, 2009, 2010) pioneered the work on taxation of two-sided platforms. They demonstrate in their 2010 paper that a greater ad valorem tax imposed on the buyer side (viewer) does not always result in an increase in the price paid by the buyer side and at times the reverse might happen where the seller side (advertiser) is charged more. It's interesting to note that Belleflamme and Toulemonde (2018) also come to the same conclusion. In the context of two competing platforms, Belleflamme and Toulemonde (2018) arrive at a novel conclusion. According to their findings, applying a particular tax to one of the rival platforms may either result in increasing the taxed platform's profit or decreasing it. In a different article, Kind, Koethenbuerger, and Stähler (2013) use the low VAT rates on newspapers in USA to support their theoretical model. Their research suggests that because the media industry is a two-sided platform market, low VAT rates may result in higher newspaper prices and lesser journalism investment than would otherwise be the case. Bourreau, Caillaud, and De Nijs (2016) have shown that the imposition of an ad valorem tax is carried onto the sellers' side (advertisers) and not on buyers (viewers) when there is no price for data consumption on the buyers' side. However, the impact of an increase in ad valorem taxes on the platform's earnings is split between the buyer and the seller sides through the fees charged from both the sides and depending on how elastic both sides are. There is a growing body of literature in this domain and every paper has recognized that there are challenges to taxing the digital economy (Fetzer & Dinger, 2019).

Nevertheless, none of the papers in the literature have developed a theoretical model in view of a particular case. The present paper, unlike its predecessors, analyzes Airbnb's paradoxical "Please, Tax Us!" strategy in the US and develops a theoretical framework to prove that imposing taxes was not too detrimental for Airbnb's profits during the period 2015-2019.

2.1. DECODING "PLEASE, TAX US!" STRATEGY: AIRBNB'S CASE IN USA

The story of Airbnb began with roommates and two former schoolmates, Brian Chesky, Joe Gebbia when they were traveling to a conference in 2007 but couldn't afford the cost of their boarding and lodging as a part of this conference. So, they decided to rent out a part of their apartment to cover up for the cost of the trip. This sparked their idea — Airbnb was thus born. At first, Chesky and Gebbia converted an air mattress into a bed in their living room and served breakfast to round out the full package, which brought in a few dollars. Chesky's former roommate, Nathan Blecharczyk, was added as the third co-founder and Chief Technology Officer of the new business, which was called AirBed Breakfast, for it to expand. They developed a website that offered short-term housing, breakfast, and a unique opportunity for business networking, and finally, on August 11, 2008, Airbedandbreakfast.com was officially registered as a legal organization. The founders had an aim to change the perception of the people regarding travelling. In addition to teaming with Y Combinator domestically and purchasing Accoleo internationally in 2009, they increased the scope of their activities. The website had 10,000 users and 2,500 listings by the end of March 2009. The website's content had extended from air beds and shared spaces to a variety of properties, including complete homes and apartments, private rooms, and various other properties, and finally, the name Airbedandbreakfast.com was abbreviated to Airbnb.com in March 2009 . In terms of its growth experience, Airbnb's case is a classic case of exponential growth. Because of a phenomenal rise in the number of users, Airbnb opened offices in — Paris, Milan, Barcelona, Copenhagen, Moscow, Sydney, São Paulo, Singapore, Thailand, and Indonesia in addition to its existing offices in San Francisco, London, Hamburg, and Berlin. As pointed out the exponential feature of its growth story, these figures kind of sum it up — in February 2011, Airbnb announced its 1,000,000th night booked. The company's announcement of its 5,000,000th night booked came in the month of January 2012 and subsequently, the booking of its 10,000,000th night happened in June 2012 (read at https://techcrunch.com/2012/01/26/airbnb-5-million-nights-booked-opening-6-new-internatio nal-offices-in-q12012/). Moving on, November 2012 witnessed Airbnb launching its travel guide having detailed information on public transportation, dining, nightlife, tourist attractions, etc. providing detailed information across 23 cities in the world called "Neighborhoods". By October 2013, Airbnb had already served 9,000,000 guests and nearly 2,50,000 properties were added in 2014-15. In the two years between 2015 and 2016, Airbnb's revenue increased by roughly 80 percent, from sponsorship of the Manor F1 Team to the Australia men's national basketball team at the 2014 Basketball World Cup. By 2016, Airbnb's presence was being felt in over 175 countries — a record of sorts. Things always do not go the way it is planned. In the summer of 2016, the American Federal Trade Commission began investigating how Airbnb influences housing costs. Following this, New York Governor, Andrew Cuomo, enacted legislation in October 2016 fining Airbnb for violating local housing laws. Many cities in the US like New York and Albany followed it up by passing laws to ban the less than 30 days short-term rentals of after strong lobbying efforts

from the hotel industry. A powerful opposition developed in the form of hotel owners, hotel unions and tenant lobbies; these institutions were shaken up by multi-billion-dollar tech accommodation business of Airbnb. As reported, the sequence of events was a part of a much bigger conspiracy done by the hotel associations to get in the way of Airbnb and hinder their progress. Then came Airbnb's master stroke of asking US Mayors to, "Please, Tax Us!" and in this backdrop, the analysis of the case begins. From having a resistance against collecting local taxes, Airbnb pro-tax turn had raised eyebrows. On January 21st, 2016, Mr. Chris Lehane, Airbnb's global policy head, at the United States Conference of Mayors set the balls rolling by placing before the Mayors an exciting offer, "Work with us, and we will collect millions of dollars in taxes for you." "It is the first time when a company publicly asked to be taxed", he added. As already discussed in the background part, Airbnb's proposal was a master stroke at that juncture where short-term rentals were squeezing out much the needed long-term housing or were becoming a nuisance to neighbors coupled with hotel associations going all out to ban Airbnb. And some municipalities, like the California wine town of Ojai, Albany and other towns voted to ban it. But Airbnb kept on campaigning aggressively with a "series of cheeky ads"1 on bus stops, hoardings, and billboards. Like the one in San Francisco in October 2015, read, "Dear San Francisco, Last year our guests and hosts brought 12 million dollar in hotel taxes to the city. Love, Airbnb."

"Please, Tax Us!" strategy became a great success as can be seen from Exhibit 1. There are basically two reasons why Airbnb wants to be taxed and taxes are not too detrimental for Airbnb's business. First, these agreements to remit the tax money collected straight to the government treasury would help legitimize a service that is strictly not legal in many areas. Second, Airbnb, by nature, being a two-sided platform acting as an intermediary between the guests and the hosts, sometimes take advantage of passing on the tax incidence to both the sides through the service fee or the host fee depending on the elasticity of the two sides, i.e., more inelastic side gets a higher share of the pass through as compared to the elastic side.

The balancing mechanism works through the price effect; as the inelastic side is charged more, the volume of reduction in transactions is comparatively less and given they are relatively inelastic, the fall in total profit is also relatively less. This happens not only on account the inelastic nature of one side, as discussed, but also because of the operations of the cross-side externality benefit arising from a larger number of members on the opposite elastic side who are charged relatively less (leading to more and more in number joining the accommodation platform of Airbnb) and thereby compensating for the loss in profits on the inelastic side (Belleflamme and Toulemonde, 2018).

Year	Percentage of bookings with TOT Collection in the U.S.
2015	16%
2016	36%
2017	54%
2018	64%
2019*	68%

*through March of 2019, only

Figure 1: Exhibit 1: Tax collection percentage for Airbnb in the US between 2015 and 2019

Source: Compiled from the press releases at https://press.airbnb.com/category/public-policy/

At the end of 2018, the USA collected over 1 Billion dollar through taxing Airbnb. In cities like Los Angeles, Airbnb entered into an agreement and remained committed to collect hotel type taxes and remit the same. Taxes in turn were used for public services in the form of street repairs, trash removal, etc. In New York, Airbnb supported the legislation that will allow it to collect a number of taxes on behalf of hosts, generating an extra revenue of almost 100 million dollar, thereby, ensuring hosts fulfill their tax obligations without a glitch. As things were falling in place, Airbnb teamed up with 500 governments around the world (apart from the 23,000 localities in France — a feather

in the cap of Airbnb) including smaller cities like Half Moon Bay, New Jersey, California (which once voted to ban it) and remitted nearly 4 million dollar in tax revenue during October- December 2018. Airbnb increasingly became popular with its presence in 191 countries back then in 2018. The theoretical model follows.

2.2. The Theoritical Model

Assume, that there exists a two-sided market. The market's two sides are indicated by B and S , where B stands for the buyers' side and S for the sellers' side. A monopoly platform provides services to the market (like the way Airbnb monopolized the market during 2015-2018). c<1, being the marginal cost, facilitates a transaction between any two members on opposing sides. On each side i = B, S, it has been assumed that there is intra-group heterogeneity in terms of the benefit the agents gain from each transaction, w_i.

It has been assumed that w_i is uniformly distributed along the continuum [0,1] and that the population of buyers and sellers has a measure of

1. The platform levies a predetermined membership fee, Fi ($\forall i = B, S$) and a per-unit usage fee of $fi(\forall i = B, S)$ on end users on each side of the platform. BN and SN denote the number of users who have access to the platform from the side of the buyers and that of the sellers, respectively. For a monopoly platform, generally, it can be assumed that transactions between the buyers and the sellers happen only through the platform on account of the very high search cost of finding a perfect match from the perspective of both the buyers and the sellers. Additionally, every user that joins the platform enters a transaction. A specific agent's net utility on side i with use benefit wi is described as follows:

$$U_i = (w_i - f_i)j_N - f_i \forall i, j = B, S; i \neq j \tag{1}$$

Only agents who have non-negative net utility values can join the platform and transact. The number of agents on side i who want to join the platform is therefore calculated as follows:

$$i_N = Pr(U_i \geq 0) \forall i = B, S \tag{2}$$

From equation (1):
$$i_N = Pr\left((w_i - f_i) - \frac{f_i}{j_N} \geq 0\right) \forall i, j = B, S; i \neq j$$
The determination of how the platform sets the per-interaction price is drawn from Rochet and Tirole (2003),

$$pp_i = f_i + \frac{f_i}{j_N} \forall i, j = B, S; i \neq j \tag{3}$$

The ith side of the market has these many agents,

$$i_N = Pr(w_i \geq pp_i) \forall i = B, S \tag{4}$$

Since $w_i \sim \cup[0, 1]$ continuum, equation (4) implies,

$$i_N = 1 - pp_i. \tag{5}$$

Equation (5) can be expanded $\forall i, j, \epsilon, B, S, i \neq j$ to get,

$$B_N = 1 - pp_B, \tag{6}$$

$$S_N = 1 - pp_S. \tag{7}$$

Equations (6) and (7) represent, respectively, the demand for platform services from buyers and sellers. The demand for platform services on either side is adversely impacted by both the average fixed fee, $\frac{f_i}{j_N}$ and the usage fee that the

monopoly platform charges for every transaction. A favorable network externality on one side is produced from the other side of the platform as the average fixed fee decreases with an increase in the number of agents on the opposite side of the platform. The platform's profit is given by:

$$\pi = F_B B_N + f_(S)S_N + (F_B + f_(S) - c)B_N S_N \tag{8}$$

The platform's revenue from collecting a set membership fee from the buyer side is indicated by the first term on the right-hand side of equation (8). Like the first term, the second term denotes the seller-side revenue from set membership fees. The third term indicates the net revenue obtained through collecting per-transaction usage fees from both the parties,

where $B_N S_N$ gives the total number of transactions on the platform. Equation (8), using equation (3) can be rewritten as,

$$\pi = (pp_B + pp_S - c)B_N S_N \tag{9}$$

Note that the overall amount collected per transaction matters in terms of profit maximization rather than the specific prices p_B and p_S charged from buyers and sellers. If a buyer and seller cannot meet, the transaction can't happen. The amount collected from each transaction is defined as $pp = p_B + p_S$. From (6) and (7) it follows:

$$pp = 2 - B_N - S_N \tag{10}$$

From equation (10), alternatively, the monopoly platform's profit maximization problem becomes

$$\pi = (2 - B_N - S_N - c)B_N S_N \tag{11}$$

by choice of $\{\tilde{B}_N, \tilde{S}_N\}$.

It needs to be noted that while the model can solve for the equilibrium prices levied on the platform's two sides, it is unable to determine the specific pairing of per-unit usage fees and fixed membership fees on either side. According to Rochet and Tirole (2006), the total amount collected from each transaction matters, and the platform can examine the relative elasticity and fix the rates appropriately, with one side serving as the "charging side" and the other serving as the "subsidy side". A tax is imposed on the transactions of goods on the platform that are made by buyers. According to the principle of optimum commodity taxation, there is no tax on the sellers. Let us consider an ad valorem tax at the rate of $t\epsilon(0, 1)$ on the price the platform charges from the buyers.

The price of the good for the buyer after tax is $pp'_B = pp_B(1 + t)$, where pp_B is the price received by the platform.

As a result, $B_N = 1 - pp'_B$ (from equation 6) provides the buyer's side demand for the platform's service. The inverse demand function becomes

$$pp_B = \overset{0}{\underset{}{\frac{1 - B_N}{(1 + t)}}}\overset{1}{} \tag{12}$$

using $pp'_B = pp_B(1 + t)$. In this case, the monopoly platform's profit function from equation (9) becomes:

$$\pi' = \left[\overset{0}{\frac{1 - B_N}{(1 + t)}} + 1 - S_N - c\right)^{1} B_N S_N \tag{13}$$

which is maximized by the choice of $\{\tilde{B}_N, \tilde{S}_N\}$.

$$\frac{\partial \pi'}{\partial B_N} = 0 \Rightarrow -\frac{B_N}{(1 + t)} + \left[\overset{0}{\frac{1 - B_N}{(1 + t)}} + 1 - S_N - c\right)^{1} = 0 \tag{14}$$

$$\frac{\partial \pi'}{\partial S_N} = 0 \Rightarrow -S_N + \overset{0}{\frac{1 - B_N}{(1+t)}} + \overset{1}{1 - S_N - c)} = 0 \tag{15}$$

Substituting $\tilde{B}'_N, and\, \tilde{S}'_N$ in (10) gives $\widetilde{pp}'$ at the equilibrium. The platform's profit at the equilibrium is derived as $\tilde{\pi}'$ by substituting $\tilde{B}_N, and\, \tilde{S}_N$ in (13).

Proposition: As the tax rate rises the profit of the platform rises

Proof:

$$\frac{\partial \tilde{\pi}'}{\partial t} = \frac{(1-c)}{(1-t)^2} \left[\frac{(2 + \{1-c\}t - c)^2}{3} \right]^5 + 2\left(\frac{1}{1-t}\right)^3 \left[\frac{(2 + \{1-c\}t - c)}{3} \right]^{5_3} > 0. \tag{16}$$

Since c<1, the statement of the proposition follows.

The conclusions reached in the ad valorem tax case are not totally consistent with the outcomes of monopolies found in mainstream textbooks. The monopoly platform can service a greater number of customers because of an increase in the ad valorem tax rate on the buyers' side.

According to equation (14), the direct effect of marginal cost and marginal benefit of selecting a greater number of buyers falls as the tax rate rises. The fall in the marginal cost is greater than the fall in the marginal benefit, the larger the membership base is on the buyer side at the initial equilibrium.

Since there is no tax on the seller side, equation (15) implies that only the marginal benefit from choosing a bigger number of sellers' side members will decrease because of an increase in the tax on the buyer side (due to lower price per transaction received by the platform). The marginal cost does not change. Therefore, the platform selects fewer members from the seller side, which also indirectly influences the selection of the membership base from the buyer side. The smaller number of members on the sellers' side raises the marginal benefit for choosing higher number of members on the buyers' side (from equation (14)) which reinforces the fact that with the choice of higher membership base on the buyers' side the fall in marginal cost dominates the fall in marginal benefit. Therefore, the platform chooses a higher number of members on buyers' side. So, the network effect from one side of platform to the other side has an important bearing on the results.

It is interesting to note that $\frac{\partial pp'_B}{\partial t} = -\left(\frac{1-c}{3}\right) < 0; \frac{\partial pp'_S}{\partial t} = \left(\frac{1}{3(1+t)^2}\right) > 0;$

The results show that the price charged on the buyers' side falls while it rises on the seller side. The total collection matters for a platform; the "two-sided" logic of shifting the burden to the non-taxed side by charging them more if they want to come and capture the increased number of buyers which happens through a fall in the membership fees on the buyer side because of an increase in taxes. Interestingly, the imposition of an ad valorem tax leads to a rise in the profit of the monopoly platform unambiguously through a manipulation of the membership fees as discussed. This counterintuitive result validates the paradoxical strategy of "Please, Tax Us!".

3. Conclusion

An important lesson can be drawn from Airbnb's case – there should be a specific, carefully designed tax system for digital platforms as an increase in the tax rate may raise the platform's profit contrary to conventional wisdom. Because of the two-sided aspects of many digital firms, the effect of a taxation system is much harder to foresee than it might be in the traditional economy. Any regulatory body when coming up with anti-trust regulations must understand that just for the sake of innovation, platforms can't be let off when they abuse their dominant position by manipulating the fees charged and shifting the burden of tax to the participating agents.

The posters did have a point: platforms like Airbnb can help the government bodies to raise their tax revenue collections. But the regulatory authorities must be cautious enough to understand the "two-sided" logic and that contributing to the government treasury through an innovation like "Please, Tax Us!" should not come at the cost of competition (i.e., abuse of the dominant position by manipulating fees).

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Digital platform to stimulate the Micro and Small Enterprise (MSE) ecosystem of Durg, Chhattisgarh: Challenges and Opportunities.

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ARTICLE INFO

ABSTRACT

Micro and Small Enterprise (MSE) contributes to national production, small scale industries, employment & exports, and economic development of the country. Every state of the country has a wide network of MSEs. Likewise Chhattisgarh has a good coverage of MSEs and almost every district of the state comprise of umbrella of MSEs. Across all the districts Durg has been regarded as the Mini India due to its industrial development. Durg has a very rich diversity of MSEs. Digital technology can bring revolution to the MSEs of any region. As the digital landscape has drastically improved the different business systems in India and Globe. Thus introduction of digital technology in any business system could improve and promote the business efficiently. The present study was designed with an aim to assess the roadmap for the digital technology to promote the MSEs in Durg, Chhattisgarh. The study is descriptive in nature. In this study building of digital ecosystem in Durg, Chhattisgarh has been elaborated. Then how digital landscape will help in promoting the operational efficiency in the area. A wide array of institutional set up has been organised for the streamlining the digital ecosystem of the various countries. In this study proper institutional set up will be discussed for the normal functioning of digital ecosystem. However in the path of digitization of MSEs in any area, it is associated with number of challenges. Likewise, while installation of digital ecosystem in Durg, it faces various challenges like; digital knowledge gap, data privacy, cyber security, digital fraud, infrastructure issues, lack of Govt policies, complex set up costs, problem of digital execution. However, with the existing challenges, there a more opportunities than challenges by installation of digital ecosystem. Digital set up in MSEs of Durg is supplemented by many opportunities like; increase in productivity, efficient use of resources, effective working, improve communication, efficient marketing, operational efficiency, product customization, promote customer experience, improved safety etc. The digital set up in the industrial sector of any region could provide end-to-end solutions of finance, payments, management, operations, and marketing of products. Once the digital set up installation is successful, it will operate in a sustainable way and will trend towards bags of profits.

1. INTRODUCTION

Micro and Small Enterprises (MSEs) play a significant role in the Indian economy, accounting for over 30% of GDP and employing over 110 million people (Ministry of MSME, Annual Report 20–21). MSEs are widely acknowledged as major contributors to development and employment growth. The importance of MSEs in encouraging countries socioeconomic development, particularly in developing countries, cannot be emphasised. MSEs are thought to play a significant role in lowering the country's unemployment rate through creating jobs and increasing GDP (Kumar, 2017; Kwaku Amoah, 2018). Over the last five decades, MSE sector has grown as a highly lively and dynamic segment of the Indian economy. It makes a substantial contribution to the country's economic and social growth by encouraging entrepreneurship and creating enormous employment prospects at a low capital cost, second only to agriculture. MSEs serve as ancillary units to large companies, and this sector contributes considerably to the country's inclusive industrial development. MSEs are expanding their sphere of influence across the economy, generating a diversified range of products and services to fulfil the needs of both domestic and international markets.

The Indian MSME sector is distinctive in that it has a long fat tail of unproductive micro companies that are unregistered or informal, new-to-formal-credit, and have low growth and employment per unit. The majority of

micro businesses are one-person operations with fewer than five employees. Furthermore, informal micro companies account for 80% of employment while producing just 20% of the total production. This exemplifies India's current business landscape, which is dominated by small, self-employed informal businesses with low-quality human capital (Nageswaran and Natarajan, 2019).

Advances in technology are reshaping businesses and communities, and this has had an impact on how interactions are enabled. MSEs are widely known for having limitations and acceptability barriers when it comes to embracing new technologies, despite the fact that the internet and communication channels have revolutionized the way people conduct business today. In recent years, social media has rapidly evolved into a new commercial communication tool. As more organisations use social media and other electronic media to conduct their marketing activities, electronic marketing researchers will have more opportunities to explore this field. The simplicity, affordability, and portability of mobile phones have given rise to "E-commerce" (Laudon and Traver, 2016). Such technological dynamism has altered and challenged the status quo of traditional business practises such as marketing, advertising, and innovation, to name a few (Wright et al., 2019). The emerging digital data and technologies, provide us with a once-in-a-lifetime opportunity to answer the questions above with reasonable efficiency and efficacy. With respect to all of these facilities provide by digital ecosystem, still in India a maximum number of MSEs are not working under the platform of digital ecosystem.

With its great connection, communication network, availability of highly qualified human resources, and relatively adequate infrastructure, Chhattisgarh has a good network of MSE sector. According to a review of the literature, a vast number of studies have been undertaken in relation to problems of MSEs, with only a few researches focusing on digitization of MSEs. However, previous research work did not contain a study on the challenges and opportunities in digitization of MSEs in Durg, Chhattisgarh. As a result, the present study was conducted to comprehend the challenges and opportunities in digitization of registered manufacturing MSMEs in Durg, Chhattisgarh. Thus introduction of digital technology in any business system could improve and promote the business efficiently.

2. RESEARCH METHODOLOGY

The goal of this study is to examine the challenges and opportunities in digitization of MSEs in Durg, Chhattisgarh. The research is purely descriptive. One district was chosen at random, Durg, to study the challenges and opportunities in digitization of micro and small size enterprises. This research was carried out utilizing a qualitative technique since it is more appropriate to understand how and why things happen while using this method to achieve the research goals (Cooper and Schindler, 2011). Secondary data is used in the analysis of the study. Secondary data was gathered in India through websites, blogs, magazines, and newspapers.

The study looked at a wide range of data sources, including books, government documents, journal articles, policy reports, and conference papers, among others. Electronic literature databases such as Google Scholar, Science Direct, Emerald, and Scopus were used to search for journal articles in the Library Catalogue and reference lists of retrieved articles and textbooks. Finally, the most relevant challenges and opportunities in digitization of micro and small size enterprises were identified and reflected in the research article's result section.

3. RESULTS

MSMEs in India play a critical role in decreasing regional imbalances and ensuring a more fair distribution of national revenue and wealth by providing substantial job opportunities at a lower capital cost than large businesses, as well as through industrialisation of rural and backward areas. According to the National Sample Survey Office, Ministry of Statistics & Programme Implementation's 73rd round, there were 633.88 lakh unincorporated nonagriculture MSMEs in the country engaged in various economic activities (196.65 lakh in manufacturing, 0.03 lakh in non-captive electricity generation and transmission, 230.35 lakh in trade, and 206.85 lakh in other services(Ministry of MSMEs, 2021)(Table-1).

Chhattisgarh is a newly formed state but the state is rich in mineral and natural resources, which had attracted the industrialists across the country. The state has a good network of the industries. Many schemes, such as P.M. Mudra Yojana, Start-up India, Mukhymantri Yuva Swarojgar Yojana, Srijan Karyakram and Pradhan Mantri Rojgar Yojna have been launched by the central and state governments to boost MSME units in Chhattisgarh. Almost all the districts of Chhattisgarh have developed a wide network of MSMEs. Across all the districts Durg has been regarded as the Mini India due to its industrial development. Durg has a very rich diversity of micro and small scale industries (Table-2).

Table 1
Total Number of MSMEs in India (2020-21)

S.No	Category	Estimated Number of MSMEs (In Lakh)		
		Rural	Urban	Total
01	Manufacturing	114.14	82.50	196.65
02	Electricity	0.03	0.01	0.03
03	Trade	108.71	121.64	230.35
04	Other	102.00	104.85	206.85
05	Total	324.88	309.00	633.88

Table 2
List of existing Micro & Small Enterprises (MSEs) in the district Durg, Chhattisgarh.

S.NO	NIC CODE NO.	TYPE OF INDUSTRY	NO. OF UNITS
01	20	Agro Based	3500
02	22	Soda Water	10
03	23	Cotton Textile	NIL
04	24	Wollen, Silk & Artificial Thread Based Clothes	NIL
05	25	Jute and Jute based	NIL
06	26	Ready-made garments & Embroidery	80
07	27	Wood & Wood based Furniture	210
08	28	Paper & Paper Products	01
09	29	Leather Based	70
10	30	Rubber, Plastic & Petro Based	85
11	31	Chemical & Chemical Based	42
12	32	Mineral Based	472
13	33	Metal Based (Steel Fabrication)	1820
14	35	Engineering Units	2010
15	36	Electrical Machinery and Transport Equipment	20
16	97	Repairing & Servicing	1080
17	01	Others	9617

*Source: DIC, Durg

3.1. DIGITAL TRANSFORMATION OF MSES

In the present era of information technology it has become essential to bring the network of MSEs under a digital ecosystem. Digitization is getting more and more ingrained in our daily lives, and it will become even more so in the near future. Many microbusiness processes are now laborious, inefficient, and unscalable. As a result, there is an evident need for technology to transform and promote growth in the MSME sector, particularly in the micro and small category. Bringing these industries under a digital ecosystem will save time, money and labor respectively. Ideally, a well-integrated and connected digital ecosystem is optimal to build connections, and drive transformation, from entrepreneur identification, creditworthiness, delivery of schemes, access to markets, right skills mix for different firm stages, as well as enabling granular and cost-effective data collection in the sector (Buteau, 2021). In Durg, Chhattisgarh a small number of MSEs have been brought under digital platform, however a maximum portion of these MSEs are still working under traditional and outdated methods. In the present context it has now become essential to bring these MSEs under a digital platform for their sustainability. The MSEs of Durg, Chhattisgarh can be brought under digital ecosystem by following ways;

1. Locating High-Potential Business Entrepreneurs:

One of the most important aspects of establishing a digital ecosystem is its ability to promote growth through digital operations. As a first step, there is a need to resolve the disparity between subsistence entrepreneurs and growth-oriented businesses. Even after adjusting for factors such as demography and business aptitude, they show that local entrepreneurs have high-quality knowledge about each other. Hussam et al. (2020) use a cash award experiment to investigate the use of community knowledge to help select high-growth entrepreneurs. These high growth entrepreneurs

are resourceful and updated. Once, these entrepreneurs involve in the MSE system they could revolutionnize the functioning by usage of digital tools and technology. There are many reports which suggest that high-potential business entrepreneurs are the key towards digitization of MSEs (Mckenzie and Sansone, 2017).

2. Factors helping MSEs to thrive under digital ecosystem

A business requires a mix of factors with varying weights based on the stage of the company. Talent and strategic leadership, operations, marketing, and financing are all important elements to consider for the sustainable functioning under digital ecosystem. Many of these elements can be found inside a larger digital environment. Furthermore, these parameters must take into account the needs at different stages of MSEs development.

3. Efficiency in operations

Stocks and inventory are kept in analogue format by micro and small business owners. Part of the problem of changing existing processes and improving MSMEs' access will be the ability to maintain track of the supply chain and quickly fulfill orders. Sales, cash flows, stock movement, invoices, receivables, and inventory records can all be digitised by MSEs. Receivables, invoices, and inventories may also serve as a psychological safety net.

4. Set-up of Institutions

There are many institutions which are assisting for digital infrastructure. These institutes include; National Payments Corporation of India (NPCI) , Open Network for Digital Commerce (ONDC), Account Aggregator (AA). National Payments Corporation of India (NPCI) has been playing a vital role by its Unified Payment Interface (UPI) digital payment platform. This has made the MSEs financial transactions easy and simple. Likewise Open Network for Digital Commerce (ONDC), and Account Aggregator (AA) has been continuously engaged into the digital operations. The MSEs of any area could get support of these institutes to work under digital ecosystem.

5. Development of Digital Infrastructure

A portion of MSEs are still not working under digital ecosystem due to lack of digital infrastructure. The digital infrastructure of any enterprise include

- Internet platform, broadband, mobile telecom

- Digital communication sites

- Networks and data centers

- MSE portals, systems and software's

- Cloud services and software's

- APIs and integrations

- Operational security

- User identity and data encryption and etc.

Before being covered under digital platform its essential for an enterprise to have the elite digital infrastructure.

6. Proper Organizational Set-Up.

A proper organizational set-up is a vital need in the digital transformation of an MSE. The enterprise must take assistance from skilled personals for the proper functioning of the digital operations. An organisation with technical hand must be set-up. Once this criteria if fulfilled in an organisation of MSE it works smoothly under digital ecosystem.

3.2. STEPS IN MSE DIGITIZATION

In order to set-up a digital ecosystem it is necessary to follow proper steps to fulfill the objectives. Table-3 gives a clear picture about the steps involved in digital transformation of an MSEs.

3.3. CHALLENGES FOR DIGITAL TRANSFORMATION OF MSEs

The emergence of a new digital ecosystem brings with it new difficulties to MSE digital transformation which must be handled. These obstacles will be exacerbated by existing difficulties with the present ecosystem and efforts to establish a digital infrastructure, both of which must be addressed in order to increase the system's performance. Some issues will be exacerbated by the adoption of a new system, necessitating a deliberate effort that begins at the very beginning of this shift. They range from a lack of understanding required to operate in this field to concerns about

Table 3
Steps involved in digital transformation of MSEs.
(Source: ERIA, ASEAN)

S.No	Digitization Level	Tools and Technology
01	Use of Basic Digital tools	MS office, electricity, email, mobile, computers, Tablets, Printers
02	Online presence	Social media, Websites, E-commerce, software's, sites, internet banking
03	Use of advanced digital tools	Big data analysis, Online business, ERP, CRM, Scanners, bank card readers, server etc

data privacy, all of which can have long-term consequences if not handled comprehensively and promptly. The major challenges which are faced during the digital transformation of MSE are as;

1. The disparate gap in digital knowledge and digital execution will be a major challenge to tackle in the digital transformation of MSEs (Klapper, 2017)
2. The expense of putting up these resources is the most basic challenge that comes with incorporating technology into any MSEs.
3. While it is evident that the digital infrastructure plan emphasises the value and benefits of technology adoption, such as better understanding customer behaviour and market data, putting it into effect will be difficult (Pantano and Viassone, 2014)
4. Data privacy and digital security are new concerns that will have to be addressed from the ground up, particularly when introducing a more digitally advanced environment. The top two threat areas for corporate operations are information and cyber security (India Risk Survey, 2018)
5. It was discovered that there is an unmet reliance, with the majority of sellers needing to make significant adjustments to their business methods in order to comply with the rules of or optimise operations on the existing platforms. Sellers do not feel "locked in" to a single platform as a result of these allowances (Seethamraju and Diatha, 2019),
6. When combined with the continued high reliance on cash and credit-based low-value transactions, smaller shops face significant challenges in moving to a digital platform(Venkatesh and Lavanya, 2018))
7. The adoption of digitalization by small retail establishments is hampered by inefficient processes, poor physical infrastructure, and insufficient access to and reliability of digital technologies.

4. CONCLUSION

Micro and Small Scale enterprise (MSEs) encompass wide scope covering activities like manufacturing, servicing, Financing, construction, infrastructure etc. These industries are contributing to the national production, employment & exports, small scale industries also contribute to the economic development of the country. Advances in technology are reshaping businesses and communities, and this has had an impact on how interactions are enabled. MSEs are widely known for having limitations and acceptability barriers when it comes to embracing new technologies, despite the fact that the internet and communication channels have revolutionized the way people conduct business today. The goal of this study is to examine the challenges and opportunities in digitization of MSEs in Durg, Chhattisgarh. The results suggest that MSEs of Durg, Chhattisgarh can be brought under digital ecosystem by following ways; 1) locating high-potential business entrepreneurs, 2) factors helping MSEs to thrive under digital ecosystem, 3) efficiency in operations, 4) set-up of institutions, 5) development of digital infrastructure, and 6) proper organizational set-up. The major challenges which are faced during the digital transformation of MSE are as; digital knowledge gap, data privacy, cyber security, digital fraud, infrastructure issues, lack of Govt policies, complex set up costs, problem of digital execution. Increased productivity, efficient use of resources, effective working, increased communication, efficient marketing, operational efficiency, product customisation, improved customer experience, and improved safety are just a few of the benefits of a digital setup in Durg MSEs. Any region's industrial sector might have a digital setup that could give end-to-end solutions for finance, payments, management, operations, and product marketing. These characteristics will establish the ecosystem that will enable MSMEs to digitally change through a combination of government policy initiatives and innovative private-sector practises.

5. CONFLICT OF INTEREST

The authors declare that they do not have any conflict of interest with the submission of this manuscript.

6. ACKNOWLEDGEMENT

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Investigating the effectiveness of products in e-commerce and retail outlets

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ABSTRACT

The emergence of e-commerce is changing the trends of the market and challenging the traditional Market in a huge way. The popularity of e-commerce websites impacts people's purchasing decisions. This research examines how people show their attitudes towards ecommerce websites and retail outlets. By this examination, the effectiveness of different sales mediums is identified through different methodologies using the sentiment analysis process and this methodology uses both primary and secondary data where primary data is collected directly from people and secondary data is collected from e-commerce websites. The findings of this research paper show that people show their attitude towards products depending on an ecommerce website and also this research reveals that people show a positive attitude towards a retail outlet than an e-commerce platform.

1. Introduction

The huge metamorphism that happened in trading goods and services through the internet has made a revolution in the business world. Marketers are using this e-commerce platform to develop and widen their businesses. Virtual-business group investment and user-generated content are the overarching social exercise in virtual exercise, alongside such exchange of word of mouth expanded dramatically. Word of mouth data on the internet has turned into a significant data hotspot. E-word of mouth is defined as any sure or pessimistic assertion made by potential, genuine, or previous clients about an item or organization which made ready to a large number of individuals and foundations through the internet (Thurau et al., 2003). E-word of mouth is known to firmly affect buying choices and is a critical element in internet shopping marketers (Stauss, 1997). Buyers presently use sites, web crawlers, web networks, web-based media, shoppers audit frameworks and online moment courier administration to assemble and scatter item data. These devices are the reason for e-word of mouth. Organizations are utilizing this for data looking, navigation and framing brand pictures. (Chatterjee, 2001; Helm, 2000). The rise of these e-word of mouth instruments has changed the way clients interact with different clients and how they are drawn into business.

Most internet businesses work had to urge their clients to deliver more e-word of mouth because purchases created a feeling of trust for potential clients. (Gauri et al., 2008). People who make the purchases from e-commerce websites are posting reviews about their purchases which creates word of mouth that determines the buying decision of people who are all ready to make their purchase. Researchers have perceived the developing significance of e-word of mouth in e-business. For instance, there have been a few investigations on e-word interest including the intention of customers. (Cheung et al., 2003; Thurau et al., 2003). The impact of negative e-word of mouth(Chatterjie, 2001) and the connection between income and e-word of mouth (Chevalein, 2005; Gauri et al., 2008). Generally, retailing has been seen as the offer of merchandise to the shopper through retail shops. Be that as it may, retailing today ought to be seen, ought to be seen as being somewhat more extensive. Retailing is the offer of goods and services to a definitive purchaser for individual, family or family use (Roger Cox and Paul Britain, 2006). Retailing aims in providing goods and services according to the needs and wants of the customers. To identify whether there is the effectiveness of purchasing products in ecom website than going for retail outlets or vice versa, the sentiment analysis process has been carried out and also the significant difference between e-commerce and retail outlets is investigated through the consumer behaviour of the customers. Customer-oriented research has inspected mental attributes (Hoffman and Novak, 1996; Lynch and Beck,

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2001; Novak et al., 2000), socio-economics (Brown et al., 2003; Korgaonkar and Wolin, 1999), an impression of risks and advantages (Bhatnagar and Ghose, 2004; Huang et al., 2004; Kolsaker et al., 2004), shopping inspiration (Childers et al., 2001; Johnson et al., 2007; Wolfinbarger and Gilly, 2002), and shopping direction (Jayawardhena et al., 2007; Swaminathan et al., 1999).

Consumer decision-making toward shopping depends on three models. Cognitive model, reinforcement model and habit model. Where the cognitive model is based on regarding purchase as the result of a judicious dynamic cycle. The reinforcement model is based on regarding purchase as behaviour that is learned and altered in light of the valuable opportunities, remuneration and costs present in the purchaser's current circumstance. The habit model is based on Regarding purchase as currently learned behaviour, which is inspired by specific improvements in the shopper's current circumstance (Robert east et al., 2022). The division among retailers and their buyers, as far as existences, has made web-based retailing unique about conventional retailing in different viewpoints, including customer behaviour furthermore, order fulfilment (Grewal et al., 2004). For example, shoppers have various requirements and needs concerning product looking, buying or customer support while shopping on the Internet contrasted and shopping in an actual retail location (Burke 2002; Monsuwe et al., 2004). Rose et al. (2011) demonstrated four primary contrasts between online purchaser experience and dis-connected customer experience individual contact; data arrangement; a period for associations; and brand show. There are likewise contrasts between the two settings as far as request satisfaction perspectives, including item collection; stock administration; last-mile conveyance; and returns management (Agatz et al., 2008).

2. Paper Structure

In this study, a QUAL-QUAL mixed design approach (Morse, 2010) has been used for analysing the data followed by the sentiment analysis method. This design approach is used for comparing the core component and supplementary component data. The core method is typically a regular qualitative method, cherishing phenomenology, grounded theory, ethnography, then forth. knowledge from the core element is classified for all participants, associated analysed by the content or thematic analysis, in step with the strategy used. That is, these data aren't analysed participant by participant. Rather, data from all participants are pooled because the classes or themes are constructed. The supplementary component consisting of a method from another method could also be an experimental technique or another variety of interviews, such as focus groups. These data are pooled for all participants. looking at the questions, and the provision of the sample employed in the core element, these participants could or might not be similar to participants who participated within the core component. However, they're typically from the same population. Importantly, as a result, the investigator's approach to that knowledge is completely different from the approach used in the core component, data are analysed separately, and also the results of every analysis meet the Results purpose of the interface. That is, the results of the core component type the theoretical base of the results narrative, and the results from the supplementary component are added to the theoretical base. This comparison is made by keeping the core component as conversational analysis and the additional component as an interpretivist approach. In addition to this, we have used two studies (Study 1 and Study2).

In study 1, we have compared different products on different e-commerce websites and it is analysed by using conversational analysis followed by sentiment analysis process (which converts qualitative data to quantitative data) and significant difference is identified. In study 2, we approached people directly who bought the same product with the same specification used in study 1 and collected their direct opinion through written text format. By comparing study 1 and study 2, we have framed a new study (Study 3). This study has given the effectiveness of product appearance in different sales mediums by comparing and checking their significant difference using one-way ANOVA. A brief note of research and a detailed explanation is given in the research methodology.

3. Theoretical Development and Research Questions

The objective of the research is to identify the effectiveness of e-commerce websites and Retail outlets through consumer behaviour towards them. Many researchers have proposed different models to identify the effectiveness of e-commerce (Huang et al., 2014; Wagner et al., 2020; Fan et al., 2020) and Retail outlets (Grewal et al., 2020). According to Lee et al. (2018), the Uses and Gratification theory refers to a compelling socio-legitimate worldview that classifies which social and psychological needs spur buyers to choose specific stages. Does the buyer use an e-commerce platform to interface and buy items from retailers while retailers can furnish shoppers with different valuable internet shopping

opportunities (Wagner et al., 2000). E-commerce business literature has all around reported that advances in internet innovation permit firms to straightforwardly offer items to buy through e-commerce business stages (Fan et al., 2020) and bring about expanded sales (Lee et al., 2018).

In e-business literature, the regular importance of financial advantage generally refers to the customer insight that online business stages offer value limits, advancements or other special activities (Liu et al., 2019). Liu et al. (2019) state that the attitude of consumers towards the products will get differ depending on selling platforms. In online circumstances, e-commerce platforms give clients different advancements, e.g Protection and security, data search and arrangement, item audits, advancements and request fulfilment (Qin et al., 2020). Plangger and Watson (2015) added to the literature that while progress in data innovation has worked with business tasks to be more successful, e.g less exorbitant and information-rich, firms likewise need to safeguard client security and keep away from risks that can compromise the drawn-out connections. Wang et al., (2001) fostered a proposition of client data fulfilment with e-commerce websites. The action has aspects of client case security, usability, exchanges and instalment, data content, computerized item, administration and development.

Rohm and Swaminathan (2004) tracked down four sorts of online grocery customers with varying shopping practices: comfort customers; assortment searchers; adjusted purchasers; and storearranged customers. For instance, while accommodation customers focus on time-saving in an online purchase, assortment searchers want the new or novel in picking brands, items or stores and these various practices lead to various decisions. Customers will quite often act heterogeneously in an online purchasing environment. Wagner et al. (2000) identify that the emotion of people gets varied depending on product attributes. Dailey (2004) recommends that internet-based merchants ought to deliberately configure web conditions to work with shopper communication to further develop shopping encounters. Given the significance of flow state in online shopping, online merchants are intrigued by the plan of web atmospherics and the usage of explicit atmospheric signals to upgrade consumer stream experiences (Hausman and Siekpe, 2009) and Kotler (1973) defined atmospherics as the cognizant planning of the space to make explicit impacts on purchasers.

Sentiment analysis also called Opinion Mining is one of the recent emerging areas of research in Information Processing (Serrano-Guerrero et al. 2015). Several techniques and software tools have been developed to analyse people's attitudes, opinions and views on a wide range of topics such as products and services as well as individuals. The text contains not only factual content but also a subjective component which can be emotions and attitudes. The main objective of sentiment analysis is to determine whether a text is subjective and if so, does it present a positive or negative view (Taboada, 2015). The sentiment is of interest both to marketers and consumers. Marketers have taken to tracking online consumer reviews of their products on e-commerce websites and using sentiment analysis techniques to understand what is the sentiment (positive/negative) about their products. Our objective was to use sentiment analysis to calculate the sentiment scores of customers towards e-commerce and retail outlets. Our review of literature has revealed that the usage of sentiment analysis to understand the effectiveness of e-commerce and retail outlets has not been examined. This leads us to research questions,

RQ1: The sentiment score of the same product in different e-commerce medium gets differs depending on customer emotion towards the e-commerce platform.

RQ2: The effectiveness of the product depends on the customer attitudes towards the online selling platform

Nowadays retail outlets are chains or groups of businesses. They incorporate bigger players, for example, hypermarkets, supermarkets, grocery store chains and little business sectors. Retailing these days are more arranged and utilizes a more coordinated approach to deal with administration, promotion and strategies. A retailer's brand value is exhibited in customers answering more conveniently to its promoting activities than competing with other retailers (Keller, 2003). Desai et al. (2003) foster a product–price importance system to inspect how purchasers structure an overall store price image (OSPAI). They show that items with high unit cost and high buyer recurrence are more notable and therefore offer more to the OSPAI, with the purchasing frequency ruling unit cost insignificance. The retail outlet is developed through relationships and gives customer-centric marketing opportunities. Customer-centric marketing refers to decisively fitting items or administrations to the requirement need of clients thus offering help for endeavours (Sheth, 2000).

As per Freyman et al., (2010), there is an immediate connection between purchasers' perspectives in regards to a store's administration quality and their goal to keep on picking that store for quite a bit of their continuous needs, considering that assistance continues as before or gets to the next level. Retailers need customer data for a better understanding of the customer to deliver them a better experience (Grewal et al., 2020). Among store atmospheric factors, the data rate is the primary build that records the impact of natural improvements on shopper reactions (Mehrabian & Russell, 1974). Data rate addresses the level of data inputs in a channel during a specific period (Spies

et al., 1997), and contains oddity, intricacy, density and size (Donovan et al., 1994; Tai and Fung., 1997). While oddity alludes to unforeseen, astonishing and new components, intricacy alludes to the number of components and changes in the atmosphere. Density portrays those components in the climate that either causes an individual to feel that they include adequate protection inside which to shop; or cause an individual to feel swarmed, compromised and limited as far as development. At last, size refers to the size of the store, the inside embellishment, or spatial components, for example, how well the product is coordinated and shown (Tai and Fung., 1997).

Nunes and Cespedes (2003) observed that individual customers act diversely across five phases of the purchasing system: mindfulness, thought, inclination, buy and post-deal administration and customer order fulfilment tasks can fundamentally add to dealing with this heterogeneity and this leads customers to show their positive attitudes towards retail outlets. According to social exchange theory (Thibaut et al., 1959), individuals establish exchange relationships based on trust. So, Individuals will avoid exchange connections that are like to cost more than the award they could receive. Subsequently, trust is the starter condition for customers towards retail. Balance theory (Weider, 1958) sets those individuals to tend to foster a positive attitude toward those with whom they have some earlier affiliation. The more encountered the Internet client, the more noteworthy the open door they have needed to an earlier relationship with e-commerce websites, then, at that point, the more uplifting outlook they will create e-business and this theory gives balance to both the e-commerce and retail outlets where people show their positive attitudes towards e-commerce also. In a marketing context, buyer fulfilment is perceived as a significant variable that emphatically impacts buyers' repurchasing expectations; and some research has focused on recognizing factors that influence shopper fulfilment in retail shopping (Cao et al., 2003; Xing et al., 2010). This leads us to the research questions:

RQ3: The tangibility of products makes people to show their attitudes towards retail outlets?

RQ4: Products of the same category and price get varying in their effectiveness depending on their selling (e-commerce/ retail outlets) platforms

RQ4- 1: The products sold in e-commerce have high effectiveness than in retail outlets

RQ4- 2: The product sells in retail outlets has high effectiveness than in e-commerce outlets

4. Research Methodology

This research paper deals with three types of studies (study- 1, study - 2, and study - 3) With different methodologies which are explained below. These three studies were carried out to investigate the effectiveness of the products in e-commerce websites and retail outlets.

4.1. Method for study 1

To understand the impact of e-commerce platforms on products and to investigate RQ1, RQ2, and RQ3, the method for study 1 is carried out using the Narrative approach (Dahlen et al., 2009). The narrative method includes conceptualizing the character in phrases of an overarching lifestyles story, or non-public narrative. Narrative theories posit that self-idea is built on lifestyle tales and that those tales are whole with characters, plots, and themes. Some theorists suggest a technique version of self-improvement wherein the act of storytelling isn't always the handiest an expression of the self, however additionally sparks the improvement of recent narratives approximately the self. The Dialogical Self Theory states that one's non-public identification may be understood as an assembly linking a couple of variations of the self that exist at some stage in time and area in a coherent narrative. The narrative remedy is likewise mentioned in phrases of ways it takes a story method to the to observe of the character and applies it to well-being. For analysing the impact of different e-commerce websites on the same product, we have selected 5 different products of 5 different categories from 5 different e-commerce websites. After selecting this, 60-70extracted by using google scrapper which uses purposive sampling. According to Zhu and Zhang (2010), the review data taken from different e-commerce websites were considered as word of mouth. After extracting the review data, sentiment analysis was carried out on product review data for measuring the impact of product reviews on various e-commerce websites. For carrying out the sentiment analysis process, the collected review data were cleaned and pre-processed through the procedure followed by an earlier researcher (Otaibi et al., 2018, Gaikar et al., 2015) and this pre-processes results in plain English. Thus this plain English is analysed through the sentiment analysis process which uses the R studio plugin 'sentimentr' and this sentimentr plugin computes the sentiment score for the product review data.

This computed sentiment score provides the customer fulfilment towards the product (Farhadloo et al., 2016). By the computation of the sentiment score, the data were analysed through one-way ANOVA for checking the significant difference between the sentiment score for the reviews on different e-commerce platforms for the same product. This

Table 1
product and e-commerce website details used in the method for study1

Product Categories	Product Name and Specification	Websites	Review Data	Frequency
Hair oil	Parachute advansed gold hair oil 400ml	Flipkart	11,320	20.75
		Amazon	9,423	17.3
		Meesho	10,544	19.3
		Digitrix	8,745	16.03
		Shopee	14,520	26.62
	Total	**5**	**54,552**	**100**
Shampoo	Head & shoulder – Anti-dandruff shampoo + conditioner, cool menthol, 180ml	Amazon	7840	17.04
		Flipkart	11780	25.65
		Jio mart	9345	20.31
		Nykaa	7245	15.8
		Shopee	9786	21.2
	Total	**5**	**45,996**	**100**
Chocolate	Cadbury Bournville dark chocolate 80gm	Amazon	8798	19.48
		Flipkart	10340	22.9
		Big basket	9878	21.88
		Big bazar	7568	16.77
		Shopon	8567	18.97
	Total	**5**	**45,151**	**100**
Soap	Himalaya Neem & Turmeric 125gm	Amazon	13234	25.84
		Meesho	9023	17.61
		Flipkart	12305	24.03
		Shopon	9875	19.27
		Big basket	6786	13.25
	Total	**5**	**51,223**	**100**
Beauty Powder	Ponds Dreamflower Fragrant talcum powder, pink Lilly 400gm	Bigbasket	9678	18.14
		Flipkart	12044	22.59
		Amazon	14987	28.1
		Meesho	7864	14.75
		Big Bazar	8756	16.42
	Total	**5**	**53,329**	**100**

result interprets that people exhibit a more positive attitude towards familiarity and brand strength of e-commerce. Table 1 shows the products and e-commerce websites used in this method. Thus the study subsequently has a review with a particular theory and factors distinguished from before studies, which could be seen as formal and descriptive in nature (Cooper Schindler, 2002).

4.2. Method for study 2

To understand the impact of retail outlets on products and to investigate RQ3, RQ4, and RQ5, the method for study 2 is carried out using an interpretivist approach (Neuman, 2014). For analysing this impact, we have selected 2,258 consumer who buys the same product used in method1 from a retail outlet using Purposive sampling. The product specification used for method 2 is shown in table 2. After selecting the respondents they were asked to share their opinion about the product they have used (Wei, 2020) in the written text format. After collecting the data, sentiment analysis was carried out for measuring the impact of retail outlets on products. For carrying out the sentiment analysis process, the collected primary data were cleaned and pre-processed through the procedure followed by an earlier researcher (Otabi et al., 2018, Gaikar et al., 2015) and this pre-processes results in plain English. Thus this plain English is analysed through the sentiment analysis process which uses the R studio plugin 'sentimentr' and this sentimentr plugin computes the sentiment score for the primary data given by respondents. This computed sentiment score provides the customer fulfilment towards the product (Farhadloo et al., 2016).

Table 2
Products and respondents review data used for the study 2

Product Categories	Product Name and Specification	Review Data	Frequency
Hair oil	Parachute advansed gold hair oil 400ml	424	18.78
Shampoo	Head & shoulder – Anti-dandruff shampoo + conditioner, cool menthol, 180ml	467	20.68
Chocolate	Cadbury Bournville dark chocolate 80gm	448	19.84
Soap	Himalaya Neem & Turmeric 125gm	487	21.57
Beauty Powder	Ponds Dreamflower Fragrant talcum powder, pink Lilly 400gm	432	19.13
	Total	2258	100

4.3. Method for study 3

The main objective of study 3 is to identify the effectiveness of products between different ecommerce websites and retail outlets. For investigating RQ5, a method for study 3 is carried out. Applying the QUAL + QUAL Mixed design approach (Morse, 2010) and this has been used for analysing the data followed by the sentiment analysis method. This design approach is used for comparing the core component and supplementary component data. Study 1 data is taken as a core component and study 2 data is taken as a supplementary component. The core component follows conversational analysis and the supplementary component follows an interpretivist approach. Using this approach, both the core components data (study 1) and supplementary component (study 2) data were compared and analysed through one-way ANOVA for interpreting significant differences between each other.

5. Results and Discussion

5.1. Result for RQ1 and RQ2

The objective of this study is to find the significant difference in sentiment scores between different e-commerce websites on the same product. By this significant difference, the impact of e-commerce websites on products is identified. For analyzing the significant difference, a method for study 1 is carried out. By this method, the data were collected and analyzed through one-way ANOVA. Table - 3 shows the result for RQ1 and RQ2. From the table-3, we found that there is a significant difference in sentiment score between different e-commerce websites on the same product and this result is confirming RQ1 that the sentiment score of the product will change depending on the selling platform. The different sentiment scores of the product in the table-3 confirm that the effectiveness of the product depends on the selling platform Which is confirming RQ2.

5.2. Result for RQ4 and RQ5

The objective of this study is to find the significant difference between e-commerce websites and retail outlets on the same product. By this significant difference, the effectiveness of products on e-commerce websites and retail outlets is identified. For analyzing the significant difference between the e-commerce website and retail outlet, a method for study 1, study 2, and study3 are carried out. By method3, sentiment analysis data of method 1(shown in table 3) and sentiment analysis data of method 2 (shown in method 4) were compared by QUAL+QUAL mixed design approach and analyses the significant difference between these data using one-way ANOVA. By the above analysis, the result RQ2 is shown in table -5. From table – 5, we found that there is a significant difference between e-commerce platforms and retail outlets on the same product. By this result shown in table-5, we interpret that people show their attitude towards products depend on the tangible element of products and this makes us conclude that retail outlet has a high impact on a product than e-commerce platform which is confirming RQ3 and RQ4-2 and not confirms RQ4-1.

Table 4

6. Theoretical and Managerial Implications

Thus this research paper has used a sentiment analysis process for calculating the effectiveness of products in retail outlets and e-commerce mediums. various studies have focused on retail outlets and e-commerce. (Dwyer et.al 1987, Lee et.al 2018, Grewal et.al 2020) and this makes us form the research questions. our first experiment has shown

Table 3
Analysis results for checking the significant difference between different ecommerce platforms for the same products

Product Category	ECW	NEC	$\bar{x}$ EC	σ EC	$\sigma\bar{x}$ EC	95 % CIEC L.B	95 % CIEC U.B	F Ratio
Parachute advanced gold hair oil 400ml	Flipkart	11320	0.3456	0.3539	0.0245	0.2984	0.3675	287.802 (0.000)
	Amazon	9423	0.4265	0.3532	0.0216	0.3862	0.4567	
	Meesho	10544	-0.0928	0.3655	0.0233	-0.1263	-0.0519	
	Digitrix	8745	0.3056	0.2949	0.0092	0.2785	0.3246	
	Shopee	14520	0.2576	0.3132	0.0235	0.2132	0.2976	
Head & shoulder – Anti- dandruff shampoo +conditioner, cool menthol, 180ml	Amazon	7840	0.3245	0.3737	0.0256	0.2556	0.3475	430.708 (0.000)
	Flipkart	11780	0.3567	0.3836	0.0567	0.2315	0.3724	
	Jio mart	9345	0.2768	0.386	0.0345	0.2557	0.3177	
	Nykaa	7245	0.1095	0.3868	0.0073	0.0985	0.2132	
	Shopee	9786	0.1456	0.3136	0.0245	0.0992	0.2321	
Cadbury Bournville dark chocolate 80gm	Amazon	8798	0.2577	0.2979	0.0465	0.2134	0.2732	354.706 (0.000)
	Flipkart	10340	-0.0897	0.3468	0.0345	-0.1273	-0.0539	
	Big basket	9878	0.3245	0.3265	0.0432	0.2723	0.3456	
	Big bazar	7568	0.1026	0.3126	0.0234	0.0827	0.2014	
	Shopon	8567	0.2343	0.2986	0.0486	0.1724	0.2897	
Himalaya Neem & Turmeric 125gm	Amazon	13234	0.4565	0.3025	0.0567	0.3726	0.4895	294.602 (0.000)
	Meesho	9023	0.2545	0.2868	0.0456	0.2132	0.2896	
	Flipkart	12305	0.3545	0.2985	0.0678	0.2764	0.3246	
	Shopon	9875	0.2456	0.3124	0.0023	0.2132	0.2788	
	Big Basket	6786	0.3457	0.3546	0.0235	0.2973	0.3643	
Ponds Dreamflower Fragrant talcum powder, pink Lilly 400gm	Big basket	9678	0.4565	0.2756	0.0345	0.3765	0.4762	395.804 (0.000)
	Flipkart	12044	0.3897	0.3253	0.0986	0.3423	0.4219	
	Amazon	14987	0.2987	0.2945	0.5674	0.2614	0.3142	
	Meesho	7864	0.1234	0.3145	0.0896	0.0998	0.1564	
	Big Bazar	8756	0.3324	0.2463	0.0438	0.2987	0.3674	

ECW – Electronic Commerce Websites, NEC – No of product review data, $\bar{x}$EC – Mean sentiment scores, σEC - Standard Deviation, $\sigma\bar{x}$EC - Std. Error, C.IEC - Confidence Interval, LB - Lower Bound, UB - Upper Bound and subscript EC is mentioned for the E-Commerce selling platform.

the effectiveness of the same product on different e-commerce website and the sentiment score refers that people attract towards the product depending upon the familiarity of the e-commerce websites this outcome is in-line with the e-commerce research proposed by (Wagner et.al 2000). This shows that the consumer prefers to buy products on a popular e-commerce website. When people buy the product directly from the retail outlet they will show their trust in the product through the connection between them and the vendor (Doney and Cannon, 1997 Metcalf et.al 1992). This makes us develop a research question that the people will show their interest in e-commerce or retail outlets. And the findings of this research question come in line with the research proposed by Dwyer et.al 1987. However, Plangger and Watson 2015 proposed that e-commerce creates more impact on the customer but our study shows that people get impacted through the product bought from the retail outlet which they feel is more realistic.

Thus the study has important managerial implications. The choice of doing business through an e-commerce platform is always an important decision for the marketer. The risk associated with the decision of an e-commerce start-up without considering people's choices always makes their business get lost. When the new e-commerce platform emerges for selling products they must analyse people's cultural and behavioural activities. By that, they want to start an ecommerce website and our research suggests that they want to promote the e-commerce realistically by showing the products on the e-commerce platform further future studies can fill the gap in this strategy formation. When the e-commerce website comes they should formulate strategies. To show their products into the markets in a highly realistic manner, they should make sure in bringing more connections towards the people who ultimately come to favour marketers.

Table 4
Analysis results for checking the sentiment score for retail outlets

Product categories	Product Name and Specification	NR	$\bar{x}$ R	σ R	$\sigma\bar{x}$ R	95% C.IR	
						L.B	U.B
Hair Oil	Parachute advansed gold hair oil 400ml	424	0.1227	0.3532	0.2123	0.0985	0.2123
Shampoo	Head& shoulder – Anti-dandruff shampoo + conditioner, cool menthol, 180ml	467	0.1453	0.3655	0.0333	0.0992	0.2315
Chocolate	Cadbury Bournville dark chocolate 80gm	448	0.2817	0.2949	0.0233	0.2557	0.3477
Soap	Himalaya Neem & Turmeric 125gm	487	0.4723	0.3132	0.0117	0.4673	0.5134
Beauty Powder	Ponds Dream flower Fragrant talcum powder, pink	432	0.4287	0.3032	0.0073	0.4843	0.513

N_{avg} – Average review data of e-commerce and Retail outlets, $\bar{x}_{avg}$ – Average Mean sentiment scores of e-commerce website and retail outlets, σ - Standard Deviation, $\sigma\bar{x}$ - Std. Error, LB -Lower Bound, UB - Upper Bound

Table 5
Analysis results for checking the significant difference between e-commerce platforms and retail outlets

Product category	Review data mode	Navg	$\bar{x}$ avg	σ	$\sigma\bar{x}$	95 %CI		F Ratio
						L.B	U.B	
Parachute advanced gold hair oil 400ml	e-com web data	10,910	0.2485	0.2868	0.0456	0.2132	0.2896	224.302
	Retail outlet data	00,424	0.1227	0.3136	0.0245	0.0992	0.2131	(0.000)
Head & shoulder – Anti-dandruff shampoo + condition er, cool menthol, 180ml	e-com web data	9,199	0.2426	0.2979	0.0465	0.2134	0.2732	276.402 (0.000)
	Retail outlet data	00,467	0.1453	0.3136	0.0245	0.0992	0.2321	
Cadbury Bournville dark chocolate 80gm	e-com web data	9,030	0.1658	0.3136	0.0245	0.0992	0.2321	374.704
	Retail outlet data	00,448	0.2817	0.2945	0.5674	0.2614	0.3142	(0.000)
Himalaya Neem & Turmeric 125gm	e-com web data	10,245	0.3313	0.2463	0.0438	0.2987	0.3674	424.708
	Retail outlet data	00,487	0.4723	0.2756	0.0345	0.3765	0.4832	(0.000)
Ponds Dream Flower Fragrant talcum powder, pink Lilly 400gm	e-com web data	10,666	0.3201	0.2463	0.0438	0.2987	0.3674	292.302
	Retail outlet data	00,432	0.4287	0.3532	0.0216	0.3862	0.4567	(0.000)

N_{avg} – Average review data of e-commerce and Retail outlets, $\bar{x}_{avg}$ – Average Mean sentiment scores of e-commerce website and retail outlets, σ - Standard Deviation, $\sigma\bar{x}$ - Std. Error, LB -Lower Bound, UB - Upper Bound

7. Limitations and Agenda for Future Research

The result of our present study suggests several areas for future research. Our study has used the sentiment analysis process for analysing e-commerce websites and retail outlets. Where in future, the study can be further developed by interview methodology by using the grounded theory approach. The study has the limitation that, we have collected our data for our research from the same geographical location (India) for collecting the data. So, when we tend to change the geographical location, people's preferences may change. So we suggest that further research can be carried out in different geographical locations in different countries. Thus the research has identified only two sets of research questions and these research questions are dependent on an e-commerce website and retail outlets. So, in future research, various research questions can be developed for gender and the number of products.

8. Conclusion

The study helps to investigate the effectiveness of products in e-commerce platforms and retail outlets. The result showed positive effectiveness towards retail outlets. However, we found various impacts of the same product depending on the different e-commerce websites. While e-commerce continues its growth at a high level, people have shown a

more positive attitude towards retail outlets than e-commerce. This research revealed that people are showing a more positive attitude towards the product which they can see, touch and feel presence in their hands. Thus the study suggests marketers develop an e-commerce website and frame a strategy where their product is in a more realistic manner.

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10. APPENDICES

Products used in this study:

Head & shoulder – Anti-dandruff shampoo + conditioner, cool menthol, 180ml

Cadbury Bournville dark chocolate 80gm

Himalaya Neem & Turmeric 125gm

Ponds Dream flower Fragrant talcum powder, pink

Parachute advansed gold hair oil 400ml

Figure 1: Products used in this study

HERITAGE TOURISM: A STUDY OF THE RELATIONSHIP BETWEEN DEMOGRAPHIC FACTORS AND SATISFACTION AMONG CUSTOMERS TOWARDS ECOTOURISM USING THE CHI-SQUARE APPLICATION

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ARTICLE INFO

ABSTRACT

Ecotourism is a sizable and quickly expanding sector of the tourism business. This study looks at the connections between tourists' behaviour, perceived value, enjoyment, and loyalty toward their destinations. Increasing the competitiveness of the tourism industry through experiential marketing and top-notch service quality is one method for fostering sustainable ecotourism. This study investigates the relationships between ecotourism service quality, experience marketing, and visitor behaviours. The demographic findings showed that most locals had positive sentiments toward the effects of tourism. Even though the participants appeared to be fully aware of the drawbacks, the majority of the respondents did not have any problems with new changes in the business.

These results suggest that biodiversity ecotourism could offer the best experiential marketing and encourage visitors who are happy with the level of service to come back again.

1. INTRODUCTION

One of the "biggest and most transformative demographic upheavals the world has ever witnessed" is the transformation of India's rural to urban civilization (Hoelscher 2016). According to Sangchumnong and Kozak (2018), cultural and heritage tourism interact to form cultural heritage tourism (CHT). There are many different types of historical tourism sites that display their historical context. While cultural tourism is connected to characteristics of culture, such as customs and traditions of human beings, their culture, history, and way of life (José and Hernández 2012;). United Nations Organization for Education, Science, and Culture (UNESCO) has blended the terms "cultural diversity" and combining tourism and heritage tourism into one idea while registering World Heritage sites of "Cultural Heritage" (Sangchumnong and Kozak, 2018) sites identify tangible and intangible cultural heritage assets. (For instance, monuments, archaeological artefacts, Traditions, social practises, rituals, etc.) and intangible ones (Ramya and Senthil 2016; Dragouni 2017). The country's infrastructure faces enormous challenges as a result of this swift urbanisation, resources and preparation India's tourist industry is the most significant and rapidly expanding sector inside the many service sectors (Chawla and Jain 2017). The World Travel & Tourism Council (WTTC) estimated that tourism contributed 210 billion US dollars, or 9.4%, to global GDP. the country's GDP in 2017.Particularly in nations attempting to diversify away from sea, sand, and sun, heritage tourism has grown in importance as a sector of the global tourism business. The display and representation of both tangible and intangible heritage within tourism have been significantly impacted by this increase. The political, economic, and sociocultural landscapes are rapidly changing, and this is causing the concept of heritage to change as well. Heritage tourism must therefore interact with

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the new breed of globalised towns and civilizations, which have assimilated more and more while still attempting to maintain their own unique locality.

Information technology (IT) advancements recently have made it possible for tourists to more fully explore and enjoy cultural heritage places by overcoming time, location, and language constraints. For example, augmented reality (AR), a visualization technique that overlays digitalized virtual data on top of the real-world perspective of a location (Kounavis, Kasimati, and Zamani 2012), is a well-liked way to improve users' cognitive ability to appreciate their surroundings in the present (Bujak et al. 2013). Cultural heritage is treasured as a resource for the community, but it is also frequently the focus of the tourism industry. In order to succeed, the cultural heritage tourism (CHT) industry simply needs to satisfy consumer demand for an enjoyable historical experience. All throughout the world, heritage has been recognized as a crucial tourism resource for the growth of the industry. One type of popular special interest tourism (SIT) is heritage tourism, which typically relates to the fields of cultural tourism and urban tourism. Heritage tourism has become one of the most well-liked types of travel and is congruent with more general global trends in cultural tourism (Chen and Chen 2009).

2. REVIEW OF LITERATURE:

The growing interest in experiencing markets and fundamental shifts in modern quality expectations are both reflected in the expansion of culture-based tourism (Xu et al., 2014). Several variables have been linked to the need for heritage-based tourism, including: are all factors in, (i) increasing awareness of heritage, (ii) the ability to express individuality through knowledge and understanding of historical environments or staged history, (iii) Greater wealth, more leisure time, mobility, and access to the arts, (iv) the need to go beyond contemporary experiences to make up for shortages and demands, and (v) the desire to satisfy psychological needs for continuity through an appreciation of one's own family history (Adongo et al., 2017; Asplet & Cooper, 2000; Lau, 2010). The commercialization of the past is a result of heritage experiences becoming one of the top reasons people travel (Waitt, 2000). Consequently, cultural heritage value is a cultural configuration that includes the concrete and intangible significance of historical and cultural locations. (du Cros, 2001; Lee et al., 2010). The rich heritage is seen as a motivator for tourism growth, "sometimes even over-deterministically." (Gravari-Barbas, 2018). Visitors are essential to heritage tourism, which is important. In other words, legacy tourism is considered from both a supply and a demand standpoint. Poria, Butler, and Airey (2003) make a strong case that visitors' emotional attachments to cultural items have an impact on the caliber of heritage travel experience. Park (2014) contends that historical tourism is a technique and a performance that is continuously negotiated and reinvented to satisfy the unique requirements of the tourism industry, which is in line with this. The personal histories and discourses that emerge during travels to heritage places like cultural theme parks are examples of how heritage tourism allows for the development of heritage from below (Muzaini, 2017). A new set of attractions that are very different from the conventional historical and cultural monuments of the past have emerged as a result of such post-modernist tendencies, in conjunction with other influences such as deindustrialization, defunctionalisation, experiential shift, and globalization (Gravari-Barbas, 2018; Park, 2014; Smith, 2016).

Traveling for cultural heritage tourism involves visiting locations and taking part in activities that accurately depict the events and people from the past and present. This can include visiting historical, cultural, and natural landmarks. Cultural heritage is the outward manifestation of the way of life that a community has formed and passed down through the generations, encompassing customs, practices, locations, artifacts, and artistic manifestations. Aside from that, cultural legacy can also be described either as intangible or physical. There are three categories of cultural heritage: artifacts, built structures (buildings, townscapes, archaeological ruins), and natural environment (rural landscapes, beaches, and shorelines) (books & documents, objects, pictures).

The preservation of cultural resources, a proper understanding of resources, authentic tourist experiences, and stimulation of the generated income of cultural resources are only a few of the objectives of cultural heritage tourism that must be addressed within the framework of sustainable development. Therefore, cultural heritage tourism must also consider the effect of tourism on communities, achieve economic and social benefits, provide economic means for protection, and engage in marketing and promotion in addition to being concerned with the identification, management, and safety of the heritage values (P.V. Joshi, 2014; The Island, 2011).

The trait of being "real" and "authentic" or "genuine and real" might be thought of as authenticity (Chhabra, 2005; Frisvoll, 2013). Genuineness refers to the "true thing," "legitimacy," and "believability" (Di Domenico & Miller, 2012). The words "veritable," "bona fide," "reliable," and "unquestionable" are also included in the definition of "authentic" (Steiner &Reisinger, 2006).

Authenticity in tourism is frequently linked to tourism-related goods, locations, attractions, and experiences (Rickly-Boyd, 2012).

MacCannell (1973) added authenticity to sociological research in an effort to comprehend visitors' travel experiences at historical and cultural sites (Lu et al., 2015). According to Hargrove (2002), meaningful experiences and the need for authentic encounters depend heavily on authenticity in heritage tourism. Lu et al. (2015); Leong (2016).

Hypotheses Formulation Based on the research insights in the literature review, the following research hypotheses can be developed

a) **H1:** Heritage Tourism is dependent on the gender of tourists.

b) **H2:** Heritage Tourism is dependent on the age group of tourists.

c) **H3:** Heritage Tourism is dependent on the monthly income of tourists.

d) **H4:** Heritage Tourism is dependent on the educational qualification of tourists.

e) **H5:** Heritage Tourism is dependent on the occupation of tourists.

3. OBJECTIVE OF THE STUDY:

To study the relationship between demographic factors and satisfaction among customers toward Heritage tourism

4. RESEARCH METHODOLOGY:

This research is done with the help of structured questionnaires, 252 samples were collected from the metro city, Kolkata via one-to-one interaction with the tourists related to Heritage Tourism. The primary data for the study was collected from men and women of different age groups, belonging to different income brackets, from various occupation backgrounds like business, service, and others. Each parameter study for the survey was calculated using five points like a scale (from 1-strongly disagree, to 5-strongly agree). We used the chi-square test to find out the significant relationship of the demographic factors to the satisfaction among tourists towards Heritage Tourism.

5. DATA ANALYSIS:

We have used the Chi-square test using SPSS 21.0 to prove the hypothesis given below: H0: Heritage Tourism is independent of gender of the tourists.

Ha: Heritage Tourism is dependent on gender of the tourists.

H0: Heritage Tourism is independent of age group of the tourists.

Ha: Heritage Tourism is dependent on age group of the tourists.

H0: Heritage Tourism is independent of monthly income of the tourists.

Ha: Heritage Tourism is dependent on monthly income of the tourists

H0: Heritage Tourism is independent of educational qualification of the tourists.

Ha: Heritage Tourism is dependent educational qualification of the tourists

H0: Heritage Tourism is independent of occupation of the tourists

Ha: Heritage Tourism is dependent on occupation of the tourists.

5.1. Satisfactory Variables:

V4:- Heritage tourism improves public services which are related to tourism.

V11:- A person who wants to escape from stress in his daily life should visit heritage spots.

V14:- The local residents of heritage tourist spots show a positive attitude towards tourists.
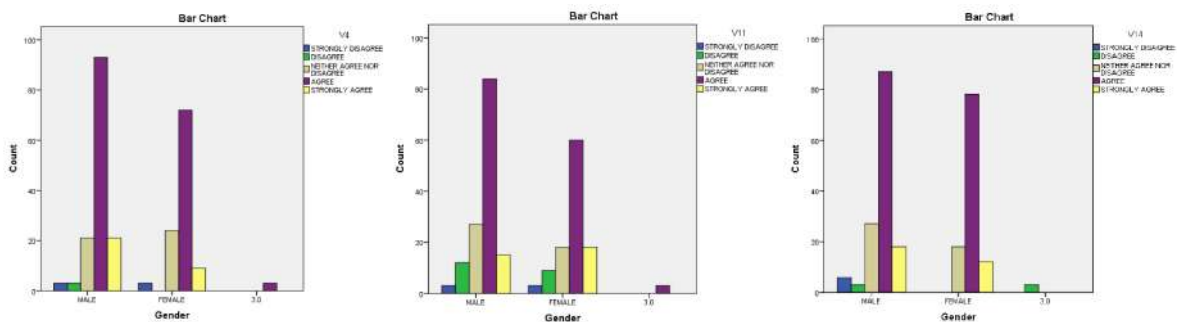
6. RESULTS AND ANALYSIS

6.1. GENDER

From the above table (Table 1) we see that the chi-square value for V4 is 8.007a and the asymp sig is .433 which is more than 0.05. Similarly, the chi-square value for V11 is 4.357a and the asymp sig is .824 which is also more than 0.05, and the chi-square value for V14 is 131.681a and asymp sig is .000 which is less than 0.05. This implies that the null hypothesis is accepted, and the alternate hypothesis is rejected. Thus, gender does not have a significant association with tourist satisfaction with respect to variables V4, V11, and V14. Similarly, it can be seen that the

Table 1
Gender

		Value	df	Asymp. Sig. (2- Sided)			Value	Approx. Sig.
		Chi-Square Tests& Symmetric Measures (Gender)						
V4	Pearson Chi-Square	8.007a	8	.433	Nominal byNominal	ContingencyCoefficient	.175	.433
	Likelihood Ratio	10.040	8	.262				
	No. of Valid Cases	**252**			**No. of Valid Cases**		**252**	
V11	Pearson Chi-Square	4.357a	8	.824	Nominal byNominal	ContingencyCoefficient	.130	.824
	Likelihood Ratio	5.407	8	.713				
	No. of Valid Cases	**252**			**No. of Valid Cases**		**252**	
V14	Pearson Chi-Square	131.681a	8	.000	Nominal byNominal	ContingencyCoefficient	.586	.000
	Likelihood Ratio	35.833	8	.000				
	No. of Valid Cases	**252**			**No. of Valid Cases**		**252**	

Contingency Coefficient of variable V4 is.175 and for variable V11 is .130 and for variable V14 is .586 this indicates the relationship between gender and tourist satisfaction is low with the variable.

Figure 1: Bar Diagram (Gender)

From the above table (Table 1) we see that the chi-square value forV4 is8.007a and the asympsig is .433 which is more than 0.05. Similarly, the chi-square value for V11 is 4.357aand the asymp sig is .824 which is also more than 0.05, and the chi-square value for V14 is131.681aand asymp sig is.000 which is less than 0.05. This implies that the null hypothesis is accepted, and the alternate hypothesis is rejected. Thus, gender does not have a significant association with tourist satisfaction with respect to variables V4, V11, and V14. Similarly, it can be seen that the Contingency Coefficient of variable V4 is.175 and for variable V11 is .130 and for variable V14 is .586 this indicates the relationship between gender and tourist satisfaction is low with the variable.

6.2. AGE

From the above table (Table 2) we see that the chi-square value for V4 is 49.695a and the asymp sig. is .000 which is less than 0.05. Similarly, the chi-square value for V11 is 49.153 and the asymp sig is .000 which is also less than 0.05, and the chi-square value for V14 is35.467 and asymp sig is .003 which is also less than 0.05. This implies that the null hypothesis is rejected, and the alternate hypothesis is accepted. Thus, age has a significant association with tourist satisfaction with respect to variables V4, V11, and V14. Similarly, it can be seen that the Contingency Coefficient of variable V4 is.406 and for variable V11 is .404 and for variable V14 is .351 this indicates the relationship between age and tourist satisfaction is moderate with the variable.

With respect to variable 4 we can see that age group of 18-24 are evidently more satisfied with the Heritage Tourism improving public services related to tourism because in this age people have lots of energy to tour heritage spots go various places and for that they need better public services. Similarly, variable 11 we can see that age group of 18-24 are evidently more satisfied with the Heritage Tourism helping them to escape from stress because nowadays regularly

Table 2
Age

		Value	df	Asymp. Sig. (2- Sided)			Value	Approx. Sig.
					Chi-Square Tests& Symmetric Measures (Age)			
V4	Pearson Chi-Square	49.695a	16	.000	Nominal byNominal	ContingencyCoefficient	.406	.000
	Likelihood Ratio	53.534	16	.000				
	No. of Valid Cases	252			No. of Valid Cases		252	
V11	Pearson Chi-Square	49.153a	16	.000	Nominal byNominal	ContingencyCoefficient	.404	.000
	Likelihood Ratio	52.494	16	.000				
	No. of Valid Cases	252			No. of Valid Cases		252	
V14	Pearson Chi-Square	35.467a	16	.003	Nominal byNominal	ContingencyCoefficient	.351	.000
	Likelihood Ratio	51.961	16	.000				
	No. of Valid Cases	252			No. of Valid Cases		252	
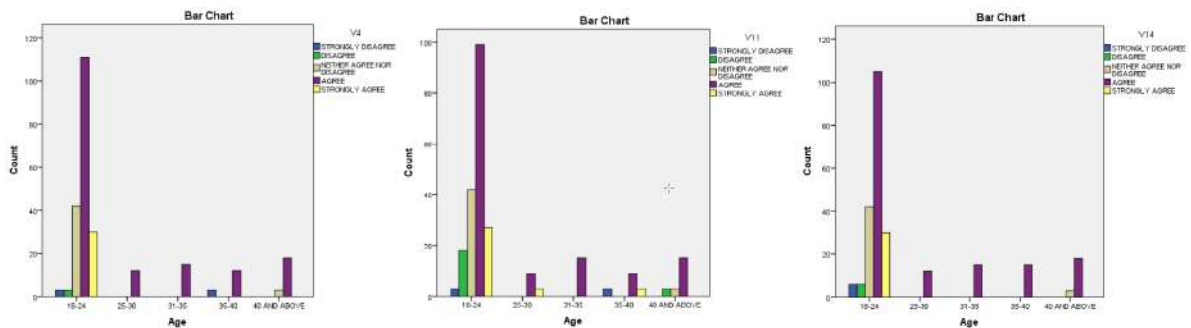
Figure 2: Bar Diagram (Age)

students are getting into stress which affects their studies and relations a lot and for taking a break Heritage spots are the best places to visit in order to relive stress. Similarly, variable 14 we can see that the age group of 18-24 are evidently more satisfied with the Heritage Tourism that the local residents of the tourists spots show positive attitude towards the tourists because students are very interactive they want to know about each and every culture to imply that in their research.

6.3. INCOME

Table 3
Income

		Value	df	Asymp. Sig. (2- Sided)			Value	Approx. Sig.
					Chi-Square Tests& Symmetric Measures (Income)			
V4	Pearson Chi-Square	27.740a	16	.034	Nominal byNominal	ContingencyCoefficient	.315	.034
	Likelihood Ratio	37.835	16	.002				
	No. of Valid Cases	252			No. of Valid Cases		252	
V11	Pearson Chi-Square	23.748a	16	.095	Nominal byNominal	ContingencyCoefficient	.293	.095
	Likelihood Ratio	30.762	16	.014				
	No. of Valid Cases	252			No. of Valid Cases		252	
V14	Pearson Chi-Square	35.944a	16	.003	Nominal byNominal	ContingencyCoefficient	.353	.003
	Likelihood Ratio	40.683	16	.001				
	No. of Valid Cases	252			No. of Valid Cases		252	

From the above table (Table 3) we see that the chi-square value forV4 is 27.740a and the asympsig is .034 which is less than 0.05. Similarly, the chi-square value for V11 is 23.748 and the asymp sig is .095 which is also less than 0.05, and the chi-square value for V14 is35.944 and asymp sig is .003 which is also less than 0.05. This implies that the null

hypothesis is rejected, and the alternate hypothesis is accepted. Thus, income has a significant association with tourist satisfaction with respect to variables V4, V11, and V14. Similarly, it can be seen that the Contingency Coefficient of variable V4 is .315 and for variable V11 is .293 and for variable V14 is .353 this indicates the relationship between income and tourist satisfaction is low with the variable.
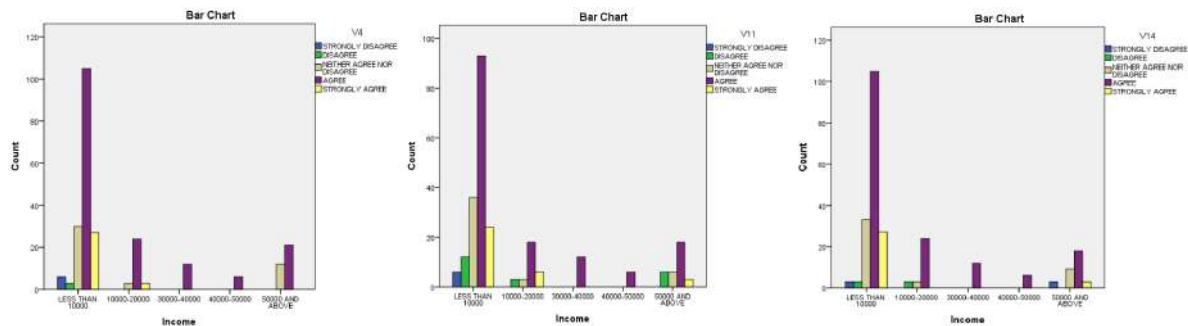

Figure 3: Bar Diagram (Income)

With respect to variable 4 we can see that people with income less than 10000 are evidently more satisfied with the Heritage Tourism improving public services related to tourism because government allots these public services and they are cheap and because of that these people can afford their services. Similarly, variable 11 we can see that age group of 18-24 are evidently more satisfied with the Heritage Tourism helping them to escape from stress because people with less income have stress regularly because they have to feed their own family and for that visiting heritage spots can relive their stress. Correspondingly, variable 14 we can see that the people with income less than 10000 are evidently more satisfied with the Heritage Tourism that the local residents of the tourists spots show positive attitude towards the tourists because these people always remain down to earth they even like to get knowledge to various cultures by interacting with the local residents of the spot.

7. EDUCATIONAL QUALIFICATION

Table 4
Educational Qualification

		Value	df	Asymp. Sig. (2- Sided)			Value	Approx. Sig.
		Chi-Square Tests& Symmetric Measures (Educational Qualification)						
V4	Pearson Chi-Square	40.811a	12	.000	Nominal byNominal	ContingencyCoefficient	.373	.000
	Likelihood Ratio	36.475	12	.000				
	No. of Valid Cases	252			No. of Valid Cases		252	
V11	Pearson Chi-Square	49.181a	12	.000	Nominal byNominal	ContingencyCoefficient	.404	.000
	Likelihood Ratio	39.911	12	.000				
	No. of Valid Cases	252			No. of Valid Cases		252	
V14	Pearson Chi-Square	36.352a	12	.000	Nominal byNominal	ContingencyCoefficient	.355	.000
	Likelihood Ratio	36.604	12	.000				
	No. of Valid Cases	252			No. of Valid Cases		252	

From the above table (Table 4) we see that the chi-square value forV4 is 40.811a and the asymp sig is .000 which is less than 0.05. Similarly, the chi-square value for V11 is 49.181 and the asymp sig is .000 which is also less than 0.05, and the chi-square value for V14 is36.352 and asymp sig is .000 which is also less than 0.05. This implies that the null hypothesis is rejected, and the alternate hypothesis is accepted. Thus, educational qualification has a significant association with tourist satisfaction with respect to variables V4, V11, and V14. Similarly, it can be seen that the Contingency Coefficient of variable V4 is .373 and for variable V11 is .404 and for variable V14 is .355 this indicates the relationship between educational qualification and tourist satisfaction is moderate with the variable.

With respect to variable 4, we can see that people who are undergraduates are more satisfied with the Heritage Tourism and improving public services related to tourism because their colleges regularly send undergraduates for
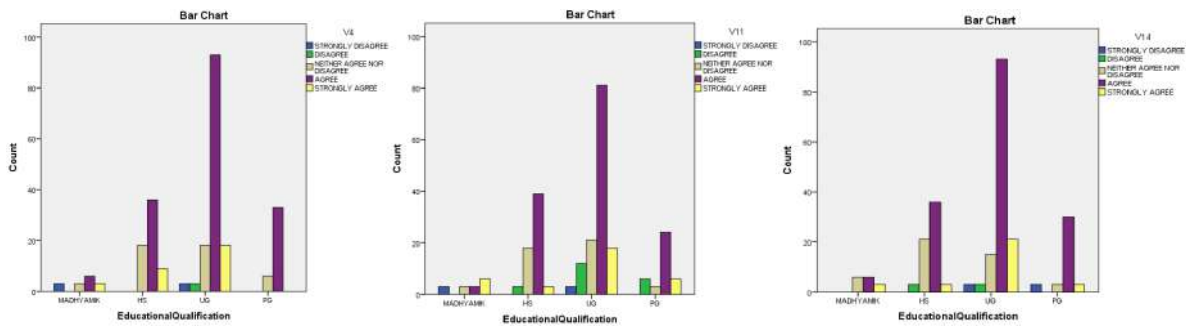
Figure 4: Bar Diagram (Educational Qualification)

heritage tours for research, and for that they need the best available public services to fulfil their needs. Concerning variable 11 we can see that people that are undergraduates are more satisfied with the Heritage Tourism helping them to escape from stress because undergraduates have a lot of study pressure and this gives them stress so, to relieve them from the stress, they can visit heritage spots. Similarly, in variable 14 we can see that the people who are undergraduates are more satisfied with the Heritage Tourism that the residents of the tourist spots show a positive attitude towards the tourists because they have to interact with the locals of the spot for their college research and in return, they also show a positive attitude.

8. OCCUPATION

Table 5
Aspects of Workation

		Chi-Square Tests& Symmetric Measures (Educational Qualification)						
		Value	df	Asymp. Sig. (2- Sided)			Value	Approx. Sig.
V4	Pearson Chi-Square	57.167a	12	.000	Nominal byNominal	ContingencyCoefficient	.430	.000
	Likelihood Ratio	56.096	12	.000				
	No. of Valid Cases	252			No. of Valid Cases		252	
V11	Pearson Chi-Square	59.625a	12	.000	Nominal byNominal	ContingencyCoefficient	.437	.000
	Likelihood Ratio	57.485	12	.000				
	No. of Valid Cases	252			No. of Valid Cases		252	
V14	Pearson Chi-Square	68.182a	12	.000	Nominal byNominal	ContingencyCoefficient	.461	.000
	Likelihood Ratio	60.035	12	.000				
	No. of Valid Cases	252			No. of Valid Cases		252	

From the above table (Table 5) we see that the chi-square value forV4 is 57.167aand the asympsig is .000 which is less than 0.05. Similarly, the chi-square value for V11 is 59.625aand theasymp sig is .000 which is also less than 0.05, and the chi-square value for V14 is68.182aand asymp sig is .000 which is also less than 0.05. This implies that the null hypothesis is rejected, and the alternate hypothesis is accepted. Thus, occupation has a significant association with tourist satisfaction with respect to variables V4, V11, and V14. Similarly, it can be seen that the Contingency Coefficient of variable V4 is .430 and for variable V11 is .437 and for variable V14 is .461 this indicates the relationship between occupation and tourist satisfaction is moderate with the variable.

With respect to variable 4 we can see that people who are students are evidently more satisfied with the Heritage Tourism improving public services related to tourism because, regularly students have to go for field trips, picnics and etc. and for that they have to use public services in order to fulfil their needs. Correspondingly, in variable 11 we can see that people those who are students are evidently more satisfied with the Heritage Tourism helping them to escape from stress because students have study load on them and because of this they get into stress, heritage spots are the places to visit because it can relive stress. Similarly, in variable 14 we can see that the people who are students are evidently more satisfied with the Heritage Tourism that the local residents of the tourist's spots show positive attitude towards
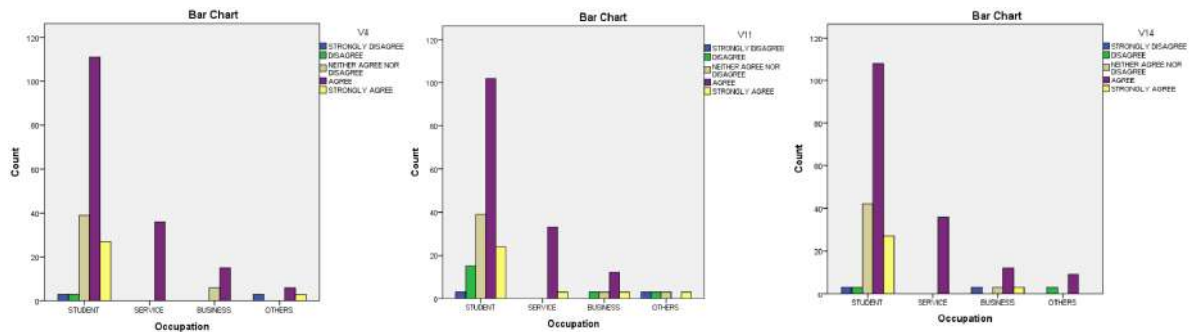
Figure 5: Bar Diagram (Occupation)

the tourists because students are energetic, interactive and the have interests in various other cultures so because of this they interact with the locals of the spot and in return they show positive attitude.

9. CONCLUSION

The tourism and tourist industry in the modern world places a high value on culture and heritage tourism. Additionally, it has shown to become one of the main ways to make money. Therefore, maintenance and restoration in their original form are needed to preserve the historic significance of the history and culture. Additionally, the upkeep is required since visitors from all over the world visit to learn about the historical significance, values, culture, and ethical standards. Visitors may become prevented from visiting such locations in the future if, for example, they discover that the artefacts weren't in their initial state. In our study it was found that age, income, education qualification and occupation have significance with heritage tourism. Men are seen to be more satisfied than women. As compared to other age groups, and other occupations or from higher education qualifications.

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Relationship between sales person's emotional intelligence, customer engagement, & sales performance: A study in the Insurance Sector

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ARTICLE INFO

ABSTRACT

Salespeople having better control of emotional intelligence can influence the decision of a customer and focus on customer-oriented selling (Kidwell et al., 2018) Empathy of a salesperson plays an essential role in understanding the concerns of a customer, that's why in the present situation service setting industries such as restaurant, insurance, bank, hotel, empathy of a salesperson has increase interest and being noticed by both sales-service and marketing practitioner and researcher (Agnihotri & Krush, 2015; Bagozzi, 2006). The empathy of a salesperson leads to customer satisfaction and enhances customer engagement. This research posits that empathy of a salesperson always shows positive results in customer engagement and ethical behavior of salesperson resulting increase sales performance. Further, the study indicates and establishes a strong relationship between the emotional intelligence of a service salesperson, which leads to empathy, which further demonstrates the ethical behavior of the salesperson, leading to enhanced customer engagement and sales performance The finding of the present research indicates the critical role of salesperson ethics and emotional intelligence affect customer engagement and sales performance in the service sector

1. Introduction

Every enterprise wants to generate more revenue in this complex economic environment and create a sustainable business model. This interactive business environment depends on multiple factors, but an organization's success and growth mainly depend on the swarm of satisfied and happy customers. It is evident from past research that a salesperson has a higher level of emotional intelligence and the ability to perceive, understand, and regulate emotion, always displays positive results, and maintains a special relationship with the customers. Happy and satisfied customers are emotionally connected with the salespeople and always show a higher level of participation, citizen behavior, and commitment to the salesperson. Highly engaged customers buy more, promote more, and demonstrate loyalty to the firm because of the salesperson's emotional intelligence. As per the existing literature in sales and marketing, emotional intelligence is an individual's ability to perceive emotions and understand and regulate emotional information to get the desired outcomes and objectives. The emotional intelligence of a salesperson impacts the revenue earning, sales figure, and customer's happiness, pleasure, and engagement (Kidwell et al., 2018). This reflects that emotional intelligence may give positive short-term sales results and help build long-term salesperson relationships with customers. Salespeople having better control of emotional intelligence can influence a customer's decision and focus on customer-oriented selling (Kidwell et al., 2018). This research paper further indicates that the empathy of a salesperson plays an essential role in understanding the concerns of a customer. That's why in the present situation, service setting industries such as restaurants, insurance, bank, and hotel, empathy of a salesperson has increased interest and is being noticed by both sales-service and marketing practitioners and researchers (Agnihotri & Krush, 2015; Bagozzi, 2006). The empathy of a salesperson leads to customer satisfaction and enhances customer engagement. The empathy of a salesperson is one of the most critical and essential behavioral competitive service tools for the success of a salesperson (Ahearne, Jelinek, and Jones 2007), which finally leads to the happiness of a customer (Aggarwal et

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al. 2005) and sales performance at the same time, absence of empathy or an unable to acknowledge and recognize the customers perspective leads to customer dissatisfaction (Agnihotri & Krush, 2015). It is more prominent in service setting as insurance, bank, and financial services. From the discussion, we can articulate that salespeople having a higher degree of empathy could understand and feel the problem of others, and this influences them to exhibit and display ethical behavior (Mencl and May 2009, 208). The central objective of the current research paper is how to use emotional intelligence. The service salesperson enhances customer engagement and sales performance through salesperson ethical behavior. In this paper, we try to establish a strong relationship between the emotional intelligence of a service salesperson, which leads to empathy and further demonstrates the salesperson's ethical behavior, leading to enhanced customer engagement and sales performance. This research's objective is to indicate that the empathy of a salesperson always shows positive results in customer engagement and ethical behavior of salesperson, resulting increase sales performance.

2. Literature review and proposition development

2.1. Salespersons Emotional Intelligence

Emotional intelligence defines as one's ability to identify, recognize and perceive emotions accurately through facial expressions or by reading customer emotions (Mayer & Salovey, 1990). Salespeople with a higher level of perceived emotions can identify when consumers feel excited or bored, relaxed or annoyed, and interested or confused during interactions (Kidwell, 2018). Understanding emotions are the salesperson's ability, who can analyze and judge complex emotions and then generate thoughtful and accurate emotional knowledge about customers (Mayer & Salovey, 1990). Salespersons with a higher level of understanding of emotions can predict the subsequent emotions by analyzing and understanding the complex bonding among different emotions. For example, they recognize anger leads to dissatisfaction or pain, and happiness enhances pleasure and satisfaction. Regulating emotions is one's capability to control self emotions, then influence others' emotions to get the desirable objective (for example- enhancing their engagement and relationship with the customer) to encourage intellectual and emotional growth. Regulating emotions is crucial and vital to be displayed during the interactions with salespersons as customer engagement and happiness is associated with perceptions of customer that the employee working in the specific organization is happy or depressed (Soderlund & Rosengreen, 2010). Finally, emotional intelligence suggests that salespeople have abilities that will increase the salespeople-customer engagement relationship. Still, not every salesperson needs to use these skills to generate revenue and growth (Kidwell et al., 2018). Researchers and managers traditionally believe that emotional intelligence will show positive effects and favorable results; the other few research indicate adverse influences because of salesperson's emotional intelligence (Day & Carroll, 2004)

2.2. Salesperson's Empathy

Empathy is an instrument for effective human interaction. The ability of one person's response to another person's emotional situation—empathy (Kerem, Fishman & Josselson, 2001) — most academicians and managers firmly believe that the happiness and satisfaction of a customer is a vital indicator of enduring customer engagement and customer behavior. Suppose the service salespersons can showcase care and empathy towards the customer's needs and requirements. In that case, such interactions will lead to the desired outcome, or the discussion between them will lead to unhappiness and dissatisfaction (Wieseke et al., 2012). Service salespeople are primarily responsible for these interactions as they are skillful and efficient in creating or destroying the organization's brand, which further leads to customer engagement. Previous research and literature from sales and marketing suggested that empathy has played an important role in acknowledging the essence of employee-customer interaction within the business context. Several past research indicates and provide empirical support and then establish positive relations between empathy of service salesperson and employee–customer interactional process and the effect of empathy on customer engagement. Customer satisfaction, which further leads to customer engagement, is a crucial indicator of an organization's success and sales growth. The empathy of salespersons concerns customers; that is why in today's business environment, particularly in a service setting, empathy has drawn the attention of both marketing and service researchers (Agnihotri & Krush, 2015; Bagozzi, 2006). Research from the past support that empathy can be further classified as cognitive, affective, and compassionate empathy. Cognitive empathy - the potential of an individual to sense the customer's thoughts by reading their mind, choices, dislikes, and interest. Affective empathy relates to salespeople's capability to respond, care and involve in supportive and cooperative actions toward customers, such as social concern and emotional

contagion. (Mayshak, Sharman, Zinkiewicz, & Hayley, 2017) Compassionate empathy of a salesperson is all about feeling concerned for the customer and taking a move towards action to mitigate or reduce the concern (Bove 2019).

3. Salesperson's Empathy and ethical behaviors

The empathy of a Salesperson has been described as an emotional attribute. This empathy portrays the salesperson's concern, comprehension, and judgment of others' perception and cogitation (Smith 2006). In the context of sales, empathy is referred to as the 'salesperson's demonstration of interest and focusing on the welfare of the customers. Empathy has been touted as a critical quality for salespeople to possess to create and develop relationships with customers. Scholars consider salesperson empathy as one of the competitive service etiquettes for salespeople that could impact customer satisfaction and sales performance. In application to the context of ethics, empathy has been associated to philanthropic behaviors that are described as 'voluntary, intentional behaviors that result in benefits for another'. It has been argued that empathy evokes a philanthropic motivation, thereby enhancing concerns about others' comfort and well being. It's considered that empathy will help salespeople recognize possible ethical problems, because empathy is a positive moral sentiment. 'Individuals who empathize are more likely to form highly ethical intentions'

3.1. Salesperson ethical behaviors and performance

The researcher has randomly examined the possible link between a salesperson's job performance and his/her ethics. Across organizations, salespeople working within companies and different institutions that make and explain precise ethical approaches to their sales force be inclined to have better success in achieving excellence in their respective jobs (Weeks and Nantel 1992) reported that salesperson's moral judgment influences different dimensions of job performance, namely: (1) Achieving quality and quantity sales objectives successfully, (2) Implementation and development of technical knowledge and skills, (3) management of unnecessary expenditures, anthe d (4) effective sales presentations. In the context of Business-to-business model, it has been suggested that salespeople's ethical judgments do not impact objective performance; however, they influence customer-oriented selling, as well as behavioral performance, posits that - sales performance is linked with ethics because of its role in developing mutually profitable relationships between two most important stakeholders i.e., customers and salespeople.

3.2. Customer Engagement and Sales performance

Nowadays, customers have more option for services and products than ever before, but still, customers seem unhappy and dissatisfied. Organization spent heavily on superior product variety but not able to create distinct impression. That is why firms rapidly shift from a product-centric view to a firm-centric view to personalized consumer experiences. In this current economic environment, consumers are often artificial-marketers, often with significant influence, minimum costs, and more constructive reach than their firm-based counterparts. This shift of control to the consumer can be a serious threat or significant opportunity for organization. This has led to an increase of interest in customer engagement. How the organization interacts with the customer is becoming critical in the value creation and delivery process. The salesperson is an important link between organization and the customer. (Delpechire, Connelly & Chaker, 2018) Customer engagement is an essential component of service and relationship marketing. Customer engagement is the continuous process of interactions between firms and customer, primarily started or offered by the company and chosen by the customer. Means customer engagement is the desire and interest of an individuals to participate with organization activities and/or offerings, which is either initiated by the customer or the organization (Vivek, Beatty & Morgan 2012) Customer engagement always provides strength in enhancing organizational performance, including higher revenue generation, increased sales volume, competitive advantage, and Scale-up profitability. It is always evident that engaged customer may also generate co-create experience and value, and contribute to organizational innovation processes (Prahalad and Ramaswamy, 2004). But the central question for every firm that how can they strategically designed the customer engagement journey in ways that benefit their organization performance and provide competitive advantage. Basically, successful customer engagement typically leads to one of these actions of customer. If the customer is well engaged with the firms, they may give more respond to organization campaign. Secondly, engaged customer always show the intension in re-purchasing of product and services hence customer engagement always contributes in retaining the customer for the firms. Satisfaction and happiness engage customer always help in spreading and recommending the brand to other. This research provides insightful thoughts about how customer engagement gets affected due to salesperson's empathizing with them. Customer engagement further leads to the participation of customer, customer behavior, and customer commitment to

salespeople. Commitment of customer towards the firm increases because of the salesperson emotion intelligence and empathy. (Delpechire, Connelly & Chaker, 2018)
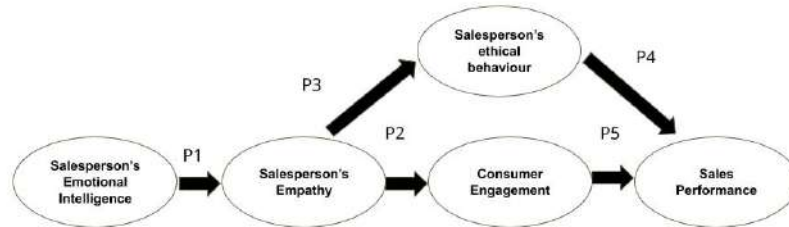

Figure 1: Conceptual Framework.

Proposition 1: Salesperson's emotional intelligence positively influences salesperson's empathy.
Proposition 2: Salespersons empathy positively effect Customer engagement.
Proposition 3: Sales person's empathy will positively influence the salesperson's ethical behavior.
Proposition 4: A salesperson's ethical behavior will have positively impacting sales performance.
Proposition 5: Engage customers positively influences sales performance.

4. General Discussion

This research advances our understanding of how emotional intelligence of salespeople influences the customer engagement and finally leads to sales performance and it is more prominent in-service setting as insurance, bank and financial service industry. It is evident that Salesperson empathy positively affect the ethical behavior of the salespersons and increases the customer participation behavior and citizen behavior and these customers are more committed for re-purchase. The current study provides a deeper knowledge a.nd understanding on emotional intelligence and empathy of salespersons leads to ethical behavior and resulting higher sales performance. Future research is required to understand the antecedent of emotional intelligence factor. This research only explores emotional intelligent and empathy from salesperson perspective, but the customer perception is too important. Another interesting future research idea would be how and what sales promotions activities such as incentives, training, customer engagement events, and other managerial decision choices trigger the emotional intelligence and empathy of a salesperson and thus, on customer engagement process. Theoretical Implications This research contributed to the past research by demonstrating a positive effect of using salesperson's emotional intelligence and empathy on salesperson ethical behavior and customer engagement which resultant positive sales performance.

5. Managerial Implications

Firms can get the benefit if the customer is well engaged. They will give more responsibility to the organization campaign and always intend to re-purchase product and services. Satisfaction and happiness are always spreading and promoting the brand, helping the organization build and sustain a competitive advantage.

6. Conclusion

Therefore, in this competitive economic environment where every organization wants to scale up its revenue and try to create a sustainable business model, salespersons with a higher level of emotional intelligence always

play a significant and influencing role. Higher emotional intelligence of salespersons leads to empathy, resulting in salesperson ethical behavior and better customer engagement. Engage customers to show participation behavior, citizen behavior, and commitment to salespeople for re-purchase. That's why now a day's every firm focuses on various tools and techniques to improve their employees' emotional intelligence and welcome new recourses with higher of these qualities.

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"Staycation and Local Tourism: An emerging trend for Employee wellbeing"

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ABSTRACT

Due to the Pandemic's overall effects on tourism, the current study focuses on the growth of the staycation trend and Employee well-being (EWB). The tourism industry is based on the idea that taking a holiday improves one's health and fosters a state of recovery. In addition, the Pandemic has significantly impacted our working and travel patterns, and even when the Pandemic is not active, we have started to adapt to its hazards. On the other hand, working professionals have accepted their jobs' challenges and are now seeking a more relaxed and enjoyable environment. The growth of both individual and workplace effectiveness benefited from proximity. The results will help marketers and service providers comprehend the needs of working tourists.

1. INTRODUCTION AND MOTIVATION FOR THE STUDY

The tourism sector is one of the most severely impacted industries by the COVID-19 outbreak. It was a challenging year, with the 2019 Coronavirus (Covid-19) outbreak causing havoc on the global economy (UNWTO, 2020). Most countries impose restrictions on human mobility (for example, inbound and outgoing travel), and entering another country is time-consuming and expensive (Hall et al., 2020). Travel is like breathing fresh air, bringing a sense of optimism, self-esteem, resilience and self-determination to one soul (Coghlan, 2015). In the wake of the COVID-19 outbreak, travel has been deemed a high-risk activity, adversely affecting tourism. Anxiety, depression, dread, nervosity, and tension are some of the most stated concerns associated with COVID-19 (Ann, 2020; Wang et al., 2020). As the outburst of COVID has diminished, borders are reopening, travel companies are selling excursions again, hotel rooms started scheduling, restaurants reopen, and sights can be visited once more. The tourism sector and the countries that rely on it may be rescued (Felkai, 2020). People are likely to sense a revived desire for adventure travel, natural exploration, and the most popular method to spend leisure time: traveling, following the Pandemic (Brigitta & Pécsek, 2018). Governments, companies, and other stakeholders work together to support local businesses (Yeh, 2020; Kreiner & Ram, 2020). Moreover,Individuals are accepting the perils of a pandemic as part of their lives. On the other hand, traveling was not the same as previously. Somehow, the need to revisit domestic tourism strategy at some tourist spots was driven by international border closures (Hao et al., 2020; Rogerson & Baum, 2020). Moreover, many tourists who had canceled their long-planned vacations and corporate trips were putting off their trips and are now shifting toward domestic travel - referred to as 'staycations.' This type of getaway does not involve traveling far away but provides people with varied options to break free and enjoy something new for a day or two. An individual or family may enjoy a staycation by staying at a resort/hotel within tens to hundreds of kilometers, trying new restaurants, attending a concert or art show, or attending a local festival (Mittal, 2021). The growing trend of staying nearby places urges vacationers, host communities, trip planners, and marketers to seize this opportunity to recover from the Pandemic's losses. Staycations and weekend trips to drive-to areas, which were widespread following the initial wave of the Pandemic, are still popular among Indian visitors (V, 2022). Furthermore, the phrase "staycation" was coined during the 2008 global financial crisis, when many were unwilling to give up their vacations entirely, so they began to explore their neighborhoods and participate in tourism activities near their homes (Papatheodorou et al., 2010; Matoga et al., 2016). Additionally, local tourism was overlooked by marketers; nevertheless, when the recession hit, staycations were marketed to the working class as a convenient and cost-practical choice (Kay, 2010). Even though

there are other definitions available, the paper adopted (Yesawich, 2010), which states that staycations are defined as at least one overnight leisure trip/vacation within a 50 m drive distance of their home. When one spends holidays at home (also referred to as "home"), little to no travel is required, and the holidays are more environmentally sustainable than other holidays (Gössling et al.; 2010). As the Pandemic has blurred the boundaries between home and work, the idea of Staycation comes to respite to enhance productivity, learning opportunities, and the overall well-being of an individual. For that reason, resorts and hotels are showcasing and boosting staycations while at the same time underscoring the vast advances they are taking to restrict disease risk (The Financial Express, 2020). Previously for work-related purposes, people prefer to travel nationally and internationally, known as MICE or business tourism. The fundamental goal was business and work precisely. On the other hand, leisure, cultural sightseeing, relaxation, and other activities are secondary motives. Due to sudden constraints and rules, meetings for business purposes are held online. However, the vaccine and decrease in incidence have helped the tourism sector rebound (Durant, 2021).In addition, Local tourism has been a significant driver of recovery in the short- to medium-term, providing a much-needed boost to many communities and businesses (OECD). People also continue to take vacations for various other reasons, one of which is the apparent appeal of perceived health benefits (Nawijn & Peeters, 2010). Weekends, holidays, and after-work hours reportedly contributed to maintaining and improving their health and well-being and restoring their functional capacity, as per earlier research (Blasche, 2014). According to (Sanz-Vergel, 2010), people can recover from work by spending their free time at the end of the day on things other than work and housework. The rapid pandemic breakout has caused the narrow boundary between work and vacation to become more indistinct. People feel more at ease working while on vacation (Brigitta & Pécsek, 2018). As a result, working individuals begin to seek more convenient solutions. It sparked a trend of people staying and working in their local area for their mental health. EWP commune the idea that employees' total quality of life is improved by their wellness, pleasure, safety, and serenity at work. According to a study, increased employee well-being positively impacts mental health, workplace satisfaction, organizational commitment, and job balance (Ponting, 2020).

2. Objective

Employee travel was always related to business and MICE tourism. However, the growing uncertainty and limited mobility due to the Pandemic have led to the rise of new travel preferences, i.e., Staycation. In addition, Staycation is the preferential way of holidaying to maintain continuity in work. This paper tries to understand the growing intersection between work and holidays and how it impacts an employee's overall well-being. There is no such study conducted from an Indian perspective, and we tried to further analysis on it.

3. Literature Review

Staycation and Tourism The term "staycation" has grown to refer to a wide range of leisure-related activities that one can participate in close to home with hardly any travel (Bloom, 2017), with a benchmark of a driving radius of 50 miles (Fox, 2009). The idea of a staycation is strategically positioned due to the significant change in tourism and hospitality driven by Covid-19. Although hotels already have all the infrastructure and amenities professionals require to conduct their company, they have been transformed into coworking spaces. Some hoteliers had teamed with co-working companies to transform specific floors, meeting rooms, or banquet halls when catastrophe recovery commenced, and Staycation was desired (Lamba & Mohan, 2022). Psychological Capital Theory (PCT) With the start of globalization, psychological capital is becoming an increasingly vital component of management in most organizations worldwide, both from the perspectives of employees and employers. The psychological capital construct comprises various aspects (Luthans et al., 2007). When these factors combine, the organization experiences high levels of effectiveness and employee motivation. Some of these elements are optimism, self-efficacy, resilience, and hope. Each of these four pillars of psychological capital plays a specific role in fostering positivity and, as a result, contributes to increased productivity in various institutions (Avey et al., 2009). A healthy mental state or well-being promotes high levels of psychosocial function (reduced helplessness, clear life goals, high resilience), increased productivity, and other positive psychological traits are associated with a higher level of social sustainability (Keyes, 2007). Effort-Recovery Model (ERM) According to the ERM (Meijman,1998), working people must exert mental and physical effort to do their tasks. This process must be moderated during free time for a person's overworked psychological and physical systems to return to normal. It demonstrates that switching one attention to something wholly unrelated that requires a new mental engagement is an efficient approach to recovering energy after a busy, stressful, or draining day (Craig &

Cooper, 1992). ERM describes employees who psychologically disengage from work and can reenergize and restock resources. Additionally, when people appreciate work interruptions and firmly believe in the worth of hard work, they are more likely to experience emotional detachment from work during leisure time; after tasks are completed at work, workers are more likely to stop thinking about work-related issues (Hobfoll, 2004). However, we argue that during a lockdown, employees are fairly at ease working in a positive environment and juggling work and vacation time. As working from home became the norm, people began combining work and holidays by booking extended stays at scenic resorts or quick getaways close to home, inside the same city, or at drive-able destinations to counter the tiredness of working remotely, creating new markets for the sector (Lamba & Mohan, 2022). Attention Restoration Theory (ART) As per Kaplan's attention restoration theory (Kaplan, 1995), recovering from mental exhaustion takes area via location-individual interactions, which consist of procedures like appeal (i.e., easy attention) and an experience of being away (i.e., mental or physical distance from one's familiar surroundings). Therefore, domestic travel may provide a more solid foundation for mental recuperation than leisure time spent at home. Additionally, there can be practical obstacles to working while traveling, such as a lack of Internet access or supplies. The current study concentrated on ways to get around and improve travelers' obstacles. ART is described as assisting with the improved fitness advantages of natural surroundings compared to urban contexts (Pearson & Craig, 2014). Employee well-being and Tourism EWB was portrayed by scholastics from both mental and emotional points of view (Rahimnia et al.,2015) fulfillment, for example, hedonic (the distinction among satisfying and unpleasing sentiments). However, the mental viewpoint accentuates the parts pertinent to work and life fulfillment (Schimmack et al., 2002).EWB mindfulness rises, positive results, for instance, further developed help quality and efficiency arise; on the other hand, when representatives' prosperity insight falls, efficiency and nature of work fall(Edgar et al., 2017). According to (Miao et al; 2021), a staycation gives people a chance to restock their psychological resources, which aids them in coping with increased mental distress. In other words, given the exacerbating conditions, health has become an essential need that can force people to depend on "leisure time to repair and accumulate health" (Yang et al.,2020).

4. Methodology

We conducted qualitative research to understand the staycation concept and provide solutions to the host community. Moreover, in-depth interviews are a direct and unstructured technique for a researcher to gather information and get deeper insights (Malhotra, 2004). By studying the respondents' opinions and requirements, using a deducting approach, in-depth insights from tourists through personal interviews to acknowledge the facilities while staying at a nearby location for work and further provide insights to the service providers. It helps them to take care of the working employee's requirements and provide facilities and updated infrastructure accordingly. Through purposive sampling, six working individuals were selected among Millennials and Gen Z. Six employed Millennials and Gen Z members were chosen using convenience sampling. Generation Z and the Millennials now constitute just over a third (38%) of the workforce. The younger generation is most represented in the workforce when that percentage reached 58 percent over the recent decade (Gilchrist, 2019). This pilot study, part of an ongoing study, aims to understand the recently growing staycation work culture and how it contributes to employee well-being. The information gathered through in-depth interviews was archived with the respondents' consent. Audio recordings of the meetings were utilized to foster word-to-word transcripts. At last, the notes and records were assessed to meet the research objective and analyze the data using thematic analysis (Krippendorff, 2009). The participants who worked and traveled to nearby places after the Pandemic were selected for the study.

5. Analysis

The participants were asked semi-structured questions to comprehend their perspectives on the staycation program and its impact on health. Additionally, Covid 19 has significantly altered travelers' travel choices and perspectives. Our goal is to understand the choices and subsequent consequences of working professionals. The themes that emerged while analyzing the participant's thoughts are as follows-

5.1. Less Anxiety and Resilience:

To put it simply, a workforce with high levels of resiliency is a group of employees who feel confident in their capacity to handle the challenges, demands, and organizational changes associated with their positions without losing interest or motivation (Ackerman, 2018). According to the Attention Restoration Theory, spending time in nature

can aid in maintaining concentration and preventing mental tiredness. Employees' ability to focus is improved by the prospect of a holiday, which also improves their emotional well-being. The more content an employee feels, the more motivated they are to produce better work (Zoupanou et al.; 2013). Employee wellness is the belief that one's health, happiness, comfort, and tranquillity while working contribute to an improvement in the quality of one's life (Yu et al.; 2021). Participant, A, adds, "After COVID 19, I feel less stressed working in an aesthetic environment. It made me think more creatively because the environment and my everyday routine were changed. Additionally, it provides a calm setting for both work and leisure". The thought of working and taking vacations aids in improving focus on assigned tasks and provides hope for a return to everyday life post the Pandemic's impact.

5.2. Higher Productivity

The employees' performance has improved due to the workplace relocation, which has also aided in novelty. Employees improved performance also translates into more significant psychological capital or well-being (Luthans & Morgan, 2017). The more satisfied employees are, the more they contribute to developing positive relationships between the company and its workers, as per Psychological Capital Theory. During the interview, Participant B said that taking a staycation not only helps to revitalize one's thoughts but also helps to achieve better results. Additionally, she discussed how she manages her workload more effectively while on vacation due to the lack of pressure to complete the assignment by the designated office hours and the absence of regular workplace scrutiny. Participant B mentioned that Staycation not only helps in refreshing own mind but also helps provide better results. "When I am on vacation managing my work along it, I deliver better results. As there is no urgency for finishing the project in office timings and nobody is looking at you, which usually happens at the workplace," discussed during the interview. In addition, working professionals get the opportunity to work at their convenience and in space. No destruction of other people affects their work.

5.3. Freedom and Work Flexibility

A developing trend in the workplace is giving personnel the liberty to accomplish their work in a manner that fits their duties and lifestyle. In other words, it is a feasible opportunity for the conventional nine to five task and a crucial part of any current organization's culture. Even remotely, employees can prioritize essential aspects of their personal and professional lives (Cheng, 2022). Moreover, they do not ought to prepare in the morning, travel, or stop for a snack; among other matters, personnel have extra free time each day; they could use this time to get a few exercises, take short breaks, or certainly unwind. "While sitting in the office for nine to five, I feel constrained," participant X said. Furthermore, they mentioned that the "Pandemic has given me the freedom to travel and enjoy my profession without any restrictions." Therefore, working remotely can lessen strain and boom happiness and productiveness at work by supporting people in handling their personal life.

5.4. Enabling New work culture

Millennials want transformational work cultures as their working environment. It is advisable to pay attention to future workers' needs since they expect greater accountability from the organizations and leaders they work for (Inamdar, 2022). An excellent way to start is by cultivating a creative environment. Participant Z suggested Pandemic has given rise to a new working culture among employees, to which they have grown accustomed. Participant Z stated, "Traditional working styles are no longer preferred, and staycations are a rising trend among Gen Z and Millennials." Many businesses have already started offering remote working and flexible hours after the outbreak. A transparent working environment would be possible by implementing the necessary reforms.

5.5. Eco-Friendly Choice

Flexible schedule and staycation options help employees and employers save costs and start an eco-friendly working environment. Individuals might not need to commute to work every day if they have flexible schedules. As a result, they spend less money on transportation costs, business attire, and daily meals out. Employers reduce their overhead expenses to save money. They can spend less on water and electricity by renting a smaller workplace (Shreedhar et al.; 2022). Additionally, these adjustments reduce the carbon footprint of the employer and employees. Interviewee X also discussed it, saying, "It is a great idea to save money and time and use it more effectively on business-related activities." No of how staff members arrive at the office, they are not contributing as many harmful pollutants to the planet because they are not commuting as frequently. Additionally, firms can lessen their negative environmental impact by renting a smaller office space and using less water and electricity.

6. Discussion

Even though work settings have permanently changed, most outsiders and insiders agree that today's workplace is changing faster and more dramatically than in the past. Work in today's organizations is becoming more fluid and less confined by place and time due to information technology, globalization, and unexpected events (Friedman, 2005). As a result, the research focused on the expanding trend of "staycations" and "Employee Wellness." Professionals require an environmentally friendly environment to focus on their work commitments and mental health, as the Pandemic has changed their working conditions. Furthermore, we would recommend to industries and employers rather than simply explaining or telling employees what they should do. Today's organizational leaders must recognize and exploit their employees' knowledge and skills and focus on their employees' well-being to achieve better results.

7. Managerial Implications

The current study has noticed and discussed the new cultural shift in the workplace. Most working professionals support the local tourism and Staycation concept, contributing to a more enduring workplace environment for employees and employers. In order to get better performance and improve employee well-being, the industry should offer the option of a staycation to employees. Additionally, it offers service providers a chance to improve their offerings in response to traveler needs. A decent work environment and facilities will encourage them to travel more frequently.

8. Conclusion

While local tourism arose as a new strategy to attract more tourists, domestic travel might offer a better foundation for mental recovery than leisure time at home. As noted in our study, service providers can take advantage of this opportunity by marketing vacation packages that include the essential amenities of good internet and affordable lodging. Additionally, it promotes the mental health of those employed those who are looking for a new, changing environment.

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