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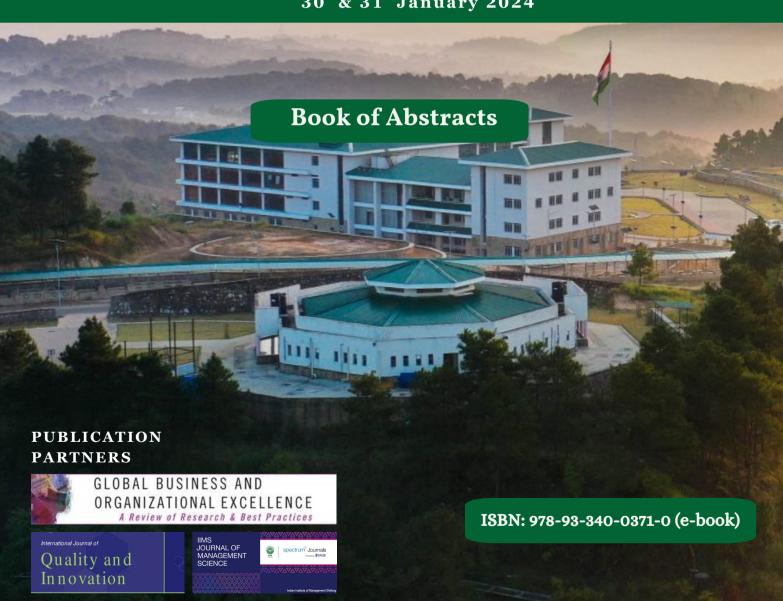
SUNWAY UNIVERSITY | Sunway BUSINESS SCHOOL

iMarC III

3rd INTERNATIONAL MARKETING CONFERENCE

MARKETING TRANSFORMATIONS: REIMAGINE, REALIGN & REWORK
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Book of Abstracts

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International Marketing Conference III (iMarC III)
Marketing Transformations: Reimagine, Realign and Rework

Edited by:

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PREFACE

International Marketing Conference (iMarC) is an annual International referred Marketing conference of IIM Shillong started in 2021. iMarC provides a platform for academicians and practitioners to share knowledge and keep up-to-date with the novel advancements in the field of Marketing.

The third edition of iMarC (iMarC III) was successfully completed on the 30th and 31st of January 2024. A total of 254 papers were received, out of which 158 papers were presented at the conference. There were 32 technical sessions conducted in hybrid mode in different areas of Consumer Behavior, Social Media Marketing, Sustainability Marketing, Branding, Retailing, Service Marketing, Marketing Strategy, Pricing and Promotion, Tourism Marketing, Psychology and Marketing, User Generated Content for Marketing, Technology and Marketing, Influencer Marketing, Digital Evolution and Consumer Experiences, and Omnichannel Marketing.

The pre-conference workshops were scheduled on the 28th and 29th of January, 2024. On 28th January 2024, a workshop on 'Partial Least Squares Structural Equation Modeling (PLS-SEM)' was conducted by Prof. Prasanta Kr Chopdar, Assistant Professor, IIM Shillong, and a workshop on 'Time Series Analysis for Marketing' was conducted by Prof. Pradeep Kumar Dadabada, Assistant Professor, IIM Shillong. On 29th January 2024, a session on 'Paper Development Workshop for Early-Stage Researchers: Targeting High-Impact Journals' was conducted by Prof. Lim Weng Marc, Professor, Sunway Business School, Sunway University, Malaysia.

The conference was privileged to have Prof. Lim Weng Marc, Professor, Sunway Business School, Sunway University, Malaysia, and Prof. Nripendra P. Rana, Professor, College of Business and Economics, Qatar University, Doha, Qatar, as chief guests. Prof. Bipul Kumar, Professor, IIM Indore, further enriched the event with his keynote speech on 'Emerging Trends and Research Directions in Marketing'.

MESSAGE FROM THE DIRECTOR

Marketing plays a vital role in any business, serving as the cornerstone for connecting with customers and understanding their needs. With the diffusion of technology, the field of marketing is experiencing significant transformations, demanding a diligent reassessment of the older strategies. To stay ahead of this dynamic environment, marketers must reimagine, realign and rework their fundamental approaches to marketing.

Adapting to such fast-paced transformations is not just beneficial but essential for the sustained success of the business. To remain at the forefront, marketers should adopt a forward-thinking mindset, one that prioritizes innovation and resilience. By reimagining existing approaches, realigning strategies with emerging trends, and reworking techniques, marketers can navigate the challenges in the market.

I am happy to present the proceedings of the iMarC III, Marketing Transformations: Reimagine, Realign and Rework. I congratulate my colleagues in the iMarC III 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 iMarC III. I hope the papers will bring out different viewpoints and directions in the contemporary research on marketing transformations. I would like to thank all the distinguished speakers, eminent panelists, and delegates from India and abroad for actively contributing to the conference.

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

Prof. D.P. Goyal

ACKNOWLEDGMENT

The response received by iMarC III 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 Chairman and the Co-chairmen, 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. 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.

We would like to acknowledge the support rendered by our knowledge partner, Sunway Business School', Sunway University, Malaysia and our publication partners, 'Global Business and Organizational Excellence', 'International Journal of Quality and Innovation' and 'IIMS Journal of Management Science'.

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 the chief guests, keynote speaker and 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 and the Markathon (Marketing club) members of the institution have been instrumental in the flawless conduct of the conference. We would like to congratulate all of them for their support and contribution in bringing out this volume of proceedings.

The present volume of the 'Book of Abstracts' of the conference is a compilation of 147 peer-reviewed scholarly articles out of the 158 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.

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Prof. Bidyut Jyoti Gogoi
Chairman
iMarC III

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Navigating the digital frontier: A bibliometric exploration of AI integrated digital marketing

Nishita Pruthi[1], Rohit Bansal[2], Meenakshi Gandhi[3], Shweta Saini[4]

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2 Vaish College of Engineering
3 Guru Gobind Singh Indraprastha University

Abstract

Businesses want to target the right consumers, at the right time, with the right message and AI-enabled platforms and tools are making it possible. AI assists digital marketers in locating, evaluating, converting and retaining customers effectively. This study aims at providing insights from the bibliometric analysis of AI-integrated digital marketing. This analysis is based on 379 documents extracted from the Scopus database. Performance analysis is used to find publication and citation trends, most influential articles, most contributed authors, sources and countries. Co-occurrence analysis is done to identify the most collaborated authors and countries. Keywords occurrence and co-occurrence analysis are done to identify major topics in the literature. Bibliographic coupling and content analysis was performed to identify major themes in the existing literature on AI in digital marketing. Findings revealed that Dwivedi Y.K. is the most contributing and collaborating author and United States contributed the most in the literature. Expert Systems with Applications is the most contributing sources. 8 major clusters are identified in this analysis. Researchers looking forward to undertaking research on AI-integrated digital marketing can consider the major findings that are revealed in this analysis. The findings of this study may assist practitioners in optimizing their AI-assisted digital marketing strategy as they can identify the usage of AI in various relevant fields of digital marketing. The increasing potential of AI caught the interest of digital marketing practitioners and scholars in this domain. This paper is the first attempt to provide a comprehensive and scientific review of the literature on AI integrated digital marketing.

Keywords: *AI, Digital Marketing, Bibliometric, Deep Learning, Social media Marketing, Neural Networks, CTR Prediction*

Perceived psychological risks of consumers: Mediating role of retailer equity

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Abstract

The study brings out the mediating role of retailer equity on the influence of customer relationship management over perceived psychological risk. The study was conducted among the customers of leading pan India based organised retail store chain having its store in Madurai. It was found that the CRM variables Performance and Satisfaction show influence negatively over perceived functional risk, but for perceived social risk, the factors satisfaction over the store and brand loyalty shows negative influence and for financial risk, only the brand loyalty shows negative influence.

The retailer equity variables, awareness and association show negative influence on functional risk, awareness, perceived quality and loyalty show negative influence over social risk and financial risk is influenced negatively by both awareness and loyalty. It is also found that all of the retailer equity variables are showing mediating role over the influence of CRM variables on perceived risk factors. Awareness shows mediation on all of the three variables, association mediate the influence of performance factor on functional risk. The perceived quality mediates the influence of satisfaction from the store over social risk whereas loyalty mediates the influence of both brand loyalty and satisfaction from store over financial risk.

Keywords: *Customer Relationship Management, Perceived risks, Retailer Equity, Retailer Awareness, Retailer Association, Retailer Perceived Quality, Retailer Loyalty*

Consumer behaviour towards digital banking: A study on Chumoukedima district of Nagaland

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Abstract

Digital banking refers to the use of digital technology to conduct and manage financial transactions digitally. It has enabled the banking institutions to enhance its banking operations worldwide and to effectively cut costs that helped the consumers to easily and conveniently avail the banking and other financial services from banks at their location. It has been observed that the growth of digital banking in India has peaked up during post digitalisation. However, the usage of digital banking is largely dependent on the infrastructural development. Despite of the potentials of digital banking, many regions of the country are yet to have the requisite infrastructure for allowing their natives to use digital banking. The present study is undertaken to address the status of the natives of Chomoukedima district of Nagaland in using digital banking and examine to what extent has digital banking helped them in getting financially included. The study is descriptive and empirical in nature. Data for the study is collected from 371 residents of Chomoukedima district of Nagaland. Statistical tools such as ANOVA, Factor Analysis and Regression are used for analysing the data. Outcome of the study reflects the satisfaction level of consumers with the usage of Digital Banking and the significant impact of digital payment system on financial inclusion of the natives of Chumoukedima District of Nagaland.

Keywords: *Digital banking, Consumer Behavior, banking institutions, Anova, Factor analysis, Regression*

A study on the impact of neuro-marketing on consumer purchasing behaviour with special reference to mobile phones

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Abstract

Neuromarketing was a rapidly evolving field that combined neuroscience and marketing to better understand consumer behaviour and their preferences. Neuromarketing science, a recent addition to the marketing research toolkit, has sparked inquiries concerning consumer perceptions of this emerging field. Neuromarketing, a burgeoning discipline, integrates consumer behaviour research with insight from neuroscience & the field has swiftly gained traction and acceptance within the advertising and marketing community.

This paper aims to explore the dynamic relationship between neuromarketing techniques and consumer buying behaviour & their priorities with special reference to mobile phones, the most essential element of our life. Neuromarketing uses various neuro-scientific techniques, such as functional magnetic resonance imaging (fMRI), electroencephalography (EEG), to gain insights into how consumers' brains respond in the form of Eye tracking and eye gaze, Effective packaging, Colour psychology, Ad efficiency, Decision fatigue, Evaluating satisfaction, Loss aversion, Hidden responses, Anchoring Speed, and efficiency to marketing stimuli like advertisements, products, and branding to uncover subconscious reactions that influence purchasing attitude and priorities towards various mobile phone brands.

Through a survey-based approach, the study gathers insights from a sample group of 100 randomly selected respondents between the age group of 18 to 40 years from Vidya Nagar, Hubli city, Karnataka. The findings of this research could offer valuable insights for mobile phone manufacturers and marketers, enabling to create more tailored and effective strategies that align with consumers' underlying neural responses, ultimately leading to enhanced purchasing behaviour and customer satisfaction.

Keywords: *Neuromarketing, Consumer Behaviour, Neural Responses, Marketing Stimuli, Customer Satisfaction*

The importance of local community engagement in achieving sustainable tourism

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2 Aligarh Muslim University

Abstract

This research explores the topic of community engagement and its potential contribution to sustainable development. The study focuses on different dimensions of sustainability: economic, socio-cultural, and environmental. It emphasizes the importance of considering residents' perceptions at different stages of tourism development and suggests that managers should adopt appropriate strategies accordingly. The paper also discusses the positive and negative impacts of tourism on local communities, such as economic inequality and environmental degradation. It highlights the significance of reducing negative impacts and supporting the sustainable development of community-based tourism. The study highlights the importance of interaction in shaping residents' attitudes towards tourists. Overall, this research paper seeks to shed light on the dynamics of resident-tourist interactions in a domestic tourism setting and provide insights for destination management organizations and industry stakeholders on how to improve residents' attitudes towards tourists. This paper discusses the different factors that influence residents' attitudes towards tourism and highlights the limitations of current methods and theories. The study suggests that the government should consider social risks and implement policies to enhance tourism participation and benefit sharing.

Keywords: *community engagement; sustainable tourism; residents' attitude; rural development*

The journey of influencer to influence AR marketing for enhancing customer brand engagement: The moderating role of credibility

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2 Narsee Monjee Institute of Management Studies

Abstract

Present study focuses on investigating the impact of Augmented reality-induced influencer content moderated by the influencer's credibility, steering to word of mouth trailed by purchase intentions of Gen Z in the fashion industry.This study employs a conceptual model grounded on the relationship marketing theory and the S-O-R model with the moderating role of credibility. Data was gathered from 423 samples. To test the dimensionality of Augmented reality-induced influencer content, research questions exploratory factor analysis with principal component analysis and Varimax orthogonal rotation was adopted. SPSS version 22.0 and AMOS version 20 were used for data analysis. The study concludes that Augmented reality - induced influencer content encourages consumers to engage actively and positively drives them toward brand outcomes.

Keywords: *Augmented reality, influencer marketing, customer brand engagement, e word of mouth, credibility, purchase intention, S-O-R.*

Mediation effect of technology model between emotional capacity And e-learning readiness

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Abstract

Post-COVID there is a continued attention to leverage upon online learning platforms to bridge the learning gaps in the sphere of education. This sparks the investigation on the drivers for E-Learning readiness among learners with an optimistic mindset. A battery of studies have been embarked upon connecting technology use factors affecting E-Learning readiness while emotional capacity connected to it is gaining immense recognition. However the significance of emotional capacity with technology use factors individually and as a mediator on E-Learning readiness is a rarity as far as studies in this area is concerned. This paper is directed in this line and has established that the most influencing force enabling E-Learning readiness is Emotional Capacity with Use of Emotion affecting the relationship in the presence of technology factors. This study will contribute to the stakeholders of education services like the policy makers, institutions, teachers, learners and edtech firms to deconstruct and reconstruct the elements of learning self-efficacy to enhance E-Learning readiness.

Keywords*: Emotional Capacity, Technology Use Factors, E-Learning Readiness, Use of Emotions, Computer Self-Efficacy, Effort Expectancy, Performance Expectancy*

Brand image and its impact on consumer behavior with respect to OTC drugs: A comprehensive review

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1, 2 Chandigarh University

3 IIHMR University

Abstract

The review study conducted attempts to study the brand image and its relation with consumer behavior with respect to the pharmaceutical field for non-prescription drugs. A systematic approach was utilized in this paper. The study collected 200 articles published from 2000 to 2022. The articles for the current review study were selected from databases: Google Scholar, Pub med, Research Gate, and Science Direct. The mining of the research was done through Keywords: Over-the-counter drugs, Brand Image, Consumer Behavior, Attitude, Purchase intentions, and Demographics. Screenings of articles were done then inclusion and exclusion of articles were performed. 40 articles were selected and read entirely. The review study explored brand image and its various components and their relation with consumer behavior. The study highlighted the mediation role of attitude and its relation with purchase intention. The moderation role of demographics with consumer purchase behavior was also studied. This study will be helpful to marketing companies to understand consumer beliefs and favorable and nonfavorable attitudes toward a particular brand. With this study, companies will get an idea about the factors that consumers consider before making any purchase decision which will help them to exist in a competitive market.

Keywords: *Brand Image, Consumer Behavior, Purchase Intention, Attitude, Over-The-Counter Drugs, Reference Groups, Demographics*

Coolness and culture: A qualitative exploration of celebrity-owned brand coolness and its impact on brand experience

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Abstract

The branding landscape has undergone a paradigm shift, propelled by two transformative phenomena: brand coolness and the rise of celebrity-owned brands. Brand coolness, a pivotal factor in corporate success, has reshaped fortunes while celebrities actively establish their brands, leveraging their popularity. This research explores the subjective nature of coolness in the context of celebrity-owned brands through an exploratory qualitative study with in-depth interviews. We explore this novel phenomenon of celebrity-owned brand coolness using the tight and loose cross-cultural context of India (tight) and Spain (loose). We adopt the theoretical lens of Balance theory and the Meaning Transfer Model to explore the dimensions, antecedents, consequences, and moderators of celebrity-owned brand coolness. Antecedents include celebrity capital, customer advocacy, and brand engagement. Brand experience emerges as a consequence, influenced by marketing mix elements as moderating factors such as aesthetically designed products, premium pricing, attractive promotions, and alignment with cool online retailers and staff congruent with brand and celebrity image. Consumer individual differences, including the need for uniqueness, status, self-brand connection, and celebrity attachment level, act as moderators influencing brand experience dimensions—sensory, affective, and behavioral. Our research significantly contributes by revealing celebrities' profound influence on celebrity-owned brands' perceived coolness, offering nuanced insights into the dynamics of celebrity-brand relationships.

Keywords: *Celebrity-owned brands, Brand coolness, Celebrity capital, Tight and loose culture, Marketing- mix, Consumer individual differences*

The avatar effect: A qualitative analysis of consumer psychology across generations

Anubhav A. Mishra[1], Shashank Singh Pawar[2]
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Abstract

This study investigates the increasing use of artificial intelligence (AI) in marketing, with a specific focus on conversational agents referred to as avatars. Using a qualitative approach, the research explores avatars' characteristics, particularly their form and behavioral realism. The study examines various consumer reactions, including cognitive, emotional, and behavioral responses, when they engage with avatars. Furthermore, the study uncovers how distinct aspects of avatar realism impact consumers across different generations. Therefore, this study also sheds light on how different generational groups, including Generation X, Y, and Z, exhibit variations in their interactions with avatars due to their unique values and traits. These findings offer valuable insights for both theory and practice in using avatars in digital service settings.

Keywords: *avatar, avatar realism, consumer responses, generational differences*

A study on factors influencing online customer engagement by society tea

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Abstract

The study attempts to comprehend the aspects that impact the online consumer engagement of Society Tea. The study used a comprehensive methodology, which encompasses bibliometric analysis, and factor analysis, to reveal the factors that influence customer involvement. The research entails amalgamating extant studies, scrutinizing the scholarly terrain, and doing empirical inquiries using surveys, interviews, and digital analytics. The results demonstrate a complex structure that encompasses user experience, social media interaction, and community participation. They underscore the significance of focused tactics to enhance customer experience, foster brand loyalty, and boost sales. The study gives practical insights for Society Tea to improve its online consumer involvement and provides a significant framework for future research in this field.

Keywords: *Online engagement, Community engagement, Bibliometric analysis, customer engagement, meta-analysis*

Empirical investigation of the interrelation between ICT goods trade and growth: A distributed lag model approach

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Abstract

The paper focuses on the determination of the impact of the process of digitalization through trading of ICT goods on the growth of a group of Emerging Market Economies. The study treats the countries considered for the study as an integrated group of emerging market economies. The paper examines the direction and magnitude of the relation between the exports and imports of ICT goods and the combined GDP of group of these countries. The paper has developed the distributed lag models separately for exports and imports of ICT goods. A distinguishing feature of the study is that it generates and reports both structural and reduced form parameters on one hand and the short and long term relations between ICT exports and imports of the combined GDP of EME. The paper has used an innovative t test for determining whether the series of core variables are normal; it has been supplemented by traditional χ^2 and Jarque Berra tests of normality with a view to compare results of all three tests.

The empirical findings show that 1% change in GDP leads to 75% change in exports and 78% change in imports. As against this short run impact of 1% change in GDP leads to 78% change in exports and 98% change in imports. Thus, growth effect of GDP on imports is greater than its impact on exports both in short and long run. Though the impact in the short run or imports is much greater than the corresponding impact in the long run. This may partly be accounted by the process of correction of adverse balance of trade in the long run.

Keywords: *Emerging Market Economies, ICT trade, digitalization*

Mapping the landscape of digital technology and society: A systematic review and bibliometric analysis

Prashant Pareek[1], Neha Sharma[2]
1,2 Shanti Business School

Abstract

This paper is based on systematic review and bibliometric analysis of Digital Technology and Society. The chief purpose of this review paper is to provide a holistic perspective of publication trend and trajectory in terms of citations and publication metrics. This study analyses the bibliometric data found from Scopus database for the year 2014 to 2023, in order to reveal the most productive countries, authors, and journals in the domain of digital technologies and society. Only journal articles published in English language were considered for this study, total 135 journal articles were used to conduct the analysis. VOSviewer software was used to present the mapping and networks of bibliographic coupling, Co-Citation, and keyword Co-Occurrence analysis. The primary addition of this research is to provide an overview of the research work published so far in the area of Digital Technology and Society that may help scholars to understand the tendencies and future research directions across the world.

Keywords: *Digital Technologies, Society, Bibliometric Analysis, Systematic Literature, Co-Occurrence*

Sustainable consumer behavior: A bibliometric analysis from 2013-2023 authors details

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Abstract

The concept of sustainable consumption exerts a substantial influence on both societal and environmental aspects. This pertains to a comprehensive classification of ethical consumerism. The aim of this study is to conduct a bibliometric analysis on sustainable consumer behavior, focusing on the examination of consumer behavior during several stages of the consuming process, including pre-buy, purchase, and post-purchase. The research utilized the Biblioshiny package of R-tool and VOSviewer software to do a range of analyses on the dataset, including citation analysis, co-citation analysis, bibliometric coupling, and keyword co-occurrence analysis. The research encompassed the examination of a total of 754 scholarly articles. The findings of the investigation demonstrate a noteworthy surge in the number of scholarly articles focused on sustainable consumer behavior within the examined timeframe, suggesting a burgeoning enthusiasm in this domain. The concept of "Environmental values" has emerged as a new and significant aspect of sustainable consumerism, attracting considerable attention in contemporary discourse.

Keywords: *Green consumer, eco-friendly consumption, environment-consciousness, sustainable consumer, pro-environmental consume*

Assessing masstige antecedent and outcome: A PLS-SEM approach

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Abstract

This study aims to foster a new conceptual model of "masstige", which challenges the traditional way of advertising the luxury fashion brands (apparels) as a prestigious one. The covid-19 pandemic has amidst the entire luxury fashion market of India into new section of mass prestige. The way "mass prestige" fashion market is developing, the marketers are more concerned for the necessity of advertisement, sense of pleasure, brand recall and stimulation. So, the process of persuading the consumer purchase intention of prestigious fashion brands through advertising is a decisive outcome for the marketer. A positivism method was accompanied based on a systematized questionnaire with 227 participants. The research model is built on a reflective-formative construct of higher order through the espousal of two-stage disjoint method. Further, hypothesis testing was done to measure whether the advertisement sub-variables act as an antecedent in creating mass prestige? Whether consumer purchase intention supports as a mass prestige outcome? Do advertisements play a crucial role in leading directly to purchase intention of mass prestige brands? This paper finds 'Peter England' as a mass prestige brand in the apparel sector and attains the highest mass prestige score followed by 'Allen Solly' and 'Louis Philippe'. Thus, the model testing was done and supported all the tentative hypothesis. Our findings have major repercussions for both academics and professionals and trying to have a better grasp on the new theme of "mass prestige" in the "post-covid" era especially in Indian context.

Keywords: *'Masstige marketing', 'Mass prestige of a brand', 'Propensity to pay premium price', 'Advertisement', 'Consumer Purchase Intention', 'COVID-19', 'Indian context'*

Greenwashing understanding among educated women consumer and its impact on their green consumption

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Abstract

Many marketers are reconsidering the value of promoting their products as "green" in order to attract a growing environmentally conscious segment. And as a result they are attempting to improve their environmental standing by publicising their efforts. In order to attract a green audience, businesses frequently make environmental claims that are vague and, at times, false. To that end, they are employing green marketing strategies to gain a competitive advantage and appeal to environmentally conscious consumers. However, not all green marketing claims accurately reflect firms' environmental behaviour and can be considered 'Green washing'. Green washing is when a company pretend to be environmentally conscious for marketing purposes but actually isn't making any notable sustainability efforts. The Indian baby care market has experienced sustainable growth during the past few years. The market, which has long been considered as a niche segment in Indian perspective, has now transformed into the potential, fully fledged industry. As a result the green washing also has increased in this area. As the debate over green washing practises has intensified in recent years, consumers have become more aware of their options and have begun to understand companies' green washing practises. The goal of this empirical study is to assess green washing comprehension in Indian consumers' specially among the educated women's green purchasing behaviour, as well as the effects of receptivity to green advertising, environmental consciousness, and personal norms using the correlation and regression analysis. A survey was administered to collect responses from educated women and questionnaire construction process held with the help of previous studies which were distributed among them to know their valuable responses.

Keywords: *Green washing, Receptivity to green advertising, Environmental consciousness, Personal norms, Green purchasing behaviour*

Green escapes: Nurturing positive perceptions for sustainable nature-based tourism marketing

Paramjeet Kumar[1]
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Abstract

In the realm of contemporary tourism marketing, harnessing the verdant allure of nature-based destinations stands as a strategic imperative. This research embarks on an odyssey to explore the nuanced interplay between the perceptual facets of such environments and the sustainability-focused narratives wielded in marketing strategies. By using a multidisciplinary approach that unites the fields of consumer perception psychology, strategic marketing, and sustainable tourism, this research reveals the significant influence of favourable views on the appeal of nature-based tourist products. A complex conceptual framework suggests that positive views, which are cultivated via well constructed marketing narratives, operate as predecessors to intents of patronage and support for environmentally friendly behaviours. Employing a rigorous empirical approach, we delve into the perceptions of tourists, unravelling the latent motivations underpinning their choices, and scrutinizing the resonance of sustainability messages. This scholarly voyage holds implications not only for marketers seeking to allure the ecologically conscious traveller but also for policymakers tasked with safeguarding the fragile ecosystems that underpin the allure of green escapes. This study opens the door to a symbiotic connection where nature-based tourism thrives and nature itself finds sanctuary in sustainable stewardship by strengthening the marriage of perception and sustainability.

Keywords: *Green Escapes, marketing, strategic marketing, nature-based tourism, tourism*

Empirically analyzing the conspicuous buying behavior of future buyers (Gen – Z) in India

Premendra Kumar Sahu[1], Shailja Bakshi[2]
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Abstract

Charles Darwin admits that costly consumption tends to appear like peacock tails are problematic for his theory of Evolution. Conspicuous consumption undoubtedly has an undoubtedly greater impact on the human being. Gen -Z belonging to the both between the year of mid-to-late 1990s and early 2010s (Generational Insights and the Speed of Change, 2022). Known as Zoomers and tomorrow's spender. Since generations belonging to the same generations share similar experiences relating to sociology and culture. They can be influenced mostly by similar marketing tactics.

Keywords: *(Gen – Z); Consumption Tend; Future Buyer; Conspicuous Behaviour*

An in-depth, comprehensive analysis of customer satisfaction regarding electric vehicles – 2 wheelers segment

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Abstract

In the modern times people have become more conscious about the environment, hence they started using electric vehicles in preference of gasoline vehicles. There is a huge demand for electric vehicles, therefore, a wide variety of electric vehicles are available in the market. This study is conducted to identify the satisfaction of customers who are using electric vehicles specifically 2-wheelers. 150 responses have been collected for the study. Fourteen variables were considered to measure the level of customer satisfaction. Exploratory factor analysis was applied to group these variables into different factors using JMP software. These variables were grouped into three major factors, namely, quality, customer importance, and efficiency.

Keywords: *Electric vehicles, Gasoline, Customer satisfaction, Efficiency, Exploratory factor analysis*

Revolutionizing marketing strategies for malt-based food drinks among children in Kerala: A fusion of behavioral reasoning and health economics theories for transformative impact

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Abstract

In today's constantly changing marketing world, the need to reinvent, realign, and rework strategies is more pressing than ever. The emphasis on children's nutrition takes centre in this dynamic paradigm, particularly in places such as Kerala. This introduction launches a ground-breaking investigation of marketing shifts, notably the consumption habits of malt-based food beverages among Kerala's youthful generation. The intersection of Behavioural Reasoning and Health Economics theories will serve as our guiding light, leading us to new and powerful solutions that go beyond traditional marketing techniques. Malt-based health drinks (MBHD) are nutritious drinks that encourage milk consumption by improving its taste. This study explores the reasons influencing the consumption of malt-based health drinks in India. Specifically, the study uses a sample of 113 people to explore the effect of consumer reasons on attitude, interest, and consumption behaviour utilising the behavioural reasoning theory framework and health economics methodologies. The findings show that consumer reasons for consumption explain the most variation in healthy drink consumption behaviour. In contrast, consumer reasons against consumption explain the most variation in intention to consume malt-based health beverages. The findings also imply that marketing designed to pique consumer interest should attempt to reduce consumer objections to consumption. Similarly, behaviour-change campaigns should promote consumer arguments for drinking healthy drinks.

Keywords: *Behavioural reasoning, Consumer Behaviour, Health Economics, Malt foods Consumption, Malnourishment*

Exploring the role of large language models (LLMs) in enhancing marketing: A perspective on capabilities and challenges in the context of predictive marketing

Prabal Mahanta[1], Palin Rastogi[2]
1,2 IIM Shillong

Abstract

With the intervention of Generative Artificial Intelligence (GenAI), there has been a transformative shift in various domains. The study dives into the transformative role of Large Language Models (LLMs) in shaping marketing practices, specifically focusing on the domain of predictive marketing. LLMs exhibit potential in analysing diverse datasets, predicting consumer behaviours, and generating highly personalised content at scale. The study explores the efficacy of LLMs in deciphering intricate market trends, tailoring messaging strategies, and optimising overall customer engagement. However, despite the capabilities of LLMs, it is crucial to critically assess accompanying challenges. Ethical considerations, interpretability of decisionmaking processes, and potential biases in datasets calls for scrutiny. This research presents an understanding of how LLMs can be leveraged for predictive marketing while navigating the ethical and operational complexities necessary to their integration. The study also tries to empower marketers with a frame to harness informed decision-making capabilities, fostering the utilisation of LLMs while considering the impact of associated challenges.

Keywords: *LLMs, Marketing, GenAI, Predictive*

A cross-country study of developed and developing economies consumer behaviour in luxury marketing

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Abstract

In today's constantly changing marketing world, the need to reinvent, realign, and rework strategies is more pressing than ever. The emphasis on children's nutrition takes centre in this dynamic paradigm, particularly in places such as Kerala. This introduction launches a ground-breaking investigation of marketing shifts, notably the consumption habits of malt-based food beverages among Kerala's youthful generation. The intersection of Behavioural Reasoning and Health Economics theories will serve as our guiding light, leading us to new and powerful solutions that go beyond traditional marketing techniques. Malt-based health drinks (MBHD) are nutritious drinks that encourage milk consumption by improving its taste. This study explores the reasons influencing the consumption of malt-based health drinks in India. Specifically, the study uses a sample of 113 people to explore the effect of consumer reasons on attitude, interest, and consumption behaviour utilising the behavioural reasoning theory framework and health economics methodologies. The findings show that consumer reasons for consumption explain the most variation in healthy drink consumption behaviour. In contrast, consumer reasons against consumption explain the most variation in intention to consume malt-based health beverages. The findings also imply that marketing designed to pique consumer interest should attempt to reduce consumer objections to consumption. Similarly, behaviour-change campaigns should promote consumer arguments for drinking healthy drinks.

Keywords: *Behavioural reasoning, Consumer Behaviour, Health Economics, Malt foods Consumption, Malnourishment*

Logistic 4.0 capabilities as a performance enabler for online retailers

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Abstract

The Indian online retail market is expected to show a phenomenal growth, particularly after COVID – 19. Currently, the overall e-commerce market in India is approx. US$ 100 billion and is expected to reach US$ 350 billion by 2030. Logistics operations are at the backbone of online retailing market. This paper is a study of application of Dynamic Capability View Theory (DCVT), a variation of Resource Based View Theory (RBVT) on online retailers. In this study impact of Anticipating Opportunities (AO), Seizing Opportunities (SO), Innovative Practices (IP) and Environmental Pressure (EP) on Firm's Performance (FP) was studied with mediation by Logistics 4.0 capabilities (LC). A mixed method research based on four focus group discussions was done which was followed by survey questionnaire administration. Data was analyzed using factor analysis and SEM. The results suggest that in Indian context, environmental pressure (EP) did not have an impact on firm's performance. The logistics capabilities (LC) did not mediate relationship between EP and FP and IP and FP. Online retailing shall continue to grow in India as it offers a basket of comforts to the consumers. This study will help these retailers in designing their logistics 4.0 capabilities in meeting forthcoming challenges.

Keywords: *Online retailing, Logistics capabilities, Performance enablers*

Impact of consumer preference on the buying behavior of AI-powered spectacles

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Abstract

Sprhava has undertaken a project named "The Third Eye" to develop "AI-Powered Spectacles" for the visually impaired through the text–to–speech engine feature integration. The product is in development knowing that at least 2.2 billion people worldwide are near or far visually impaired . However, the people's needs in Bengaluru are unknown, which is again required to understand the purchase decision. Therefore, the question to be answered is the consumer preference for AI-Powered Spectacles in Bengaluru and how these findings help to analyze the buying behavior of customers. The study analyses the correlation between 5 product features namely Focus Mode; Reading Mode; Currency Detection; Face Recognition; Obstacle Detection and consumers' likeness to buy. After finding the existence of a relation, a multiple regression was conducted to examine the strength of the relationship. The results show a regression model with five generated predictors $R^2 = 0.962$, $F (5.94) = 477,520$, p lt; .001. Also, Reading Mode, Obstacle Detection, and Focus Mode are correlated positively having Standardized Coefficients (Beta) of 0.742, 0.654, and 0.347 respectively. Whereas, Currency Detection and Face Recognition are correlated negatively having Beta of -0.195 and -0.091 respectively indicating the opposite of others i.e, the higher the values of these variables, the lower the likeness to buy. Therefore , we can accept the alternative hypothesis that consumer preferences have a significant impact on AI- enabled glasses buying behavior by rejecting the hypothesis. AI powered glasses. Glasses. Overall, the market for the AI-powered spectacles industry is good considering continuous research for better marketing is followed.

Keywords: *AI, AI-Powered Spectacles, visually impaired, text-to-speech, consumer preference; buying behavior, correlation, regression*

Developing marketing strategy for unexplored tourist destinations: a case study of Karbi Anglong district of Assam, India

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Abstract

Marketing in the context of a destination involves advertising a particular location as an attractive and desirable travel destination. Creating focused strategies to promote and attract tourists to lesser-known or undiscovered locations is known as unexplored destination marketing. These places frequently have exceptional natural beauty, a wide range of cultural diversity, or outstanding qualities that are still relatively unknown. Travellers looking for unique and less-commercialised experiences will find authenticity and a sense of adventure in unknown regions. In order to develop and promote these places, it may be necessary to make an effort to highlight their special features, increase accessibility, and provide sustainable tourism practices that will benefit both tourists and local communities. It focuses on presenting the destination's unique advantages, experiences, and attractions. Digital presence, content marketing, collaborations, involvement in the community, and adventure advancement are usually part of the overall strategy. The objective is to raise awareness, create interest, and present the spot as a genuine and attractive choice for tourists looking for unique and unusual experiences. These techniques might help to develop a comprehensive marketing strategy that establishes Karbi Anglong as a popular and sustainable travel destination. Evaluate the plan's 2 effectiveness on a regular basis and make necessary adjustments in response to developments and suggestions.

Keywords: Tourism, Marketing strategy, Unexplored destination, Promotion, Sustainability

Do delivery associates play a pivotal role in enhancing customer delight? A study on OFAs in the Silchar city of Assam

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Abstract

Delivery partners play a crucial role in influencing the overall performance and satisfaction of customers in the constantly evolving environment of Online Food Aggregators. This research examines the varied contributions of delivery team members, assessing their influence on operational effectiveness and customer satisfaction. As crucial intermediaries, delivery associates act as the final link for the Online Food Aggregator, and their lasting impression on clients significantly impacts on repetition of orders. This study underscores how Delivery Associates have acted as facilitators in boosting marketing and sales for Online Food Aggregators in Silchar City, Assam by conducting a comprehensive review of key performance metrics, customer input, and operational challenges. The findings highlight the importance of selecting and training competent delivery partners who can efficiently navigate through the city, ensuring timely and accurate deliveries.

Keywords: *Delivery Partners, Online Food Aggregators, Order Repetition, Silchar City, Key Performance Metrics*

Demystifying CBDC Adoption: A conceptual exploration of personal innovativeness, anxiety, and trust

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Abstract

As countries worldwide move toward a future without cash, digital transactions, especially mobile payments, are changing how money is handled. Central Bank Digital Currency (CBDC), a digital kind of a nation's currency developed and controlled by its central bank, is at the forefront of this innovation. Despite the fact that several nations have launched pilot initiatives, mainstream user acceptance remains a big challenge. This conceptual study looks into what makes people accept CBDC payments employing the meta-UTAUT model instead of traditional models, including the Technological Acceptance Model (TAM). The model is developed to incorporate essential user-related factors such as personal innovativeness, anxiety, and trust, with a focus on attitude as the main construct. The study lays the groundwork for a thorough research methodology, aiming for empirical observation and validation of these parameters in the near future using "PLS-SEM." The framework seeks to improve knowledge by digging into the complexities of customer behavior. This inquiry establishes the basis for future empirical research by elucidating the complex connection between attitude, personality characteristics, and trust in relation to the adoption of CBDCs in the growing digital landscape.

Keywords: *CBDC Adoption, Digital Currency, User Behavior, Meta-UTAUT Model, Research Framework*

Developing and validating a cyclopedic measurement stimulus for corporate citizenship

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Abstract

The research undertaken intends to construct a methodical, consistent, and validated scale to assess corporate citizenship with stakeholders' alignment. To realize this objective, a blend of both qualitative and quantitative methodology has been employed, where a review of the literature is done at the outset, then items are generated, refined, and validated. 810 questionnaires have been examined, first with Exploratory Factor Analysis (EFA) and then with Confirmatory Factor Analysis (CFA). EFA findings revealed that the proposed scale for corporate citizenship encompasses 19 items under three dimensions: socio-ethical citizenship, cosmopolitan citizenship, and economic citizenship. The dimensionality, internal consistency, and rationality of the same have been borne out by CFA outcomes. This scale development study functions as a catalyst that broadens the corporate citizenship research paradigm by contributing significantly to theory and practice. It imparts pragmatic insights and interpretations for policymakers and practitioners regarding the scope and setting of modern-age citizenship practices observed by corporations, thus offering directions to plan their future policies and strategies, respectively. Since the arena of corporate citizenship has received limited empirical consideration, perhaps because of the absence of an all-encompassing scale from the stakeholders' angle, the study could be of paramount significance as it has the potency to bridge the gap between citizenship practices and stakeholder preferences.

Keywords: *corporate citizenship, corporate social responsibility, exploratory factor analysis, confirmatory factor analysis*

A study on shift in FMCG Consumer behavior pre and post crises due to COVID

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Abstract

Pandemic has impacted the way consumers does the shopping and now it's the era of analyzing the pre and post-consumer behavior of consumer due to COVID-19. The FMCG is sector has seen the major change worldwide. This study is an attempt to understand the influence of the crises and mainly COVID 19 on the "Fast-Moving Consumer Goods (FMCG)" with respect to India. Observing the buying pattern, choices, and decision process we can find various shift in the entire process of decision making in the consumer industry in India. During the entire phase FMCG sector has adopted strategies to have a transformative business, consumer engagement and shift in the pie of the entire market share. The entire study revolves around investigating the pre and post in response to these transformations, businesses have implemented crisis marketing strategies to maintain customer engagement and market share. Primary data was collected from consumers to drive the pattern and the choice-based preferences to develop understanding in the crises management for the consumer. It was found that small retails during pandemic were affected heavily since there was a shift in the behavior towards the hygiene and the safety of the food. There was restrictive behavior and the effect of the crises to the retailers. Shopping was happening offline and online and the most of the purchases were in mixed mode. Shift has happened to online shopping more. Now consumers are buying more online and health-oriented products. Sales promotion strategies were highly effective to motivate students towards new products and services. However, there was a shift toward the brand conscious consumer. There was shift in the consumer toward online mode of shopping. Data for the study was collected from 250 consumer and interviews were conducted from retailers also in India and the study used a mixed method approach to collect the data.

Keywords: *Crises, COVID, Pre- Post, Consumer behaviour*

HCM involvement in marketing transformations with 'Human Factor Element'

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Abstract

Human Capital Management (HCM) is essential in facilitating marketing transformations to sustain competitiveness in the market. In brief, the HCM involvement is proper from hiring the right set of people at the right time to perform the right set of activities. The marketing team in any typical organization is a core and ignitor of the business in that organization. The successful integration of HCM in marketing transformations involves aligning the workforce with strategic goals, identifying and fulfilling customer requirements, customer retention, fostering a culture of innovation, and developing the human workforce, technologies, and other necessary infrastructure ready to address the dynamic and competitive landscape. Here, the firm's main focus is to retain customers and increase the firm's business growth.

The primary goal of the marketing transformation is to gain the customer's trust in the firm and its products/services. Technology and advanced marketing tools may not be sufficient to establish this customer trust. The firms should think from the human angle and introduce the human factor element into their marketing transformations. Human factor elements can be included in Product or service innovation, Digital Marketing, Customer-Centric Marketing Strategy, Content Marketing, and other marketing strategies.

This human factor element will act as an ingredient to the proposed marketing transformations and help build and increase customer trust. Also, it would help in creating a long-lasting relationship with the firm. This article highlights the HCM's contribution to marketing transformations by adopting new technologies and considering the human factor element.

Keywords: *Human Capital Management, Marketing Transformations, human angle, marking campaigns*

Are social media influencers impacting purchase intention? An insight

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Abstract

Marketing is vital for the survival of any business and to generate sales. Since the COVID-19 lockdown, social media influencer marketing has boomed exponentially. This research tries to understand the potential of social media influencers in the current scenario after coming back to normal life post-COVID-19. The target group is across Kerala, India where social media platforms are popular among the masses. A structured questionnaire was used to find the demographic and general information about interest in social media and social media influencers. Correlation and Multiple regression were used to study the impact of purchase intention on the variables-pariticpants's similarity in value, influencer credibility and participant's benefits.

Keywords: *Social media, Influencer, Marketing, Correlation, Multiple Regression*

Mediating role of brand in social media marketing towards online purchasing of consumer durable products

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Abstract

The Purpose of this research is to determine the relationship between social media marketing construct and online purchase decision of consumer durable industry. The current research determines about the brand which mediates the relationship between social media marketing constructs and purchase decision. The primary data was gathered from social media users purchasing products online in Indore. 496 valid respondents influence by social media purchasing 'consumer durable products' were analyzed through structural equation modeling using AMOS. The results showed that social community, social publishing, social commerce, security and convenience have positive and significant mediating impact of brand in online purchasing decision of consumer durable products Brand does not play as mediator in case of constructs like promotional usefulness and enjoyment in online purchasing of consumer durable products.

Keywords: *Social Media Marketing, Purchase Decision, Social Media, Mediating Variable Brand, Consumer Durable Products*

Does scent cue boost emotional brand attachment and brand loyalty? The moderating role of fear

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Abstract

Marketers consider store environment characteristics to have a significant effect on consumers' shopping behavior. Marketing managers view scent to be an important factor in wooing customers. This article offers seven propositions on how to conceptualize, research, and develop the effect of scent on emotional brand attachment and brand loyalty. The theoretical model is based on the stimulus-organism-response (S-O-R) paradigm, and the pleasure, dominance, arousal (P-A-D) model. As per the theoretical framework proposed in this article, scent has a positive effect on pleasure, dominance, and arousal, which in turn positively impacts emotional brand attachment and brand loyalty. Based on the prior literature, the author proposes that negative emotion like fear has a positive effect on the above-mentioned relationship. Theoretical and practical implications are discussed.

Keywords: Scent, Fear, Emotional Brand Attachment, Brand Loyalty

The farmer producing company (FPOs) as a sustainable business model in agriculture - An emperical study with reference to Mandya District, Karnataka

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Abstract

There is a significant growth on farmers producing company (FPO's) to design a sustainable model about agricultural products form production to marketing process to meet the market demand and supply. This result in planning farming agriculture activities, proper allocation of resources, integration of technology, innovation, matching technical gaps through formation of farmer's organizations. This study is an attempt to farmer empowerment through rural entrepreneurship, infrastructure development, and employment generation. The study reveals that there is a significant buyer sellers meet for agricultural produce demand and supply, supply chain, agriculture technology system, value added support for FPO's share mobilization, licensing support, training facilities, effective implementation acting considerable part on integrated farming systems. The theme "Social Sustainability" validates in promoting farmers in the villages. Hence establishing FPO's with support of state government of Karnataka and their by providing a wide scope for encouraging the agriculturalists as agro entrepreneurs. Innovation in agriculture is integral part of farming community, So that FPO's act as a central role to increase growing demand in agriculture sector with effective participatory techniques select multi-disciplinary team for holistic agricultural activities at the district and taluk clusters identify the suitable craft distribution with changing agro ecological situation to match, suitable crops jiggery, ragi, coconut, cowpea apart from traditional crops sugarcane, paddy are the few commodities of FPO's in Mandya District.

Keywords: *Agriculture, FPO's, Mandya, Sustainability, Vikasana*

Exploring cognitive dissonance in online shopping: Revealing dynamics among young consumers in the era of marketing transformation

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Abstract

In the era of pervasive digital connectivity, online shopping has become integral to the consumer journey, particularly amoung young consumers. This research "Analyzing Cognitive Dissonance's Influence on Online Shopping Behavior Among Young Consumers: Implications for Sustainable Marketing Strategies" explores the multifaceted nature of cognitive dissonance in online shopping among young consumers, focusing on the relationships between cognitive dissonance, demographic factors, online shopping behavior, and post-purchase behavior. The study, with a sample size of 383 young consumers aged 16 to 35, employed Percentage, F-test, Correlation and Regression analyses for data interpretation. This study reveals the complex nature of cognitive dissonance in young online shoppers, emphasizing the influence of demographics, product categories, and shopping behaviors. The analysis confirms the substantial impact of cognitive dissonance on post-purchase behavior, underscoring its pivotal role in shaping satisfaction and loyalty in online shopping.To alleviate cognitive dissonance in online shopping among young consumers, businesses should employ 2 targeted marketing strategies, enhance customer experience with streamlined processes and transparency, and emphasize sustainability practices. Additionally, embracing technologies like AI and AR can provide a more personalized and immersive shopping experience. This multifaceted approach aims to reduce decision-related stress, foster customer satisfaction, build trust, and drive success in the dynamic e-commerce landscape.

Keywords: *online shopping behaviour, cognitive dissonance, post purchase behavior, customer satisfaction, e-commerce strategies, consumer decision making*

Exploring Metaverse-based social commerce platforms: Unveiling usage intention in the Metaverse era

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Abstract

The integration of the metaverse with social commerce platforms will bring a distinctive approach to engaging customers. Metaverse-based social commerce platforms (MBSCPs) integrate social networking sites and virtual worlds to provide users with immersive and interactive online shopping experiences that surpass conventional online interactions. This study investigates the factors that influence consumers' willingness to use MBSCPs. Our study proposes a conceptual model based on the Technology Acceptance Model (TAM), which includes additional variables for expansion. The data collected from respondents who have a keen interest in using MBSCPs is analysed using PLS-SEM in Smart PLS-4 to test the conceptual model. This study examines the impact of the proposed variables on the intention to use metaverse-based social commerce platforms. The findings give better understanding of the factors that influence user intention in the MBSCPs. The results suggest that the immersiveness is the significant determinant of usage intention of MBSCPs, followed by perceived usefulness (PU), and other determinants. The results have both practical and theoretical implications. Experts in this field can utilise these findings to improve advertising tactics and platform innovation. This study provides a valuable and pertinent contribution to the ever-changing realm of virtual commerce, considering the continuous evolution of online experiences through interactions in the metaverse.

Keywords: *Metaverse, S-Commerce, PLS-SEM, Intention, Adoption*

Promoting societal wellbeing through content marketing: Acceptance and delivery of social content

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Abstract

The digital era has presented opportunities for social marketers to leverage platforms for extensive reach, community engagement, and real-time feedback. By blending the concepts of social marketing and content marketing, this study has formulated a term called "Social Content" which is any type of digital content created and published by brands talking about the themes relating to social wellbeing. The aim of this study is to gather the content consumption traits along with their general perspective towards Social Marketing and Content Marketing. To do so, primary data is collected with the help of a questionnaire from 70 respondents. Two variable namely Social Content Acceptance (SCA) and Social Content Delivery (SCD) are constructed to develop an understanding concerning the acceptance of social content among the respondents in relation to the supply of such content by brands. The findings suggest that Video is the most preferred format of digital content among respondents along with Social Networking Sites and Video Sharing Platforms being the most preferred platform for content consumption. No association between SCA and SCD was found which tells that brands are not creating enough Social Content even when there is an acceptance for such kind of content among the respondents.

Keywords: *Social Content, Social Marketing, Content Marketing, Social Content Acceptance, Social Content Delivery*

Measuring customer satisfaction through omnichannel banking: A mediating role of perceived value

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Abstract

This research, titled "Investigating Customer Satisfaction in Omnichannel Banking: The Mediating Influence of Perceived Value," explores the intricate relationships that contribute to customer satisfaction in the omnichannel banking environment. Through a comprehensive analysis using variance-based Structural Equation Modeling (SEM) with a sample size of 152 participants, the study reveals a significant and positive connection between the quality of omnichannel integration and customer satisfaction. Furthermore, it sheds light on the interconnected dynamics, emphasizing the positive impact of omnichannel integration quality on perceived value, and subsequently, the influence of perceived value on overall customer satisfaction. A noteworthy contribution of this study is the identification of a partial mediating effect, highlighting the nuanced role of perceived value in shaping the ultimate satisfaction of omnichannel banking customers. These findings not only contribute to academic knowledge but also offer valuable insights for financial institutions and industry practitioners aiming to enhance customer satisfaction and loyalty through effective omnichannel strategies. Acknowledging the crucial role of perceived value, this research informs strategic decision-making in the banking sector, guiding efforts to surpass customer expectations and cultivate enduring customer loyalty in the ever-evolving landscape of omnichannel banking.

Keywords: Omnichannel Banking, Omnichannel Integration Quality, Perceived Value, Customer Satisfaction, Banking Sector

Demystifying personalization and its influence on consumer buying behaviour in omnichannel retailing: An integration of UGT with TPB model

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Abstract

The evolution of technology-mediated communication channels has enabled marketers, advertisers, and retailers to personalize their interactions with customers. In recent years, there has been considerable academic and industrial interest in personalization. In this study, we identified all the factors involved in the personalized Communication Strategies concerning consumer buying behaviour in the omnichannel retail market. The objective of the study is to analyse the impact of personalization on consumer buying behaviour by including hedonic motivation and trust as the mediating constructs in the conceptual framework. The study includes the integration of UGT and TPB theory in the present study. The study incorporated PLS SEM as the statistical tool for the sample size of 409 customers as the respondents in the study. The finding of the study concluded with the positive impact of personalization on purchase decision of consumer. Thus, this study acts as the antecedent for the subject of personalization in the marketing domain and forms the groundwork for the future academic and managerial platform.

Keywords: Personalization, Omnichannel Retailing, Consumer Behaviour, Integrated Communication Strategies, Recommender System, Trust, Hedonic Motivation

Unpacking the dynamics of freemium: Assessing ad exposure quality in music streaming services

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Abstract

The freemium model, a disruptive force in the service industry, has garnered significant attention for its innovative approach of offering core services for free while monetizing additional features. This paper focuses on the realm of music streaming services, where advertisements play a pivotal role for free users and certain aspects of these ads (quality of ad exposure) are likely to have a bearing on the users' overall experience of the service. The study investigates the nuanced relationship between the quality of ad exposure and user satisfaction, as well as its impact on the users' intention to continue using the same music streaming service (MSS). Drawing insights from a comprehensive survey of 774 music streaming users, the research reveals a significant positive impact of ad exposure quality on both user satisfaction and continuance intention. However, the study also uncovers an insignificant influence on users' intentions to upgrade to the premium version of the service. This exploration sheds light on the complex interplay between ad quality and user experience in the evolving landscape of freemium music streaming.

Keywords: *Freemium Model, Quality of Ad Exposure, Music Streaming, User Satisfaction, Continuance Intention*

Assessing the effect of Instagram reels on consumers' behavioral intentions for deciding tourist destinations: Leveraging extended technology acceptance model

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Abstract

Technological disruptions in travel and tourism industry is tremendously impacting consumer decisions while selecting any tourist destination. Instagram reels, a new marketing innovation have disrupted the travel industry as an emerging trend is witnessed among travellers to explore for exotic and popular spots on Instagram. Henceforth, the present study intends to assess the effect of Instagram reels on travellers' behavioral intention while selecting tourist destinations by leveraging extended Technology Acceptance Model. Cross sectional data was collected from 202 respondents through purposive sampling technique. Data was analysed through PLS-SEM approach using SMART PLS. The study observed that perceived ease of use and perceived customer on Instagram reels had a significant impact on behavioral intention of travellers. The findings of the study offer several implications for the stakeholders.

Keywords: Instagram reels, Technology Acceptance Model, Social media platforms, perceived customer trust

Whispers of well-being: Decoding the impact of personalization and privacy paradox on customer experience in voice-assisted smart homes

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Abstract

This research will explore the influence of personalization and privacy concerns on customer experience value and subjective well-being in the context of voice-assisted smart homes. Grounded in the Value Added Model and Self-Determination Theory, the study will propose nine hypotheses. Employing a mixed-method approach, including surveys and qualitative interviews, data will be collected from smart home users. Simultaneous equation modeling will be used to analyze the relationships. The research aims to fill gaps in understanding post-adoption customer experiences and their potential impact on well-being. The findings are anticipated to contribute insights valuable for marketers, practitioners, and policymakers in the evolving landscape of smart home services.

Keywords: *Smart home services, Voice assistants, personalization, privacy concerns, customer experience value*

Consumer adoption of social commerce - Exploring the moderating effect of adopter categories

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2 Mahatma Gandhi University
3 Marian College Kuttikanam (Autonomous)
4 S.B College, Chanaganacherry

Abstract

As marketing 5.0 unfolds, there is an increasing attempt by marketers to connect with the consumers via technology across markets and industry sectors. Social commerce is gaining wider popularity in this context. While a segment of consumers is quick to adopt, many are yet to actively engage in social commerce transactions. The study aims to explore the moderating effect of adopter categories on consumer adoption of social commerce. The study was carried out among 510 Indian consumers, who have used at least a social commerce platform from the select list in the previous six months. The constructs used in the study are adapted from standardised scales. The moderating role of adopter categories in the relationship between social commerce and consumer adoption was studied using Hayes PROCESS macro for SPSS. Adopter category is found to have a moderating effect on the relationship between social commerce and consumer adoption. The understanding can help the marketers to suitably design social commerce strategies in a changing media environment.

Keywords: social commerce (SC), social media (SM), consumer adoption (CA), adopter categories, adopter characteristics, consumer behaviour

The influence of environmental ethics, environmental attitude on pro-environmental consumer behaviour: Sikkim

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Abstract

With the rampant unethical use of natural resources and misuse of the environment for the development of the human society, the world at large has reached a state where in environmental crisis like global warming, ozone layer depletion, severe climate change has become prominent issues the current and future generation is facing. It has been estimated that global agriculture and food production release more than 25% of all greenhouse gases and consumer household purchases are responsible for 40% of the environmental damage. Therefore, "environmentally-friendly" purchasing decisions can reduce the environmental impact of food by substituting higher-impact products with "green" or "environmentally-friendly" products which do not pollute the planet or exhaust natural resources thus preserving both the environment and public health. In this study, we examined the positive influence of Environmental Ethics leading to Environmental Attitude which led on to Pro-Environmental Consumer Intention that finally resulted in positive Pro-Environmental Consumer Behaviour in the state of Sikkim.

Keywords: *Environmental Ethics, Environmental Attitude, Pro-Environmental Consumer Intention, Pro-Environmental Consumer Behaviour*

Influence of social media marketing on youth migration

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Abstract

In recent years, the rapid evolution of social media platforms has not only transformed the dynamics of communication but also significantly altered the way individuals perceive the world around them. Among the diverse impacts of this digital revolution, one notable aspect is the influence wielded by social media marketing on the migration patterns of today's youth. Social media, with its pervasive reach and persuasive power, has become a compelling force in shaping the aspirations and decisions of young individuals contemplating migration. However, the impact can vary based on individual motivations, economic factors, and the credibility of the information shared on social media platforms. The allure of exotic destinations, enticing narratives, and personalized experiences presented through social media channels has sparked an unprecedented interest among the youth, fostering dreams of relocation, exploration, and new opportunities. However, while social media serves as a catalyst in inspiring migration aspirations, its influence raises questions about the authenticity of portrayed lifestyles, economic factors, and the actual feasibility of such transitions. This paper delves into the multifaceted influence of social media marketing on youth migration, exploring the ways in which it shapes perceptions, ignites aspirations, and potentially impacts the migration choices of the digital-native generation.

Keywords: *Migration, youth, Influence of social media, social media marketing, stimulating factors*

Driving efficiency and profitable growth: A fresh look at cost management in information technology services

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Abstract

The sales engine is critical in the technology industry as they are the ones who bring books of business. The business can come from existing clients or new clients. It is a known fact that the growth cannot come from new clients as the relationship development and trust takes time. Hence it is important to focus on existing customers for aggressive growth. But then, the projects coming from existing customers are no longer easy to execute hence incurring a lot of reworks, cost overrun and hence poor client satisfaction. Also due to frequent strategy changes with customers, expansion and retention costs are going high and sometimes exceed new client acquisition. Due to which we are losing a few existing customers. Hence as an organization, Fulcrum don't have any more options other than banking on new clients. Apparently, this is a business cycle. Fulcrum Digital is unsure how to sustain the business and how to come out of the existing business crisis. Is it a profitable growth to bolster delivery, staffing, sales, and engagement journey to retain existing customers OR focus on new client acquisition where the cost of acquisition may be high, and it may not be able to depend on it solely for its growth.

Masstige marketing: An overview and future research agenda

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Abstract

This paper aims to study the literature focused on masstige marketing. The notion of luxury has been prevalent since ancient times, and its meaning has evolved over a period of time. However, with the changing dynamics of consumers demanding prestigious products from the middle-income segment, a new consumer segment emerged and gave birth to a new luxury called "Masstige." It stands for prestige for the masses. Given the demand from a massive segment of aspiring customers, this luxury segment is rapidly growing in emerging markets. Extensive existing literature related to masstige marketing is being reviewed using research databases. This paper provides the current state of literature and various theoretical lenses used to comprehend the phenomenon of masstige. Furthermore, this paper provides a future research agenda to advance the masstige literature by shedding light on the existing literature of masstige marketing. The findings show that the phenomenon is at a nascent stage and demands more attention from practitioners and researchers.

Keywords: *Masstige, Brand, Luxury, Masstige marketing*

Understanding the usage of eWOM in the sharing economy: A case study of homestays

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Abstract

The rise in digital technologies has allowed consumers to share their experiences about products and services on online platforms, thus creating eWOM (electronic word-of-mouth). The qualitative case study aims to understand the usage of eWOM by homestays. Purposive sampling technique has been used to select the homestays. Face-to-face and telephonic interviews were conducted with the help of a semi-structured schedule. The study revealed that the homestays consider online reviews from their customers to be helpful in decision-making, in improving services that yield better results, and consider them to be necessary to survive in the competition. The homestays use many ideas to Increase customer interaction on their online pages. However, the findings also indicate that the homestays are yet to make full use of digital tools that can help them yield the best results in terms of customer interaction and satisfaction. From the interviews, it appears that homestays under study will be able to maintain their online page better if separate marketing personnel for maintaining the page is hired. Also, rather than manual observation, the homestays should use statistical analytical tools available on social media websites to measure the level of customer engagement on their online pages for more accurate results.

Keywords: eWOM, Homestay, Marketing Strategy, Managerial Response, Sharing Economy

Startup fortune telling: Using data to predict success

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Abstract

This study delves into the complex realm of startups, addressing their high failure rates by employing data mining and machine learning techniques. Utilizing the Random Forest algorithm and a comprehensive Crunchbase dataset, the research provides valuable insights for investors and marketers, facilitating informed decision-making in the unpredictable startup landscape. Critical factors influencing startup success, including industry dynamics, funding patterns, geographical considerations, and founders' educational backgrounds, are identified. Stakeholders are empowered to allocate resources, strategically enhancing the likelihood of successful returns. The study's impact extends beyond traditional venture capitalists, reaching average investors engaging through crowdfunding platforms.

While the study makes significant contributions, it underscores the vast potential for future research. Opportunities include exploring temporal dynamics, qualitative aspects of startup success, cross-industry comparisons, global expansion considerations, ethical dimensions, longitudinal studies, advanced predictive models, and collaborative efforts among stakeholders. These avenues aim to deepen our understanding of the startup ecosystem, fostering a more conducive and sustainable environment for startup success.

Keywords: *Startup Success, Data Mining, Machine Learning, Marketing Strategies, Venture Capitalists, Crowdfunding Platforms*

Exploring the ethical and technical issues of AI-powered devices: An application of critical discourse analysis

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Abstract

Artificial Intelligence (AI) powered devices are one of the fastest growing technology at present. This study focuses on examining how newspapers and periodicals discuss this development. Using a qualitative approach, the research identifies challenges faced by consumers, such as technical problems with accuracy and ethical concerns about privacy. Additionally, the study looks at how the media covers AI in India. The findings from Indian newspapers provide valuable insights for industry professionals, AI manufacturers, and academics. This study is a significant contribution to academic discussions as it is the first to critically analyze how the media portrays AI devices.

Keywords: AI-Powered devices, Critical Discourse Analysis, Ethical Issues, Technical Issues, Qualitative Research

Constraining description, loyalty and travel motivation: A mediation analysis of review and rating, host response, property facility and destination attraction

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Abstract

The study focuses on the role of constraining description of property in peer to peer rental platforms like Airbnb. It aims to study its influence in shaping travel motivation and loyalty to revisit and book the property in the future. The present study emphasize on the mediating role of review and rating, host response, property facility and destination attraction in the nexus between constraining description and loyalty. The study is novel as it is first of its kind to emphasize on the role of constraining description on peer to peer rental platforms like Airbnb. The study provides insights on direction of study for researchers on areas of tourism marketing in future.

Keywords: peer to peer rental platforms, Airbnb, constraining descriptions, loyalty, travel motivation

Sowing seeds of change: Exploring the impact of user-generated content on the natural food adoption

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Abstract

In recent years, user-generated content, or UGC, has become prominent across various industries. Research on user-generated content (UGC) has gained importance due to its ability to increase user awareness and improve decision-making. This study combines the Theory of Consumption Values and the Information Adoption Model to analyse the predictive performance of the proposed model. This study examines how UGC affects consumer purchases, particularly in the case of natural foods. The partial least squares method was used to analyze the data of a sample of 202 respondents. This study can provide researchers and policy makers with a more complete understanding of the field by providing valuable insights for both theoretical and practical implications.

Keywords: *User-Generated Content; UGC; Consumer Generated Media; Social media; Theory of Consumption Value; Information Adoption Model*

Building a scam-smart India in the digital financial marketplace

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Abstract

The digital revolution in India has evolved into a double-edged sword. While it certainly benefited the market, it has also opened the door to new sorts of fraud. Especially in the field of e-commerce. As we depend more on e-commerce and digital platforms for our everyday needs, financial literacy is more important than ever. It is no longer enough to understand basic banking; it is also necessary to arm oneself against the ever-changing strategies of online fraudsters. This article investigates the alarming increase of online shopping and related scams in India, demonstrating the devious methods employed to exploit naïve victims. From fake deals and phishing websites to influencer manipulation and social media scams, we will shed light on the dark side of the digital marketplace. The study's major goal is to evaluate the relationship between digital financial literacy and vulnerability to online scams. It also aims to assess user understanding of various aspects of online fraud. Using a mixed-methods approach that combines primary and secondary data, this research provides valuable insights for individuals trying to protect their financial interests in the digital realm, financial institutions looking to improve customer security, and policymakers developing targeted interventions to effectively combat digital frauds. The findings shed light on the intricate relationship between digital financial literacy and fraud vulnerability, informing strategies and educational initiatives aimed at fortifying financial cybersecurity towards online shopping.

Keywords: *Financial literacy, Digital financial services, Consumer protection, Cybersecurity, Digital awareness, Digital marketplace*

Market reflection study of anti-hypertensive drugs in Jaipur city, Rajasthan, India

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Abstract

Systemic arterial hypertension, the most significant modifiable risk factor for global all- cause morbidity and death, is highly prevalent in India and is concomitant to an elevated risk of cardiovascular disease. India has an exceedingly high incidence of hypertension. In India, hypertension is directly linked to 24% of deaths from coronary heart disease and 57% of fatalities from stroke. According to the WHO, one of the major global causes of premature death is high blood pressure. High blood pressure affects about 200 million adults in India. Approximately 24% of men and 21% of women have hypertension, according to the National Family Health Survey. According to India's 2025 National Health Policy, it aims to reduce the prevalence of hypertension by 25%. To do this, the Indian government started the Indian Hypertension Control Initiative, which aims to provide over 220 million hypertensive Indians with faster access to treatment services. 2 The Indian hypertensive drug market is forecasted to grow at a rapid CAGR due to increasing awareness, and government initiatives. This will accelerate the demand for anti-hypertensive drugs and is the major driver for the growth of the anti-hypertensive market. This research paper aims to analyze the various brands prescribed by doctors in Jaipur.

Keywords: *Hypertension, Prevalence, Brand, Drugs market, Anti-hypertensive drugs*

A bibliometric review of research on virtual influencers

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Abstract

The popularity of social media influencers has recently increased, compelling marketers to include influencers as an essential element of their marketing strategy. Technological advancement has given rise to virtual influencers that offer benefits that human influencers provide. With the exponential growth of influencer marketing, virtual influencers have become a new trend. This has resulted in growing interest among researchers with an exponential number of publications devoted to the phenomena of virtual influencers. Previous research studies have had a limited focus on virtual influencers. Given the potential of virtual influencers on consumer behavior, a comprehensive and critical review of the phenomenon is urgently needed to understand the subject. In response, this study conducts a bibliometric review to examine the knowledge structure of the field, focusing on antecedents, mediators, moderators, outcomes, methodology, theories, contexts, and trends in this domain. The study accessed the Scopus database and utilized the PRISMA framework to examine 68 papers in the last ten years. The present study provides an overview of previous research studies while identifying various research gaps and proposes promising avenues for future research and marketing initiatives.

Keywords: Influencer Marketing, Social Media Influencers, Virtual Influencers, Consumer Behaviour

Market investigation study of antidiabetic drugs in Jaipur city, Rajasthan, India

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Abstract

Diabetes Mellitus refers to metabolic disease which involves improper glucose metabolism by the body. There are two types of Diabetes Mellitus: Type 1-Diabetes mellitus, which is caused by Beta cell destruction due to an autoimmune response. Whereas Type 2-Diabetes mellitus which is characterised by impaired glucose tolerance and insulin resistance to the Beta cells. Presently 101 million people are suffering from diabetes in India, while the prevalence of diabetes in India is 10.1 crores. This paper consists of a market assessment study, where we surveyed 100 Retail Pharmacy shops in various areas of Jaipur to understand the preferred drugs prescribed for Diabetes, top selling brands, the pricing range, favoured therapy medication strength, frequency, percent of Diabetic prescription on demand.

Keywords: *Antidiabetic drugs, Market investigation, Retail chemist prescription audit, Price variation*

Purpose driven branding - A transformative approach in the strategic brand management - Measurement and validation

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Abstract

Milton Friedman (1979) doctrine of social responsibility is to concentrate only on profit and shareholder return is now become questionable. It is due to the changing relevancy of businesses as the world is changing and so are its inhabitants. People and consumers are looking for more than Value or quality, they are trying to resonate with their life 's purpose and taking care of their eudaimonic wellbeing through the brands they opt for. This study will be talking about the emerging concept called purpose driven branding and how consumers perceive the purpose-driven activities done by the companies and brands. Proposed methodology and implementations will also be discussed in subsequent sections.

Keywords: *Purpose-driven branding, brand management, purposefulness, sustainable practices, SDG goals*

Towards a more civil online discourse on hospitals: A deep learning approach

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Abstract

Pandemics have long plagued humanity, causing immense loss of life and resources. The COVID-19 pandemic has had a devastating global impact, with millions of lives lost. This paper explores the ongoing public toxicity towards India's healthcare system during the pandemic, analyzing data from patient and family reviews on various platforms. We propose a dual-channel Convolutional Neural Network-Gated Recurrent Units (CNN-GRU) architecture, utilizing two-word level embeddings from GloVe and FastText pre-trained models. The GRU maintains long-distance dependencies across comments during classification, while the CNN extracts local information/features. Our model achieves an overall ROC AUC of 90.00, demonstrating its effectiveness in enabling social media platforms to automatically monitor toxicity from comments.

Keywords: *COVID, healthcare, CNN, GRU, Toxicity*

Customer engagement in omnichannel marketing: Exploring flow state, perceived values and regulatory focus

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Abstract

This conceptual paper probes the multifaceted dimensions of customer engagement within the omnichannel marketing context scrutinizing the synergistic roles played by flow state experiences, perceived values, and regulatory focus orientations. Synthesizing concepts from flow theory, consumer behavior, and regulatory focus literature, it constructs a theoretical framework describing their collective impact on customer engagement strategies across diverse digital and physical channels. The framework underlines the significance of flow state—an immersive cognitive state—in intensifying customer engagement, intertwined with perceived values that encompass utilitarian and hedonic domains. Additionally, it incorporates regulatory focus theory, examining how promotion-focused and prevention-focused mindsets interact with flow experiences and perceived values to modulate customer engagement behaviors in omnichannel settings. By proposing theoretical linkages and hypotheses, this conceptual framework serves as a guideline for fostering a deeper understanding of the relationship among flow state, perceived values, and regulatory focus in shaping customer engagement strategies within the omnichannel context.

Keywords: *Customer engagement, Omnichannel marketing, Flow state, Hedonic value, Utilitarian value, Regulatory focus*

The power of beauty vloggers: Exploring influencer marketing's impact on consumer behaviour

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Abstract

In the landscape of influencer marketing, a comprehensive understanding of intricate variables shaping consumer behaviour is essential for successful audience engagement. This research explores the interplay among key independent variables—Meaning Transfer, Informational Value, and Emotional Attachment—and their collective impact on followers' Perceived influence that leads to Purchase Intention. Effective communication hinges on establishing connections, particularly when messages come from influential figures like beauty vloggers, altering perceptions of specific products or brands. The study delves into the significance of Perceived Influence, elucidating its role in elucidating how these factors influence customers' intentions to acquire promoted items or services. The study focused on daily social media users aged 16-45, employing structural equation modeling through SmartPLS software for statistical analysis. The research encompassed 381 respondents from North India. The outcomes indicate that meaning transfer, emotional attachment, and shared informational value between beauty vloggers and their followers exert a discernible impact on consumer behaviour. These findings offer valuable insights for industrial marketers and practitioners within the cosmetic industry, aiding them in strategic influencer selection to enhance market sales.

Keywords: *Meaning Transfer, Emotional Attachment, Informational Value, Perceived Influence, Social Media Influencing, Beauty Vlogger*

Turnover intention in salesforce

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Abstract

The intention of the employee to quit is turnover intention. This study investigates the drivers of turnover intention and the influence of demographic variables on turnover intention among the salesforce. The impact of independent variables such as Motivation, Work Environment, Leadership and Nature of the job on the turnover intention is studied. The analysis was carried out in PSPP software. Work Environment, closely followed by Leadership and Motivation were found to have the most impact on Turnover Intention in the salesforce. Significant differences were present in several of the demographic variables considered.

Keywords: *Turnover Intention, Turnover, Salesforce, Attrition, Retention*

From sharenting to shopping: Unravelling the dynamics of "sherub marketing" on parents purchase intention

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Abstract

This study delves into the dynamic realm of digital parenting, where the fusion of sharing and parenting known as Sharenting, has given rise to a phenomenon termed "Sherub Marketing." In this method, marketers identify potential prospects by analyzing parents' shared content on social media. Despite its widespread implementation, there is a dearth of scholarly exploration into this approach. Consequently, this study aims to assess whether Sherub Marketing enhances parents' trust in sellers, while also scrutinizing the moderating impact of privacy concerns on this association. The study used signalling theory to examine the above-mentioned phenomenon. A survey involving 443 parents who share their children's photos online was conducted. The data was analyzed using a covariance-based structural equation model (CBSEM). Additionally, the impact of privacy concerns as a moderator was examined using process macro (Model 1). The study revealed the significant role of emotional appeals and value similarity in positively influencing trust towards sellers. However, it is noteworthy that individuals with heightened privacy concerns tend to experience a decrease in trust. This research provides valuable insights for online retailers, offering strategies to mitigate the adverse effects of privacy concerns and enhance trust. It explores a novel area within interactive 2 marketing literature, shedding light on how Sherub Marketing strategically influences parents' purchasing decisions.

Keywords: *Sharenting, Sherub marketing, Signalling theory, Trust, Privacy Concern, Purchase Intention*

Customer engagement in the age of artificial intelligence: Engaging the chatbot way

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Abstract

In today's fast-paced technology world, client engagement is crucial for successful corporate operations. As technology like AI and automation improves procedures, traditional face-to-face communication channels are diminishing. Companies must prioritize consumer engagement to maintain sustainable relationships and capitalize on the internet as the primary communication channel. The integration of chatbots stands out as a significant technological advancement. While existing literature provides a foundational understanding, our study identifies a discernible gap, prompting a more detailed exploration of specific facets within this domain. The research attempts to explore the variousdynamics of customer trust, perceptions of chatbots in comparison to human support, challenges and ethical considerations associated with chatbot integration, and the potential of chatbots to foster emotional connections and enhance customer loyalty. Through a focused investigation addressing these research questions, our study aims to contribute novel perspectives and valuable insights to the existing body of knowledge in the field of customer engagement with chatbots. The findings offer practical implications for businesses seeking to optimize chatbot usage, establish and enhance customer trust, and leverage emotional connections to cultivate increased loyalty. This research not only bridges the identified gap in the current literature but also sheds light on critical aspects of customer interaction with AI-driven technologies.

Keywords: Customer engagement, Chatbots, Customer trust, Emotional connections, Customer loyalty, AI-driven technologies

Understanding consumer reactions towards sustainable fashion content on Instagram

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1,2 MICA

Abstract

In the contemporary era, the significance of sustainable products in environmental protection cannot be overstated. There has been an increase in the number of sustainable fashion brands hitting the market. The growing sustainable market is capturing the attention of consumers, and they are actively seeking environmentally friendly products. Brands are employing diverse digital marketing strategies that leverage both verbal and visual effects for online product promotion which can provide a competitive edge to firms by fueling their growth. Social media platforms have emerged as potent tools, playing a pivotal role in raising awareness, shaping behaviour, and cultivating a community dedicated to sustainable living. Specifically, sustainable fashion brands utilize platforms like Facebook, Twitter, Instagram and YouTube to promote their offerings. Consumers have the opportunity to engage in discussions both before and following a purchase, providing recommendations to other consumers about product quality and purchasing choices via different social media platforms. With Instagram serving as a digital social media hub, individuals openly express their authentic viewpoints and emotional responses. This research aims to scrutinize consumers' reactions to sustainable fashion content on Instagram, employing a Netnographic methodology to delve into the vast dataset extracted from the platform, with the goal of deriving meaningful and impactful insights.

Keywords: *Sustainable marketing, Sustainable fashion, Instagram, Netnography and consumer behaviour*

The impact of advertising techniques on consumer decision-making

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Abstract

Advertising is a promotion tactic crucial in helping consumers become aware of a product so they can decide what to buy. Marketers employ mass communications tactics, including public relations, sales promotion, and advertising. Although the audience is influenced by advertising in mass media, television is the most effective medium for advertising because of its wide distribution. It is nearly hard for advertisers to provide information and advertising messages to consumers in today's fast-paced world without using advertising. This might undoubtedly be attributed to globalisation and the availability of hundreds of channels for viewers today. The modern consumer can access many marketing stimuli thanks to the globalised economy. More often than not, consumerism refers to the mindset that associates acquiring material goods and overindulging in spending with happiness individually. The basis for this study is the attitudes of men and women towards various purchasing behaviours. The main goals of this study are to evaluate advertising strategy using consumers' attitudes towards purchasing behaviour and to examine the impact of advertising on consumer purchasing behaviour.

Keywords: Advertising Tool, Consumer behaviour, Consumer buying behaviour, Consumer decision-making

Ensuring sustainability of Mission Shakti through effective marketing strategies: An analysis in Odisha, India

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Abstract

The impact of marketing can be seen in every aspect of business. Mission Shakti is critical for creating jobs for a substantial proportion of the female population.Mission Shakti plays an important role in creating gainful work possibilities for impoverished households across the state, particularly by engaging women. In the last three decades, the government has worked hard to build and strengthen self-help groups. The number of groups registered on the Mission Shakti website by state is tremendous. Mission Shakti plays a significant role in offering entrepreneurship possibilities to the urban and rural underprivileged. Through 6 lakh groups, this department reaches around 70 lakh women. Through the assistance of Mission Shakti, the groups empower themselves. Given the importance of Mission Shakti to economic progress, the current study analyses the contrasts management of incomegenerating activities and effective marketing strategy. It also investigates the level of resource mobilisation through various income-generating activities, as well as the limits encountered by Mission Shakti while carrying out these operations. It is an exploratory study in which Mission Shakti groups were chosen using a multi-stage stratified cluster random sampling technique. Data were collected at the group and member levels using pre-planned interview schedules and concentrated group discussions. The study found that, due to different financial and marketing issues that arose while launching and running the activities, very few Mission Shakti members really began new income-generating initiatives.

Keywords: Sustainability Marketing, Rural Marketing Strategies, Women Entrepreneur, Livelihood Management, Mission Shakti

Influencer marketing and social media: Current trend and bibliometric analysis

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Abstract

The purpose of the paper is to find a Bibliometric analysis of published articles between 2011 to Nov 2023 related to influencers marketing, social media and marketing topic to assimilate the current state of art. Scopus database from Elsevier was used. The study shows the most documents produced was 2023 with 204 documents till 4 Nov 2023 and 2022 with 204 documents with a percentage of 50.74 in last 2 years and the year with the least was 2011, with only 3 documents o.3731% From 2011. A manifold increase in the publication of articles has been seen in last 1 decade. Countries like USA ,UK are the top contributors of articles .Citation and co-citations analysis of documents, authors country and institutions is examined, in additions author's keywords through co-occurrence analysis is ascertain. The research offers essential understandings of current studies conducted in the domain of social media, influencer marketing and marketing fields.

Keywords: *Influencers Marketing, Bibliometric Analysis, Social Media, Marketing, VOSviewer*

Metaverse: Harmonizing traditional and innovation for sustaining in the digital realm

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Abstract

In the blooming digital world, the metaverse has become a transformative space where traditional brands launching their innovative ideas. In the present era it is the need of the hour that the growing companies need to explore, focus and balance the transformation of tradition and innovation within the metaverse. This research tries to understand such practices by analysing case studies of two prominent sectors namely GUCCI and WENDY'S, to study their successful brand alchemy. Successful brand experiences are mostly attributed to crucial components including social media integration, flexibility in responding to customer preferences, cultural relevance through partnerships, embracing unconventional marketing tactics, and technological integration. The complex mechanics of brand alchemy revealed by GUCCI's emphasis on cooperation, innovation, and culture, as well as by Wendy's deft use of technology and embrace of unconventional marketing. Understanding how traditional brand elements influence trust provides a foundational understanding for metaverse strategies. Finally, the challenges faced in this digital space where also plotted which proposes strategic solutions for dynamic metaverse landscape. Key strategies extracted from WENDY'S is the efficiency of using technology and accepting non-traditional marketing strategies and in case of GUCCI cultural relevance, teamwork, and creativity are crucial elements in high fashion industry, since they embrace both contemporary and heritage.

Keywords: *Metaverse Marketing, Brand Alchemy, Tradition and Innovation, Strategy*

Mapping the consumer's motivation and purchase intention towards thrift clothing: A qualitative assessment of Gen Z

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Abstract

The upsurge in thrift purchasing observed among Generation Z (Gen Z) can be attributed to a combination of nostalgia, concern for the environment, and an inclination towards uncommon fashion. Due to the pervasive impact of social media and digital education, Generation Z views thrifting as a unique and socially acceptable behaviour. Consistent with the values of Generation Z, sustainability addresses environmental concerns. Thrifting provides economic advantages and functions as a medium for individual expression, thereby fostering a sense of self. Significant motivations emerge from a thematic analysis of interviews with twenty-five members of Generation Z, with an emphasis on sustainability, social values, and financial benefit. Consequences include 69ustomizing sustainable 69ustomizi, diversifying inventories, and 69ustomizing marketing to appeal to specific motivations. It is imperative to acknowledge the narrative and identity-building dimensions of thrift purchasing to engage effectively with Generation Z consumers.

Keywords: qualitative study, thrift apparel, Gen Z, sustainability

Unveiling customer satisfaction: A comprehensive study on Malabar Gold and diamonds in the jewellery landscape of Kerala

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Abstract

This research investigates the multifaceted landscape of customer satisfaction towards Malabar Gold & Diamonds' products in the dynamic jewelry industry of Kerala, India. Tracing the brand's evolution from its inception in 1993 to becoming the 6th largest jewelry retailer globally, the study employs a comprehensive methodology, integrating surveys, interviews, and market research. By scrutinizing key factors such as pricing, product quality, customer service and brand reputation, the research aims to unravel the intricate tapestry of customer opinions and preferences. Notably, Malabar Gold & Diamonds' commitment to offering 100% BIS hallmark gold and its exceptional growth, marked by milestones like the inauguration of its 300th global showroom in Dallas, Texas, provide a compelling case study. The research reveals a predominantly female customer base, with demographics and location influencing preferences, highlighting urban customers' consistent higher satisfaction levels. The regression model underscores the substantial influence of customer experience, product variety and brand awareness on overall product satisfaction, offering valuable insights for strategic decision-making. This study not only benefits Malabar Gold & Diamonds by 2 providing actionable insights for its customer-centric strategies but also holds broader relevance for the jewelry market in Kerala amid evolving customer preferences and global market dynamics.

Keywords: Customer, Customer Satisfaction, Malabar Gold & Diamonds, Customer Experience, Jewelry Industry, Product Quality

The impact of green marketing mix on the performance of firm: A conceptual framework

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Abstract

"Green marketing mix" refers to integrating environmentally friendly practices and strategies into the "traditional marketing mix" elements. The "green marketing mix" extends the traditional framework to incorporate sustainability and environmental considerations. The present study highlighted crucial facets of the "green marketing mix," such as the "4 green Ps" ("green products," "green price," "green promotion," and "green place") and a conceptual framework on the impact of "green marketing mix" on the performance of a firm. The study included the mediator effect of "Responsible corporate citizen" between the "4 green Ps" and the firm's performance. We searched an inclusive literature database to retrieve commendable research and studies to explore applicable studies on green marketing and the green marketing mix. We searched databases like ScienceDirect, Google Scholar, EBSCO, and Scopus to extract relevant research articles. The proposed framework will help the managerial or administrative body to find out and analyze different aspects of "4-green-Ps" marketing strategies and the "performance of the firm." Adopting a "green marketing mix" can contribute positively to a firm's performance; companies need to integrate these practices genuinely and transparently.

Keywords: *Green marketing, green marketing mix, sustainability, performance of firm*

Strategic insight: Exploring varied crisis management approaches in dynamic challenges

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Abstract

Crisis marketing strategy is crucial in today's world as it enables businesses to navigate unforeseen challenges swiftly, safeguarding brand reputation and consumer trust amidst rapid information dissemination. Effective crisis strategies not only mitigate damage but also provide opportunities for brands to demonstrate accountability, transparency, and adaptability in addressing diverse and evolving issues. A crisis is an unexpected event or circumstance that poses a threat to an organization's reputation, operations, or stakeholders. Crisis marketing strategy involves a set of proactive and reactive measures designed to manage and mitigate the impact of such events on a company's brand image, maintaining trust and credibility in the customers and stakeholders. This paper scrutinizes Crisis Marketing Strategies within five distinct categories—racism, sexual assault, miscommunication, socio-economic issues, and personality mismatches—by investigating five cases within each category spanning the period from 2017 to 2023. Through comprehensive research, the study aims to derive strategic propositions. Additionally, it proposes frameworks to provide structured guidelines for implementation.

Keywords: *Crisis, Marketing Strategy, Racism Crisis, Sexual Assault Crisis, Miscommunication Crisis, Socio-Economic Crisis, Personality Mismatche Crisis*

A study on consumer perception towards organic raw ginger In Karbi Anglong district of Assam

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Abstract

In the verdant Singhasan hills of Karbi Anglong district, Assam, the rich fragrance of organically cultivated Ginger weaves a compelling narrative of sustainability and cultural abundance. In this study, the heart of Northeast India is ventured into, where the intricate dance between consumers and the Organic Ginger that graces their culinary traditions is unwoven. Examining the unique characteristics and benefits of this organically grown ginger spice, the research delves into the socio-economic factors influencing consumer preferences. Utilizing a quantitative cross-sectional approach, the study employs structured surveys and interviews to gather data on consumer attitudes, awareness of organic farming practices, and the impact of geographical indication (GI) certification. The analysis, conducted through a one-sample t-test and correlation study, confirms positive consumer perceptions regarding health benefits, safety, environmental friendliness, taste variety, freshness, and quality. Additionally, the study explores the socio-economic, personal, and psychological characteristics of Assam Ginger Consumers, revealing distinct patterns within the consumer group. The findings offer valuable insights for tailored marketing strategies and interventions to promote Organic Ginger in this region.

Keywords: Organic, Organic Ginger, Consumer, Consumer Perceptions, Karbi Anglong district

Sustainable event excellence: The mediating effect of green process innovation on green intellectual capital and competitive advantage

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Abstract

In the growing era of event and event management, the pursuit of sustainability has become a primary goal for organizations striving to achieve competitive advantage. This study examines the relationship between green intellectual capital, green process innovation, and competitive advantage within the context of sustainable event management. Green intellectual capital is the total stock of intangible resources like knowledge, capabilities, and relationships about environmental protection while green process innovation represents the integration of environmentally friendly processes into event management strategies. Data were collected from Event organizations in Kerala. The empirical results of this study showed that the green intellectual capital has positive effects on competitive advantages of Event organizations and green process innovation has a mediating role on the relationship between green intellectual capital and competitive advantage.

Keywords: *Green intellectual capital, green process innovation, Competitive advantage, Environmental protection, Sustainability, Event Management, Event Sustainability*

Mindful content marketing, increasing brand-awareness theoretical study & literature synthesis

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Abstract

This paper addresses the implementation of mindfulness principles in content marketing strategies to enhance branding success. One of them is a conceptual model that can be described as mindfulness being an intervening variable between content marketing and the enhancement of brand awareness. Considering the existing books and journals, which have already been written about awareness, consciousness and mindfulness this paper attempted to study how mindfulness can influence people's perceptions of brand communication. It helps to fill the gap in current literature as it discusses a clear relationship between mindful content marketing and improved brand awareness. These findings have indicated that mindful application of content marketing is essential to ensure effective brand positioning and enhances the impact in communicating purpose. This study presents a fresh approach in the content marketing industry as it employs mindfulness to shape consumer reactions and enable better connections with brands.

Keywords: *mindfulness, brand awareness, content marketing consciousness*

Exploring deep encoding dynamics: The impact of gender congruent, incongruent, and neutral advertisements on consumer memory and purchase intentions

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Abstract

This study investigates recognition memory in the context of fictitious advertisements, exploring the impact of gender stereotype congruence and incongruence. In incongruent advertisements, the gender of the model and the endorsed product are reversed, challenging traditional associations. Conversely, congruent advertisements align with conventional gender norms, while gender-neutral advertisements feature models endorsing products irrespective of gender norms. Unlike previous research, this study separately examines product congruence in males and females. Building on past research, we assess differential effects across genders and compare them with gender-neutral products through the lens of the deep encoding hypothesis. The study explores the influence of model and product congruence (congruent, incongruent, and neutral) on immediate recall, recognition memory, and purchase intention. This research contributes nuanced insights into the interplay of gender stereotypes, memory, and consumer behaviour.

Keywords: *gender stereotype, deep encoding hypothesis, memory recognition, gender incongruent, gender congruent*

Navigating the social sphere: An in-depth exploration of contemporary trends in influencer marketing

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Abstract

This research paper provides a thorough analysis of current trends in Influencer Marketing, with a specific focus on the changing dynamics within the realm of social media marketing. The study reveals a significant change in influencer marketing strategies and audience preferences, favoring micro and nano influencers that prioritize authenticity and interaction rather than focusing just on the number of followers. The results also underscore the increasing importance of new content formats like stories and live content. The study specifically emphasizes the prevalence of video content, rise of novel platforms, advent of artificial intelligence, virtual reality and data analytics in the domain of Influencer Marketing. This study also highlights the importance for marketers to adjust to these developments, promoting a more customized and flexible approach in navigating the complexities of the contemporary social media environment. This study offers significant insights for professionals aiming to enhance influencer marketing tactics in a time marked by dynamic changes and increased customer expectations.

***Keywords:** digital marketing, influencer marketing, artificial intelligence, virtual influencers, authenticity*

A comparative analysis for understanding the service quality of shopping malls in the city of joy

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Abstract

Shopping malls play a very important role in the organized retail sector and in the lives of the modern shoppers. The city of joy, Kolkata has experienced the development of various categories of shopping malls across the city. With the massive growth of malls and increase in e-commerce, the malls are finding it very difficult to sustain. This study aims to compare the service quality of South City Mall and Quest Mall, the two most popular shopping malls in Kolkata. South City Mall mostly deals with the affordable regular brands and Quest Mall deals with the luxury brands. Secondary data relevant to the study will be gathered from websites, various journals and research articles. A standardized questionnaire is used for interviewing the sample of visitors, selected by simple random sampling. The data is analysed using SPSS. The usable data is subjected to Principal Component Analysis and Regression Analysis for determining the impact of the various factors on service quality of both categories of malls. ANOVA is conducted for understanding the impact of the demographic variables on the service quality. Finally, Discriminant Analysis is conducted for identifying the discriminating factors which determine the perception score of the shoppers for comfort and luxury shopping respectively. Recommendations are provided for developing specific strategies.

Keywords: *Shopping Malls, Comfort Shopping, Luxury Shopping, Service Quality, Discriminant Analysis*

Identification of sales patterns and anomalies using topological data analysis in online advertising

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Abstract

Several real-world applications, such as finance and marketing, often employ time-series data. In online advertising experiments, it is challenging to determine the impact of a treatment (i.e., the advertising spends) on the ensuing time series response metrics (i.e., sales or conversions). In the current study, we explore the impact of advertising across 118 products from an Italian retail business spanning five years from January 1, 2014, to December 31, 2018. We apply Topological Data Analysis (TDA) to this multidimensional time series dataset to identify and measure topological patterns. TDA provides a robust analysis that complements standard statistical measures. It allows the detection of changes in sales behavior and anomalies during pretreatment and treatment periods. Understanding these patterns would aid in measuring the impact of internet marketing and optimizing internet marketing strategies to maximize their impact on sales.

Keywords: *Anomaly Detection, Topological Data Analysis, Online Advertising, and Time Series Analysis*

Human or virtual: How the attributes shape the consumer attitude

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Abstract

Traditional influencer marketing occurs when someone has a social media profile that sets them apart from other "common" users due to their number of followers. However, virtual influencers are computer-generated imaginary figures with profiles that mimic the content created and shared by real influencers and significantly impact social media platforms. The paper's purpose is to conceptualize the terms human influencer and virtual influencer. This study provides more clarity about the concept of different kinds of influencers. This article presents the environment of human and virtual influencer marketing by drawing on the literature on influencer marketing and consumer-technology interactions. The study helps in identifying the main attributes that must be present in a virtual influencer.

Keywords: Human Influencer, Virtual Influencer, Consumers, Followers, Social Media

Beyond the screen: Imagining touch as a compensatory mechanism for consumers' need for touch in online

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Abstract

As online retail continues to redefine the global market, understanding consumer behavior becomes increasingly crucial. Despite the efficiency of online shopping, the absence of tactile interactions poses a fundamental limitation, particularly for high touch-diagnostic products. Focusing on young consumers aged 20-30, the study explores how individual differences in the need for touch (autotelic and instrumental) impact attitudes and preferences in online retail shopping for clothing. The study proposes haptic imagination as a compensatory mechanism to alleviate the drawbacks of the absence of tactile experiences. Employing the PLS-SEM approach, the study reveals that the need for touch negatively influences attitudes, with instrumental NFT having a stronger impact than autotelic NFT. Further, shedding light on the compensatory role of haptic imagination, the findings indicate that imagination can compensate only for autotelic NFT and not instrumental. The research offers both theoretical and practical insights. Firstly, it contributes to existing literature on the need for touch, enhancing our understanding of consumer behavior while shopping online. Secondly, it recommends marketers to utilize interactive elements and virtual technologies strategically, to enrich consumer imagination. However, the research emphasizes the necessity for future studies to encompass a more diverse demographic range and product categories.

Keywords: *Need for touch, online shopping, shopping channel preference, Imagination, Sensory Marketing*

Understanding consumer participation in online brand community: A netnographic exploration

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Abstract

This article aims to investigate supplemental motives that contribute to customer engagement in online brand communities and determine whether these aspects differ depending on the categories of brand communities. We conducted a 6-month netnographic study on two brand community categories of PlayStation to explore the six motivational themes: Brand emotion, Brand knowledge creation, Entertainment, Image enhancement, Social integration, and Brand relationship. This study contributes significantly to brand community research by exploring the additional motivational factors of consumer engagement in online brand communities, which was not explored in previous studies, and by categorising online brand communities into two distinct categories based on the motivational aspects of customer engagement.

Keywords: brand, marketing, engagement, netnography, thematic analysis

Bookfluencers' made me buy the book! Effect of reviews on reader's purchase intention: A S-O-R framework

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Abstract

In this digital era, consumers refer to online reviews before purchasing. In this decision-making process, users look up to Social Media Influencers (SMIs) for their reviews as they have carved a personal brand as trustworthy personnel to recommend the right products to their audience. Among the various SMIs, readers have also become SMIs for the literary. These SMIs are referred to as Bookfluencers. Two popular categories of Bookfluencers are BookTubers and Bookstagrammers. The study uses an S-O-R Framework to investigate the impact of BookTubers and Bookstagrammers review content quality and media richness on the reader's purchase intention by experimenting with a group of readers. Results indicate that YouTube videos give viewers a personal and relatable feel as they can hear and see the BookTuber narrate the book review, unlike the Bookstagrammers review on Instagram. Hence, YouTubers are more potent, be it in terms of media richness or reliability or when it comes to enhancing purchase intention.

Keywords: S-O-R Framework, Bookfluencers, Online reviews, BookTube, Bookstagram, Social media influencers, Influencer Marketing

Greening the digital landscape: Unveiling influence of social media communication on green purchase intention

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Abstract

In response to escalating environmental concerns, consumers are becoming increasingly conscious of their consumption choices. Recognizing the vast market potential of green products, businesses are actively endorsing environmentally friendly offerings. With the growing importance of social media, companies are leveraging social media communication, including user comments on social media (UC) and social media advertisement (SMA), to promote green products. This study investigates the influence of social media communication on green purchase intention (GPI), collecting 172 responses through a questionnaire survey and employing PLS-SEM for analysis. The results reveal that UC exert a favourable and significant impact on attitude towards green products (GA), green trust (GT), and GPI. However, SMA has an insignificant effect on GA and GPI, while significantly affecting GT. Additionally, GA significantly influences GPI, whereas impact of GT on GPI is found to be insignificant. The study demonstrates that GA mediates the relationship between UC and GPI, as well as between GT and GPI, but does not mediate the relationship between SMA and GPI. GT does not mediate the relationship between UC and GPI, and SMA and GPI. These insights provide valuable information on leveraging social media for promoting green purchase intention, aiding governments and enterprises in formulating effective strategies.

Keywords: Attitude towards green products, Green trust, PLS-SEM, Social media advertisement, Social media communication, User comments

Avatars in the airlines industry: A content and conjoint analyses approaches

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Abstract

Although the usage of avatars is rapidly increasing, their effectiveness remains unexplored. The main purpose of this study is to describe how avatars are being used in the airline industry through content analysis, and how they can be enhanced to better serve customers through choice-based conjoint analysis. There are approximately 1436 airline companies worldwide. All the websites of these companies are visited individually to report the presence of an avatar on their website. A codebook was prepared to code these avatars based on the 12 characteristics of avatars with a minimum of two levels to a maximum of four levels, and a chi-squared analysis was performed to test the proposed hypotheses. Subsequently, choice-based conjoint analysis is performed using an online survey with all 12 attributes and their levels. Purposive sampling is performed as the respondents must be regular users of airlines for a commute. Through this survey, the preferred levels for each attribute can be determined. This study provides theoretical and practical implications for the development of better avatars to serve customers.

Keywords: *Avatars, Conjoint analysis, Content analysis, customer service experience, airline industry*

An investigation into the attitudes of cross-cultural patients from Afghanistan, Bangladesh, Iraq, and Oman towards medical tourism in India

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Abstract

This research endeavors to conduct a cross-cultural analysis of the perceptions and attitudes that impact the travel choices of medical tourists traveling from Afghanistan, Bangladesh, Iraq, and Oman to India. A survey of 835 travelers hailing from the four countries unveiled a range of perspectives. Significant perceptual factors influence positive attitude in a variety of ways, with patients from Bangladesh exhibiting the most promise, followed by individuals from Iran and Afghanistan. While health-related hazards constituted the primary apprehension of the majority of Iraqi travelers, those from Bangladesh, Iran, and Afghanistan continued to be preoccupied with risks associated with travel. The cost considerations influenced the travel decisions of the Iranian and Iraqi passengers. Patients from Afghanistan and Bangladesh cited convenience as a determining factor in their travel decisions. The response to post-operative hazards, information accessibility, and procedure availability varied among the four nations, influenced by their distinct cultural backgrounds. Practical implications and potential explanations are deliberated upon in light of the cultural contexts of the four countries.

Keywords: *Medical tourism, cross-cultural, perceptions, risks, India*

Impact of medical tourism service quality on destination brand equity: An empirical analysis of Indian medical tourism industry

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Abstract

This paper attempts to explore medical tourism service quality on destination brand equity among the medical tourists travelling to Indian hospitals. The data collection primarily targeted international patients seeking medical treatment and/or related medical services, such as testing and medical check-ups. The respondents included in the study were limited to foreign patients, excluding expatriates and foreign citizens residing in India. The software programs SPSS and AMOS (Version 26) were utilized to assess a total of three hundred responses on a three-dimensional scale measuring the quality of medical tourism services. The objective was to forecast the destination brand equity for medical treatment. The assessment of medical tourism service quality in India using actual patient data has been limited by the challenges of accessing international patients and their lack of willingness to participate in past empirical studies. Policymakers and hospital managers could understand this industry better after reading through the important constituents identified by this research.

Keywords: *Medical Tourism, Service Quality, Behavioral Intentions, India*

Marketing transformation in business transactions through the acceptance of unified payments interface (UPI) technology: An empirical study on Indian perspective

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Abstract

Application of digital technologies have become essential for the marketing practices in recent times and this digital transformation has led us towards new business innovations (Pascucci.F et al.,2023). The application of digital transformation in business has reshaped the marketing practices through the application of technologies in different business transactions. In this connection Unified Payment Interface (UPI) has emerged as of the most prominent applications of digital technologies for business transactions. This study deals with understanding of the user's perception about the application of UPI for business transaction to achieve Digital Transformation in the organization. For the purpose primary data were collected from the retail owners of south Kolkata from different sectors to know their opinion about the use of QR code of UPI payment system. For the purpose 222 retail owners were interrogated and an empirical design is made to analyse the collected data. The study revealed that still "cash" transaction is happening to be the most popular mode of payment. The study identified that the security and reliability are the significant factors of acceptance or rejection of on-line business transaction. Also, the impact of different aspects of QR codes on the performance of UPI is identified through this study.

Keywords: *UPI, QR Code, business transformation, Thurstone case V, Logistic Regression*

A study on the influence of foodporn imagery in social media marketing and consumer behaviour

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Abstract

The visual phenomenon known as "foodporn" has become well-known at a time when social media's ubiquitous reach and the digital environment have had a significant effect. It embodies an alluring fusion of culinary talent and aesthetic splendour. This abstract presents an investigation of the complex dynamics that underlie the deep interaction between the complex web of modern consumer behavior and the foodporn imagery that is shared on social media platforms. This research explores the psychological, social, and marketing facets of this phenomena via an interdisciplinary perspective. It provides a distinctive perspective for understanding how foodporn imagery has evolved into a potent force for influence that shapes consumer preferences and the fundamentals of decision-making processes. By means of a methodical comparison of factual data and theoretical frameworks, this study not only clarifies the compelling appeal of foodporn but also reveals its crucial function in molding the features of the contemporary market.

Keywords: *Psychological, Sociological, Marketing Dimensions, Consumer Behaviour, Foodporn, Social Media Marketing*

Impact of AI powered customer engagement on luxury brands by elevating customer experience with enhanced digital interactions

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Abstract

Industry revolution 4.0 has substantially altered organisations practices and consumer behaviour. Businesses' ultimate goals are to Attain, retain - new & old customers by presenting enhanced customer experiences. Artificial intelligence (AI) - powered customer engagement may provide customers with personalised and seamless interactions, resulting in remarkable experience with minimal effort. Despite luxury's globalised expansion and scope of luxury through digitalization and new markets, the intellectual structure of the whole study corpus remains fragile. This study seeks to describe its disruptive influence on customer experience by an in-depth analysis of AI-enhanced Customer engagement. A qualitative and quantitative study would be deployed to know the significant insights into the increasing synergy between technology and luxury Market in the digital era.

Keywords: *Artificial Intelligence, Digital Marketing, Customer Engagement, Customer Experience, Luxury brand*

Innovation and imitation strategies for innovation performance: Mediating role of types of innovation

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Abstract

Companies are constantly striving to improve their innovation performance, as it is a key driver of growth, competitive advantage, and success in today's dynamic business environment. One important aspect of enhancing innovation performance is the choice between innovation and imitation strategies. While innovation emphasizes creativity and flexibility, imitation strategies involve replicating and adapting successful ideas or products from other companies. Both innovation and imitation strategies can contribute to improving a company's innovation performance. However, for small companies with limited resources, the choice between innovation and imitation strategies can be particularly challenging. This study investigates the effect of innovation and imitation strategies of SMEs on the innovation performance, also considering the mediating role of various types of innovation. The study found a significant positive relationship between both innovation and imitation strategies on innovation. All types of innovation except organisational innovation also exhibited a positive relation with the two. Imitation strategy can be considered as a smart approach for SMEs to balance the demand for innovation with the realities of resource limitations, as innovation is critical for every business seeking to boost their performance in a competitive market.

Keywords: *Innovation, Imitation, Product Innovation, Process Innovation, Marketing Innovation, Organisational Innovation, Innovation Performance, SMEs, India*

Enticing audiences: Analysing tourism discourse on incredible India through Youtube

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Abstract

The global prevalence of the internet and social media has become ubiquitous, influencing institutions, including those in the information-intensive tourism industry, which actively integrate social media to appeal tourists. Destination Management Organizations (DMOs) leverage widely used platforms such as YouTube to promote destinations. The study focuses on evaluating user engagement and tourism discourse on YouTube, by evaluating the Incredible India channel. The Mozdeh software was used to harvest the comments and the analysis was presented through channel features, influential videos, categorization of videos, and computing sentiments. The in-depth analysis of the comments resulted in various themes such as appreciation, pride and belongingness, criticism, experiences and storytelling, and queries. The majority of the comments extracted were found to be neutral, followed by positive and negligible were found to be negative. The findings highlight that user engagement extends beyond immediate responses, transcending to sharing experiences, claiming affiliations, expressing pride and reconnecting to the cultural roots.

Keywords: destination marketing, YouTube, tourism discourse, sentiments, Incredible India

Battle of the streaming titans: A deep dive into Netflix and Hotstar's social media strategies and user sentiment

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Abstract

This research paper explores the social media marketing strategies of Netflix and Disney+Hotstar, key players in the Indian online streaming market. The study employs sentiment analysis and topic modeling to assess their marketing approaches in terms of audience engagement and user sentiment. Through sentiment analysis, the research identifies overall user emotions towards these brands, while topic modeling is utilized to pinpoint the specific reasons or topics driving these positive or negative sentiments. The analysis illuminates the nuanced tactics both platforms use to connect with their audience and evaluates the impact of these strategies on user responses on social media. This research highlights the critical importance of skilled social media marketing in maintaining and enhancing a brand's reputation, particularly in the highly competitive online streaming industry. The findings provide essential insights into strategies for engaging audiences on social media, the capacity to improve user sentiment through targeted topics, and the resulting benefits for cultivating customer loyalty and driving business growth.

Keywords: *Netflix, Disney+Hotstar, sentiment analysis, topic modeling, audience engagement, online streaming*

Prominence of AI: Threat or boon

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Abstract

Artificial Intelligence (AI) and its application in the workplace have attracted a lot of attention lately. The purpose of this paper is to examine the implications of artificial intelligence (AI) in the modern workplace and determine whether it is beneficial or detrimental to workers and companies. We explore the various facets of AI's existence, such as automation and augmentation, as well as how it affects the creation, displacement, and general satisfaction with one's job. In the end, we offer insights into how businesses, organizations and individuals can navigate the rapidly changing landscape of AI technologies to maximize their potential benefits while minimizing their risks. We also address the ethical and societal aspects of AI's role in the workplace and also other sectors.

Keywords: *Artificial Intelligence, workplace, automation, Intelligent systems*

The role of chatbots and virtual assistants in omni-channel customer service: Evaluating impact on satisfaction and support processes

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Abstract

In the age of omni-channel marketing, the rapid evolution of customer service has prompted businesses to explore innovative methods to enhance seamless customer experiences across various channels. Among these methods, chatbots and virtual assistants have emerged as key players in transforming customer interactions. This research study investigates the role of chatbots and virtual assistants in the context of omni-channel marketing, focusing on their contribution to uninterrupted experiences, customer satisfaction, and support process efficiency. To wrap up, integrating chatbots and virtual assistants into omni-channel customer care results in elevated effectiveness, quicker responses, and more customized service, in the long run resulting in happier clients and smoother support systems. However, it is essential to achieve harmony between automated and human interactions for offering comprehensive and helpful customer care. While bots can deal with common queries speedily, a human touch still matters for delicate or complex issues.

Keywords: omni-channel marketing, customer service, chatbots, virtual assistants, customer experiences

The impact of online shopping festival and product recommendations on online impulse buying behavior

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Abstract

The research seeks to investigate the impact of online shopping festivals and online product recommendations on online impulse buying behavior, taking into account the mediating role of impulse buying tendency. The study utilized the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach to examine the hypothesized relationships within the research model. The survey was carried out in India, with a sample size of 300 participants. The results found that Online shopping festivals and online product recommendations have a positive influence on both impulse buying tendency and online impulse buying behaviour. Impulse buying tendency positively influence the relationship between online shopping festival, online product recommendation and online impulse buying behaviour.

Keywords: *Online impulse buying behaviour, Impulse buying tendency, online shopping festivals, Online product recommendations*

Sensory synergy in e-fashion: Demonstrating the role of cross-modal correspondence in enhancing tactile experience measurement for female consumers in online apparel social media marketing

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Abstract

In the realm of e-fashion, this study delves into the intricate dynamics of sensory engagement, focusing on the impact of sensory synergy and cross-modal correspondence in elevating tactile experience measurement for female consumers in online apparel social media marketing. Employing an experimental design with qualitative integration, 56 participants were subjected to visual video stimuli, emphasizing cross-modal elements. A Repeated Measures ANOVA assessed the influence of autotelic and instrumental needs for touch on clothing preferences during an online shopping simulation. The findings highlight the pivotal role of cross-modal correspondence, particularly in video stimuli, in shaping tactile perceptions across varied apparel categories. This research contributes to the evolving understanding of sensory dynamics in e-fashion, offering practical insights for marketers to optimize tactile engagement through strategic cross-modal design. Implications underscore the significance of multisensory experiences in digital strategies, fostering an immersive online retail environment. The essential role of touch emerges as a focal point, enriching our comprehension of sensory dimensions and guiding the implementation of impactful marketing approaches in the digital landscape.

Keywords: Need for Touch, Online Apparel Shopping, Social Media Marketing, Consumer Behavior, Cross-Modal Correspondence, Apparel Preferences.

Scale development and validation of metaverse readiness in the realm of tourism marketing: A reflective measurement model

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1,5 GGSIPU
2 Shiv Nadar Institution of Eminence
3 Jaipuria Institute of Management
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Abstract

The study employs the TRAM model of technology acceptance to assess Gen Z's' metaverse readiness. A mixed-method approach using quantitative and qualitative insights from numerous research is employed to construct and validate an instrument to gauge employees' metaverse readiness (MR). Statistical assessments of data collected from 400 Gen Z respondents established the scale's reliability and validity. This study presents a second-order, reflective-reflective MR measures with dimensions of Digital Convenience, Infrastructural Readiness, Rewarding Experience, Technical Readiness and Perceived Digital Security. The study involves five stages: item generation, scale purification, scale refinement, nomological validation and generalizability. The MR scale with 27 items, is a rigorous and reliable instrument for explaining and assessing Gen Z's MR, with implications for marketing and tourism. The scale's factorial structure and reproach and practical implications are also examined.

Keywords: *content validity index; hierarchical component modeling; metaverse readiness; scale development and validation; mixed-method*

Examining the influence of consumers' awareness about surveillance capitalism on consumers' buying intention: Mediating role of personalization and convenience

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Abstract

The research aims to explore the correlation among consumers' awareness of surveillance capitalism, personalization, convenience, and their usage of an online shopping platform. A questionnaire employing a 5-point Likert scale was employed to gather data, with the study being conducted in the Punjab, Haryana, and Chandigarh region. Participants in the age group of 16-27 actively engaged in online shopping were surveyed. The collected data underwent empirical testing through structural equation modelling. The findings reveal a noteworthy connection between consumers' awareness of surveillance capitalism and their online purchasing behavior, mediated by personalization and convenience.

Keywords: *Surveillance, Online platform, Personalization, Convenience, Shopping*

From bricks to clicks: A conceptual model for measuring service quality in a multichannel environment

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Abstract

Retailers have launched multichannel strategies by adding online channels through websites, mobile applications and social media. This seismic shift in the retail environment has brought multiple touch points to engage with customers. This study reviews the substantial service quality models developed for physical and electronic retail channels and proposes a conceptual model consisting of four dimensions: design, reliability and fulfilment, assurance and interaction with specific measurement instruments for both channels. The proposed model was tested using a structured questionnaire administered to 400 customers of multichannel fashion retailers. The results of the factor analysis configured a fifth dimension specific to online channel, identified as information quality. The Confirmatory Factor Analysis using Smart PLS supports the validity of the scale as a measure of multichannel retailers' service quality.

Keywords: Service quality, multichannel retailing, e-service quality

Inventory shrinkage management in retail stores

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4 Velalar College of Engineering and Technology

Abstract

The retail sector in India has undergone a major transformation and has seen remarkable growth in the past 10 years. India currently has the 4th Largest retail market in the world. Inventory management plays a predominant role. Retailers usually refer to inventory as merchandise. Shrinkage is the reduction of inventory from the actual inventory. More shrinkage cost leads to higher prices and in turn customers need to shell out more money out of their pocket, while employee may forgo their bonuses and even portion of their salary. This prompted the researcher to carry out the research to identify the causes of shrinkage and to provide means to regulate the shrinkage in the organised retail stores. It is found that retail stores lose crores of rupees due to employee thefts and customer shoplifting. It is hard to eliminate loss, but by implementing suitable prevention mechanism like using cutting-edge technologies such as radio frequency identification (RFID), CCTV and closely adhering to the company policies, the store may surely minimize the amount of loss to the larger extent.

Keywords: Retail Sector, Inventory Shrinkage, Causes of Shrinkage, Inventory Shrinkage Management and RFID

Contemporary luxury consumption: Literature review

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Abstract

This paper encapsulates the present state of research on contemporary luxury consumption by providing a critical review of the existing body of knowledge. The paper proposes a novel conceptualization of contemporary luxury consumption from a consumer perspective. Based on a predetermined inclusion criterion, this paper presents a systematic review of literature focused on different theoretical perspectives of luxury. It identifies and discusses in detail prominent personality and socio-psychological perspectives that seek to explain consumption of contemporary luxury through different lenses. By comprehensively reviewing the available literature on luxury, this paper moves beyond the traditional focus on products and encompass studies that present a more contemporary, experiential, fluid and ephemeral idea of luxury. In line with the call for researchers for a broader understanding of luxury, this study presents a conceptual framework of luxury consumption that integrates the multiple dimensions of the luxury concept and possess the theoretical and practical relevance for both academicians and practitioners.

Keywords: luxury consumption, experiential luxury, unconventional luxury, personality factors, socio-psychological factors

Beyond likes and shares: Examining the role of influencer marketing in Gen Z's purchase intention

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Abstract

The study explores the dynamic landscape of influencer marketing and its impact on Generation Z's (Gen Z) purchase intentions. As social media platforms continue to thrive globally, with influencers contributing significantly to platforms like Instagram, this research seeks to unravel the dynamics influencing Gen Z consumers. Aligning seamlessly with Gen Z preferences and habits, influencer marketing exerts influence through trust, authenticity, peer impact, product information and engagement along with addressing challenges. Leveraging social media influencers for brand collaboration has emerged as an innovative marketing strategy, demanding a strategic approach from brands to effectively position their products. Focusing beyond engagement metrics such as likes and shares, the study employs the Theory of Planned Behaviour to explore the psychological factors that affect Gen Z's decisions in response to influencer marketing. Drawing on both primary and secondary data, a sample of 142 respondents participated in a structured questionnaire for this research. Through statistical analysis, including ANOVA, correlation, and regression, the study aims in understanding consumers' perceptions of credibility, knowledgeability, inspiration, and similarity concerning social media influencers is crucial in shaping purchase decisions. In conclusion, this research challenges the conventional focus on surface-level metrics, bringing a deeper understanding of the psychological facts that drive Gen Z's purchase intentions in response to influencer marketing. The findings aim to provide valuable insights for brands seeking to strategically leverage influencers to resonate effectively with the Gen Z demographic.

Keywords: *Influencer Marketing, Purchase Decision, Gen Z, Influencer Effectiveness, Consumer Trends*

Factors shaping consumption patterns and purchase decisions of youth in India

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Abstract

This study explores into the intricate factors shaping lifestyle consumption among Indian youth, emphasizing the expressions of feelings, attitudes, and opinions encapsulated in an individual's lifestyle. With a focus on discerning the influences on the youth's purchasing decisions, the research employed a comprehensive survey method in the metropolitan city of Bangalore. The findings illuminate key factors impacting the lifestyle choices of Indian youth, offering valuable insights for marketers, retailers, and academics. This original work fills a gap in the research landscape concerning Indian youth lifestyle, emphasizing the crucial role of price discounts in shaping their purchase decisions.

Keywords: Lifestyle, purchase decision, attitude, Consumer Behavior, Online buying, young India

Structural equation modeling in determining the effects of internal branding strategies on employee brand commitment and employee brand performance in different service sectors

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Abstract

Growth of service sector has led to an increase in service brands. Earlier service brands were seen as less interesting than product brands. Now a days service brands are the most exciting brands e.g. Starbucks and Amazon. Internal branding is aligning the brand promise to employee behaviour. The research contributes to the marketing literature by empirically analyzing the proposed model. The purpose of this research is to discuss the validation of the proposed model empirically as well as the influence of various constructs on each other. The study uses structure equation modeling as an analyzing tool. Using data from banking, insurance and information technology sectors a quantitative analysis is performed. The findings on an average suggest 1) Validity of the conceptual model is supported 2) Internal branding strategies are having a statistically significant relationship with employee brand commitment. Furthermore the study shows that employee brand commitment is also having a statistically significant relationship with employee brand performance. The study offers valuable insights to business practitioners. The knowledge of this in varied service sectors can prove as a competitive advantage. This study also contributes valuable empirical material to support the conceptual literature.

Keywords: Internal branding, employee brand commitment, employee brand performance, internal communication satisfaction

Influencing customer intentions: The psychological dynamics of social media marketing with special reference to generation z

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Abstract

This study examines the intricate relationship between social media marketing strategies and the psychological elements influencing consumer intentions, with a focus on Generation Z specifically. Being the first generation to have spent their entire childhood and adolescence in a digital world, companies that want to engage with this generation effectively need to understand the psychological nuances that shape their behavior on social media. With a focus on Generation Z, this study investigates significant psychological triggers like emotional appeals, social proof processes, and cognitive biases. By closely analyzing these elements, we hope to learn more about the distinctive responses and interactions that Generation Z has with social media marketing content. Two cognitive biases that are thoroughly investigated to determine their impact on Generation Z customers' decision-making processes are confirmation bias and anchoring. Businesses can effectively use these biases to influence consumers' purchasing decisions by strategically aligning marketing materials with consumers' shifting beliefs and preferences.

Keywords: Psychology, Generation Z, social media, customer

Create sustained, engaging consumer experience by classifying consumer's from the perspective of tackling uncertainty and well-being

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Abstract

The importance of consumer experience have been growing significantly both among the academicians and practitioners. Various studies have revealed the interplay of uncertainty , adversity and well-being in the context of an individual's response to an experience. The variables used in the study also highlights one's ability to stay resilient and mentally or physically stable while facing uncertain consequences. The study aims to classify consumers on the basis of certain factors like consumer's value for experience , ability to embrace new challenges , ability to control emotion and endure adversity . The classification will provide some road map to marketers or experience designers to create sustained and engaging consumer experience . Hierarchical and K Means Cluster Analysis was conducted and four clusters were formed - "Experientialist" , "Fortitude" , "Inquisitive" and "Persistent" . This cluster profile will facility experience designers to create customised engaging experiences for each group and provide ideas for new product or service ideas to create the experience.

Keywords: *Consumer experience, Uncertainty , Well-Being , Cluster Analysis*

Examining the customers' responses to corporate social initiatives: A sentiment and thematic analysis of the "P&G Siksha" initiative

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Abstract

This research examines the influence of Procter & Gamble's (P&G) Corporate Social Initiative, known as "P&G Shiksha," on consumer sentiments and brand image. The project utilizes causerelated marketing to provide support for education programs targeting underprivileged children in India. The study centers on evaluating the efficacy of digital communication in advancing corporate social initiatives and their contribution in establishing a brand image that is socially responsive. The study seeks to analyze the impact of corporate social initiatives on consumer attitudes using Aaker's brand-building model. It intends to assess customer's sentiments and discover the many ways in which corporate social initiatives shape customer views. The findings aid in comprehending the interaction of digital communication, corporate social initiatives, customers attitude and brand establishment.

Keywords: *Corporate social initiatives, Corporate social Responsibility, Branding, Sentiment analysis, Sustainability*

How does omni-channel affect retail? ADO framework based systematic review

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Abstract

This systematic review, employing the ADO framework, explores the effect of omni-channel marketing in the retail landscape. With a focus on a unified customer experience across online and offline platforms, the study addresses a significant gap in understanding the effect of omni-channel strategies on retail marketing. Antecedents, including consumer behavior and technological advancements, shape the multifaceted landscape of omni-channel shopping. Moderators such as technological infrastructure and organizational culture significantly influence the effectiveness of omni-channel initiatives. Mediating variables, such as customer experience and data analytics, connect the implementation of omni-channel strategies to outcomes like customer satisfaction, brand loyalty, elevated sales, and operational efficiency. The study highlights practical implications for businesses, emphasizing the need for robust technological infrastructure and an adaptive organizational culture, while contributing theoretical insights for advancing discussions on consumer behavior and marketing strategies within the evolving retail environment.

Keywords: Omni-channel, retail, systematic review, consumer behavior, marketing strategy

A study on adoption and usage of digital payment system among consumers in Cochin city

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2 SNGIST Group of Institutions
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Abstract

Today, digital payment methods have become increasingly popular due to their user-friendly nature, accessibility, and ability to attract users' attention. The ongoing COVID-19 pandemic has also heightened the adoption of digital payments, as individuals perceive them as a safer alternative to cash transactions. With the rapid acceleration of digital payment adoption, it has become crucial to understand the factors that influence consumers' intention to use these platforms.

In this study, we aim to examine the relationship between digital financial technology adoption by consumers. The study aims to find out the comfort of making online transactions, reduction in cost and risk associated with handling currency, and increased transparency of inter-person transactions and the associated benefits of digital payment systems. By integrating the findings from various studies, we seek to offer an in-depth understanding of how users can properly adopt digital payment technology, while also addressing the barriers to its use. Furthermore, we will explore the complexities of factors that influence the adoption of digital payment, including stakeholders' expectations, security and privacy risks, and innovation. Through this comprehensive study, we aim to contribute valuable insights that can aid in the advancement of research on the adoption of mobile and digital payments. The study aims to o analyze consumer adoption of digital payment system using Technology Acceptance Model (TAM), to analyze the reference group influence in the usage on digital payment system and to identify the perceived risk involved in digital payment system.

Keywords: *Reference Group, Ease of usefulness, Ease of use, Digital Payment, Technology Adoption*

A metaverse a new technology: Bibliometric analysis using PRISMA framework and future

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Abstract

In the world of emerging technology such as, augmented reality, virtual reality, mixed reality and many more, one of the most recent technology is metaverse. The term "Metaverse" was first used in a scientific fiction novel in 1992 by Neal Stephenson, and this technology is gaining popularity day by day after the meta adoption by Facebook owner Mark Zuckerberg. For this, current study aims to conduct a bibliometric analysis on the metaverse using PRISMA framework. For this, current study want to conduct the analyses of metaverse current trend, most influential authors, institutions, countries and resources, apart from that citation analysis, co-word analysis, co-author analysis and co-citation analysis, and in last, the most important aspect of bibliometric analysis is cluster analysis. The result from the current analysis shows that metaverse is at the niche stage and is gaining popularity from the last two years as per the publication trend analysis. Most influential author is Buhalis D, top institution is University of Washington, country is USA and sources are Information Technology and Tourism, Psychology and Marketing, and Technological Forecasting and Social Change. Apart from that is cluster analysis, where a total of 6 clusters, which was resulted from the VOSviewer which are representing various themes.

Keywords: *Metaverse, Virtual World, Second World, Bibliometric Analysis, Cluster Analysis*

Social media influencers and sustainability in the travel industry

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Abstract

This research investigates how the influence of social media influencers (SMIs) is increasingly driving and having an impact on sustainable consumer behavior, when we look at the travel & tourism industry. The rise of SMIs in the past decade, more specifically on Instagram, Facebook and Youtube among other social media platforms, has significantly impacted consumer choices and purchasing decisions. Motivated by the increasing importance of sustainable tourism, this research aims to explore how SMIs can influence travelers to adopt environmentally friendly practices. The literature review highlights gaps in existing research, emphasizing the need to understand the role of SMIs in promoting sustainable behaviors and addressing barriers to their effective communication.

Using a mixed-methods approach, combining in-depth interviews with SMIs and an online survey of travel-inclined social media users, the study will aim to provide insights into the perception of sustainable practices in the travel industry. Expected outcomes include identifying key SMI characteristics and strategies, understanding the relationship between SMIs and sustainable consumption patterns, and offering recommendations for stakeholders to leverage SMIs for promoting sustainability in travel.

Keywords: *Social media influencers, consumer behavior, travel, sustainable practices, travel influencers, sustainable consumption*

Return intention behavior of consumers in electronic gadgets: An empirical study

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Abstract

This study explores the intricate network of variables affecting consumers' propensity to return electronic devices. Investigates how incentives, privacy concerns, facilitators, personal pleasure, social impact, and product knowledge shape return behavior using a quantitative method and structural equation modeling. Results show that returns are strongly encouraged by both appealing incentives and simple return procedures. On the other hand, concerns about data security discourage companies from prioritizing data protection. The results confer the significance of providing satisfying experiences and making use of social influence via peer reviews and recommendations. Significantly, lower product-return rates are associated with increased product knowledge, underscoring the need of providing unambiguous product information. Electronic gadget manufacturers can optimize their return policies, reduce their environmental effect, and develop a more sustainable and customer-centric return policy by comprehending these causes and putting the suggested ideas into practice.

Keywords: *Consumer behavior, electronic gadgets, return intention, SEM, incentives, privacy, facilitators, personal satisfaction, social influence, product knowledge*

Children as consumers: The role of responsible advertising

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Abstract

Buoyed by the rapid emergence of social media in the current milieu, advertisers have found newer ways to influence the consumer behaviour of young children using persuasive targeting. While using such marketing channels reaps disproportionately high returns, it makes young children vulnerable to manipulation by exploiting their naïve innocence and innate trust. Policymakers grapple with limited intersectional research on the impact of advertisements on a child's psychology. The pandemic accelerated the rapid proliferation of social media, further exacerbating the need for formulating regulatory balances to mitigate the potential exploitation of children in the guise of advertising.

Children wield significant influence over the purchasing decisions made in a household and constitute a lucrative demographic for contemporary vendors. While traditional advertising channels for children have continued to plateau, there has been significant and insidious penetration of digital marketing designed to shorten sales cycles. While it remains a nascent area of research in emerging markets, India offers a unique sandbox for designing robust harnesses and stronger regulatory mechanisms to protect (and promote) the well-being of children while simultaneously carving out ethical marketing strategies. It is in this context we recognize, discuss and analyse the exigent need for responsible advertising tailored for young children and adolescents.

Keywords: *Children, responsible marketing, embedded advertising, digital marketing, consumer behaviour*

Will ChatGPT change the world? Demystifying the users intentions through antecedents

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Abstract

ChatGPT has immense potential to revolutionize the way businesses operate across all domains. This study studies the factors influencing marketers' attitudes and intentions towards using ChatGPT. Using a quantitative approach, the study analyzed data from 319 responses through the Partial Least Squares (PLS) method. The analysis shows that relative advantage, usefulness, social interaction, and experience significantly impact attitude and to use ChatGPT. Further, the study found that usefulness and social interaction play a mediating role in the relationship between relative advantage and attitude. These findings provide insights for businesses looking to leverage ChatGPT as a marketing tool, highlighting the importance of developing solutions that are both useful and socially interactive to foster positive attitudes towards ChatGPT-based product offerings.

Keywords: ChatGPT adoption factors; Marketing; API; Utility; Social interaction

Consumers new commute for a green world: Adoption behaviour of electric vehicles

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Abstract

This research delves into the intricate dynamics that shape the acceptance of electric vehicles within the marketing context, employing a thorough analysis of key variables. Data was collected through an online survey generating 329 results. Our findings a robust positive relationship between the desire for unique products and both perceived ease of use and perceived usefulness of technology. In contrast, the impact of financial incentive policies on perceived ease of use is observed to be limited, while concurrently exerting a positive influence on the perceived usefulness of technology. A noteworthy discovery is the emergence of perceived ease of use as a significant predictor of intention, underscoring the pivotal role of user-friendly interfaces in molding behavioral inclinations. The study further unravels the interconnectedness of perceived relative advantage with both perceived ease of use and perceived usefulness of technology, underscoring their combined influence on user attitudes. The robust statistical significance observed in these relationships fortifies the theoretical foundations of technology acceptance models, laying a valuable groundwork for future research and practical applications across diverse marketing domains. This research, enriches the understanding of electric vehicles in the marketing realm, providing actionable insights for marketers, researchers, and practitioners alike.

Keywords: *Sustainable Consumer Behaviour, Sustainability, Electric Vehicles, Adoption Behaviour, Technology, Perceived ease of use, Perceived relative advantage, Desire for unique consumer products, Usefulness, Intention.*

What drives consumers intention to purchase healthcare products online: an empirical study

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Abstract

There has been a surge of online pharmacies and healthcare service providers serving patients across the country. The behavioural aspects including consumers intention to purchase from such pharmacies is largely undiscovered. The study identifies factors influencing the purchase intention of Indian consumers and patients towards e-healthcare products. Quantitative analysis using partial least square structural equation modelling (PLS-SEM) was used to validate the theoretical model. We collected 443 samples of different age groups across India using an online questionnaire. The data was analysed using Smart PLS 3. The results indicate that hedonic motivation, good deal, and convenience directly influence the purchase intention of consumers towards online healthcare purchase decisions. Consumer attitude mediates the relationship between purchase intention along with e-offers and information availability. Information performance map analysis (IPMA) confirms that attitude and information availability as the most important and performing determinants of purchase intention. The study uses constructs from various studies to determine consumer behaviour towards e-pharmacies. The study significantly contributes to the existing literature and provides future research guidance. This study extends previous research on e-healthcare product purchase with testing of a new conceptual model which shows antecedents to purchase intention.

Keywords: *Purchase Intention, Healthcare Service, E-retail, Consumer Behaviour, PLS-SEM*

Antecedents towards green purchase behavior of cosmetics

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Abstract

The study deals with the drivers or antecedents of consumer behavior while purchasing green cosmetics. It focuses on the detailed relationships determining the consumer behavior by closely examining the key factors such as environmental concern, egoistic motives, green lifestyle, product knowledge, and promotional activities. An empirical investigation was conducted using structural equation modelling with data of 320 consumers obtained from a questionnaire survey. The findings showed that while environmental concern did not have much impact on the mindset of the consumers, egoistic motives and green lifestyle emerged as drivers of green cosmetic purchasing. Green purchases were stimulated by green lifestyles, and this positive feedback loop was strengthened by product knowledge. Furthermore, clever marketing paid off, as promotions increased consumers' intents to make green purchases. By providing a deeper understanding of the various factors influencing environmentally conscious customer behavior, this study equips companies and decision-makers to promote sustainability.

Keywords: *Consumer behavior, egoistic motives, green lifestyle, product knowledge, social influence.*

Unveiling motivations: Insights into sustainable lifestyle adoption and perspectives

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Abstract

Motivated by a concern, for the environment and a strong desire for a future a new type of consumer is emerging. This qualitative research study dives into the motivations and viewpoints of these individuals in India known as the "evolving consumers" who actively embrace sustainable living. By conducting in-depth interviews with 50 participants this study uncovers themes that shape their decision-making; a connection to nature, a dedication to minimizing their impact on the environment and a commitment to social responsibility. Their passion for promoting sustainability goes beyond their habits; they also strive to influence others and advocate for systemic change. Through exploration and structured interviews, this study offers an insightful understanding of the motivations and actions of these evolving consumers providing valuable insights for businesses, policymakers and anyone working towards a greener future. By embracing the perspectives and practices of these individuals we can collaboratively pave the way, towards creating a world.

Keywords: *Sustainable Lifestyle, Sustainable Consumption, Consumer Behaviour, Motivation*

Analyzing price-based tactics in advertising

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Abstract

The goal of the present study is to investigate the effect of omitted price misleading tactics on consumer's perceptions. By designing fictional advertisements and manipulating the clarity of pricing information. The results indicated a considerable difference between the experimental and control groups. Particularly participants exposed to the omitted price fictional ads perceived a higher level of deception compared to those who were presented with clear pricing information. In addition to suggesting that the omission of price details can influence consumers to perceive advertisements as more deceptive, the study also examined the impact on purchase intentions and how participants rated the clarity and completeness of pricing information. In the experimental participants exposed to omitted price tactics have demonstrated lower purchase intentions compared to the control group. The study supports the idea that when pricing information is incomplete, it can discourage consumers from making purchases. The significant difference between the two groups shows that omitting price details not only affect consumers perception of deception and purchase intentions but it also impacts the clarity and completeness of pricing information in advertisements. The results emphasize the significance of having transparent pricing details in advertisements to uphold consumer trust and favourably impact purchasing intentions. An experimental setting improves the study's internal validity by offering crucial insights into how omitting prices in marketing strategies can affect consumer perception.

Keywords: Omitted Price, Misleading, Perception, Deception, Purchase Intention

A study on the relative impact of customer experience dimensions on brand love in India

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Abstract

It is well acknowledged that the marketing environment is highly competitive and getting repeat business is a major challenge for companies across sectors. This has resulted in the transformation of marketing from a transactional approach to a relational one. Various relational constructs are proposed and studied empirically for their value in promoting loyal behaviour among consumers. Brand love is one such construct. The relational approach places emphasis on customer experience management to achieve loyalty among consumers. This study examines the association between the dimensions of Customer Experience Quality (EXQ) scale and Brand love in the retail apparel store context. Personal interviews were conducted and a valid sample of 217 respondents was used to run a regression analysis. The results show that the individual dimensions of the EXQ together explain 71.5 percent of the variance in brand love. Outcome focus is the most significant predictor of brand love while the association between product experience and brand love is not significant.

Keywords: *Brand love, Customer experience, Retail store, Apparel*

The role of AI/ML in content marketing in shaping the consumer engagement and decision-making for technology and gadgets items

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Abstract

This study delves into the mediation role of AI/ML in content marketing in the relationship between customer engagement and customer decision making within the context of modern business environments. Structured questionnaires were employed to gather data related to the aspects of customer engagement and decision making. The surveys included the key areas of content marketing strategies, consumer engagement with content, decision-making processes in the acquisition of technology and gadgets, perceptions of content quality, and content preferences. The purpose of collecting these insights is to gain a comprehensive understanding of how AI impacts content marketing within the technology and gadgets sector. By highlighting the central role of digitalization in molding customer experiences and outcomes, this study advances our understanding of contemporary business dynamics, offering valuable insights for practitioners aiming to optimize their strategies in the digital era. Further analysis is ongoing, and final results will be presented upon completion.

Keywords: *AI/ML driven content marketing, Consumer engagement strategies, Technology and gadgets industry, Content Marketing*

Electric bikes adoption: A study to evaluate the purchase intention of electric bikes through TRI 2.0 model

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Abstract

With Indian Auto Manufacturing competing to launch their electric bikes in 2024, the Indian consumer electric vehicle (EV) landscape is transforming. These e-bikes or slow-speed scooters are attracting consumers and are competing with the petrol-burning bikes in the market. Driven by the ever-increasing fuel prices and the shift towards sustainability, Indian consumers are becoming more interested towards electric bikes. Though they show keen interest, the acceptance of the EV is still in the nascent stages in India. This study aims to understand the purchase intention of these consumers through the TRI 2.0 model and also evaluate if this intention is influenced by the perception of the consumers towards green products and by the trust they have in the auto brands. The results from this study will help auto manufacturers design their marketing strategies to improve the brand trust and perceived value of electric bikes.

Keywords: E-bikes, green perceived value, technology readiness, brand trust

The influence of personality traits on online purchase intention among Gen Z: A mediating role of impulse behavior

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Abstract

The main aim of this research is to examine the relationship between Big 5 personality traits, namely, extraversion, openness to experience, agreeableness, conscientiousness, emotional stability, and consumer's online purchase intention among Generation Z. Also, to investigate the mediating role of consumer's impulse behavior in explaining how personality traits lead to online purchase intention. The data was collected from 208 consumers who are aged between 15 and 26 using a structured questionnaire. Partial-least square-based structural equation modeling was employed to test the hypothesis. The findings show that there is Big 5 personality traits, both directly and through mediation of impulse behavior, influence consumers' online purchase intention. The study reveals that besides conscientiousness and emotional stability other personality traits like extraversion, agreeableness, and openness to experience are positively related to impulse behavior and thus result in online purchase intention.

Keywords: *Big 5 personality traits, online purchase intention, PLS-SEM, Impulse behavior, Gen Z, consumer behavior*

A comprehensive study on the impact of social media on consumer buying behavior

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Abstract

In today's world, communication methods have undergone a significant transformation. Social media now makes it simple for people of all ages to communicate with one another. Thanks to the Internet and social media in particular, customers and advertisers can directly communicate in entirely new ways. Using advanced search engines on the Internet, it is possible to store a lot of data cheaply in a lot of places, distribute it through a physical medium as software, and do both at a relatively low cost. Business people can now meet clients from all over the world with just a single click, thanks to the Internet and numerous social media platforms. Thanks to the Internet's ability to provide consumers with information about the goods and services they are considering purchasing, it is now possible to locate a product online and review and rate it. The paper highlights the demographic characteristics of the consumer's shopping patterns online and offline. The purpose of this research is to analyze consumer behavior and antecedent social media components. Demographic factors include gender, age, marital status, occupation, income, and number of dependents.

Keywords: *Social Media, Social Media Platforms, Consumer Behavior, Customer Perception, Demographic Variable.*

Green banking revolution: Unveiling the influence of green practices on internal consumer green behavioural intention

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Abstract

In order to better understand the green practices influencing internal customers behavioural intention to use green practices in private and public sector banks in Haryana, this study will present and analyse a conceptual model. The four main activities related to green practices that are examined in this research paper are green policies, green product and services, green strategy and green infrastructure. The data gathered from the survey questionnaires that has been provided to internal consumers in banking organisation selected on to the basis of stratified sampling and data analysed using SEM (structural equation modelling). The study results show that green practices significantly effect to the adoption behaviour of banks internal consumers. In order to close this gap, this study has experimentally examined some of the key practices impacting the adoption of green banking from the viewpoint of internal consumer of banks in Haryana.

Keywords: *Green banking, green practices, Internal Consumer Green Behavioural Intention*

Embracing sustainable solutions: Overcoming barriers to eco-friendly packaging adoption for a better future

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Abstract

This study examines how eco-friendly packaging is being adopted in response to the growing trend of sustainable business practices. Using sustainable packaging has financial advantages in addition to reducing environmental problems. The purpose of this study is to identify the main obstacles to the adoption of eco-friendly packaging in India, investigate the connections between these obstacles, and suggest a structural model for the development of suitable policies at the industry and governmental levels to get beyond these obstacles. With the help of three theories and expert support, the investigation found a total of 15 impediments. The study classified the barriers using the Matrice d'Impacts Croisés Multiplication Appliquée à un Classement (MICMAC) technique and modeled the barriers using the Total Interpretive Structural Modelling (TISM) approach. The study's conclusions provide insightful information about the barriers preventing customers from adopting eco-friendly packaging. Policymakers and marketers can utilise this information to create a shift in the market that is more environmentally sensitive. The study adds significantly to the body of knowledge now available and provides useful advice for India's adoption of sustainable packaging.

Keywords: Eco-friendly packaging; barriers to sustainable packaging; TISM; MICMAC

Sustainable trekking destinations: A resident's perspective on trekking tourism in Lahaul valley, Himachal Pradesh

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2 Indian Institute of Management Sirmaur
3 Bharati Vidyapeeth

Abstract

The trekking has been an integral part of ethnic mosaic. Appealingly, it has been sprung up in the 20th and 21st century. However, there is still an apparent research gap on the relationship between trekking based tourism impacts and sustainable trekking destinations. This study identifies four lower order constructs on the bases of review of relevant literature to measure higher order construct i.e., trekking based tourism impacts; and its impact on sustainable trekking destination. The study used 170 responses for further analysis and interpretations. The variance based PLS-SEM was used to test the hypotheses, The four constructs of reflective formative model were tested through 18 attributes and have significant contribution in trekking-based tourism. It was explored that impacts of trekking based tourism have significant contribution in Sustainable trekking-based tourism development in Lahaul valley. This study is the foundation pillar for future study based on trekking-based tourism and sustainable trekking destination development. The managerial implication on how to empower women through trekking tourism is mentioned.

Keywords: *PLS SEM, Trekking, Trekking Tourism, Sustainable destinations*

Effect of perception of pride on subjective well-being among millennials: Mediating role of conspicuous consumption

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Abstract

The luxury goods business is a considerable market yet to receive sufficient attention in marketing literature. While numerous studies have been conducted to define luxury, the characteristics of luxury buyers, and their motivations for indulging in conspicuous consumption, limited studies exist to recognize the role of luxury consumption in shaping the subjective well-being of millennials. Considering this, our paper seeks to fill this gap by examining existing literature on luxury marketing from a well-being perspective. Furthermore, we test whether Gender moderatesthe relationship between conspicuous consumption behavior and subjective well-being

Keywords: conspicuous consumption, well-being, luxury, PLS-SEM

Driving sustainability and competitive advantage: Unveiling the benefits of green supply chain management in the aviation industry for succeeding in international marketing

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Abstract

The aviation industry is a major contributor to greenhouse gas emissions globally. Implementing green supply chain management (GSCM) practices can help aviation companies reduce their environmental impact and gain a competitive advantage. This paper examines the current GSCM practices in the aviation industry and their impact on regulatory compliance, operational efficiency, corporate reputation, and access to international markets. A review of scholarly literature along with an analysis of industry reports indicates that adopting GSCM leads to improved sustainability performance and brand image. The paper suggests that aviation firms should collaborate with suppliers to enhance transparency, invest in eco-friendly technologies, optimize logistics networks, and communicate sustainability initiatives to stakeholders. Successful GSCM practices can provide differentiation in the market and facilitate expansion into emerging economies with stringent environmental regulations.

Keywords: *green supply chain management, aviation industry, sustainability, competitive advantage, international marketing*

IPL: Revolutionizing domestic and international cricket through strategic marketing and growth

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Abstract

The Indian Premier League (IPL) has transcended its domestic roots to become a global cricket phenomenon. The IPL's strategic marketing, innovative changes, and digital engagement have not only elevated the league's brand value but also significantly impacted the landscape of cricket, both domestically and internationally. The study examines the historical roots of the IPL, its pivotal role in marketing cricket as a commodity, and the strategic initiatives that propelled it to unprecedented heights. This paper also explores the influence of IPL becoming a role model for various domestic leagues in India. Furthermore, it examines the IPL's foray into global territories through franchise acquisitions, creating a network that extends beyond geographical boundaries. With franchises expanding their reach to South Africa, the United Arab Emirates, the West Indies, and the United States, IPL has become a catalyst for the globalization of cricket. The expansion of IPL teams into overseas leagues, coupled with their strategic investments in international clubs, reflects a broader trend of the Indian cricket becoming a global sporting powerhouse. Analyzing historical data and employing time-series forecasting, the study predicts the significant financial growth for the IPL and its franchises. Viewership, ad revenue, and brand value have all soared, solidifying the IPL as a lucrative enterprise. This research thus contributes to a deeper understanding of the rise of IPL and its potential future trajectory.

Keywords: T20 Cricket, IPL, marketing, globalization of cricket, digitalization, franchise, regional cricket leagues

A study on sustainable marketing of solar energy driven cooling systems in India

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2 Indian Institute of Social Welfare and Business Management

Abstract

The 21st century experiences alarming rise of average temperature of Earth's atmosphere causing space cooling need is rocketing high day by day. The changing scenario of building energy use and massive transformation towards the energy dynamics world-wide in building-energy management is showing a gradual shift towards renewable energy use from the so-called conventional source of energy dominated by fossil fuels which have begun to threaten global energy security and sustainability. Though there are five climatic zones in India, for the present study, only four climate zones has been considered as no cooling would be necessary in 'Cold Climate' zone. We have chosen more than 70 cities in India in the four climatic zones namely, Warm & Humid, Hot & Dry, Composite and Temperate where there are need of space cooling as product and collected weather data from India Meteorological Dept.(IMD), National Institute of Wind Energy (NIWE), NASA RET screen, IEA etc.

Study through simulation software (Designbuilder) shows that Hot & Dry climatic zone has the most advantageous position for solar energy driven cooling systems with compared to composite zone, Temperate zone and Warm & humid zone. As rooftop area required for serving 100% cooling energy from rooftop SPV for a typical three floors building in Hot & Dry zone is 84 sqm, in composite zone 77 sqm, in Temperate zone 44 sqm, and in Warm & humid zone it is more than 200 sqm and for one floor its 31 sqm, 31 sqm, 16 sqm and 112 sqm respectively. showing the huge impact of humidity on cooling load. Therefore sustainable cooling is very much possible in Indian locations except cold climatic zone.

Keywords: *Cooling Degree Days, Climate Change, Sustainable Cooling, Solar energy driven Cooling systems, Sustainable Development*

Green marketing or greenwashing by leading Indian B2C product brands? A critique using an Aristotelian persuasion framework

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Abstract

Globally, and more so in India, consumer concern for environmental sustainability and their willingness to pay a premium for environmentally-sustainable brands is growing, thus attracting a multitude of green marketing claims by brand marketeers. This research examines the green marketing practices of leading B2C product brands in India, to evaluate the prevalence of greenwashing, i.e. misleading or false claims of being environmentally sustainable. An analytical framework is developed, by merging and mapping the Aristotelian appeals of persuasion – ethos, pathos, and logos – with the 'seven sins' of greenwashing – fibbing, lesser of the two evils, hidden trade-off, no proof, vagueness, worshipping false labels, and irrelevance. The framework is then applied on the chosen study cohort of leading B2C product brands in India and three greenwashing themes are identified through the six-stage Reflexive Thematic Analysis (RTA) – "Green" is the red flag of greenwashing; "Positive" misused as a free pass to sustainability; and, Seeking refuge in "Plastic-Neutrality". Moreover, the study finds objective evidence for greenwashing being prevalent among the leading B2C product brands in India. Three key implications follow: one, the analytical framework developed can be utilized for an objective evaluation of green marketing claims; two, sustainability communication and green marketing professionals have a yardstick to measure if their green marketing claims can be interpreted as greenwashing by their target audiences; and three, for green consumers and investors, the findings serve as a wake-up call for not blindly trusting green marketing claims of B2C product brands.

Keywords: *Greenwashing, Green marketing, B2C product brands, Green consumers, Environmental sustainability communication, Aristotle's persuasion appeals*

A study to investigate the perception and approaches of Gen Z towards sustainable cosmetic products

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Abstract

The cosmetic industry is going through a major shift in an increasingly concerned world regarding environmental sustainability. Generation Gen Z, who is known for its ecological sensitivity, plays a major role in promoting sustainable beauty goods. This research examines into how the current generation views and interprets multiple products, emphasizing costs, effectiveness, and environmental impact. The main aims of this research study is to fully comprehend how Generation Z approaches and perceives towards the sustainable cosmetics.

To perform this study, a cross-sectional research study design was conducted to analyse the way Gen Z approaches and perceives towards the sustainable cosmetic products. This study has been conducted in Jaipur India, where various public places like educational institutions, community as well as random individuals were selected in this district to perform the research study. Participants were selected fairly from both rural and urban areas so that sampling bias and over-representing of one region from another can be decreased. A total of 200 individuals were approached but only 113 were easily involved in the study (response rate for this study was 56.5 %). A response of 56.6 % was attained in which gen z individuals shows that they were concern about not only their health but also towards the environment. Some of the individuals were disagree and provide negative response as well towards sustainable cosmetic products which might be changed after using that product at regular basis.

This research study reflected that there are positive response of gen z groups towards the sustainable cosmetic products. Although there are some negative response as well, for which company of sustainable cosmetic product should have to make strategy to promote their product and change perceptions of those individuals.

Keywords: *Approaches, Sustainable cosmetic products, Perception, Attitude,GenZ*

Bibliometric analysis of health research on rural-urban migrants: Mapping trends, key authors, and emerging topics in the literature

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Abstract

The health of migrants has emerged as a significant worldwide public health concern in recent times. The current state of studies on the health of rural-urban migrants is, still less well understood. Prior bibliometric research was done only in the field of international migration healthcare and bibliometric was done regarding the structure of rural-urban migrants. However, these bibliometric reviews were not focussed on the rural-urban migrant's health-related issues. The objective of this study was to evaluate the state of research on the health of rural-urban migrants by reviewing the published, peer-reviewed literature. Using a bibliometric analysis approach, a comprehensive search of published literature on the health of rural-urban migrants was carried out in Scopus and Web of Science. A total of 379 papers were included in the analysis out of the 668 papers that were found through database searches. To build visualisation maps, bibliometric analyses were carried out using VoSViewer and R. The results show a continual increase in the number of articles published. China, U.S., and U.K. have been shown to be the most productive countries supporting and fostering research on these topics. This study offers researchers focusing on health aspects of migrants, useful data that will enable them to more effectively pinpoint possible collaborators, hotspots for present research, and future avenues for investigation, including the necessity of involving migrants in health research.

Keywords: Internal Migration, Rural-urban migration, Migrant workers, Health, Well-being, Bibliometric Analysis, Network Analysis

Mapping the evolution: A bibliometric analysis of organizational development and digital marketing

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Abstract

The convergence of organizational development and digital marketing has grown in importance as organizations navigate the dynamic digital age. This study charts the development of research at this crossroads through a thorough analysis of academic literature, providing insights into important trends and emerging areas of inquiry. Beginning with a quantitative study of research publication growth over time, examining geographic distribution patterns and publication categories reveals the field's global reach and the wide range of research outputs. An in-depth bibliometric examination of the increasing connection between organizational development and digital marketing is presented in this study. An extensive bibliometric analysis of 172 articles drawn from the Scopus database was conducted. Bibliometric analysis tools and software, including VOSviewer, RStudio, and Biblioshiny, were employed to analyze the dataset. The results show that the bibliometric analysis offers a comprehensive overview of the research evolution of organizational development and digital marketing. The findings provide scholars, practitioners, and policymakers with a deeper understanding of the development, key contributors, and emerging research directions, facilitating future advancements in this dynamic interdisciplinary domain. The study can help identify the trends in research topics and methodologies within organizational development and digital marketing, which often intersect with other fields such as psychology, economics, and technology. A bibliometric analysis found these interdisciplinary connections, leading to a better understanding of how different disciplines contribute to growth.

Keywords: *Organisational Development, Organisation Development, Organizational Development, OD, Marketing, Digital Marketing*

The transformative influence of AI and ML in understanding and shaping consumer behaviour

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Abstract

Customer interaction and understanding have been revolutionized by Artificial Intelligence and Machine Learning. This research investigates the strong correlation between AI, ML and consumer behaviour. We analyzed several relevant studies to project likely outcomes.

Through this, theoretical frameworks were understood of how these technologies will impact future businesses. Our findings indicate that marketers can be assisted with big data handling using AI and ML. Sales can be tailored while meeting consumers' expectations. They also participate in client grouping, promotion, network marketing use as well as creating customer experience. We looked at the previous fusion of AI with marketing trends. However, there is a lot more we don't know yet. In this regard, the study underscores various areas that these technologies could revolutionize. Even so, you might want to keep in mind that resources are scarce, but these technologies can still be accessed.

Keywords: *Artificial Intelligence, Consumer behaviour, Customer preferences, Machine learning, Personalisation*

Exploring trends and potential in direct marketing: A bibliometric analysis

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Abstract

Technology breakthroughs, shifting customer behaviour, and the desire for more ethical and individualised marketing strategies have all contributed to the dramatic change that direct marketing has seen, moving from old channels to digital platforms. With an emphasis on new trends and theme clusters, this study undertakes a thorough bibliometric examination of the development of direct marketing. The study's primary goal is to find influential authors, journals, countries, and organisations that are influencing the area. The study gathered information from 169 publications distributed among 111 sources using the SCOPUS database. The descriptive analysis used the Bibliometrix R programme, whereas content analysis was performed using the Bibliometrix R package and VOSviewer. An increase in publications after 2011 is one noteworthy pattern that suggests the increasing importance of direct marketing. The word cloud, thematic map and keyword co-occurrence analysis have been used to identify the trend and emerging themes highlighting online platforms while underlining consumer behaviour, the internet, local food, and direct mail. Clusters in social media, marketing, digital marketing, and health promotion. Advertising, neighbourhood food markets, e-commerce, consumer behaviour, and e-marketing clusters. While practical implications emphasise digital techniques, individualised campaigns, and ethics, theoretical shifts centre around AI, hyper-personalization, and ethics. Acquiring awareness about emerging trends, such as local food preferences and ethically conscious advertising, helps boost consumer interaction. The study's comprehensive analysis offers new insights into consumer-centric approaches, ethical dilemmas, and technology integration. This adds value to the research. Future studies and practical marketing strategies will be made more accessible by these viewpoints.

Keywords: *Direct Marketing; E-marketing; Consumer Behaviour; Promotion; Bibliometric Analysis*

What enhances customer loyalty in OTT? An NCA PLS-SEM based framework

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Abstract

The rising global adoption of OTT services is greatly influenced by their user-friendly interfaces. In India, the second most populous market globally, the emergence and increasing popularity of numerous digital platforms have intensified competition among them. Consequently, it is imperative for digital platform managers to explore the drivers of user loyalty as an integral component of their customer relationship management (CRM) strategies. So, in this backdrop this study aims to identify the precursors of loyalty in digitalised Over-the-Top video streaming platforms through the dual use of PLS-SEM and Necessary Condition Analysis (NCA) framework. Using a 3x2x2 factorial design, the study considers the critical assessment criteria outlined in PLS-SEM and NCA literature to construct a model to identify the necessary loyalty precursors, customer involvement, and customer participation. Additionally, an evaluation of the enhancers of Customer Loyalty highlights the antecedents that are "must-haves" and those that are "should-haves". The assessment of the path analysis indicates that most of the paths (except between customer participation and loyalty) leading to loyalty are significant. Further, the joint application of NCA and PLS-SEM indicates that Customer Involvement is the sine-qua-non of Customer Loyalty in OTT.

Keywords: *Loyalty, Involvement, Participation, Engagement, Over-the-Top Streaming Service*

Mapping the landscape of user-generated content in sustainable development: A bibliometric analysis

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Abstract

In the contemporary narrative of sustainable development, the dynamic fusion of User-generated Content (UGC) and sustainability in shaping and reflecting the changing nature of societal engagement. This study uses bibliometric analysis of the multifaceted interplay between UGC, including, online reviews, and electronic word of mouth on sustainability. It also aims to identify significant documents, influential authors, relevant countries and a thorough overview of the state of research on the role of UGC in sustainability. Several bibliographic indicators are used such as co-authorship analysis and co-occurrence of keywords to map recent trends and emerging themes. The bibliographic data of 281 documents was extracted from the Scopus database. The Biblioshiny package of R-Studio and VOSviewer software will be used for data analysis. The findings shed light on an upward and growing trend in the subject area, influential authors, and seminal works along with the emergence of three major themes: "Sustainability through Data-Driven E-WOM in Social Media", "Customer Satisfaction and Sustainable Development through online reviews" and "User-generated Content and Sustainable Tourism". This research holds significant value for academics, policymakers, and social media practitioners by providing a deeper understanding of how UGC can be harnessed to advance sustainability initiatives and drive positive social change, a crucial topic in a world increasingly reliant on social media and online platforms.

Keywords: *Sustainability, Sustainable Development, User-generated Content, eWOM, Online Reviews, Bibliometric*

Understanding the framework of negative online reviews: A bibliometric analysis

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Abstract

With the advent of technology, consumers have started sharing their reviews on online platform regarding the products. These reviews can be positive as well as negative. This study aims at negative side of eWOM. This research presents bibliometric data of negative online reviews and its ongoing trend.

The purpose of this study is to present a bibliometric analysis of the negative online reviews by the online consumers. The study provides an overview of the publications by the leading and reputed in the respective field.

The authors have employed Web of Science database for extracting the best research papers and were able to retrieve 631 published data ranging from the year 2011 to 2022. For analysis, Biblioshiny software gave the visualization of results that included the distribution of published data in different fields.

The results revealed that most of the publications were from USA, followed by China and Netherlands. A gradual rise was noticed in the number of publications in 12 years. The keyword co-occurrence of this study has identified some major keywords, concerning the topics analyzed by the researchers.

This study would pave a way for future research in the respective field, thereby conducting a great amount of study on negative reviews by online consumers in different parts of the world. This research would also help in scholarly work by providing scholars with relevant and reliable data for future research.

Keywords: Online Reviews, Negative word of mouth, Web of Science, Bibliometrics and Biblioshiny.

Understanding the perception of menstrual cup adoption among urban and rural women in India

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Abstract

In this age of women empowerment, with focus on menstrual cups as a sustainable-environmentally friendly alternative, this research seeks to transform consumer perception; and behaviour towards menstrual products. This study emphasizes the urgency to change deeply rooted consumer preferences dominated by societal taboos, traditional practices, and sanitary napkins. Our primary research exposes the ingrained beliefs shaped by cultural norms, upbringing, and reluctance to open dialogue about menstruation. This study promotes a targeted intervention to increase use of menstrual cups by highlighting their exceptional health advantages and environmental friendliness.

Our research methodology is an amalgamation of primary research via surveys and interviews and secondary research keeping the trends in track by existing literature. Our sampling procedures comprise both urban and rural communities, ensuring a diverse participant pool.

Survey analysis indicates a predominant use of sanitary pads among young women, influenced by recommendations, availability, and familial trends. Both urban and rural women face common challenges such as social stigma, psychological resistance to change, lack of open dialogue, and comfort concerns. For rural women, the research proposes solutions through NGO collaborations, medical support, local entrepreneurship, and celebrity advocacy. Urban women can benefit from influencer marketing, educational media channels, interactive workshops, and focus on user experiences.

Keywords: *Consumer behaviour, Menstrual cups, Societal taboos, Health benefits, Sustainable alternatives, Empowerment strategies*

Tracking the journey: Social media's impact on organic food purchase intention

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Abstract

Social media enables content creation, distribution, and engagement globally, impacting communication and social interactions. It affects consumers' organic food purchase intentions by analyzing their exposure to such content on platforms like Facebook. The research aims to understand how social media shapes attitudes and behaviors towards organic products, dividing variables for better proficiency in addressing the issue.

Convenience sampling was employed for data collection via an online survey tool shared between July 20 and September 30, 2023, aiming to boost visibility and gather a sizable sample. Collected data underwent analysis using SPSS and smart PLS software.

We constructed a research framework incorporating variables such as Food Safety, Environmental considerations, Health advantages, Electronic Word-of-Mouth (E-WOM), Attitude, Purchase Intention, Trust, and Satisfaction. This model offers improved predictive capability and explanatory strength in assessing how social media influences the intention to purchase organic food.

This study explores social media's impact on organic food purchase intention, suggesting marketers adapt strategies by creating user-friendly web pages incorporating social media features. Research findings can inform compelling campaigns aligning with consumers' motivations for social, personal, and environmental benefits to enhance purchase intent for organic products.

This study investigates social media's impact on purchasing organic food, a novel perspective in research previously focused on fashion, eco-friendly purchases, beauty products, and travel.

Keywords: *Social Media, Social Media Platform, Social Networking Sites, Organic Food, and Purchase Intention.*

Why do you follow comedy influencers? A qualitative approach

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Abstract

The aim of this study is to explore the motivations behind the followers that influence them to follow the comedy influencers.

Authors have employed qualitative approach. A semi-structured questionnaire will be framed and data will be collected from the followers of the comedy influencers, who meet the predetermined selection criteria through online interview as well as face-to-face interviews. Transcripts will be analyzed and themes will be identified by using NVivo software.

Two broader themes "Entertainment Purpose" and "Marketing Purpose" can be identified through the study.

First, this study only focuses on Instagram and does not include other social media platforms, which could potentially affect the results in a positive or negative manner. Second, this study is confined to the Indian context only.

The present study aims to contribute novel variables or theoretical constructs to the existing body of literature. The findings of our study have significant implications for marketing managers, marketing agencies, and brands that engage in collaborations with comedy influencers. By considering the outcomes of our study, marketing professionals can better assess the practicality and appeal of such collaborations, ultimately enhancing their ability to allocate resources effectively and maximize the impact of their marketing efforts.

Keywords: *Instagram, Comedy Influencers, Social Media Influence, Thematic Analysis.*

Journey through opinions: Unravelling heritage hotel experience and customer sentiment through topic modelling in online reviews – A case study of Taj Udaipur

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Abstract

In business, online reviews have an economic impact on firm performance. The study is an analysis of the online reviews written by customers about Taj Udaipur a heritage hotel in Hyderabad. It aims to analyze reviews with polarity classification and to identify the overall sentiment of the collected reviews.

A total of 3000 online reviews about the hotel were collected from the TripAdvisor website and web scraping was done by using a beautiful soup package in Python. Orange data mining software was applied to pre-process and analyze the data. VADER sentiment analysis is used to generate the polarity and overall sentiment of the reviews. The study categorizes the emotions of reviews as positive, neutral, and negative.

The sentiment analysis and topic modeling performed on internet reviews of Taj Udaipur have uncovered fascinating insights regarding the overall experience of guests. Upon analyzing the sentiments conveyed by reviewers, a prevailing sense of optimism becomes apparent, as a substantial majority express satisfaction and pleasure. The emotion distribution reveals a positive inclination towards several aspects of the heritage hotel.

The study is a rare attempt to examine online customer reviews of Taj using a text mining approach and to identify the sentiment scores of the online reviews to know the satisfaction and dissatisfaction.

Keywords: *Text mining, Online reviews, sentiment analysis, customer satisfaction, topic modeling.*

Analysis of prescription monitoring studies in chronic drug therapy for designing effective marketing interventions for the pharmaceutical brand managers

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Abstract

Prescription pattern monitoring studies (PPMS) in the chronic drug therapy can fetch very valuable information to the marketing managers for formulating effective brand strategies for their brands, simultaneously can be of immense use to uplift their brands against their competitor brands.

The objective of the present study is to recommend various marketing interventions which the brand managers can use for effective promotion of their brands which can be used in devising various marketing strategies against their competitor brands.

This piece of investigation is based on extensive review of most cited literature pivoted around the Prescription pattern monitoring studies (PPMS) in Anti-diabetic drug therapy, Anti-Hypertensive drug therapy and Anti-Asthmatic drug therapy.

Efforts should be undertaken by the Brand Managers to investigate the reasons of low prescribing frequency of Thiazolidinedione and DPP 4 inhibitors by in-depth discussion with Physicians and understanding the reasons of prescribing more of the Sulfonylureas and Biguanides. The discussion will in turn help in formulating effective brand strategies of Thiazolidinedione and DPP 4 inhibitors.

The marketing managers should investigate the underutilization of brands of thiazide diuretics and reasons for frequent use of calcium channel blockers in anti-hypertensive therapy. The Brand Managers should develop impactful counselling sessions targeting the physician-patient relationship which can be of immense use in identify poor adherence to anti-hypertensive drug therapy.

The Pharmaceutical Company who are dealing with various drug combinations in the Anti-Asthmatic Therapy should pay more attention towards identifying two-drug combinations of their competitor brands, over the other drug combinations. The Pharmaceutical Companies should device various interventions to remove the various apprehensions regarding the use of Spirometers among the GP specially in the Primary care Health Facilities.

Prescription pattern monitoring studies (PPMS) in the chronic drug therapy is of immense significance in designing effective marketing interventions for the Brand Managers in Pharmaceutical organizations.

Keywords: *Prescription pattern monitoring studies (PPMS), Anti-diabetic, Anti-Hypertensive, Anti-Asthmatic, Marketing Interventions, Brand managers*

The problems and challenges of Kerala cardamom farmers vis-a-vis the merchandising potentials in market demand re-positioning and global branding of Kerala cardamom

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1 NERIST

Foremost aim is to put forward strategies to regain the lost glory of Kerala Cardamom and to find the real problems faced by cardamom farmers with special reference to farming, post harvesting and marketing problems in turn suggesting innovative strategies to solve it.

Indian Cardamom being superior to its Guatemalan counterpart in terms of its medicinal properties, physical quality parameters and superlative aroma, it couldn't acquire the major share of international market due to the lack of proper marketing and promotional strategies. There lies the importance of Market demand re-positioning & branding Indian Cardamom specifically Kerala Green Cardamom. The study began with identifying the problems of the farmers right from the cultivation to the post-harvest and marketing of the produce.

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

The study found that farmers faced many problems in cardamom cultivation which includes increase in cost of inputs, high labour cost, shortage of funds, pesticide residue, absence of high yield inefficient etc. The study also revealed the problems connected with the marketing which includes the price fluctuations, higher commission charges, absence of regulated market and absence of grading and processing, indebtedness to trader, inadequate market and finance, non-involvement of spices board and moreover the never addressed Guatemalan threat which projects the dire need to reposition & rebrand Indian cardamom boosting its merchandising potentials.

Keywords: *Cardamom, marketing issues, cardamom farming, Guatemalan threat.*

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