



5th INTERNATIONAL MARKETING CONFERENCE

iMarC - V 2026

THEME

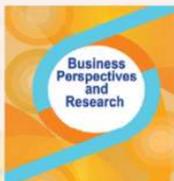
PEOPLE, PRIVACY AND PERSONALIZATION: BRIDGING
TRADITIONAL AND DIGITAL MARKETING IN NEW ERA

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Book of Abstracts

5th International Marketing Conference (iMarC - V)

**People, Privacy and Personalization: Bridging traditional
and digital Marketing in a New Era**

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Message from the Director-in-Charge, IIM Shillong

It is with great warmth and a deep sense of pride that I welcome you to the **5th International Marketing Conference – iMarC-V**, hosted by the Indian Institute of Management Shillong. Over the years, iMarC has grown from a scholarly initiative into a vibrant intellectual platform that brings together curious minds, committed researchers, reflective practitioners, and young scholars from across the globe. Each edition has strengthened our belief that meaningful conversations in marketing have the power to shape not just markets, but societies.

Marketing today stands at a defining moment. As technologies advance and data becomes increasingly central to decision-making, the human element trust, ethics, empathy, and responsibility must remain at the core. The theme of iMarC-V, **“People, Privacy and Personalization: Bridging Traditional and Digital Marketing in a New Era,”** resonates deeply with this belief. It invites us to reflect on how innovation can coexist with integrity, how personalization can respect privacy, and how marketing can remain people-centric while embracing digital transformation.

At IIM Shillong, we have always emphasized value-driven education and research, rooted in ethical consciousness and social sensitivity. iMarC-V reflects this ethos by encouraging interdisciplinary thinking, constructive debate, and knowledge creation across diverse domains of marketing ranging from consumer behaviour and digital marketing to analytics, AI, sustainability, and public policy. The conference is not merely a forum for presenting research; it is a space for learning from one another, questioning assumptions, and collectively envisioning the future of marketing.

I extend my heartfelt welcome to all presenters, delegates, scholars, and participants. Your presence, ideas, and engagement give life to this conference and enrich its purpose. I am confident that the discussions held, collaborations forged, and insights generated during iMarC-V will leave a lasting imprint on both scholarship and practice.

I also express my sincere appreciation to the organizing committee, reviewers, and volunteers whose dedication and quiet perseverance have made this conference possible. My best wishes to everyone involved for a meaningful, enriching, and memorable iMarC-V.

Prof. Nalinprava Tripathy

Director-in-Charge

Indian Institute of Management Shillong

Chairperson's Message

It is my great pleasure to present the *Book of Abstracts* of the **5th International Marketing Conference (iMarC-V)**, hosted by the **Indian Institute of Management Shillong**.

iMarC-V represents a significant milestone in the iMarC journey. While each edition of this conference has contributed to shaping a vibrant scholarly platform, the fifth edition stands out for its maturity, breadth, and relevance to the contemporary marketing landscape. As Chair, it has been especially gratifying to see how the ideas seeded in earlier editions have evolved into richer conversations and more nuanced research dialogues at iMarC-V.

The theme of iMarC-V, **“People, Privacy and Personalization: Bridging Traditional and Digital Marketing in a New Era,”** captures the essence of the challenges and opportunities facing marketing scholars and practitioners today. The submissions received for this edition reflect a thoughtful engagement with this theme, addressing critical issues related to consumer trust, ethical use of data, technological advancement, and the enduring importance of human-centric marketing.

This *Book of Abstracts* brings together diverse perspectives, methodological approaches, and contextual insights from researchers across institutions and geographies. The quality and range of work showcased here reaffirm iMarC-V's role as a meaningful forum for academic exchange and collaborative learning. It is encouraging to witness how the conference continues to attract contributions that are both theoretically rigorous and practically relevant.

I extend my sincere congratulations to all authors whose work has been included in this volume. I also acknowledge with gratitude the reviewers, track chairs, organizing committee members, faculty colleagues, and student volunteers whose collective efforts have ensured the academic integrity and smooth execution of iMarC-V.

As iMarC-V unfolds, I hope that the discussions initiated through these abstracts lead to deeper engagement, constructive feedback, and lasting collaborations. May this edition continue to strengthen the iMarC legacy while opening new pathways for research and dialogue in marketing and allied disciplines.

I wish all participants an intellectually stimulating and rewarding experience at **iMarC-V**.

Prof. Bidyut Jyoti Gogoi

Chairperson - iMarC-V

Indian Institute of Management Shillong

Acknowledgement

The successful organization of the **5th International Marketing Conference (iMarC-V)**, themed “**People, Privacy and Personalization: Bridging Traditional and Digital Marketing in a New Era**”, held on **January 21–22, 2026**, along with the **pre-conference workshops** conducted on **January 19–20, 2026**, would not have been possible without the unwavering support, guidance, and contributions of numerous individuals and institutions. We express our sincere gratitude to the leadership of the Indian Institute of Management Shillong for their continued encouragement and institutional support. We are especially thankful to **Prof. Naliniprava Tripathy**, Director-in-Charge, IIM Shillong, for her guidance and leadership. Our heartfelt appreciation goes to **Prof. Bidyut J. Gogoi**, Conference Chair, for his vision and unwavering commitment to the successful organization of iMarC-V.

We are deeply honored by the presence and support of our distinguished dignitaries: **Dr. Manu Korulla**, Former OS & Director General (R&M), DRDO, *Chief Guest*; **Mr. Nishit Jain**, Founder & CEO, Edu Total and Special Advisor, EFMD Global Network Asia, *Guest of Honour*; and **Shri Debabrata Das**, Advisor to the Hon’ble Chief Minister, Government of Assam and Former Vice-Chancellor, *Guest of Honour*. Their insightful addresses significantly enriched the conference proceedings.

iMarC-V received an enthusiastic response from the global academic community, with **387 paper** submissions from six countries: **India, Australia, the Philippines, the United States of America, the United Arab Emirates, and Tanzania**. Following a rigorous peer-review process, **244 papers were accepted** for presentation, reflecting the high quality and relevance of the scholarly contributions. We sincerely thank members of the Scientific and Review Committees for their diligent evaluations and constructive feedback.

We extend our sincere appreciation to the distinguished keynote speakers **Prof. Sridhar Guda** (IIM Kozhikode), **Prof. Subhadip Roy** (IIM Ahmedabad), and **Prof. Bipul Kumar** (IIM Indore), pre-conference workshop facilitators **Prof. Saravana Jaikumar L.** (IIM Calcutta), **Prof. Roberto Cerchione** (University of Naples Parthenope), **Prof. Sai Chittaranjan Kalubandi** (IIM Bangalore), and **Prof. Sushant Kumar** (IIM Lucknow), for generously sharing their expertise and enriching the academic discourse.

We also acknowledge the contributions of **Prof. Basav Roychoudhury**, Dean (Research), **Prof. Sheetal**, **Prof. Vibhas Amawate**, and **Prof. Pratap Chandra Mondal** for their roles in steering the conference sessions and proceedings. Our sincere thanks go to all session chairs, panelists, authors, and presenters whose research forms the foundation of this *Book of Abstracts*.

We extend our sincere gratitude to our esteemed sponsors, the **State Bank of India, Numaligarh Refinery Limited, and Indian Oil Corporation Limited**, for their generous support of iMarC-V.

Special appreciation is extended to organizing team, faculty members, research scholars, and administrative staff for their dedication and tireless efforts in ensuring the smooth conduct of both the pre-conference workshops and the main conference. We would like to thank our research scholars, Anushri Kesarwani and Sagarika Paul, and the entire volunteer committee for their relentless efforts and commitment.

Finally, we thank all participants for their active engagement and scholarly exchange, which have made iMarC-V a vibrant and impactful international platform. We hope this *Book of Abstracts* serves as a valuable academic resource and inspires further research and collaboration in the field of marketing.

Warm regards,
Organizing Team iMarC-V
Indian Institute of Management Shillong

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Use of AI in Writing Research Papers: A PRISMA-Guided Systematic Review and Governance Framework

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ABSTRACT

This systematic review examines the utilization of generative artificial intelligence in the composition of research papers and explores the responsible governance of such practices. Adhering to the PRISMA 2020 guidelines, we conducted searches across multidisciplinary databases and publisher policy portals from 2018 to August 2025, screened records, assessed eligibility, and qualitatively synthesized the findings. Thirty-six sources met the inclusion criteria, encompassing randomized and field studies on writing productivity and quality, evaluations of citation reliability and detector bias, and formal policies from major editorial bodies and publishers. The studies indicate that AI assistance enhances drafting speed and perceived clarity, with the most significant improvements observed among writers with lower initial proficiency and in micro-revision tasks. Risks are primarily associated with fabricated or mismatched references, subtle factual inaccuracies, loss of disciplinary voice, confidentiality breaches when using public tools, and false positives from AI-text detectors affecting non-native writers. Policies converge on three norms: prohibition of AI authorship, mandatory disclosure of substantive use, and full human accountability for content and citations. We propose HILSA 2.0, a human-in-the-loop workflow incorporating evidence-verification gates, disclosure ledgers, and role-specific responsibilities for authors, supervisors, and journals. The future research agenda prioritizes randomized trials on scholarly outcomes, equity audits of detector policies, provenance methods for AI-assisted text, and longitudinal effects on skill development. Within the scope of the abstract, nuances and boundary conditions are explicitly delineated to facilitate replication. For clarity, we define generative AI as systems that produce text conditioned on prompts using large language models.

Keywords: large language models; AI-assisted writing; PRISMA; citation integrity; hallucination

The Sustainability–Convenience Paradox in Tourism: A Mixed-Method Meta-Analysis and Expert Insights

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ABSTRACT

The tourism industry has positioned sustainability as a key agenda in response to climate change, over-tourism, and ecological degradation. Increasingly, travellers express a desire to be eco-friendly, indicating that they care about the environment, are morally responsible, and wish to engage with the local community (Seeler et al., 2021). However, research indicates that there is often a gap between what people claim they will do and what they actually do, with tourists often choosing options that are easier, more comfortable, or less expensive (Papp et al., 2024). This paradox raises important questions for tourism marketing: How can sustainability commitments be reconciled with consumer preferences for convenience and ease of use? This study introduces the concept of the Sustainability–Convenience Paradox, drawing parallels with the broader value–action gap while reframing it within a paradoxical lens.

Keywords: sustainable tourism, value–action gap, consumer values, convenience orientation, meta-analysis

Sustainability Meets Affordability: A Vab Approach To Gen Z's Thrift Fashion Consumption

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ABSTRACT

Thrift fashion has gained the label of a recognized sustainable consumption lifestyle, particularly among Generation Z (Gen Z), who are identified as ecologically conscious and value-oriented shoppers. This study employed the Value-Attitude-Behavior (VAB) hierarchy to understand how perceived values influence the attitude, purchase intention, and actual purchase behavior of Gen Z toward thrift fashion. In the conceptual framework, epistemic value (fashion consciousness), societal value (subjective norms), altruistic value (environmental consciousness), economic value (economic motivation), and safety value (perceived concern) were deployed. The study sampled 315 Gen Z respondents with past exposure to thrift fashion and analyzed the data applying partial least squares structural equation modeling (PLS-SEM) in SmartPLS 4.0 software. Bootstrapping revealed that environmental consciousness and economic motivation significantly influence consumers' attitudes and purchase intentions. Attitude had a significant influence on purchase intention, which subsequently determines actual purchase behavior. Findings confirmed the partial mediating role of attitude between altruistic and economic values on purchase intention. Moreover, attitude and purchase behavior are mediated by purchase intention. Hence, results confirm the sequential nature of the VAB hierarchy in thrift fashion.

Keywords: thrift, second-hand, fashion, VABH model, purchase behavior

A Smarter Life Awaits: Does Intention Lead to Integration of Smart Home Devices?

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ABSTRACT

The smart home devices sector is experiencing swift global expansion; still, consumer purchase behaviors in this domain remain largely unexamined. The present research seeks to ascertain the factors affecting consumers' usage intention and actual usage of smart home devices by extending the Unified Theory of Acceptance and Use of Technology (UTAUT 2) by the inclusion of perceived value and subjective norm, emphasizing the significance of social-psychological and value-oriented elements in technological adoption. Self-administered questionnaires were used in a quantitative cross-sectional survey design as part of the approach. Questionnaires were distributed to 470 individuals, of whom 289 were included in the analysis following their distribution. Descriptive statistics, correlation analysis, and regression analysis were employed to investigate the relationships among the significant variables. The results indicated that hedonic motivation, habit, perceived value, and subjective norm significantly improve intention and actual use of smart home devices. Effort expectancy exhibits a negative correlation. Performance expectancy was deemed insignificant in this case, suggesting that functional advantages alone may not be sufficient to facilitate adoption. This research provides a comprehensive understanding of consumers' behavior towards the adoption of smart home devices, thus informing policymakers, marketers, and technology developers in formulating strategies that promote increased acceptance and sustained use of smart home devices.

Keywords: Smart Home Devices, Intention to use, Actual usage, Extended UTAUT 2. Regression Analysis

Constructing Digital Identities: How Technological Affordances Reshape Cultural Memory and Narrative Selfhood

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ABSTRACT

In the 21st century, our sense of self is no longer formed solely through direct experiences, family or culture. Instead, it is guided through digital technologies that are continuously shaping, storing our personal and collective memories. The growing affordability of smartphones, internet access, and social media platforms has brought billions of people online, giving them platforms, tools to store, record, reflect on their lives. This research aims to explore how technology influences individuals to build their digital identities and preserve their cultural memory through primary data collected directly from 50 individual. This study also helps understand to what extent these digital transformations are taking our hold from our lives and influencing our thoughts, perspective and behaviour. Additionally, this will also help in understanding how our society, culture, and abilities are evolving, and how all of this is increasingly becoming dependent on technology.

Keywords: Consumer, Digital Identity, Technology, Self Narrative, Culture, Memory

Specialist vs. Generalist organizations: Rethinking Resource Partitioning Theory in Homogeneous Space

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ABSTRACT

This paper builds upon the observations made in resource partitioning theory regarding homogeneous space. The paper attempted to have integrated analysis of resource partitioning theory, concept of sphere packing and social movement theory, to explain the possible emergence and growth of specialist organization in homogeneous space. We have looked into the concept of framing during social movements that creates opportunities for specialists to emerge in homogeneous space. Further, we looked into potential opportunities for specialists in homogeneous space in case of depletion of generalist organization. For the empirical analysis, the paper analyzes the case of the emergence of Aam Aadmi Party in 2013 in NCT Delhi, which had the dominance of national parties like BJP and Congress, till 2013.

Keywords: Specialists, Generalists, Homogeneous space, Heterogeneous Space

Strategic Role of Digital Marketing in Driving Life Insurance Adoption: Evidence from Nepal

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ABSTRACT

The life insurance industry in Nepal has experienced gradual growth over recent decades, yet market penetration remains considerably low relative to global and regional benchmarks. Reliance on traditional distribution models, low financial awareness, and geographic challenges continue to constrain expansion. Moreover, Nepalese consumers tend to place higher trust in physical documents such as policy certificates and renewal receipts, limiting confidence in digital alternatives. Although some insurers have begun introducing digital platforms for policy issuance, premium collection, and loan processing, the sector's digital transformation is still at an early stage.

With increasing internet penetration, smartphone use, and digital payment systems, digital marketing represents an important opportunity to address these challenges. This study investigates the strategic role of digital marketing in enhancing life insurance adoption in Nepal. A mixed-methods design is employed, combining survey data from policyholders in urban and semi-urban regions with in-depth interviews of industry professionals, including marketing managers, agents, and digital strategists.

Preliminary evidence indicates that digital marketing strategies significantly improve consumer awareness, trust, and engagement, particularly among younger and digitally literate populations. Social media campaigns, targeted advertising, and mobile applications have been effective in reducing information asymmetry and influencing purchase decisions. Insurers adopting integrated digital approaches report higher acquisition and retention rates compared to those reliant on traditional channels.

However, persistent barriers such as limited digital literacy in rural areas, consumer skepticism toward digital documentation, regulatory constraints, and the lack of localized, multilingual content continue to hinder effectiveness.



This study contributes to the literature by extending the understanding of digital marketing's role in financial service adoption within emerging economies. Practically, it offers insights for insurers and policymakers, emphasizing the need for hybrid strategies that balance digital innovation with cultural trust factors to accelerate market penetration and advance financial inclusion in Nepal.

Keywords: Digital Marketing, Life Insurance Adoption, Market Penetration, Nepal, Consumer Behavior

Exploring Internal Branding Efficacy Through an Institutional Logics Perspective: Healthcare

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ABSTRACT

This paper explores how internal branding (IB) can bridge the gap between marketing theory and practice in healthcare organizations facing institutional complexity. By integrating the Institutional Logics Perspective with IB theory, the study examines how alignment between competing logics—professional, patient-centred, and managerial—shapes employees' engagement and brand citizenship behavior. Using a qualitative case study of a large public hospital in India, the research draws on 38 semi-structured interviews, non-participant observations, and organizational artifacts. A Gioia analysis connects informant narratives to broader themes, highlighting how sense-making processes, workforce composition (including Generation Z expectations), and organizational culture mediate IB outcomes.

The findings contribute to theory by demonstrating how institutional logics provide an explanatory lens for when and why internal branding practices succeed or fail. Practically, the paper proposes actionable strategies for leaders: conducting logic–mechanism alignment audits, fostering inclusive and identity-safe engagement, and developing dashboards that link brand citizenship behaviors to service outcomes. By combining infusion of theoretical insights, inclusion of diverse workforce perspectives, and integration of managerial and professional values, the study illustrates how IB can enhance both organizational performance and patient-centred care in healthcare.

Keywords: Internal branding; Institutional logics; Brand citizenship behavior; Healthcare organizations; Employee sense-making

Narrative Economics And Marketcraft For Viksit Bharat@2047: The WAVES 2025 And Globalization Of India's Orange Economy

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ABSTRACT

India, i.e., Bharat, aims to be an inclusive, sustainable, resilient, innovative, self-reliant, digitally empowered, globally competitive, just and equitable, happy and prosperous developed nation (Viksit Bharat) by 2047, i.e., the 100th year of its independence, through the vision-plan Viksit Bharat @2047. This study finds that India's ambitious vision of achieving \$30 trillion economy with per capita income of at least \$18,000 per annum and the quality of life of a developed nation by 2047 extends beyond traditional macroeconomic models of growth to narrative economics, in theory and action. This paper explores how India is leveraging economic narratives as a strategic tool of its marketcraft to shape stakeholder behaviour, influence market dynamics, and drive policy outcomes structuring and formalizing its creative economy or orange economy to achieve Viksit Bharat @2047 goals. Using the theoretical lens of narrative economics developed by the Economics Nobel Laureate professor Robert J. Shiller, this paper closely examines the Government of India organized first World Audio Visual & Entertainment Summit (WAVES) 2025 as the formal launchpad for India's orange economy which is content-to-commerce transformation in terms of narrative economics. Establishing that both the Orange Economy and Narrative Economics recognize the central role of narratives as key drivers of modern economic growth, this paper establishes that India uses narrative economics to bolster its orange economy and realize the goals of Viksit Bharat @2047.

Keywords: Creative economy, Narrative economics, Orange economy, Viksit Bharat@2047, WAVES 2025

Integration of CSR and marketing theory in cement sector: A pathway to practically sustainable competitive advantage (with reference to wonder cement and nuvaco cement)

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ABSTRACT

The cement sector being one of the largest contributors to environmental degradation, faces growing pressure to align business objectives with sustainable imperatives, integrating integrating Corporate Social Responsibility (csr) initiatives with marketing strategy provides an opportunity for cement companies to achieve practically sustainable competitive advantage. This paper explores the intersection of CSR and Marketing theory in Indian cement sector with specific focus on Wonder Cement and Nuvaco Cement.

Keywords: Corporate social responsibility (csr), Marketing theory, Sustainable competitive, cement sector, wonder cement, nuvaco cement

Review Recency, Star Rating, and Cultural Distance in Cross-Border Smart Gadget Purchasing Decisions

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ABSTRACT

This study investigates how the timeliness of online reviews affects international consumers' trust, perceived relevance of reviews, and ultimately, their decision-making when purchasing smart gadgets across borders. Using survey data collected from 309 respondents engaged in cross-border gadget purchases, the research examines the combined effects of review recency, star ratings consistency, and cultural distance. Structural Equation Modelling (SEM) was employed to analyse the relationships among these factors. The results reveal that consumers feel more confident and are more likely to buy when reviews are recent and star ratings are consistent. Furthermore, cultural similarity between the consumer and the seller significantly increases purchase willingness, highlighting the moderating role of cultural distance in cross-border e-commerce. While the study relies on self-reported data, which may carry respondent biases, its findings offer valuable implications for international businesses selling smart gadgets. Keeping reviews current, ensuring consistent ratings, and tailoring review presentation to align with cultural preferences can strengthen consumer trust and enhance purchase intentions. This research deepens the understanding of how cultural backgrounds and online information shape cross-border shopping behaviour, emphasizing the need for clear, diverse, and culturally sensitive reviews. By bridging cultural gaps and improving review transparency, businesses can better connect with and reassure international customers in the digital marketplace.

Keywords: Cross-cultural shopping, smart gadgets, online reviews, star ratings, review freshness

Does Customer Involvement Moderate the Relationship Between Social Media Engagement and Loyalty? Evidence from the Branded Jewellery Sector

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ABSTRACT

This study examines how social media engagement influences customer loyalty in the branded jewellery sector, considering the mediating roles of brand experience, brand trust, and customer satisfaction, and the moderating effect of customer involvement. Using a quantitative research design, data was collected from 302 customers of branded jewellery, and Structural Equation Modelling (SEM) was employed to test the proposed framework. The findings reveal that social media engagement has a positive effect on customer loyalty through the mediating influences of brand experience, trust, and satisfaction. Notably, the study shows that higher customer involvement weakens the direct impact of social media engagement on loyalty, indicating that highly involved customers rely less on social media cues when forming loyal relationships with jewellery brands.

This research underscores the critical role of emotional and relational factors in loyalty-building within the branded jewellery sector. While limited by its focus on Indian consumers and cross-sectional design, it opens avenues for future research using longitudinal data, diverse customer segments, and additional constructs like brand image and emotional connection. For practitioners, the study suggests that brand managers should tailor social media strategies to match different levels of customer involvement. Creating emotionally resonant, trust-building content and delivering memorable brand experiences are vital. Moreover, personalized loyalty programs can help strengthen long-term customer relationships.

The study contributes to existing literature by introducing customer involvement as a moderating variable in the link between social media engagement and loyalty, an area often overlooked in the context of branded jewellery. By integrating this moderator, the study advances theoretical understanding and provides actionable insights for managers aiming to enhance loyalty in a highly competitive market. Brands that focus on satisfying and involving their customers while delivering personalized, emotionally engaging content can foster stronger and longer-lasting customer bonds.



Keywords: Social Media Engagement, Customer Loyalty, Brand Experience, Brand Trust, Customer Satisfaction

The Effects of Interfirm Communications on Channel Performance Outcomes

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ABSTRACT

This paper aims to investigate the direct and indirect effects of content-based communication - instrumental and social - on performance outcomes in distribution channels. It also aims to uncover the underlying mediating process through which communication content affects channel outcomes and provide a complete view on the important role of communication in channel relationships.

We use matched primary data from 234 pharmaceutical suppliers and distributors. The structural equation modeling approach is used to analyze the direct and indirect (multiple mediation) effects in the research model.

This study finds that the positive effects of instrumental communication on performance outcomes are fully mediated by trust and information asymmetry, however they partially mediated the positive effects of social communication on channel outcomes. Also, social communication has direct and positive impact on relationship performance and governance costs.

This study provides further insights on the differential effects of content-based communication on performance outcomes and highlight the mediating role of trust and information asymmetry in the channel management process. These findings advance extant knowledge of how content-based channel interactions increase value creation in distribution channels. Future research should examine this research model in other business to business contexts.

The findings shows that channel managers should design their policies and practices that recognize the importance of communication content and train their boundary personnel to regulate their business and social interactions with channel partners.

Prior studies have mostly focused on collaborative communication and ignore the critical role of content-based communication; however, this study examines the differential role of instrumental and social communication in distribution channels.

Keywords: Instrumental communication, Social communication, Trust, Information asymmetry, Relationship performance

India's Banking Ecosystem Transformation: Examining the Contextual Antecedents of Metaverse Adoption

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ABSTRACT

Introduction

The financial services organization is transforming such as never before due to the integration of the metaverse, through which it is possible to contact the clients and develop new marketing tactics. The history of conventional banking has changed to involve one-on-one customer experience to include online banking, digital banking, digitalised finance, and open banking ecosystems. It has resulted in development of virtual banking experience within a metaverse environment. It is not only a technological change but also in the manner that financial services are offered. Such as, the users can chat with other users using avatars, conduct business in virtual worlds, and even enter the world of banking. The banking metaverse will establish new market and revenue, and solutions to the rising demands of personalised, convenient, and engaging financial services. Since the Indian banks, such as Union Bank, PNB, and Bank of Baroda, are the first to implement the metaverse by providing virtual banking services, it becomes more essential to examine the manner of adoption of the virtual banking services carried out by the consumers in the context of the success of the marketing campaign. This study addresses the fundamental inquiry of the reasons that drive the utilisation of the metaverse in banking, specifically in relation to trust mechanisms and behavioural outcomes that affect client interactions inside virtual financial systems.

Literature Review

Previous studies on the use of digital banking have focused mainly on the conventional internet and mobile-based banking platforms and have used the well known technology adoption models, including UTAUT and TAM (Elhajjar & Ouaida, 2019). Nevertheless, current literature reveals that there are considerable research gaps in considering the banking environment of metaverse (Mohamed & Faisal., 2023). Sreejesh, Anusree and Mitra (2016), Baabdullah et al., (2019) and (Mohamed & Faisal., 2023) paid a lot of attention to traditional digital banking but did not integrate

the aspects of metaverse such as virtual presence, avatars interactions, and blockchain-based transaction.

Recent studies by Kumar and Shankar (2024) recognize the transformative possibilities of the metaverse technology in retail banking, but do not provide any detailed frameworks to comprehend the adoption processes. Jena, 2025 have addressed the technological factors in neo-bank ecosystems but didn't consider the role of macroeconomic and cultural factors on adoption trends, especially in developing countries such as India.

The metaverse banking literatures indicates that three major research gaps are present i.e., lack of unified models to account metaverse specific factors; secondly, cultural and macroeconomic factors are not extensively studied in terms of adoption; and lastly, implementation issues are not studied thoroughly both on the supply side (Banks) and demand side (customers) (Dwivedi et al., 2022). The recent research presented by Ooi et al., (2023) covers the discussion of VR applications in the financial sector without considering the unsolved problems such as latency in virtual transactions, cybersecurity vulnerabilities in decentralized systems, and expensive implementation. The field of marketing research in the context of metaverse is especially under researched, and there is a little knowledge on how constructs of traditional marketing can be applied to the virtual world. The study of these research gaps is to formulate a comprehensive UTAUT model to consider the elements of quality, risk perceptions, cultural dimensions, and metaverse banking specific trust mechanisms to support the acceptance of metaverse banking.

Methodology

In this research, a mixed-method design based on experiential experiments and a survey focused on perceptions was used to know the acceptance of metaverse banking. The approach was based on the Extended UTAUT (Unified Theory of Acceptance and Use of Technology), the Theory of Planned Behaviour and the Technology Acceptance Model theories. The collected data comprised 583 active responses collected in 142 days in various cities in India, which include Bangalore, Bhubaneswar, Delhi, Jaipur, Kolkata, Mathura, and Mumbai, among other metropolitan areas.

The experiential experiment involved participants getting hands-on experience on the actual metaverse banking platforms, with the participants being given 10 minutes to interact with virtual assistants, visit digital lounges, enquire about loans, and interact with virtual managers in the virtual branch. After that, the respondents were given a questionnaire consisting of 63 questions based on various constructs on 5-point Likert scales. The survey tool included technology

acceptance factors “performance expectancy”, “effort expectancy”, “hedonic motivation”, “social influence”, “facilitating conditions”, “perceived reachability”, quality factors- “information quality”, “quality of service”, “quality of the system”, risk factors- “perceived privacy” and “security”, “perceived risk”, “structural assurance”, personal factors-“self-efficacy”, and behavioural outcomes- trust, satisfaction, intention to use, attitude. PLS-SEM (Partial Least Squares Structural Equation Modelling) was utilized in data analysis to test the proposed hypotheses between constructs.

Findings and Discussion

The discussion has shed a lot of light on the patterns of adoption of metaverse banking, and trust has been found to be the most crucial factor that dictates customer behaviour in virtual banking. There were 4 predictors who had a significant impact on the trust towards the metaverse financial services, i.e., self-efficacy ($\beta=0.305$, $p=0.001$), perceived privacy and security ($\beta=0.234$, $p<0.001$), structural assurance ($\beta=0.264$, $p=0.006$), and social influence ($\beta=0.082$, $p=0.019$). The results are very interesting in the context of traditional technology acceptance frameworks, as they illustrate that the traditional aspects, such as performance expectancy ($p = 0.509$), effort expectancy ($p = 0.684$), and hedonic motivation ($p = 0.084$), were not significantly associated with trust.

Most notably, the trust showed extremely good correlation with all behavioural outcomes, i.e., satisfaction ($\beta=0.896$, $p<0.001$), intention to use ($\beta=0.866$, $p<0.001$), and attitude ($\beta=0.880$, $p<0.001$). It implies that the “role of trust as a mediating factor” in metaverse banking situations is overwhelming and that it is the primary factor that defines customer acceptance and engagement. The fact that the consideration of quality factors- information, service, and system quality is not significant means that customers focus on security and confidence as opposed to traditional service features when using virtual financial platforms.

The results indicate that metaverse banking strategies must differ fundamentally from conventional digital marketing strategies. Banks should focus on making the data protection process more transparent, training the users thoroughly to increase the self-efficacy level, and using social proof and peer recommendations to persuade the users to adopt it. The study established that customers' readiness to use metaverse banking services is more strongly related to their trust in the security infrastructure than to the functionality of the platforms or their visuals. Impressiveness. Such insights will provide actionable advice to those financial institutions that formulate metaverse marketing strategies and focus on trust-building initiatives, security communications, and user



empowerment programs as core components of effective virtual banking customer acquisition and retention strategies.

Keywords: Avatar interaction, Virtual customer experience, Financial services marketing, metaverse banking, metaverse trust

Artificial Intelligence in Marketing: A Systematic Review of Applications, Challenges, and Future Directions

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ABSTRACT

Artificial Intelligence (AI) has transitioned from a supplementary tool to a transformative force in marketing, enabling new forms of customer engagement, automation, and strategic decision-making. AI-powered technologies such as machine learning, natural language processing, and predictive analytics are revolutionizing marketing functions including personalization, content creation, customer service, and market research. Despite its rapid adoption, scholarly research on AI in marketing remains fragmented, lacking a systematic synthesis of applications, challenges, and future directions.

This paper conducts a systematic literature review (SLR) of 74 studies published between 2010 and 2024, integrating insights from academic research, industry reports, and practitioner white papers. The review identifies five major domains of AI application: integrated digital marketing, content marketing, experiential marketing, marketing operations, and market research. It further analyzes challenges such as data privacy, algorithmic bias, explainability, and unequal adoption across markets. The findings suggest that while AI provides significant benefits in terms of efficiency and personalization, ethical and organizational challenges constrain its potential.

Finally, the study outlines a future research agenda, calling for greater focus on explainable AI, cross-cultural applications, human–AI collaboration, and sustainable marketing practices. This work contributes to both academic theory and practice by consolidating fragmented insights and providing a roadmap for responsible and impactful AI integration in marketing.

Keywords: Artificial intelligence, marketing, systematic literature review, personalization, automation

Linking Brand Equity and Customer Loyalty: A Systematic Review and Future Research Agenda

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ABSTRACT

Purpose

The purpose of this study is to furnish a systematic literature review on brand equity and customer loyalty with a focus on theoretical underpinning, method and context to identify the relationship between brand equity and customer loyalty at a cross country and multi-industry level as well as to derive the future research agenda in the brand equity and customer loyalty-based research domain.

Brand Equity

Brand equity is defined as the amount of total utility generated from the product. It imprints in the consumer's mind, and is reflected in their purchasing decision (Aggarwal & Saxena, 2023). Brand equity refers to customer's subjective and intangible evaluation of the brand (Sarker et al.,2023). It is all about customer's awareness, preference, behavior to a particular brand. Brand equity is the combination of brand, name and symbol (Aaker,1991). It can increase or reduce value to the customers depending on its level of service to the customers. The brand value is the reputation of the brand, its image, perceived quality and liking to the customers.

Customer Loyalty

Customer Loyalty is the positive attitude of the customers towards a product and their unparalleled support to the product in future also. Customer loyalty also generates a resistance among consumers to any potential offers from the competitors. A loyal customer constantly buys a certain brand regardless of improved competitive version (Dlačić & Kežman,2014). The customer is agnostic to the price and benefits the brand.

Design/methodology/approach

A Systematic Literature Review (SLR) of 30 Scopus-indexed publications (A & A* category of ABDC journals) is carried out using the Preferred Reporting Items for Systematic Reviews and Meta-analyses (PRISMA) tools to get an overview of the trends of brand equity and customer

loyalty research. The keyword search process is done in the SCOPUS database by using keyword search string of “Brand Equity” and “Customer Loyalty”, “Brand Equity” and “Consumer Loyalty”, “Brand Image” and “Customer Loyalty” which has resulted 182 articles published in the English language. Since the research objective is to carry out the systematic review on brand equity and customer loyalty, articles focusing on cross country and multi sectoral level were included to identify the key emergent areas of research in this niche domain.

This review has removed book/book chapters and conference summary leaving 158 articles which is in accordance with the earlier systematic literature review within the field of brand equity (Roy Bhattacharjee et al.,2022; Srivastava et al.,2023). In order to maintain the academic rigor of the review process, this literature review has restricted to only A & A* category of ABDC journals thereby limiting to 43 research articles. The final number of research articles for the review is 41 after removal of 2 duplicate articles. To find the relevancy of the articles in accordance with the research objectives, full text review of all the 41 articles is done. Articles primarily focusing on the relationship between brand equity & customer loyalty are included for this systematic review process thereby 14 articles covering generalized marketing approach of the brand equity are removed and thus 27 research articles remained for study. Three more relevant articles are added using backward tracking approach and the final number of articles for the review became 30 articles.

This research has undertaken the descriptive analysis tools to analyse the contemporary research trend. Further the research has undertaken the thematic based review by applying theoretical lenses to identify the key emerging trends of research.

Findings

The descriptive analysis has taken into key technical characteristics such as Year Wise Publication Details, Geographical Coverage, Publication Outlet and Citation Analysis to identify existing research status, research gap and future research trend.

The year wise publication summary shown in the below figure highlights that there is dearth of A and A* journal-based articles with single digit publication trend from 1998-2025. Thus, there is ample scope for the researcher to publish in top quality journals under this domain. An increasing trend is noticed in the year 2011, 2014 and 2024.

Figure 1: Year Wise Publication Details

The region-specific publication trend has found the confinement of research to developed economies only (with approximate 27 percent of publications from China and USA) thereby lacking cross cultural relationship. It is also noticed that rest of the single digit publication belong to other developed economics which implies that there is ample opportunity for the research scholars to carry out brand equity and customer loyalty research in rest part of the world particularly the developing economy.

Figure 2: Region Specific Publication Details

Since brand equity and customer research domain is an interdisciplinary field of marketing, customer relationship management, and business strategy, the articles are published across the varied A & A* journals with 6 articles being published in the Journal of Product & Brand Management and 5 articles in the Journal of Business Research (both A category). Approximate 53% of research articles (19 out of 30 articles) have more than 100 citations which indicates high quality scholarly output of the research work.

The thematic based review has some interesting findings from theoretical perspective that despite being an established research domain and research articles belonging to A & A* category, 50% of the literature (15 out of 30 articles) have not applied any theory whereas 36% of the literature (11 out of 30 articles) have applied only one theory exclusively.

Figure 3: Break up of Research Articles based on Theoretical Lenses

The lack of multi theory research might have provided little theoretical insights though these studies have empirically established the causal relationship between brand equity and customer loyalty.

Some of the key theoretical perspectives of the studied literatures are illustrated below.

Social exchange theory is applied in establishing the relationship between brand equity and customer loyalty in the sense that the voluntary purchase actions of the buyers with the expectations of positive returns transform them to loyal customers (Jung, J. H et al.,2021).

Social adaptation theory has explained that the adaptive schemata being developed by the customers enable them to the habit of consistent buying and resistance to change in the absence of external accommodative force and this enables them repeat purchasing and enhanced customer loyalty (Rauyruen, P. et al.,2009)

Adapted theory is used to study consumer behavior such as self-expression (Aaker 1999). Consumers typically buy or consume products or services since these are associated with their identities (Kleine et al. 1995). Brand becomes consumer's social identity when it is part of his or her society. The outcome of this self or social identification leads to establish a positive relationship between brand equity and customer loyalty (Xu et al.,2014)

The instrumental stakeholder theory explains that by behaving responsibly, firms can obtain continued support from stakeholders and access to valuable resources, which leads to a strong, unique brand associations (Keller, 1993; Torres & Tribó,2011).

Generational theory explains the shared life experiences and social context trigger of each generation can lead to develop certain affinity to certain brands.

This literature review has found the dominance of quantitative based research methodology with 90% of research articles (27 out of 30 articles), however the share of qualitative method-based research articles is an at abysmally low of 3 out of 30 articles.

The different methodological tools adopted in the quantitative research methodology-based articles are as follows

Figure 4: Number of Research Articles (Quantitative Tool Wise)

More than ninety percent of the studied literatures have applied robust quantitative research tools such as Structural Equation Modelling (SEM) to empirically establish the causal relationship between brand equity and customer loyalty. However, only a handful of qualitative literatures (3 out of 30 articles) and absence of case study, ethnography and grounded theory-based articles have little in depth findings and ground level understanding about the phenomena.

Thus, the future research agenda should focus more on theoretical and context specific research as well as adoption of mixed research methodology to find out the key sustaining factors of brand equity and customer loyalty.

Originality

This study is one of the pioneer systematic literature reviews to analyse the relationship between brand equity and customer loyalty unlike the contemporary research focusing brand equity or customer loyalty from a generalized marketing context. This research is also unique in study by focusing exclusively on A & A* category journals for a higher scholarly output.

Research limitations

Although this review provides key insights for the scholar in the marketing and allied disciplines like customer relationship management and service marketing, it has few limitations. There are chances of missing any relevant article during the manual keyword searching process. So, the future research should conduct bibliometric analysis and meta-analysis-based review to overcome this. The upcoming research should also incorporate articles from B & C category journals, Scopus indexed journals and from other established database such as web of science in order to not miss any valuable topics from other peer reviewed journals.

Theoretical implications

This study has identified the lack of theoretical perspective in the contemporary research domain despite this niche field being an established research area as well as confinement of this review to A & A* category journals. Thus, application of multi theoretical lenses to the research should be the future research agenda. The researchers should also focus on qualitative & mixed research methodology to get key theoretical insights and in-depth ground level understanding about the process.

Practical implications

Research scholars should carry out brand equity and customer loyalty research covering the the developing economy for understanding the nuanced relationship between brand equity and customer loyalty at region specific level. Efforts should also be made to carry out research on multi country perspective.

Keywords: brand equity, customer loyalty, literature review, scopus, PRISMA

Building Consumer Trust in Green Marketing: The Moderating Roles of Greenwashing Skepticism and Regulatory Policy

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ABSTRACT

Green marketing strategies often rely on environmental claims to build consumer trust and encourage sustainable consumption. However, the credibility of such claims is undermined by the growing prevalence of greenwashing, which fuels consumer skepticism. This study develops and tests a moderated mediation model to examine how green claims influence consumer trust in green products, with greenwashing skepticism acting as a mediator and government policy implementation serving as a moderator. A quantitative survey-based research design is proposed, drawing responses from consumers familiar with green products and eco-labels. Using Partial Least Squares Structural Equation Modelling (PLS-SEM), the study will test hypotheses derived from Signaling Theory, Attribution Theory, Persuasion Knowledge Model, Institutional Theory, and the Theory of Planned Behaviour.

The expected findings suggest that while green claims can positively influence consumer trust, this relationship is weakened by skepticism. Strong government policy enforcement is anticipated to mitigate this effect, restoring consumer confidence. This research bridges the gap between marketing theory and practice by highlighting how corporate strategies and institutional mechanisms can be integrated to build trustworthy, sustainable markets.

Keywords: Green claims, Consumer trust, Greenwashing skepticism, Policy implementation, Sustainability marketing

Reshaping The Global Pharmaceutical Supply Chain: Challenges And Opportunities In The Wake Of Trade Wars And Geopolitical Tensions

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ABSTRACT

Background: The global pharmaceutical supply chain has undergone unprecedented transformation due to escalating trade wars and geopolitical tensions, fundamentally challenging the efficiency-driven globalization model that dominated the industry for decades. This study examines how these disruptions are reshaping pharmaceutical supply chains, with particular focus on India's strategic position as a major pharmaceutical manufacturing hub.

Objective: To analyze the multifaceted impacts of trade wars and geopolitical tensions on pharmaceutical supply chains, evaluate emerging supply chain models and strategies, and assess the opportunities and challenges for building more resilient, diversified, and sustainable pharmaceutical supply networks.

Methods: This comprehensive analysis employs a mixed-methods approach, incorporating case study analysis, empirical evidence examination, and strategic framework assessment. The study utilizes the VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) framework to understand supply chain challenges and examines regional rebalancing effects, particularly focusing on the "China + 1" strategy and its implications for global pharmaceutical manufacturing.

Results: The analysis reveals significant geographical rebalancing of pharmaceutical supply chains, with tariffs reaching up to 245% on Chinese pharmaceutical imports creating powerful economic incentives for supply chain restructuring. Countries like Vietnam experienced 75% increases in import shares, Mexico saw 50% growth, and India captured 28% additional market share. Manufacturing lead times for specialized medications increased from 90 days to 140 days during trade tension periods. The study identifies critical vulnerabilities, including China's supply of over 80% of US generic drugs and 40% of active pharmaceutical ingredients, while India imports approximately 70% of APIs from Chinese suppliers, creating cascading dependencies.

Key Findings: The research demonstrates that while trade wars create substantial immediate challenges, they simultaneously generate unprecedented opportunities for building more robust supply chain models. This has led to new forms of hybrid globalization-regionalization which involves global efficiency coupled with regional resilience achieved by clever localization mechanisms. The solutions that involve the use of technology, such as the advanced analytics and digital supply chains, give end-to-end visibility and allow one to monitor it real-time. The transition between single-source procurement strategy to multi-source procurement strategy constitutes a basic transformation to diversification of supply chains.

Implications: The transformation means a permanent shift to resilience-optimization instead of efficiency-maximization, not that it can be executed in a short period of time, but in the long-term persistence in the constant investment in capabilities and relations. This will require mastering the tasks of cost effectiveness and supply chain security and international collaboration which will make the pharmaceutical security a common agenda across borders.

Conclusion: The geopolitics and related trade wars changed significantly the environment of the pharmaceutical supply chain, and it provided both challenges of an unprecedented order and exceptional opportunities. The industry's response will determine not only its future competitiveness but also its ability to ensure continued access to essential medications for patients worldwide. The direction ahead needs a delicate mix of efficiency and resiliency, and it should be supported by global collaboration and strategic diversification.

Keywords: pharmaceutical supply chain, trade wars, geopolitical tensions, supply chain resilience, VUCA framework

Luxury Marketing: Theory And Literature Synthesis

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ABSTRACT

The purpose of this study is to provide a comprehensive literature review of luxury marketing. This study examines the literature on luxury marketing to identify theories, contexts, gaps, and methodologies, using the TCCM framework (Theories, Contexts, Characteristics, and Methodology), and sets a future research agenda. The review covers 71 English-language research articles on luxury marketing, published between 2021 and 2025, drawn from the Scopus and Web of Science core collections. Only articles in the A and A* categories of the ABDC ranking were included after applying relevant filters. Luxury marketing research is relevant across various areas of management. The study explores different aspects of luxury marketing to capture its dynamic nature. This research provides a comprehensive review of themes and knowledge gaps in luxury marketing research. The study aims to enhance research output and serve as a valuable resource for future research on luxury marketing. This study offers a thorough analysis of the current state of luxury marketing research and provides a roadmap for future studies in this field.

Keywords: Luxury, Luxury Marketing, Exclusivity, Marketing Strategies

The Vicious Cycle of Retail Therapy: Linking Emotional Coping, Impulsive Buying, and Financial Distress

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ABSTRACT

This paper explores the intertwined nature of retail therapy and impulsive buying, explaining how consumers are motivated by emotional coping motives to buy on the spur of the moment and end up in financial ruin. In the context of psychological theories of affect regulation and compensatory consumption, the text examines the effect of retail therapy as a temporary mood-altering alongside the perpetuation of a perpetual cycle of impulsive consumerism and increased financial crisis. The concept model has established personality traits, financial literacy, cultural norms and easy availability of credit as key moderators of this behaviour. The presentation identifies long-term dangers, including debt and emotional discontent, and the significance of interventions, such as financial education and mindful consumption, to offset these threats. This discussion is relevant to academic studies, policy making and consumer awareness.

Keywords: Retail Therapy, Impulsive Buying, Financial Literacy

Swipe, Scroll, Shop Sustainably: Gen Z's Influence on India's Beauty and Personal Care Market

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ABSTRACT

Generation Z's digital upbringing, focus on sustainability, and demand for authenticity are transforming the beauty and personal care (BPC) sector, particularly in India's fast-growing market. This study aims to investigate the impact of influencer credibility, perceived authenticity, sustainability, ethical values, ingredient transparency, and tech-enabled experiences on the purchase intentions of Gen Z.

A quantitative research design would be employed, utilising an online questionnaire targeted at Gen Z consumers in urban and semi-urban areas of India. Constructs would be measured using established scales with additional items tailored to the Indian context.

Findings would likely show that authenticity, sustainability, and technology-driven shopping experiences exert a stronger influence on purchase intention than traditional marketing efforts. These insights would help BPC brands design transparent, eco-conscious, and digitally engaging strategies to foster trust and loyalty among Gen Z consumers.

Keywords: Generation Z, Beauty and Personal Care, Authenticity, Sustainability, Influencer Credibility

Emojis as Multifunctional Semiotic Resources: Examining Demographic Stratification, Attitudinal Dimensions, and Contextual Deployment in Digital Communication

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ABSTRACT

The use of emojis and emoticons has become an intrinsic component of contemporary digital communication, enabling individuals to express affective states, tone, and interpersonal subtleties that textual language alone cannot adequately convey. This study examines the patterns and functions of these digital paralinguistic elements through an analysis of data collected from 391 participants aged between 18 and 65 years. The investigation focuses on platform preferences, social contexts, semantic awareness, and the functional applications of emoji usage. The findings reveal that while the adoption of emojis is widespread, the frequency and manner of their use are socially differentiated, reflecting nuanced judgments regarding interpersonal dynamics and communicative conventions. Participants report predominant use of emojis within informal digital exchanges, deliberately avoiding them in professional or high-stakes contexts where norms of formality and restraint are expected. Furthermore, the study identifies a shared perception that emojis enhance communicative richness and emotional expressiveness, though users exhibit moderate levels of semantic confidence in interpreting their meanings accurately. Notably, excessive usage is frequently perceived as “childish” or as a potential source of miscommunication. Overall, the findings underscore that emojis function as complex paralinguistic instruments governed by social norms that regulate their appropriateness, frequency, and contextual relevance. This highlights their role as potent yet context-dependent tools for interpersonal expression in digital discourse, balancing creativity, comprehension, and social decorum.

Keywords: Emoji, Emoticons, Visual Language, Computer-mediated Communication (CMC), Multimodal Expression

Impact of Augmented Reality on Consumer Purchase Intentions: Age as a Moderator among Amazon Customers

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ABSTRACT

The integration of digitalization and artificial intelligence has transformed India's quick commerce landscape prompting researchers to investigate upon the role of augmented reality on consumer behaviour. Hence, this study delves to investigate into studying the impact of Augmented reality on consumers' purchase intentions; positing age as moderating factor and examining customer satisfaction as a mediating factor. Cross sectional research design and convenience sampling method was implemented in this study. Data was collected through a self-administered questionnaire. A total of 249 responses were collected from Flipkart users who made purchases within the past six months. Structural Equation Modeling (SEM) via SmartPLS 4 was implemented to analyze the data collected. The results confirms that AR demonstrated a positive impact on customer satisfaction and it significantly mediates the relationship between AR and purchase intention. The outcome of the study indicated Age do not moderate the relationship. The findings enrich the theoretical contributions by extending literature on consumer technology adoption and offer practical insights for businesses to boost customers' purchase intentions.

Keywords: Augmented Reality (AR), Customer Experience, Purchase Intention, Age, Structural Equation Modeling

Technology-Enhanced Experiential Marketing in Indian Hospitality: An Application of Schmitt's Strategic Experiential Modules (SEMs)

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ABSTRACT

The emergence of the experience economy has transformed global marketing paradigms, shifting the focus from traditional marketing approaches to the creation of holistic, memorable, and emotionally engaging experiences. Within this evolving landscape, experiential marketing particularly through Schmitt's Strategic Experiential Modules (SEMs) has become a pivotal framework for understanding how brands connect with consumers beyond functional value. This study investigates the integration of technology-driven experiential marketing within India's premium hospitality sector, applying Schmitt's SEM framework to analyse two leading brands: Taj Hotels and ITC Hotels. Employing a qualitative multiple case study methodology, the research demonstrates how advanced technologies such as Artificial Intelligence (AI), the Internet of Things (IoT), and Machine Learning (ML) operationalise all five experiential dimensions SENSE, FEEL, THINK, ACT, and RELATE. Findings reveal that IoT-enabled sensory customisation enhances perceived environmental quality and achieves 20–40% energy efficiency; AI-powered personalisation creates emotionally resonant guest experiences, exemplified by Taj. Live's INR 1.7 million revenue increase within three months; intelligent recommendation engines foster cognitive engagement; contactless technologies empower autonomous guest interactions with up to 40% operational efficiency gains; and social media integration reinforces brand-guest relationships and community belonging. The study concludes that systematic technology deployment within Schmitt's experiential marketing framework simultaneously elevates operational performance, guest satisfaction, and brand loyalty. Theoretically, it extends the experiential marketing discourse by positioning technology as an experiential value co-creator. Practically, it offers a strategic roadmap for hospitality leaders seeking to integrate technology to enhance experiential satisfaction and behavioural retention. Future research directions include longitudinal studies on technology adoption, cross-cultural validation of experiential satisfaction metrics, and the integration of sustainability and emerging technologies within the experiential marketing paradigm.



Keywords: Experiential Marketing, Strategic Experiential Module, Artificial Intelligence, Hospitality, Technology

The Effect of Brand Activism on Consumer Behavior: An Exploration in Indian Tourism Industry

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ABSTRACT

In a world where travelers seek more than beautiful destinations, tourism brands are redefining engagement through brand activism linking their missions with social, political, and environmental causes. However, activism alone risks being perceived as superficial “woke washing” unless grounded in authentic storytelling. This study applies to the Narrative Transportation Theory (NTT) to demonstrate how compelling narratives emotionally immerse travelers, fostering empathy and inspiring eco-conscious actions. Through stories that allow audiences to adopt the perspectives of people and places, brands can build trust and overcome consumer skepticism. Real-world examples, such as Royal Caribbean Group’s Ocean conservation initiatives and Airbnb’s cultural preservation programs, illustrate how storytelling transforms travelers from passive observers to active participants in sustainability. Employing Grounded Theory Methodology, this research explores the drivers influencing tourism managers and entrepreneurs to adopt brand activism. The findings lead to the development of a new framework that connects brand activism with narrative transportation theory, showing how brands can authentically lead to social and environmental change. This research also demonstrates brands to lead the charge for social and environmental good by combining activism with stories, so that rather than an experience, travel becomes a force for good.

Keywords: Sustainable Tourism, Tourism Industry, Storytelling, Narrative Transportation Theory, Brand Activism.

How and when does information overload affect seeking behaviour: A moderated mediation approach exploring the roles of social norms and privacy fatigue

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ABSTRACT

Integrating the cognition-affect-behaviour (C-A-B) paradigm and the social influence theory, the study proposes and empirically tests a moderated mediation model examining the relationships between information overload, privacy fatigue, descriptive norms, and privacy information-seeking intention. Data were collected using survey questionnaire from 195 participants. Partial least squares structural equation modelling (PLS-SEM) was utilized to analyse the data. The results of the study provide evidence for the mediating role of privacy fatigue. Further, the results show that descriptive norms moderate the indirect path from information overload to seeking intention. By exploring the process and contingency undergirding the association between information overload and seeking-intention, the study sheds light on an important consumer behaviour.

Keywords: Consumer behaviour, Privacy Statements, Social Norms

Understanding Generation Z's Intentions Towards the Adoption of Organic Products for Sustainability: An SEM Approach using Consumer Culture Theory

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ABSTRACT

Objective: The aim of the study is to explore the main factors driving Generation Zs' intention to buy organic goods for sustainability. The study uses Consumer Culture Theory (CCT) in trying to understand the cultural values, attitudes, and social influences that drive Gen Zs' sustainable consumption behaviour.

Design/Methodology/Approach: The research reported here is based on quantitative research utilizing Structural Equation Modelling (SEM) to test hypotheses related to CCT. Data were collected from 392 Generation Z respondents in North India, using structured questionnaires consisting of a five-point Likert Scale. Constructs were health consciousness, environmental concern, perceived quality, attitude, social influence, and marketing influence toward purchase intention of organic products. Reliability, validity and discriminant validity were established using Smart PLS 4.0.

Results: The results suggested that attitude, environmental concern, health consciousness, perceived quality, social influence and marketing influence all had positive and statistically significant effects on Gen Z sustainable purchase intentions. Specifically, marketing influence had the strongest effect on purchase intention followed by attitude and environmental concern. These results lend support to the CCT framework as an explanation of sustainable consumer behaviour.

Practical Implications: The research contributes valuable information for marketers, policymakers, and organizations interested in fostering sustainable consumption. With these drivers of Gen Z preferences, organizations can take this information to help them develop successful environmentally friendly advertising, by providing assurances of quality, promises of transparency, and aligning the way organic products are marketed with consumers' culture. Results also suggest leveraging persuasive marketers and social media influencers will lead to Gen Z's positive attitudes to sustainable purchase intentions.



Originality/Value: The current study contributes to the wider sustainability literature by combining Consumer Culture Theory with SEM to shed light on Gen Z's organic consumption trends. The study provides a new empirical lens to examine how cultural and psychological drivers collectively influence sustainable purchasing behaviour, as Gen Z emerges as a catalyst for achieving worldwide sustainability goals.

How do Chatbots Engage Tourists: View form D&M IS Success Theory

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ABSTRACT

Despite realising the growing importance of Online Travel Agency (OTA) apps, limited studies have explored as how chatbot improves tourists' engagement. By using the theoretical foundation of DeLone and McLean (D&M) Information System (IS) Success Model, the study examines as how chatbot evoke emotional response, improving the engagement with OTA app chatbot. A research model is conceptualised by using stimulus organism response (SOR) Theory where D&M IS success model dimension namely information quality (InQ), system quality (SyQ), and service quality (SeQ) acts as stimuli, emotions of pleasure, arousal, and dominance are utilised as organism, and engagement with OTA chatbot is used as response. Survey data collected from tourists indicated that information quality, SyQ, and SeQ aspects drive emotions of pleasure, arousal, and dominance. Also, emotional response of tourists boosts their engagement with OTA chatbot. The mediation effects of emotion and moderation effects of satisfaction are also established.

Keywords: Online Travel Agency, OTA, D&M IS Success Model, Pleasure, Arousal

A Conceptual Framework To Measure Social Influence On Customers Through Digitalised Product Promotion In India

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ABSTRACT

The digital transformation of buyer and customer interactions is changing the business landscape in India. Online shopping is rapidly transforming the traditional physical market into online shopping stores. E-shops attract customer attention and enhance the online market through digital media influence. Digital media helps influence customer purchases through attractive offerings enabled by digital technologies. Most studies analyse the impact of digital technologies on customer decision-making. This study aims to measure the social influence on customers through digitalised product promotion in India. The conceptual analysis finds the influence of society on consumer decisions to purchase the product/services. The study highlights the valuable dimensions for researchers and practitioners.

Keywords: Digital transformation, digital product promotion, customer decision-making, digital technologies, and social influence.

Revisiting Consumer Practices: Thrift Fashion, Sustainability, and the Environmental Footprint of Gen Z and Millennial

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ABSTRACT

The increasing attention to environmental pollution, textile waste and overconsumption of resources in the fashion industry has driven the world to a global transition towards sustainable consumption. Among these sustainable options, thrift fashion – which refers to buying pre-owned clothing at thrift stores, using resale platforms, and online marketplaces – has attracted a huge number of younger consumers, especially among youth consumers, in recent years. The objective of this paper is a close analysis on the motivations, and extent or influence on environmental and circular economy considerations of thrift fashion in Generation Z and Millennial consumers and Generation Z and Millennial consumption behavior. The study employed convenience sampling and data were analyzed with SPSS for descriptive, reliability, and correlation analysis and using SmartPLS for structural equation modeling (PLS-SEM). The results are in line with the literature that sustainable as well as experiential aspects are all important to the young consumer. It makes a theoretical contribution in the form of insight in terms of translation of motivational constructs into sustainability perceptions for the closing of the attitude–behavior gap in sustainable fashion consumption. The study proposed emerging technologies (e.g., blockchain) aiming to improve transparency, traceability and trust in second-hand fashion ecosystems.

Keywords: Thrift Fashion, Gen Z, Millennial, Sustainability, and Partial Least Square Modeling

People, Platforms and Planet: Consumer-Centric Sustainability Strategies in Global E-Commerce

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ABSTRACT

India's e-commerce industry is expected to grow at a revolutionary rate, from USD 105 billion in 2023 to USD 550 billion by 2035. Although its quick spread into smaller communities offers significant economic advantages, it also brings with it urgent sustainability issues such as packaging waste, delivery emissions, and resource-intensive logistics. This article explores how the rapid expansion of digital retail might put pressure on environmental systems if sustainability is not strategically integrated, drawing on international research and comparative experiences. The report emphasizes the need for a more thorough regulatory framework, extended accountability models that go beyond conventional EPR, and more funding for low-emission logistics, circular packaging, and greener warehousing. Most importantly, the study makes the case that active consumer engagement is necessary for long-term impact. In order to connect customer choices with sustainable practices and promote a more robust and responsible e-commerce ecosystem in India, it suggests a series of behavioral interventions, digital nudges, and tailored communication techniques.

Keywords: E-commerce, sustainability, Consumer Behaviour, Eco-friendly practices

Spatial Intelligence for Traditional Markets: Leveraging GIS for Identifying Optimal Locations for Traditional Market Establishment and Rural Development in Lakhimpur District, Assam

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ABSTRACT

A weekly market, locally known as Haat or Saptahik Bazaar, is a temporary, periodic market critical for rural trade. This study focuses on the spatial distribution of these markets in the Lakhimpur district of Assam, India. The region faces challenges related to limited market accessibility and uneven coverage that hinder balanced rural development. Employing a Geographic Information Systems (GIS)-based spatial analysis, the research accurately maps existing market locations and uses techniques like Kernel Density Estimation and Network Analysis to identify "market dark zones", geographical areas that are currently unserved or underserved by the existing market network. The core objective is to utilize this spatial intelligence to propose optimal, data-driven locations for establishing new traditional markets. These proposed locations are strategic interventions aimed at improving market accessibility, fostering inclusive growth, and accelerating rural development across the district.

Keywords: Weekly Markets, Spatial Analysis, Rural Development, Marketing Intelligence, GIS

Literature Review on B2B marketing strategies in healthcare management

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ABSTRACT

The goal of this study is to map the integration of business-to-business (B2B) marketing tactics in the healthcare industry with the intellectual framework and research trends of scientific publications. More precisely, it seeks to identify the areas of inquiry that make the most significant scholarly contributions to creating a sound future research agenda, after first establishing the fundamental contributions of research in this field, including design, methodology, and approach. Bibliometric, co-citation, and cluster analysis techniques are among the statistical and analytical tools. This study primarily focused on scholarship that was jointly mentioned to identify helpful patterns of information within the text.

After applying hierarchical cluster analysis to all of the co-cited papers, this study divided the associated papers into several sets. Decision-making methods, relational marketing, co-creation, and new challenges are the four primary ways in which this study methodically identified and categorized different theoretical viewpoints on B2B marketing strategies within the healthcare industry. The value and originality of this study contribute to the body of literature by methodically defining, investigating, and evaluating the top B2B marketing priorities in the healthcare industry. The effort will contribute to raising the global standards of excellence in the healthcare industry and its marketing systems, which adds value.

Keywords: B2B, Bibliometrics, B2B marketing, Health-care sector, B2B strategy

Consumer forgiveness in the wake of brand transgression: A review and research agenda

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ABSTRACT

In an era of heightened visibility across traditional and social media, brands face unprecedented scrutiny, with any form of misconduct jeopardizing consumer–brand relationships and damaging reputation. While incidents of brand transgression are increasingly common, the question of when and how consumers forgive remains underexplored. Existing studies offer fragmented insights, yet no consolidated synthesis exists.

This study addresses the gap by conducting a systematic literature review (SLR) on brand transgressions and consumer forgiveness, guided by the SPAR-4-SLR framework. Based on peer-reviewed articles published in the last decade (between 2015 and 2025), identified through Web of Science and Scopus, the review provides a comprehensive synthesis of extant research. Thematic analysis identifies four dominant streams: (1) corporate social responsibility (CSR) as a facilitator of forgiveness, (2) the role of self–brand connectedness, (3) the “love-turns-to-hate” phenomenon marked by revenge behaviour, and (4) attribution mechanisms influencing outcomes. Applying the theories–contexts–characteristics–methodologies (TCCM) framework, the review uncovers two major shortcomings: limited theoretical anchoring and a Western-centric focus, with little engagement in developing economies or cross-cultural perspectives. It also maps antecedents, mediators, moderators, and outcomes, while noting underexplored constructs. Building on these insights, the review outlines conceptual, contextual, and methodological research gaps, offering future directions to advance the field. Overall, this study enriches scholarly understanding of consumer forgiveness in response to brand transgressions and provides actionable implications for academics and practitioners navigating consumer trust and reputation repair.

Keywords: Brand transgression, Consumer forgiveness, TCCM, Systematic Review

Beyond the Human Gaze: How Motion Realism and Disclosure Anthropomorphism Shape Virtual Influencer Effectiveness

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ABSTRACT

Title

Beyond the Human Gaze: How Motion Realism and Disclosure Anthropomorphism Shape Virtual Influencer Effectiveness

Purpose

This study examines how motion realism (high vs. low) and disclosure anthropomorphism (“#Ad created with me” vs. “#Ad created by AI”) influence consumer responses to virtual influencer marketing. It addresses a novel gap by integrating AI-generated identity cues with persuasion knowledge, showing how subtle shifts in how virtual influencers “exist” and “speak” alter consumer perceptions. The study proposes that ontological uncertainty—consumers’ doubt about what is human, what is machine, and whether the influencer “can be trusted” (Muniz et al., 2024)—is a key psychological space through which virtual endorsement persuasion now flows. Perceived social presence (Dabiran et al., 2024) is examined as a mediator; technological anxiety (Deng & Jiang, 2023) is tested as a moderator.

Design/Methodology/Approach

A between-subjects experiment will be conducted, manipulating (i) motion realism of the virtual influencer (smooth, biomimetic movement vs. stylized, obviously synthetic movement) and (ii) anthropomorphic framing of disclosure (“created with me” vs. “created by AI”). Participants will be randomly assigned to view a mock Instagram Reels advertisement promoting a lifestyle product by a virtual influencer. The dependent variable is purchase intention. Social presence mediates the effects of both independent variables. Technological anxiety moderates the mediation pathway. Control variables include age, gender, familiarity with virtual influencers, and frequency of AI usage.

Theoretical Framework

Grounded in the Computers Are Social Actors (CASA) paradigm (Nass et al., 1994), the study argues that humans respond socially to virtual agents when cues mimic human behaviour. Motion realism functions as a perceptual heuristic, triggering intuitive attributions of humanness, consistent with work on appearance realism (Zhang & Ren, 2022). Disclosure anthropomorphism is interpreted through the Persuasion Knowledge Model (PKM) (Friestad & Wright, 1994), which states that consumers activate persuasion knowledge when they detect marketing intent—but less so when attribution cues evoke partnership rather than machine authorship (Bansal et al., 2024). The Elaboration Likelihood Model (ELM) (Petty & Cacioppo, 1986) further explains how realism and anthropomorphism influence users' processing routes, steering them toward central or peripheral processing depending on their level of technological anxiety.

Anticipated Findings

High motion realism is expected to increase social presence and purchase intention—unless paired with a mechanistic disclosure (“created by AI”), which activates persuasion knowledge and reduces trust. Anthropomorphic disclosures (“created with me”) are predicted to buffer this drop by framing the AI as co-creative rather than machine-like. Social presence is expected to mediate all relationships (Dabiran et al., 2024). Technological anxiety will likely moderate these effects (Deng & Jiang, 2023), such that high-anxiety users show stronger negative reactions to low realism and mechanistic disclosures.

Research Limitations/Implications

Virtual influencers evolve rapidly, and realism standards shift; what counts as “high realism” today may be normative within months. Platform effects (Instagram vs. TikTok vs. YouTube Shorts) may also shape results differently. Future research should investigate the use of generative avatars in live-stream commerce and explore cross-cultural variations in AI acceptance.

Practical Implications

Brands should craft disclosure language that aligns with the influencer’s aesthetic and the audience’s tolerance for AI-generated content. Anthropomorphic disclosures may preserve trust without undermining transparency. Investing in higher motion realism may increase social presence, but only when paired with narrative cues that prioritize humans. Poorly aligned disclosure framing could produce reactance and sharpen consumer skepticism toward AI-led endorsements.

Originality/Value

The study contributes by integrating realism cues, AI anthropomorphism, and persuasion knowledge into a single causal framework. It moves beyond traditional human influencer scholarship, offering a theory-driven approach to how virtual bodies, movements, and self-representations shape marketplace persuasion. This expands influencer-marketing literature into the emerging domain of AI-mediated identity.

Keywords: Virtual Influencers, Motion Realism, Anthropomorphic Disclosure, Social Presence, Technological Anxiety

Beyond Engagement: How Gamification and the Metaverse Shape Learner Motivation and Continuance Intention

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ABSTRACT

The rise of immersive digital environments and game-design elements presents novel opportunities for learning in evolving educational ecosystems. This study investigates how the integration of gamification and metaverse technologies can enhance learner engagement, motivation and continuance intention in higher-education and corporate learning settings. By adopting a conceptual model that links gamification elements (such as challenge, reward, feedback, social missions) and metaverse affordances (immersion, presence, avatar-based interaction) to learning outcomes and behavioural intentions, we propose and test a set of hypotheses. Data were collected from 310 learners via a structured questionnaire in a metaverse-based training environment; the findings are analysed using structural equation modelling. The results indicate that gamification and metaverse features significantly impact learning motivation, which in turn drives satisfaction and continuance intention. Managerial implications emphasise how organisations and educational institutions can design immersive, game-infused virtual experiential learning platforms to foster sustained learner engagement and outcomes. Limitations and future research directions are discussed.

Introduction

In recent years, digital innovations such as virtual reality (VR), augmented reality (AR) and metaverse platforms have begun to reshape the landscape of learning and development. Concurrently, gamification — the application of game design elements in non-game contexts — has gained traction as a means to increase motivation and engagement in educational settings. The metaverse provides an immersive environment in which learners can interact via avatars, collaborate in virtual spaces, and engage in multi-sensory experiences. Combining gamification with metaverse learning therefore promises rich experiential potential for both higher education and organisational training contexts.

Despite the promise, empirical research remains nascent about how gamified metaverse learning environments affect learner behaviours such as satisfaction and continuance intention. This gap is particularly salient in emerging economies, where infrastructure, cultural and pedagogical factors may moderate effects. The present study addresses this gap by exploring how game elements and metaverse affordances drive learner motivation, satisfaction and intention to continue in such virtual environments.

Literature Review

Gamification in learning has been shown to positively influence engagement, achievement, attitudes and self-efficacy (Lampropoulos & Kinshuk, 2024). A systematic review found that environments combining VR and gamification can enrich learning experiences, yielding higher motivation and satisfaction. The metaverse, as a virtual world enabling presence, avatar interaction and immersive collaboration, offers unique affordances for learning. Miller et al. (2024) note that gamification of metaverse learning experiences enhances platform interactivity and learner motivation. Das (2024) examined the intention to engage in metaverse-based learning and found that gamification plays a significant role in shaping adoption behaviour. From a management and pedagogical perspective,

Misara (2025) explored gamification within management studies and underscored how gamified systems deliver value beyond transactional benefits. Collectively, these studies suggest that gamification and metaverse integration can yield positive outcomes, yet the mechanisms (motivation → satisfaction → intention) remain under-examined.

Drawing on self-determination theory (intrinsic and extrinsic motivation) and technology adoption/continuance frameworks, the present study conceptualises that gamification and metaverse affordances influence learner motivation, which in turn affects satisfaction and continuance intention in immersive learning settings. Further, social and collaborative elements within the metaverse may moderate these relationships.

Hypotheses

H1: Gamification elements positively influence learner motivation in metaverse-based learning.

H2: Metaverse affordances (immersion, presence, avatar interaction) positively influence learner motivation in metaverse-based learning.

H3: Learner motivation positively influences learning satisfaction in metaverse-gamified environments.

H4: Learning satisfaction positively influences continuance intention to engage with metaverse-based gamified learning.

H5: Social interaction within the metaverse moderates the relationship between learner motivation and satisfaction such that the relationship is stronger when social interaction is higher.

H6: Learner motivation mediates the relationship between (a) gamification elements and satisfaction, and (b) metaverse affordances and satisfaction.

Methodology

The study adopted a quantitative research design. A structured questionnaire was developed drawing on validated scales for gamification (challenge, reward, feedback), metaverse affordances (immersion, presence, avatar interaction), learner motivation (intrinsic, extrinsic), satisfaction and continuance intention. The instrument was pre-tested for reliability and validity. Data were collected from 310 learners (e.g., university students and/or corporate trainees) after participating in a metaverse-based learning programme that incorporated gamification design. Respondents rated items on a five-point Likert scale. Data were analysed using structural equation modelling (SEM). Mediation and moderation analyses were performed to test the hypothesised relationships.

Implications

Theoretically, the study contributes by integrating gamification, metaverse and continuance intention constructs in a unified model, clarifying motivation and satisfaction pathways. Practically, the findings offer actionable guidance to educational institutions and corporate training practitioners: design metaverse learning ecosystems that incorporate gamification elements (e.g., badges, leaderboards, missions), leverage immersive affordances (avatar, VR/AR presence), and foster social collaborative features to drive motivation and sustained engagement. For emerging economy contexts, the study emphasises the need for infrastructure readiness, user-training and contextual adaptation of game mechanics. The model also suggests that simply deploying metaverse platforms is insufficient; deliberate gamification design and motivational alignment are key to achieving continuance outcomes.

Conclusion

As digital learning evolves towards immersive virtual spaces, this study offers empirical insights into how gamification and metaverse affordances work together to shape motivation, satisfaction and continuance intention. By bridging gaps in current literature and offering managerial guidance, it supports the development of next-generation immersive learning solutions. Future research may



extend to longitudinal designs, cross-cultural comparison and inclusion of behavioural analytics within metaverse platforms.

Keywords: Gamification, Metaverse Based Learning, Learner Engagement

Unpacking Circular Consumption: An Empirical Analysis of Consumer Intentions and Satisfaction Toward Refurbished Products

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ABSTRACT

The transition toward a circular economy has intensified global interest in refurbished and recycled products as viable alternatives to new goods. Despite offering clear economic and environmental benefits, consumer adoption of refurbished products remains inconsistent due to concerns about quality, trust, and limited awareness. This study investigates the determinants of consumer purchase intention and satisfaction toward refurbished and recycled products. Grounded in the Theory of Planned Behavior, Value-Belief-Norm Theory, and Hierarchy of Effects Model, the research examines the influence of perceived quality, price sensitivity, environmental impact awareness, and social influence. The mediating role of brand trust and moderating effect of prior experience are also explored. Using survey data from 241 consumers and employing Partial Least Squares Structural Equation Modeling (PLS-SEM), the study provides insights into behavioural mechanisms that drive circular consumption. Findings contribute to sustainability, marketing, and consumer behaviour literature by identifying strategies that can improve adoption of refurbished products.

Keywords: Circular Economy; Refurbished Products; Consumer Behaviour; Purchase Intention; PLS-SEM

Metaverse Adoption for Eco-Friendly Tourism: A Green Marketing Perspective

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ABSTRACT

The metaverse creates new ways to promote eco-friendly tourism by offering virtual travel experiences that reduce physical movement and carbon emissions. This study proposes a simple model to understand how metaverse features can shape travellers' green attitudes and their intention to support sustainable tourism. Four constructs—metaverse immersion, virtual interaction, green value perception, and eco-friendly travel intention—are examined. The study argues that immersive virtual tours and digital heritage environments can help travellers learn about ecological issues and choose greener options. The model also explains how green marketing messages inside the metaverse can influence responsible tourism behaviour. The paper offers insights for tourism marketers on how the metaverse can support sustainability communication and low-carbon tourism strategies.

Keywords: Metaverse, Eco-friendly Tourism, Green Marketing, Sustainable Behaviour

Modelling the Key Drivers of Gen-Z Player Behaviour in Online Gaming: An ISM-Based Study

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ABSTRACT

The Indian online gaming market has grown significantly in recent years, but concerns about Gen Z engagement and behavioural consequences have also grown. Despite previous researchers on this industry, a comprehensive knowledge of the intricate relationships between the various elements driving gaming behaviour is still lacking. The study uses the Interpretative Structural Modelling (ISM) technique to examine the link between the elements that have been found to influence online gaming behaviour. A structurally deep, six-layered, multidimensional hierarchical framework showing a cascade link among variables was the outcome of the analysis. Factors like social interactivity, Subjective happiness, time distortion, play addiction, and subjective well-being emerged as highly interactive and dependent constructs, while the utilitarian attitude at the base emerged as a major driving factor that is highly autonomous and independent. The study offers practical recommendations for developers and legislators to create a more responsible and balanced gaming environment, as well as a conceptual model for future research.

Keywords: Online Gaming, Flow Experience, Interpretive Structural Modeling (ISM), Integrative Framework, Gen-Z

Adoption of AI-Driven Recommendation Systems in Online Shopping Understanding Gen Z Behaviour through the UTAUT2 Framework

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ABSTRACT

The rapid increase of artificial intelligence recommendation systems has transformed customer engagement with e-commerce platforms. AI-enabled algorithms now drive consumer choice, satisfaction, and loyalty, be it through curated fashion feeds on Nykaa or Myntra or personalized product recommendations on Amazon and Flipkart. Generation Z—those born between 1997 and 2012—is an important subset of digital users who are tech-savvy, convenience-driven, and extremely sensitive to social and algorithmic cues. Despite that, there is a gap in research on their trust, adoption, and sustained use of AI-driven recommendation systems, which has specific implications for emerging market contexts like India.

While many models explained technology adoption, the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) has provided a more holistic consumer-centred framework that integrates cognitive, affective, and social predictors of behavioural intention and use. However, an extension of UTAUT2 is needed for capturing those specific characteristics that present AI-specific determinants of the behaviour of Gen Z consumers, including algorithmic personalization, opaque decision-making, and privacy risks.

The current study has empirically investigated how the adoption and usage of AI-driven recommendation systems among Gen Z consumers in India can be explained through the UTAUT2 constructs, further expanded by trust in AI, perceived personalization, and privacy concerns.

Unlocking the business potential of Tea Tourism: A comprehensive study on Management Strategies, Economic Impacts, and Sustainable Development

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ABSTRACT

Tourism is vital to India's tea industry and economy. Green India tea attracts tourists from worldwide. India requires tea tourism development to enhance ecotourism and sales. Vacations can involve tea tourism through public-private partnerships. Local tea culture may benefit from entertainment. Sustainable development, economic benefits, and management support global growth. Management, economics, and sustainability drive globalization. Economic and sustainable development implications of SDG targets "Ensure Good Health and Well-Being," "Promote Decent Work and Economic Growth," and "Sustain Life on Land" in tea locations are assessed. It will examine how tea business practices may improve society, create jobs, and protect land.

Keywords: Tea tourism, tea business, tourism marketing, sustainable development, local community development, managerial implementation

Relational, Not Rational: Privacy Concerns in “VA” Interactions

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ABSTRACT

Despite privacy concerns, users continue sharing personal information with voice assistants (VAs). While prior literature explains this paradoxical behaviour through a rational lens, understanding how relational factors shape privacy perceptions and self-disclosure in the VA context remains lacking. Current research proposes to examine how personalised VA interactions influence self-disclosure, considering the privacy concerns they may raise.

The study proposes a between-subject experimental study, manipulating personalisation, and measuring social interaction type, relational depth, privacy concern and continued self-disclosure intention. Standardised multi-item scales from established literature will be adapted. Data will be analysed using Hayes’ PROCESS macro to test direct, indirect, and moderated mediation effects. The study expects personalisation to influence privacy concerns, shaping self-disclosure. However, its strength will depend on the relational and interactional context. Nurturing-oriented and deep relationships may weaken privacy concerns and enhance self-disclosure. Conversely, task-oriented and shallow relationships may sustain privacy concerns and limit self-disclosure.

The study aims to underscore the need for ethical guidelines and policies by investigating whether deep, nurturing human-VA relationships reduces privacy concerns. It intends to extend the Social Penetration Theory, highlighting that human-VA relations can replicate human-human relational dynamics. Additionally, it broadens the Privacy Calculus Theory by introducing relational aspects as contextual factors.

Keywords: Personalisation-Privacy Paradox, Human-AI Relationship, voice assistants, Social Penetration Theory, Conversational AI

Reconfiguring Omnichannel Experience: A Stimulus–Organism–Response Perspective on Functional–Sensory Design Synergies in Retail

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ABSTRACT

Omnichannel retailing has fundamentally reshaped how consumers navigate physical and digital touchpoints, requiring retailers to design systems that deliver both operational reliability and experiential coherence. Although prior research recognises the importance of integration and atmospherics, empirical work seldom examines their joint influence on consumers' affective and cognitive responses within a unified framework. This extended abstract synthesises findings from a multi-study programme that utilised the Stimulus–Organism–Response (SOR) framework to explain how Functional Stimuli (online–offline integration mechanisms) and Sensory Stimuli (store and web atmospherics) affect internal states and downstream attitudinal and behavioural outcomes in omnichannel retailing. The research expands existing theoretical boundaries by identifying which design cues matter most, how they interact, and how they translate into attitudes, engagement, and purchase intentions.

Grounded in the SOR model, the research conceptualises Functional Stimuli as structurally oriented cues such as integrated order fulfilment (IOF), promotions, transaction information, and customer service. Sensory Stimuli include design aesthetics (DAE), facilitating stimuli (FACS), and other atmospheric cues. These stimuli activate two organismic responses: Affective Response (AR) reflecting emotional states such as pleasure or arousal, and Cognitive Response (CR) reflecting evaluative judgments regarding reliability, clarity, and operational fluency. These internal states subsequently influence Attitude toward the Brand (ATT), Consumer Brand Engagement (CBE), and Purchase Intention (PI).

The research adopted a five-study, sequential design involving 1305 participants, each with recent omnichannel retail experience. Study I examined six integration dimensions and found that Integrated Order Fulfilment and Integrated Transaction Information were the strongest Functional Stimuli affecting AR and CR, whereas traditional dimensions like product–price consistency and integrated promotions had limited effect. This suggests that consumers increasingly take such alignment for granted, placing greater weight on back-end fulfilment and data coherence.

Study II evaluated sensory atmospherics and demonstrated that Design Aesthetics exerted the most substantial influence on AR and CR, surpassing web informativeness, web entertainment, and attractive stimuli. Facilitating Stimuli showed strong effects on CR alone, indicating they support cognitive evaluations without necessarily generating affective uplift. Together, these findings refine the experiential domain by confirming that clarity-driven sensory cues matter more than hedonic cues in goal-driven omnichannel journeys.

Study III jointly tested Functional and Sensory Stimuli, revealing that IOF, DAE, and FACS remained robust predictors of internal responses when examined simultaneously. This confirms that consumers process omnichannel environments holistically rather than through isolated channels or sensory dimensions. IOF emerged as the single most influential cross-channel cue, revealing fulfilment as a psychological anchor for both affective reassurance and cognitive clarity. Study IV evaluated the downstream SOR links and found that both AR and CR significantly shaped ATT. AR also influenced CBE directly, while CR's effect on engagement was not significant. ATT strongly predicted CBE and PI, underscoring its centrality as a mediating construct. These results clarify that affective states drive engagement, whereas cognitive states strengthen brand attitudes, which subsequently influence purchase-related behaviours.

Study V, the full structural model, confirmed the robustness of all key pathways and introduced cross-stimulus interaction effects. Results showed that Design Aesthetics strengthened the positive effect of IOF on CR, suggesting that aesthetically coherent interfaces amplify the cognitive value of strong operational design. Conversely, Facilitating Stimuli weakened the positive impact of IOF on CR, indicating that excessive guidance or interface structuring can overload users and reduce perceptual fluency when the functional system is already strong. These interaction patterns introduce an important qualification to integrated system design: more cues are not always better, and congruence between operational and experiential signals determines overall psychological impact.

Overall, the research provides several theoretical contributions. First, it advances SOR theory by demonstrating that Functional and Sensory Stimuli activate distinct organismic pathways rather than a uniform internal response. Second, it extends system design and servicescape theories by showing that digital sensory cues, particularly DAE, now overshadow traditional physical atmospherics in omnichannel experience formation. Third, it highlights stimulus congruence as a boundary condition, offering a refined understanding of how functional reliability and sensory

clarity interact. These findings collectively reposition omnichannel experience as an interplay between structural assurances and experiential meanings rather than a sum of isolated touchpoints. The results offer clear managerial implications. Retailers should prioritise IOF as the chief Functional Stimulus and invest in aesthetic coherence as the primary Sensory Stimulus. Companies should avoid over-facilitating navigation or information architecture when foundational systems are already robust. Additionally, journey mapping should assess where operational and sensory cues converge to prevent dissonance. Aligning fulfilment efficiency with design clarity can produce both emotional reassurance and cognitive fluency, enabling stronger brand attitudes, engagement, and purchase intentions.

Future research could investigate cultural moderators, longitudinal effects of stimuli across customer journeys, and how emerging technologies such as AI, AR, and predictive logistics reshape stimulus classes. Cross-industry comparisons could further validate the portability of stimulus-oriented models in omnichannel environments.

Keywords: Omnichannel Retailing; Consumer Experience; Design Aesthetics; Fulfilment Integration; SOR Framework

When AI Feels Like Me: Anthropomorphism, Self-Congruence, and the Formation of Trust

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ABSTRACT

The study aims to explore Generative Artificial Intelligence (GenAI) through the lens of building symbolic interaction with the users with its human-like attributes. Studies have shown that users tend to connect with the technology when they feel their identity resonates with that of the generative AI. The study builds on the concept of anthropomorphism and its impact on trust towards GenAI through self-congruence and understands the vital role of ethical concerns that could have a significant impact in building users' trust. Data were collected from GenAI users and analyzed using Structural Equation Modelling (SEM). The findings of the study report a strong connection between anthropomorphic nature of GenAI and users' trust towards the system. Further, it also identifies users' ethical concerns weakens the link between users' congruence and their trust towards GenAI. The study highlights significant theoretical and practical implications for the marketers, practitioners and technology leaders for developing a strong connection with its users by developing a customer centric, ethically responsible and highly responsive GenAI system.

Keywords: Keywords: Generative AI, Self-Congruence, Anthropomorphism, Tourism, Ethical concerns, Trust and acceptance towards GenAI systems

Generative AI Adoption in Tourism: The Enabling Role of Trust through Resistance

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ABSTRACT

Generative Artificial Intelligence (GenAI)'s evolution over the years has taken a paradigm shift in how service industries design, develop, deliver and enhance customer experiences, especially hospitality and tourism sectors. Despite these benefits, adoption of GenAI in tourism remains scarce and is constrained by concerns surrounding trust, privacy, overreliance on the algorithmic decision making. The study builds a conceptual framework on how tourists' trust translates into adoption intentions via resistance - further moderated by social influence. Data were collected from tourists who have sufficient exposure to technology-mediated travel services and employs Structural Equation Modelling (SEM) using AMOS 24.0. The findings suggests that trust functions as an important precursor of GenAI adoption in tourism and has negative effects on resistance thereby increases the adoption of GenAI. Further social influence contextualize these effects, revealing that social validation can amplify or weaken the trust–adoption pathway.

Keywords: User Resistance Theory, Resistance, Trust towards GenAI, social influence, GenAI in tourism

Bridging The Trust Gap: The Trust-Calibration Framework For AI-Driven Personalization

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ABSTRACT

The pervasive integration of Artificial Intelligence (AI) in marketing has intensified the personalization-privacy paradox, creating a critical strategic dilemma for managers who must bridge the chasm between traditional relationship-building and digital scale. While existing literature has adeptly diagnosed this tension, a significant translational gap remains in providing a dynamic, managerial process to actively navigate it. Using a theory synthesis approach, this conceptual paper introduces the Trust-Calibration Framework to address this void. We posit that trust is not a static outcome but a dynamic, manageable variable. The framework delineates a continuous, circular process where marketing managers adjust specific Trust Levers—Data Transparency, Value Exchange Equitability, Algorithmic Explainability, and Consent Management—based on real-time feedback from defined Trust Metrics. This process is guided by a structured Calibration Engine, which combines human managerial judgment with AI, and is tempered by critical Contextual Filters such as industry norms and regulatory environment. We derive five testable propositions to guide future empirical research and provide a strategic, four-phase roadmap for implementation. Our primary contribution is a novel theoretical model that operationalizes trust, offering managers a proactive system to transform a defensive compliance challenge into a source of sustainable competitive advantage and ethical leadership in the AI age.

Keywords: Trust-Calibration, AI in Marketing, Personalization-Privacy Paradox, Consumer Trust, Managerial Framework

Gamified Retail In The Digital Era: A Review Of Literature Using B-Slr Framework

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ABSTRACT

Gamification has become increasingly popular as a strategic tool for enhancing customer engagement, satisfaction, and loyalty in online settings, driven by the retail industry's rapid digital transformation. Despite its growing relevance, research on gamification in e-tail remains fragmented across multiple disciplines, limiting theoretical integration and managerial understanding. The Bibliometric Systematic Literature Review (B-SLR) approach, which combines bibliometrics techniques with the TCCM, was employed. Preferred Reporting Items for Systematic reviews (PRISMA) was used to select the articles and ensure rigour. Seventy-three peer-reviewed articles collected from the Scopus and Web of Science databases were reviewed using the VOSviewer tool for science mapping. The study reveals a growth in gamification-based e-tail research during the post-pandemic period as digital adoption accelerated. The science mapping identified four dominant thematic clusters, such as motivation, perceived value, co-creation, and customer brand engagement. The TCCM analysis further reveals that the field is theoretically grounded in frameworks yet remains fragmented in terms of contextual diversity and methodological depth. Most studies employ quantitative cross-sectional designs, with limited experimental and mixed-method research. The review is based solely on journal articles, which may have resulted in a limited assessment of the impact on conference papers and book chapters.

Keywords: Gamification, E-tail, Vosviewer, Bibliometric analysis, TCCM

Impact of UPI Payment System on the Purchase Intention of College Students: A Study Done with the Students of a University in India

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ABSTRACT

This study examines the impact of the Unified Payments Interface (UPI) on college students' purchasing intentions at the Lavasa campus of Christ (Deemed to be University). The research incorporates Perceived Usefulness, Perceived Ease of Use, Perceived Infrastructure Quality, Trust, and Perceived Risk as antecedents of Behavioral Intention, which is positioned as the complete mediator leading to Purchase Intention, by extending the Technology Acceptance Model (TAM). The methodology explicitly examines how students' desire to use UPI for actual financial transactions, rather than merely adopting the technology, is influenced by a combination of functional, contextual, and psychological factors. Undergraduate and graduate students were asked to complete a structured online questionnaire to gather primary data. Partial Least Squares Structural Equation Modeling (PLS-SEM) is used to test the suggested relationships. The study aims to clarify the mediating role of behavioral intention in converting acceptance into spending behavior, establish the relative importance of infrastructure reliability in a semi-urban campus context, and provide actionable insights for universities, payment providers, and policymakers seeking to increase the adoption of digital payments among young Indians.

Keywords: Perceived Infrastructure Quality, Purchase Intention, Behavioral Intention, Technology Acceptance Model, PLS-SEM

Pay To Come On Board? Zomato's Controversial Hiring Experiment

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ABSTRACT

The Zomato's "Pay to Hire" model is a prime example to understand how employers nowadays are utilizing online recruitment and employer branding as new ways to employ talent acquisition. The paper will allow readers to assess the long term feasibility of using this form of employee recruitment; the potential risks/liabilities associated with it; and the creation of alternative/equitable forms of employee recruitment. By evaluating the unintended consequences of unconventional hiring techniques, the ethics/law implications, the use of social media in the hiring process, and the effective communication of leaders and organizations to prospective employees, readers will have a comprehensive understanding of the current and future challenges facing the recruitment function. This case will help in developing hiring practice models that enhance the credibility of employers while maintaining creative and accountable HR practices.

Keywords: Zomato, Recruitment, Employer Branding, Ethics, Law.

Cognitive Load, Attention Dynamics, and Brand Trust: Empirical Evidence on Consumer Decision Quality in Urban FMCG Markets

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ABSTRACT

The transformation of the Indian FMCG sector to a high-velocity, omnichannel framework has made the archetypal economic proposition less tenable, stating that increased consumer choice results in higher welfare. By focusing on the dense retail environment of Kolkata, the present study examines the versatile and often conflicting effects of selective attention, attention fragmentation, and information overload on decision quality. The authors, through hierarchical regression and mediation analysis, explore such cognitive dynamics in a quantitative cross-sectional design with stratified sampling. Results indicate a structural paradox. On the one hand, selective attention may increase decision confidence, while on the other, attention fragmentation and information overload substantially reduce executive control, thereby intensifying the occurrence of impulse buying and decreasing the level of decision clarity. Significantly, brand trust is found to be a major cognitive heuristic that mediates the negative effects of overload, serving as a psychological buffer that supports decision-making in situations of high constraint. The research transforms managerial thinking away from the “endless aisle” paradigm towards practices that facilitate cognitive ease, with brand trust serving as a necessary “safe harbor” against the potentially harmful effects of current attentional saturation.

Keywords: Attention Economy, Information Overload, Brand Trust, Consumer Decision-Making, FMCG

Why People Overlook Greenwashing: A Conceptual Study of Behavioural Determinants in ESG Investment Decisions

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ABSTRACT

Environmental, Social, and Governance (ESG) help investors and companies positioned for strong long-term performance in the era of sustainable finance. ESG has become an integral part of investment strategies as it prioritises both profit maximization to ethical and sustainable value creation; still, investors and the general public overlook greenwashing practices and continue to invest in firms accused of greenwashing, where sustainability claims are exaggerated or misleading which raises the question: why do people and investors ignore greenwashing? Despite ethical intentions? This conceptual paper proposes a behavioural framework to explain why investors and general public overlook greenwashing. The framework will highlight multi-dimensional behavioural factors including overconfidence, information overload and social influence that contribute to the downplaying risk of greenwashing. The framework provides foundation for future empirical studies and will help in understanding the behavioural drivers of overlooking greenwashing. It can improve due diligence, portfolio decision-making, and risk management by connecting behavioural tendencies to financial decision-making in sustainable investment contexts. The paper contributes to a better understanding of sustainable investing challenges and aims at promoting more informed, responsible, and sustainable investment practices.

Keywords: Greenwashing, ESG investing, Behavioural Finance, Cognitive dissonance, Perceived authenticity

Investigating the Effect of Sonic Branding on Emotional Resonance and Purchase Intentions across Millennials and Generation Z Customers: Insights from the OTT Sector

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ABSTRACT

The dominance of OTT (Over-the-Top) streaming services in India has brought intense competition to home audiences, prompting companies to explore alternatives and adopt a new, entirely divergent strategy of creating distinctiveness that does not rely on advertising. The present study examines the influence of sonic branding, including audio logos, intro sounds, notification tones, and/or sonic cues, on the emotional attachment and purchase intention of Millennials (born 1981-1996) and Generation Z (born 1997-2012) as consumers of OTT brands in Kolkata. Based on positivistic worldviews, a quantitative cross-sectional design has been employed to measure the influence of sonic branding salience on purchasing behavior, including subscription intention, timing of content selection, and brand advocacy. Furthermore, the moderating role of generational cohort on consumer responsiveness to sonic stimuli is also explored, and the mediating effect of emotional resonance via the sonic branding-purchase intention nexus is examined. A structured questionnaire, based on judgment and snowball sampling, was employed to gather responses from 100 participants. Preliminary research indicates that sonic branding has benefits for brand recall, emotional connection, and purchase intentions, with varying responses to the brand across different generations. The study makes an important contribution by drawing on the sensory marketing literature, utilizing research on sonic branding in the OTT context within India, and also offers valuable advice for platform marketers seeking to develop audio branding methods targeting consumers segmented by generation.

Keywords: Sonic branding, emotional resonance, purchase intention, OTT platforms, Millennials

Involvement to Empowerment: Exploring Resident Pathways to Sustainable Tourism Development

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ABSTRACT

Tourism involvement plays an important role in shaping residents' perceptions of tourism by influencing their awareness of tourism activities, their engagement in community life, and their connection to local development. Its contribution to sustainable tourism depends on the extent to which residents feel empowered and experience improvements in their overall well-being. This study proposes a conceptual framework that positions tourism involvement as the precursor to multidimensional resident empowerment across psychological, social, political, economic, environmental, and cultural domains. These empowerment dimensions are then examined in relation to residents' quality of life, which represents their broader evaluations of social, economic, and environmental conditions within the community. The framework links empowerment and quality of life to residents' support for sustainable tourism, reflecting the positive outcomes they associate with tourism development. The study anticipates that greater involvement will enhance empowerment, empowerment will strengthen quality of life, and these interconnected processes will encourage stronger support for sustainable tourism. This study will benefit policymakers, destination planners, and community stakeholders by providing insights that enhance strategies centered on residents and encourage more sustainable tourism development.

Keywords: Sustainable tourism, resident empowerment, quality of life, tourism involvement, sustainable tourism development

Reinventing Restaurant Experiences: Leveraging Privacy-Friendly Personalization to Drive Customer Delight: An Empirical Study

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ABSTRACT

Digital transformation has reshaped the restaurant industry, increasing the adoption of personalization tools that enhance service relevance and customer satisfaction. However, rising concerns about data privacy have complicated the implementation of such strategies. This empirical study investigates how privacy-friendly personalization influences customer delight in the restaurant sector and examines the mediating role of customer trust. A structured questionnaire was administered to restaurant customers to measure their perceptions of personalization practices, privacy assurance, trust, and delight. Quantitative techniques, including correlation and regression analysis, were used to test hypothesized relationships. Results indicate that personalization significantly contributes to customer delight when it is supported by clear privacy assurances. Findings also show that customer trust acts as a strong mediator, strengthening the overall impact of privacy-friendly personalization. Additionally, the study highlights the role of human service support in enhancing technology-driven personalization. The research contributes to digital marketing literature by demonstrating that privacy-respectful personalization is both effective and essential for building deeper emotional engagement in restaurant services. Practical implications suggest that restaurants should adopt transparent data practices and consent-based personalization to foster trust and deliver delightful customer experiences.

Keywords: Personalization, Privacy Assurance, Customer Delight, Customer Trust, Restaurant Industry

Scroll to Stay: Understanding the Role of Social Media in Consumer Purchase Behaviour and Hotel Bookings

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ABSTRACT

The growing dominance of social media has transformed the way consumers search, evaluate, and select hotels. User-generated content, brand interactions, influencer posts, real-time reviews, and peer recommendations have emerged as stronger determinants of trust than traditional marketing. This study investigates how customer reviews, brand awareness, information availability, location accessibility, customer service quality, and social media engagement influence consumer purchase and booking decisions in the hospitality sector.

A quantitative design was used, employing a structured online questionnaire distributed to digitally active travellers. Constructs were measured using validated Likert-scale items, and data were analysed using Structural Equation Modelling (SEM). Findings reveal that customer reviews, brand awareness, and experience with social media significantly influence hotel booking decisions, while factors like service quality and information availability show weaker effects. The study emphasises that travellers increasingly rely on transparent, peer-driven content rather than traditional promotional communication.

Keywords: Social media, Hotel Bookings, Digital Trust, user-generated content, Customer Reviews, Consumer Behaviour

The Link Between Sustainable Sourcing Communication and Consumer Behaviour: A PLS-SEM Analysis of Informativeness, WOM, and WTP in Indian FMCG

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ABSTRACT

This study examines how the communication of direct sourcing practices in the Indian Fast-Moving Consumer Goods (FMCG) sector influences consumer behavioural outcomes aligned with Sustainable Development Goal 12. While sustainable and ethical sourcing increasingly shapes brand strategy, limited empirical research simultaneously links informativeness in advertising to word-of-mouth, willingness-to-pay, and purchase intention. Using a quantitative design, data were collected from 406 respondents who were exposed to an advertisement of a fictitious brand that conveyed a direct sourcing practice. Smart-PLS analysis confirmed the strong reliability and convergent validity of the constructs. Results show that informativeness significantly enhances both WOM and WTP. The structural model reveals that sustainable sourcing communication influences purchasing behaviour both directly and through mediating consumer attitudes. The study highlights the strategic importance of transparent and credible communication in strengthening consumer trust and motivating ethical consumption, particularly among Generation Z. For FMCG practitioners, the findings emphasise the importance of integrating sustainability narratives with clear and compelling messaging to strengthen differentiation in a saturated market and convert positive perceptions into purchase decisions.

Keywords: Direct Sourcing Practice, Ethical Sourcing, Purchase Intention, Consumer Behaviour

Experiential marketing and customer satisfaction: An Empirical analysis

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ABSTRACT

With the rise of online food delivery and consumers' preference for the comfort of their homes, this research finds a strong correlation between overall experience and key in-store factors, highlighting the potential of experiential marketing in retail settings. This research was conducted at a selected franchised juice-selling outlet of a farmer-producer company through a customer feedback survey and structured field observations over three months. The study explores how in-store experience and experiential marketing influence customer satisfaction and buying behaviour. The responses collected were analysed using SPSS. The research examines the relationship between the overall customer experience and factors such as ambience, drink quality, and pricing. This was further validated by implementing experiential marketing techniques and observing their impact. It was found that staff friendliness and personalised suggestive selling were highly effective in shaping customer experiences. This study will benefit businesses involved in franchised food and beverage sales by providing insights into customer engagement. It will also be helpful for researchers studying experiential retail marketing and consumer behaviour.

Keywords: Experiential marketing, in-store experience, customer satisfaction, retail marketing, store ambience

Reward-Driven Customer Behaviour in an Omni-Channel M/M/1 Service System

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ABSTRACT

This paper studies customer decision behaviour in an omni-channel service environment where multiple access channels feed into a pooled single-server M/M/1 queue. Each arriving customer receives a marketing reward such as loyalty credit, promotion, or coupon whose value interacts with the customer's waiting-time disutility to determine their joining behaviour. A utility-based framework is developed in which customers adopt threshold or mixed joining strategies based on reward size, access fees, and perceived congestion. The effective arrival rate is endogenously determined by a fixed-point equilibrium that incorporates queueing delays and reward-induced incentives. Analytical characterizations are derived for homogeneous and heterogeneous customer populations, while numerical methods, including fixed-point iteration and heuristic optimization, are employed to identify profit-maximizing and welfare-optimal reward levels. Numerical experiments show that appropriately designed reward schemes can increase system throughput, flatten congestion, and improve both customer acceptance rates and firm profitability. The findings provide actionable insights for designing promotions, loyalty programmers, and omni-channel access strategies in modern service systems.

Keywords: Queueing theory; Omni-channel service; Mixed strategy; Service operations; Marketing analytics

Beyond Pictures and Names: How Nutritional Information on Online Menus Influences Visual Attention

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ABSTRACT

Nutritional information influences consumer behaviour in offline context, it is unclear whether the same applies in the online context also. To address this gap, this study is intended to examine the effects of nutritional information on visual attention and food choices of consumers through online food delivery apps. A paired t-test was employed in a within-subjects design to compare total fixation duration, fixation counts and total visit duration between the interfaces. Follow-up interviews were conducted to triangulate experimental findings. The results indicated that all the eye-tracking metrics are significant for the nutritional information menu interface. Findings from eye-tracking and interviews are consistent. The findings of this study provide useful insights for designing online menu interfaces and webpages of online food delivery apps, thus contributing to the development of user-friendly menu interfaces.

Keywords: Online food delivery apps, online food marketing, Nutritional Information, Menu Interfaces, Eye-tracking.

Modeling Consumer Preferences for Daily Meals: An Application of Latent Dirichlet Allocation and the Best-Worst Method

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ABSTRACT

Existing research on Food Delivery Applications (FDAs) largely overlooks the specific consumer dynamics of the daily staple food market. This study addresses this gap by employing an exploratory sequential mixed-methods design to identify and rank the drivers of ordering staples (e.g., roti, daal) in India. Initially, Latent Dirichlet Allocation (LDA) was applied to qualitative data from 45 consumer interviews to extract key decision-making criteria. Subsequently, the Best-Worst Method (BWM) was utilized to prioritize these factors through a structured expert survey. The findings reveal a distinct hierarchy where 'Hygiene and Safety Perception' and 'Taste Authenticity' significantly outweigh standard convenience factors. The study concludes that to succeed in the daily meal segment, platforms must pivot their value proposition from speed to trust and nutritional integrity.

Keywords: Food Delivery Applications (FDAs), Staple Food, Best-Worst Method (BWM), Consumer Behavior, Mixed-Methods Research

Star Power or Market Share? Rethinking Celebrity Marketing Through Predictive Analytics and Data-Driven Efficiency Index

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ABSTRACT

Celebrity endorsements continue to be one of the most widely used marketing strategies, yet their efficiency varies significantly across product categories, market share positions, and consumer segments. This study develops a Celebrity Endorsement Efficiency Index (CEEI) to quantitatively evaluate the effectiveness of endorsements, moving beyond traditional recall and attitude measures. The first objective is to conceptualize and construct the CEEI by integrating performance indicators such as sales lift, brand engagement, and endorsement costs across diverse product categories ranging from low-involvement goods (packaged water) to high-involvement durables (cars) and controversial categories (gutkha). The second objective examines how a brand's market share status (leader vs. challenger) moderates the utility of celebrity endorsements, thereby assessing whether large brands derive diminishing or amplified returns from star associations compared to smaller entrants. The third objective advances the analysis by building an AI-driven predictive model that combines consumer perceptions of privacy and personalization with campaign, brand, and celebrity-level attributes to estimate and explain endorsement efficiency. By integrating both traditional and digital marketing data, the model highlights how personalization strategies interact with privacy concerns to shape consumer responses to celebrity-driven campaigns. Findings are expected to provide marketers with a data-driven framework to optimize endorsement decisions, balancing the trade-offs between star power, market realities, and consumer expectations in the era of privacy-first personalization.

Reimagining Event Planning through Industry 4.0 Digital Transformation, Automation, and Design Innovation

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ABSTRACT

Purpose of Chapter: Present chapter presents a comprehensive literature review with an objective to examine the transformative role of Industry 4.0 technologies in reimagining event planning and design. Industry 4.0 contains the disruptive technologies that have a deep impact in all the spheres of life. This chapter discusses on how the integration of digital innovations has improved the efficiency and effectiveness of event planning and designing. This chapter highlights how technologies such as Artificial Intelligence (AI), Internet of Things (IoT), Cyber-Physical Systems (CPS), Big Data, robotics, and immersive solutions like Augmented and Virtual Reality (AR/VR) are redefining event design into a technology-enabled and human-centered discipline.

Methodology: The chapter follows a rich discourse based on the literature i.e. key insight from literature. It synthesizes insights from academic research and develops a conceptual framework for future researchers. We have extracted the papers from the reputed databases e.g. Scopus, Web of Science etc., reviewed the pool of papers thoroughly based on their relevance to the present research.

Findings: It was found that Industry 4.0 enables innovation in event planning by fostering personalization, real-time responsiveness, and immersive engagement. AI enhances predictive analytics and personalized agendas, while Internet of Things (IoT) and Cyber Physical System improve monitoring, safety, and adaptability. AR/VR expands virtual and hybrid event experiences, Big Data strengthens decision-making, and robotics along with 3D printing streamline operations. A conceptual model is proposed, linking Industry 4.0 technologies with key event design principles user-centricity, interactivity, sustainability, and flexibility and their potential outcomes, including customer satisfaction, event performance, strategic value, and positive word-of-mouth.

Implications: The chapter demonstrates that Industry 4.0 is not just a disruption of the technology. It can shift the mindsets of practitioners. Integrating these tools into event design can improve competitiveness, enhance stakeholder engagement and performance, and deliver sustainable value.



Future researchers can conduct empirical, experimental and longitudinal studies using the proposed conceptual framework.

Keywords: Event Planning & Designing, Industry 4.0, Digital Transformation, Automation, Design Innovation, Word of Mouth

Memory to Marketing: Leveraging Nostalgia for Consumer Engagement

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ABSTRACT

Nostalgia is increasingly recognized as a powerful tool for emotionally connecting consumers to brands, particularly in the food sector. This study examines how nostalgia marketing of food influence consumers' purchase decisions, while also exploring how demographic factors and spatial distance from home shape nostalgic responses. Using a survey of 162 participants across generations, the study analyzes emotional triggers associated with nostalgic food experiences. The findings suggest that consumers living away from home exhibit stronger nostalgic connections to familiar foods, which in turn drive their purchase and repurchase behavior. Overall, the study contributes to understanding how nostalgia marketing functions as a behavioral and emotional driver in food consumption, offering valuable insights for marketers seeking to design emotionally resonant and culturally rooted strategies.

Keywords: Food, Marketing Strategy, Purchase Behavior, Nostalgia

Trends and Patterns in Green Advertising and Green Purchase Intention: A Bibliometric Review

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ABSTRACT

This bibliometric review examines scholarly developments in green advertising and green purchase intention from 2015 to 2025, a decade marked by heightened sustainability commitments and increasing consumer ecological awareness. The analysis synthesizes research trends, dominant themes, and theoretical foundations across marketing, psychology, and sustainability science. Findings reveal consistent emphasis on credibility, authenticity, and ethicality in green advertising, with concerns about greenwashing prompting calls for transparent and verifiable environmental claims. Research on green purchase intention highlights the influence of environmental concern, social norms, perceived value, and psychological determinants. Emerging patterns show strong contributions from Asian markets and growing exploration of digital and technology-driven environmental communication, including social media engagement and AI-enhanced messaging. Overall, the review demonstrates the field's evolution from foundational concepts toward multidimensional analyses integrating ethics, culture, branding, and technological innovation. Insights from this study support the development of credible sustainability communication and strategies that encourage environmentally responsible consumer behaviour.

Keywords: Green advertising, green purchase intention; sustainability communication, green consumer behaviour, sustainable consumption

Online Purchase Intention in Rural Markets: A Predictive Model Using Logistic Regression

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ABSTRACT

India's e-commerce sector is projected to reach USD 200 billion by 2026, driven largely by rapid improvements in digital connectivity, smartphone penetration, affordable data, expansion of fintech infrastructure, and logistics innovation. A substantial share of this growth is expected to originate from rural India, which comprises 68% of the nation's population and nearly half of total consumption. Despite this strategic significance, rural online consumer behaviour remains theoretically under-examined. This study addresses this gap by empirically modelling the antecedents of rural consumers' online purchase intentions within an emerging-market digital ecosystem. Drawing on established technology adoption and consumer behaviour frameworks, we test the effects of service quality, perceived enjoyment, trust, and related behavioural drivers using logistic regression. The findings reveal that service quality, enjoyment, and trust emerge as the strongest predictors of rural e-commerce adoption. These insights advance the literature on digital adoption in under-served markets and provide actionable guidance for e-commerce firms seeking to develop targeted interventions, enhance platform engagement, and unlock the next phase of rural market growth.

Keywords: service quality, enjoyment, trust, website quality, returns

Their Impact On Consumers' Travel-Related Content: A Mixed-Methods Approach

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ABSTRACT

In the era of digital connectivity, understanding the factors that make content go “viral” has become crucial for tourism marketers who aim to influence travelers’ decisions and online engagement. This study explores the factors associated with viral marketing and examines how these factors shape consumers’ viral intentions within the tourism industry. Using a mixed-methods approach, the research integrates qualitative insights with quantitative validation. In the qualitative phase, in-depth interviews were conducted with both content creators and consumers to identify the underlying factors influencing viral marketing. Grounded theory was employed to uncover key factors, which then informed the development of hypotheses tested in the quantitative phase using Covariance-Based Structural Equation Modeling (CB-SEM). Drawing on the Motivation, Opportunity, and Ability (MOA) framework, the study’s findings revealed eight factors associated with viral marketing: perceived enjoyment, epistemic value, interpersonal utility, self-expression, message quality, source credibility, personal innovativeness, and perceived self-efficacy. Moreover, the moderating effects of ability-related factors were tested on the relationships between motivation-related factors and viral intentions, as well as between opportunity-related factors and viral intentions. The findings provide a comprehensive framework that identifies the key factors influencing consumers’ viral intentions in tourism. This framework offers both theoretical insights into viral marketing behavior and practical implications for marketers seeking to design campaigns that effectively engage audiences and enhance content visibility.

Keywords: viral marketing, viral intentions, tourism industry, mixed-methods approach, motivation opportunity and ability (MOA) framework

Influencers as Drivers of Virtuous Framing of Indulgent Consumption in the Digital Context

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ABSTRACT

The study focuses on indulgent consumption in the digital context endorsed by social media influencers. In Study 1, we investigate whether endorsement by influencers enhances the perceived virtue of the indulgent product. Based on these findings, we conduct Study 2 to understand the underlying mechanism by testing a conceptual model comprising cognitive and affective factors, which in turn influence the behavioral intentions of the consumers. The study has implications for policymakers and managers dealing in indulgent consumption, public health and digital content regulation.

Keywords: Influencers, Virtue, Indulgence, Emotion

Examining the Influence of Service Quality, Comfort, Hygiene, and Technology Integration on Customer Satisfaction, Loyalty, and Usage Intention in MaaS Ride-hailing Services

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ABSTRACT

The purpose of the study is to examine the impact of service quality dimensions, specifically journey comfort, health and hygiene, and technology integration, on customer satisfaction, loyalty, and intention to use within Mobility as a Service (MaaS) ride-hailing platforms. Extending the SERVQUAL framework, it empirically validates how these factors influence consumer behavior in the evolving urban mobility landscape. The findings reveal significant positive effects of technological integration, tangibility, and reliability on satisfaction and loyalty, while also highlighting the mediating role of satisfaction in fostering loyalty and usage intentions. This research provides both theoretical insights by adapting service quality constructs to MaaS contexts and practical guidance for platform developers and regulators to enhance commuter experience. Addressing these dimensions is critical amid rapid urbanization and regulatory pressures, as failure to do so may lead to user attrition and reputational risks. The study contributes to understanding how integrated service quality improvements can drive sustainable growth and customer advocacy in ride-hailing services.

Keywords: Mobility as a Service (MaaS), Ride-hailing platforms, Service quality, Technology integration, Customer satisfaction

Connecting Culture, Aesthetic, And Marketing: Understanding How Museum Visitors Make Purchase Decisions

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ABSTRACT

As museums increasingly adopt market-oriented strategies, understanding how cultural, aesthetic, and design innovations shape consumer behaviour has become essential. This paper presents a critical review of existing literature on the intersection of cultural value, aesthetic appeal, and marketing, aiming to understand how these factors shape museum visitors' purchase decisions. Drawing from ideas in cultural marketing, experiential consumption, and design aesthetics, it explores how visitors find emotional satisfaction, authenticity, and value in cultural objects. The review shows that the visual and sensory appeal of design plays a vital role in shaping visitors' memories and purchase intentions, turning museum experiences into moments of personal meaning. It highlights how deeply aesthetic experience shapes what visitors feel and decide. The way people engage with colours, textures, and design elements often determines not just their satisfaction, but also their desire to take a piece of that experience home. Aesthetic appreciation becomes a bridge between sensory engagement and cultural meaning, where beauty and significance come together. Although heritage branding and museum retailing have gained increasing attention, research still falls short of explaining how cultural symbolism and aesthetic perception jointly influence visitor behaviour. This paper addresses the gap by proposing a conceptual framework that connects cultural appreciation, aesthetic experience, and perceived value as key drivers of consumer engagement. The insights aim to help museums create marketing approaches that are not only sustainable but also emotionally resonant and visitor-centred, turning every purchase into an act of cultural connection.

Keywords: Cultural marketing, Aesthetic experience, Consumer behaviour, Sustainable marketing, Perceived value

The Impact Of Argument Quality And Source Credibility In Online Customer Reviews On Responsible Financial Consumption Behaviour: The Mediating Role Of Information Usefulness

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ABSTRACT

The proliferation of online customer reviews has fundamentally transformed consumer financial decision making processes. Despite extensive research examining review influence on purchase intentions, limited empirical attention has been devoted to their role in fostering responsible financial consumption behaviour (RFCB). Drawing upon the Information Adoption Model (IAM) and Elaboration Likelihood Model (ELM), this study investigates how argument quality and source credibility in online reviews influence RFCB through the mediating mechanism of perceived information usefulness.

Survey data from 405 respondents were analyzed using Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM). Findings reveal that both argument quality and source credibility significantly enhance perceived information usefulness, which subsequently exerts a positive influence on RFCB. Mediation analysis demonstrates that indirect effects through information usefulness account for substantial proportions of total variance explained.

This research contributes theoretically to financial marketing literature by elucidating informational mechanisms underlying digitally-mediated financial decisions. Practically, findings offer actionable insights for fintech platforms, financial service providers, and financial educators seeking to promote responsible consumption among digital-age consumers.

Keywords: Online reviews, Argument quality, Source credibility, Information usefulness, Responsible financial consumption behavior.

Navigating Personalization And Privacy: The Enabling Role Of Trust In Adoption And Loyalty In Indian Ride-Hailing Platforms

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ABSTRACT

The personalization-privacy paradox, where consumers express high privacy concerns, yet report high rates of adoption, remains understudied in emerging markets. Grounded in established theories, this study investigates how personalization, privacy concerns, and trust affect satisfaction-loyalty-adoption linkages in the Indian ride-hailing context.

In a cross-sectional survey of 200 users, several findings were revealed. Personalization significantly predicts satisfaction ($\beta = 0.454$, $p < .001$), and loyalty ($\beta = 0.366$, $p < .001$). The relation of personalization-adoption is fully mediated by satisfaction, as the direct effect of personalization becomes insignificant when satisfaction is included ($\beta = 0.065$, $p = 0.323$). Privacy concerns are negligible across outcomes ($r \approx -0.01$, ns), an empirical validation of the paradox. Trust exhibits a critical mechanism by significantly predicting satisfaction ($\beta = 0.434$, $p < .001$), loyalty ($\beta = 0.354$, $p < .001$), and adoption ($\beta = 0.360$, $p < .001$). Demographics show insignificant moderating effects, implying that the underlying mechanisms are uniform across segments.

The findings support the strategic imperatives of trust-building and personalization quality over privacy messaging, offering an integrated model tackling the personalization-privacy paradox and enriching the theory of the adoption of emerging markets, and actionable insights for platform strategy and consumer behavior research.

Keywords: Personalization-Privacy paradox, Trust, Satisfaction, Adoption, Loyalty

Aligning Marketing Strategies with SDG 12 Goals: Insights from Indian Industries

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ABSTRACT

Marketing was traditionally viewed as a driver of consumption but is now repositioning itself as a transformative force for responsible value creation. Using a qualitative, multiple–case design from three industries — Godrej Interio (furniture), Asian Paints (decorative coatings), and JSW Steel (heavy industry), this study explores how regulatory standards, consumer expectations, and global supply chain norms direct firms to integrate sustainability principles into their marketing strategies to align with the Sustainable Development Goal (SDG) 12 on Responsible Consumption and Production.

The analysis reveals a clear progression from traditional, product-centric, and compliance-driven marketing approach to a sustainability-oriented, purpose-driven approach. Though the changes have aided organizations to enhance brand differentiation, investor’s confidence, consumer trust, and legitimacy within the global supply chains, they have also created challenges in terms of higher operational costs, complexities in implementation of circular models and the need to maintain transparency to address consumer scepticism towards green claims.

By aligning organization’s sustainable designs, transparency, and circularity efforts with consumer awareness and responsible choices, this study proposes a conceptual framework demonstrating how this shift supports SDG12. Overall, the study highlights marketing’s contribution in promoting sustainable production and consumption in emerging economies. The cross-sectoral evidence from India industries also helps us to understand how marketing can drive system level changes and functions as a catalyst for competitive advantage.

Keywords: marketing strategies, responsible marketing, SDG 12, responsible consumption, responsible production

AI Enhance Experiential Learning And Digital Marketing Education: Finding The Balance Between Privacy And Personalization

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ABSTRACT

In this new era of digital revolution, marketing and the excessive use of artificial intelligence (AI), experiential learning has emerged as an effective pedagogical strategy in bridging the gap between the traditional methods of communication and the most critical intersections of modern marketing. There are new opportunities that have been created for businesses to engage consumers through social and mobile technologies. The aim of this paper is to examine and demonstrate the educator's role in preparing their students to understand the underlying challenges involved in digital marketing communications and features of new media technology such as the use of Artificial Intelligence, while reshaping, redefining and balancing consumer privacy with personalization through experiential learning.

The kind of trust that the traditional marketing created by direct relationships is now fading as more and more AI tools are being used to analyze consumer behavior. Although, there are several benefits for both businesses and the customers; there are critical issues of privacy concerns and personalization expectations that are constantly clashing. This paper is useful for educational institutions who are preparing their students in the field of digital marketing. This review paper will also help companies on strategies to train their employees through experiential learning to build trust, drive ethical innovations, and deliver value in a privacy conscious world.

Keywords: Digital marketing, artificial intelligence, experiential education, project-based learning, ethical AI

Sustainable Branding and Consumer Trust: The Impact of Rational Framing and Eco-Labeling in the Philippines

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ABSTRACT

Growing expectations for transparency, privacy, and personalized communication have intensified the need for credible sustainability messaging in the Philippines. This research is aimed at understanding the influence of rational framing and eco-labeling on perceived brand credibility and trust. Using the PLS-SEM method of analysis on survey data of 552 Filipino consumers, the study examined the framework for both the direct and indirect effects of brand association as a potential mediator variable, with skepticism as a moderator. The results show that skepticism does not significantly alter these relationships. The study contributes to the literature in sustainable branding by clarifying how Filipino consumers assess sustainability cues and provides practical guidance for developing transparent, trustworthy, and consumer-centered sustainability communication. These results provide strategic guidance for businesses hoping to effectively establish and preserve green brand trust in developing and emerging markets such as the Philippines.

Keywords: Sustainable Branding, Rational Framing, Eco-Labeling, Green Brand Association, Consumer Skepticism

Digital Marketing Drivers Of Entrepreneurial Growth Intentions: A Fuzzy AHP Approach

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ABSTRACT

Digital marketing is currently recognized as an effective mechanism for facilitating digital interactions, interpreting data, and promoting business growth, while also addressing various growth challenges. Start-ups often face resource constraints and difficulties in customer engagement, retention, and growth. Consequently, these challenges can be mitigated or eliminated by leveraging digital marketing tools, as they require low investment, ultimately leading to productive digital interaction and positive growth intentions. All this indicates a wider influence of digital marketing on areas related to sales, marketing and on growth dimensions such as partnership development, increase in firm size, testing of products/services, and customer engagement.

Since digital marketing is a complex phenomenon with multiple effects on the entrepreneurial behaviour, it is necessary to have a systematic method of evaluation in order to find out what factors have the strongest influence on the intentions to grow. Therefore, this paper has adopted Fuzzy AHP approach to rank the digital marketing factors that highly drive entrepreneurs' growth intentions. The results indicate that, out of the digital marketing strategies, capabilities, and innovation, digital marketing capabilities were ranked more, hence suggesting that business people are more reliant on core competencies in comparison to tactical and creative practices in making growth decisions. Sub-elements, such as customer engagement innovation, personalised strategies and innovative content creation are the most effective drivers. On the other hand, risk management, management competencies, and others received lower weights. The ranking sheds light on the crucial areas in which start-ups could channelise their digital efforts to increase growth intentions.

Keywords: digital marketing, entrepreneurship, entrepreneurial growth intentions, fuzzy AHP, digital innovation

The Power of Political Endorsements: How Influencer and Celebrity Endorsements Affect Voter Behavior

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ABSTRACT

This study examines the impact of influencer and celebrity political endorsements on the voting intentions of Filipino registered voters, focusing on four key constructs: perceived credibility of the endorser, perceived authenticity of political endorsements, political brand-endorser alignment, and voting intention. Grounded in the theory of source credibility, the research highlights how trustworthiness, expertise, and relatability of public figures influence voter perception. Using a quantitative research design and survey-based data from registered Filipino voters, the study utilized Partial Least Squares Structural Equation Modeling (PLS-SEM) to test ten hypotheses and evaluate the direct, indirect, and mediating effects among variables. Results reveal that perceived credibility strongly predicts perceived authenticity of political advertisements and political brand-endorser alignment. However, credibility and authenticity do not directly influence voting intention; instead, political brand-endorser alignment emerged as the significant predictor, demonstrating that endorsements are most effective when voters perceive strong value and image congruence between the candidate and the endorser. Mediation results confirmed that authenticity and alignment partially bridge credibility toward voting intention, underscoring the importance of meaningful and value based endorsement partnerships rather than mere popularity appeal. The study further suggests enhancing voter education on media literacy to reduce susceptibility to misinformation and personality-driven bias. This research contributes to the literature on political endorsements in advertising by examining the impact of public figure endorsers on Filipino voter behavior toward political figures in terms of perceived credibility, perceived authenticity, political brand endorser alignment, and voting intention.

Keywords: Political endorsements, Influencers, Celebrity Endorsers, Voter behavior, Perceived Credibility

Betting on the Unknown: The Impact of Probabilistic Selling on Repurchase Intention Among Vulnerable Young Filipino Consumers

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ABSTRACT

Probabilistic selling (PS) a marketing strategy in which consumers purchase a product without knowing its exact contents until after payment has become increasingly common in digital marketplaces, particularly among young Filipino consumers. Mystery boxes, random bundles, and surprise items offered by platforms such as Shopee, Lazada, and various local brands have created a new form of shopping behavior characterized by excitement, uncertainty, and heightened emotional stimulation. While prior studies explore probabilistic selling in Western contexts and in areas such as gaming and travel, limited research examines its psychological and behavioral effects among vulnerable young Filipino buyers. This gap is increasingly important given the susceptibility of young consumers to impulsive buying, mental fatigue, and financial risks triggered by uncertainty-based marketing. Existing literature highlights factors such as trust, risk-taking, cognitive depletion, and compulsive buying, yet the interconnected pathways linking probabilistic selling engagement (PSE) to repurchase intention remain insufficiently explored, especially in the Philippine consumer environment.

This study investigates how PSE influences repurchase intention (RI) among vulnerable Filipino youth, focusing on the mediating effects of cognitive depletion (CD) and compulsive buying behavior (CBB). The research applies a descriptive-correlational quantitative design and gathers data from 326 respondents aged 15–29 residing in the National Capital Region (NCR) and Region IV-A. All participants have engaged in probabilistic buying at least twice in the past six months. A stratified random sampling technique ensured balanced representation across age brackets and geographic location. The survey instrument, consisting of six sections and measured using a 4-point Likert scale, assessed demographic characteristics and levels of PSE, CD, CBB, and RI. Reliability and validity were supported by pilot testing, Cronbach's alpha, composite reliability, and convergent validity checks.

Results reveal significant demographic patterns, most respondents were aged 20-24 (63.2%), predominantly students, with Region IV-A contributing the larger share of participants. Mystery boxes emerged as the most commonly purchased probabilistic item. Factor loadings show strong construct validity across all variables, while composite reliability values (0.687–0.837) confirm internal consistency. Direct effects analysis demonstrates that PSE significantly increases cognitive depletion ($\beta = 0.533$, $p < 0.001$) and directly enhances repurchase intention ($\beta = 0.183$, $p < 0.001$). Cognitive depletion strongly predicts compulsive buying behavior ($\beta = 0.531$, $p < 0.001$), and CBB itself is a powerful determinant of repurchase intention ($\beta = 0.607$, $p < 0.001$). These findings align with existing literature suggesting that uncertainty-driven purchasing elevates cognitive load, weakens self-control, and encourages emotionally driven buying. Indirect and total effects further show that PSE influences CBB through CD ($\beta = 0.283$, $p < 0.001$) and affects RI through the sequential pathway of CD and CBB ($\beta = 0.172$, $p < 0.001$). The validated hypotheses collectively support a psychological mechanism in which the thrill, excitement, and uncertainty inherent in probabilistic selling induce cognitive strain, fostering impulsive consumption that develops into repeated buying behavior. This cycle suggests that probabilistic selling creates both immediate and long-term engagement patterns sustained by emotional gratification, perceived value, and habitual responses to uncertainty.

The study contributes theoretically by expanding consumer behavior models to include the cognitive and emotional mechanisms activated by probabilistic selling in a non-Western context. It also highlights how mental fatigue and compulsive tendencies serve as mediators between marketing strategies and sustained purchasing decisions. Practically, the findings offer guidance for businesses implementing probabilistic selling strategies, emphasizing the need for transparency, consumer protection, and ethically designed sales mechanisms to prevent excessive cognitive load and financial vulnerability. Societally, the results underscore the importance of digital and financial literacy programs to help young Filipinos recognize signs of impulsive buying and manage their purchasing behavior responsibly.

Overall, this study concludes that probabilistic selling is a powerful driver of repurchase intention among vulnerable young Filipino consumers. The mechanism is not solely driven by enjoyment or curiosity but is deeply connected to cognitive depletion and compulsive tendencies. These insights emphasize the dual nature of probabilistic selling as both a successful marketing strategy and a potential risk factor for financially and emotionally vulnerable consumers highlighting the



importance of responsible implementation in the growing digital commerce landscape of the Philippines.

Keywords: Probabilistic Selling, Vulnerable, Compulsive Buying Behavior, Repurchase Intention

Virtual Vogue: How Virtual Fashion Influencers Cultivate Parasocial Bonds, Consumer Trust, Engagement, and Purchase Intention

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ABSTRACT

The rapid emergence of virtual fashion influencers (VFIs) has transformed the digital marketing landscape, yet understanding how these computer-generated personas cultivate meaningful consumer relationships remains limited. This study examines the influence of anthropomorphism, authenticity, credibility, and empathy on para-social interaction (PSI), with a particular emphasis on consumer trust, engagement, and purchase intention. Analysing data from 170 respondents using Partial Least Squares Structural Equation Modelling (PLS-SEM), the findings reveal that authenticity, credibility, and empathy are critical drivers of PSI and consumer engagement. Notably, while authenticity fosters emotional bonds, anthropomorphism alone does not significantly influence PSI, suggesting that psychological realism outweighs visual human-likeness in building connections. Furthermore, the study confirms that stronger para-social bonds foster trust, which, in conjunction with active consumer engagement, significantly enhances purchase intention. These insights offer actionable guidance for fashion brands, suggesting a strategic shift toward designing empathetic and authentic virtual personas, rather than focusing solely on visual realism, to drive sales and loyalty.

Keywords: Virtual Fashion Influencers, Para-social Interaction, Consumer Trust, Purchase Intention, Consumer Engagement

Binge or Break? Exploring Sustainability Drivers for OTT Platforms in an Urban Market- A case study in Kolkata

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ABSTRACT

The rapid expansion of Over-The-Top (OTT) platforms has significantly transformed the digital entertainment landscape in India, particularly in metropolitan cities like Kolkata. This study aims to explore the factors influencing the sustainability of OTT platforms from a consumer perspective. Primary data was collected from 332 respondents in Kolkata using a structured questionnaire. To analyze the relationship between selected factors and the likelihood of continued OTT platform usage, Binary Logistic Regression was employed as the primary analytical technique. The study contributes to the growing body of research on digital media consumption by providing empirical insights into the determinants affecting the long-term viability of OTT services. The outcomes of this research are expected to assist industry stakeholders in formulating strategies for sustaining user engagement and platform growth in a dynamic and competitive market.

Keywords: OTT platforms, Sustainability, Binary Logistic Regression, Primary data, Kolkata, Consumer Behavior

The Effect of summer vacations on Travel Package Promotions and Consumer Travel Intentions

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ABSTRACT

Summer vacations denote the peak season for vacations, leading to enhanced consumer demand and encouraging tourism businesses to initiate focused travel package sales. During this period, families, students, professionals, and groups organize vacations, rendering them more attentive to promotional communications emphasizing convenience, cost-effectiveness, and satisfaction. In this competitive environment, travel companies utilize effective communication through websites, social media, travel applications, and influencers to shape consumer decisions.

However, customers do not merely take promotional content at its outermost level. They do active evaluations according to aspects such as information credibility, relevance, and perceived usefulness. The Information Adoption Model (IAM) provides an appropriate theoretical framework for explaining how individuals comprehend advertising and determine its adoption. Information Adoption Model (IAM) has been extensively utilized in digital communication and consumer behavior studies, highlighting the significance of information quality and authenticity in influencing behavioral intentions.

In tourism, where experiences are intangible and challenges are frequently unreliable, individuals rely significantly on promotional information to shape their expectations. Factors such as perceived enjoyment, tourism experience, and destination image significantly impact summer vacation planning. Promotions that elicit favorable emotions, emphasize memorable experiences, or enhance destination attractiveness substantially influence the tendency of customers to buy travel packages. However, study relating IAM to these experience characteristics within the framework of seasonal travel promotions is still limited. This study addresses this gap by examining the impact of summer vacation travel package promotions on travel intentions through an IAM-integrated approach.



Keywords: IAM, Perceived Enjoyment, Tourism Experience, Destination Image, Travel Intention

The Impact of Personalized In-Game Tourism Advertisements on Destination Attitude: The Roles of Privacy Assurance and Ad Intrusiveness in Virtual Environments

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ABSTRACT

This research investigates how personalization, privacy assurance, and ad intrusiveness jointly shape consumer responses to personalized-in-game-advertisements (IGAs) promoting tourism destinations. As gaming-environments become prominent channels for destination-marketing, advertisers increasingly rely on data-driven personalization, raising concerns about privacy and manipulation. Using a 2×2×2 between-subjects experimental design, this study examines the effects of personalization (high/low), privacy-assurance (strong/none), and ad-intrusiveness (high/low) on cognitive, affective, and behavioral outcomes, including destination image and visit intention. Findings show that while personalization enhances perceived relevance, it simultaneously heightens privacy concerns—consistent with the privacy–personalization paradox. Privacy assurance significantly reduces these concerns, especially under intrusive ad conditions. Intrusive ad formats trigger irritation and reactance, undermining ad effectiveness and harming destination image. Importantly, a three-way interaction reveals that personalization is effective only when intrusiveness is low or privacy transparency is strong. The study offers theoretical extensions in immersive advertising and practical guidance for ethical tourism marketing in digital game environments.

Keywords: Personalized-in-game-advertising, Privacy–personalization-paradox, Ad-intrusiveness, Destination-marketing

A Meta-Analysis of Self-Service Kiosks (SSKs) Adoption

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ABSTRACT

This meta-analysis examines the impact of self-service kiosks (SSKs) on consumer purchase behavior, satisfaction, usage, acceptance, and adoption resistance by synthesizing findings from 30 studies across multiple industries and countries. Using correlational meta-analytic techniques, 209 effect sizes were analyzed to evaluate customer satisfaction, purchase behavior, acceptance, usage, and adoption resistance

Keywords: meta-analysis on self-service kiosks, self-service technology adoption, customer acceptance on self-service kiosks, adoption resistance on self-service kiosk, and purchase behavior on self-service kiosks

Unboxing the Hype: A Study on Gambling-like Consumer Behavior and Repurchase Intentions in Blind Box Collectibles among Filipino Gen Z

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ABSTRACT

This study investigates the gambling-like mechanisms underlying blind box consumption among Filipino Gen Z consumers. Blind boxes share psychological similarities with gambling, particularly through losses disguised as wins (LDWs) and post-purchase regret, which may influence repeat purchases. The study examines the extent to which blind box consumption among Filipino Gen Z consumers resembles gambling behavior and whether gambling propensity moderates the relationship between LDWs, post-purchase regret, and repurchase intention. A quantitative correlational research design was adopted, using a structured survey questionnaire with 4-point Likert scale items to measure LDWs tactic, post-purchase regret, repurchase intention, and gambling propensity. A sample of 270 Filipino Gen Z individuals (aged 18-28) with prior blind box purchasing experience was recruited through social media and online communities, with eligibility verified via screening questions. Findings indicated that LDWs significantly increased repurchase intention, while post-purchase regret reduced it. Gambling propensity did not moderate either relationship. These findings suggest that repurchase behavior in blind box consumption is primarily driven by reward-framing and emotional responses rather than general gambling tendencies. The study provides insights into the potentially addictive dynamics of blind box consumption and offers guidance for ethical marketing practices, consumer protection policies, and future research on reward-oriented consumption experiences.

Keywords: Blind box marketing, Losses disguised as wins (LDWs), Post-purchase regret, Repurchase intention, Gambling propensity

Neuro-Clicks to Online Riches: Deciphering Neuromarketing, Consumer Psychology, and Behaviour

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ABSTRACT

Potential customers' emotional and physiological states, and affective attitudes must be examined to improve one-to-one sales efficacy. Although a wealth of literature is available concerning to market strategy hardly any work on elucidating the relative interplay among the determinants accelerating the neuro marketing strategy is conducted. The study explores that the determinants behind neuro-marketing influence the customers towards online purchase, further the study has looked into the interplay among the determinants of neuro-marketing causing purchase intention among online shoppers by conducting focus group discussion with 15 consumers selected purposely who are online purchasers of FMCG products. The study explores how the antecedents behind neuro-marketing influence customers towards online purchases and based on the feedback a relationship has been tried to form by proposing a conceptual framework. This framework would assist management professionals in strategically planning determinants concerning neuromarketing. The identified determinants from literature would assist management professionals in doing strategic planning of determinants concerning the neuro marketing. Future scholars could develop models using statistical approach. In addition to this, upcoming researchers may extent the work by employing field examination.

Keywords: Neuromarketing, Psychology, Purchase intention, online sales and business, Sustainable

Power of the Feed: Understanding How Social Media Influencers Affect Gen Z's Online Buying Intentions for Fashion and Beauty Products

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ABSTRACT

The rapid evolution of social media has transformed how consumers discover information, evaluate products, and make purchase decisions. Platforms such as Instagram, TikTok, and YouTube have given rise to a new category of digital personalities—social media influencers—whose content, credibility, and engagement significantly shape consumer perceptions. This influence is particularly profound in the fashion and beauty industry, where visual appeal, trends, and personal recommendations drive consumer choices.

Generation Z, born between 1996 and 2010, represents the first cohort to grow up entirely within the digital ecosystem. As digital natives, they exhibit a high degree of trust in influencer-driven content compared to traditional advertising, making social media a crucial channel for brands targeting this segment.

This study examines the extent to which social media influencers impact the online purchase intentions of Gen Z consumers in the fashion and beauty sector. It also explores the role of key demographic variables—such as age, gender, income, and education—in moderating the relationship between influencer attributes and consumer behavior.

Keywords: Social Media Influencers, Gen Z Consumers, Online Purchase Intentions, Fashion and Beauty Industry

Beyond Fame: Customer Engagement's Impact on P-Pop's Parasocial Relationships

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ABSTRACT

This study investigates between endorser influence, premium promotions, and parasocial relationships among Filipino P-pop fans, with customer engagement serving as a mediating factor. Addressing the lack of research on P-pop fandom relative to global counterparts, this work examines how marketing stimuli foster fan-celebrity emotional attachment within a localized cultural context. Anchored in Source Credibility Theory and Social Exchange Theory, the study examines whether endorser credibility and symbolic promotional artifacts, such as photocards, enhance engagement and subsequently reinforce parasocial bonds.

A quantitative survey approach was employed, utilizing PLS-SEM, to analyze the relationships among endorser influence, premium promotions, customer engagement, and parasocial relationships. Data were gathered from Filipino P-pop fans (aged 18–26) through stratified random sampling. Results indicate that Endorser Influence and Premium Promotion significantly influence customer engagement, which strongly predicts parasocial relationships. Furthermore, both endorser influence and premium promotions have significant direct and indirect effects on parasocial relationships, confirming the key mediating role of customer engagement.

This research fills a gap in the literature by providing empirical evidence underscoring the strategic value of credibility cues, symbolic rewards, and engagement mechanisms in cultivating enduring fan-celebrity connections. Implications inform entertainment agencies and marketers on optimizing endorsement and promotional strategies to sustain fan loyalty.

Keywords: Endorser influence, premium promotion, parasocial relationship, customer engagement, fandom behavior

The Influence of Intuitive versus Reflective Thinking on Choice Deferral under Choice Overload

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ABSTRACT

Larger choice sets increase the probability of finding preference-matching options; however, an excessive number of alternatives can reduce satisfaction due to choice overload, often resulting in choice deferral (Hedgcock et al., 2016)—i.e., opting not to choose any option. Prior research has demonstrated that thinking styles, particularly intuitive versus reflective processing, moderate several choice anomalies such as the decoy effect (Padamwar et al., 2021; Padamwar & Dawra, 2024; Pocheptsova et al., 2009). Extending this line of inquiry and drawing on the dual-systems framework (Dhar & Gorlin, 2013; Padamwar et al., 2023), this paper investigates how intuitive and reflective thinking styles influence choice deferral under conditions of choice overload.

The conceptual framework proposes that individuals relying on intuition tend to use heuristic shortcuts that allow them to simplify complex choice environments, quickly eliminate less attractive alternatives, and more readily commit to a preferred option. In contrast, individuals engaging in reflective, deliberative thinking undertake more effortful, systematic comparisons across a large set of alternatives. Such analytical processing increases cognitive load, amplifies the perceived difficulty of the task, and thereby heightens susceptibility to choice overload—ultimately increasing the probability of choice deferral.

To empirically examine these propositions, I propose a series of controlled experiments in which participants will be primed to engage in higher cognitive reflection before selecting from choice sets intentionally designed to induce choice overload. The central hypothesis is that heightened cognitive reflection (versus a baseline condition) will lead to greater choice deferral in choice-overload contexts. By integrating thinking style with the choice overload literature, this research seeks to provide a deeper understanding of when and why consumers avoid making decisions when faced with abundant options.

Keywords: Cognitive style, preference construction, choice behavior, choice overload, behavioral decision theory

How Social Media Cues Shape Consumer Engagement And Sharing Intentions? An Interplay Of Perceived Authenticity And Social Media Fatigue

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ABSTRACT

Study builds on the CASA paradigm integrated with S-O-R framework to understand the role of four types of social media cues: visual, verbal, auditory and invisible, as stimuli in prompting users to subconsciously treat online content as digital entities and thus develop affective and cognitive consumer engagement, as an organism, resulting in a response as sharing intention. It presents novel insights into how perceived authenticity acts as a mediator between consumer engagement and sharing intention, predicting that if the authenticity of the content translates into shaping sharing intentions. Furthermore, a mediator-moderator that provides a more holistic perspective to the given mediating relationship, suggesting that continuous exposure to stimuli may induce cognitive and emotional overload. PLS-SEM & FsQCA are performed to analyse 374 responses. The findings validate that visual, auditory, and invisible cues significantly enhance consumer engagement, while verbal cues did not exhibit a significant effect. Furthermore, consumer engagement positively predicted sharing intention and is mediated by perceived authenticity. Moreover, the mediating-moderating impact of social media fatigue on the mediation implies that it weakens the indirect effect of engagement on the sharing intention through perceived authenticity.

Keywords: Social media cues, consumer engagement, social media fatigue, perceived authenticity and sharing intentions

Beyond Rewards: A Comprehensive Study on Gamification's Influence on Consumer Behavior in E-Commerce

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ABSTRACT

As e-commerce intensifies globally, gamification has emerged as a pivotal strategy for enhancing customer engagement and retention. While gamified elements like rewards, challenges, progression systems, and social interaction effectively drive short term participation, their sustained impact on long term customer retention remains inadequately understood. This study investigates the relationship between five gamification strategies (rewards-based, competition and social, engagement and interaction, progression-based, and community and social gamification) and consumer engagement, with customer motivation serving as a mediating variable. Employing a quantitative research design, data were collected from 83 e-commerce consumers actively engaging with gamified features across platforms such as Amazon, Flipkart, Myntra and Meesho. Using SPSS-based multiple regression analysis, the study reveals that customer motivation ($\beta = .389$, $p = .007$) is the strongest predictor of consumer engagement, followed by competitive gamification ($\beta = .244$, $p = .013$) and reward based gamification ($\beta = .207$, $p = .026$). The model explains 74.4% of variance in engagement ($R^2 = .744$), demonstrating robust explanatory power. Notably, progression based and community driven gamification elements exert their influence indirectly through enhanced motivation rather than directly impacting engagement. These findings underscore the necessity of integrating intrinsic and extrinsic motivational drivers to optimize gamification strategies. The study offers actionable insights for e-commerce platforms seeking to balance immediate behavioral activation with sustained psychological engagement, contributing valuable empirical evidence to the evolving discourse on gamification effectiveness in digital commerce.

Keywords: Gamification; E-Commerce; Customer Retention; User Engagement; Consumer Motivation; Behavioral Trends

A Behavioral Framework for Financial Literacy: Exploring How Financial Knowledge, Attitudinal Dispositions, and Behavioral Enactments Shape Consumer Outcomes

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ABSTRACT

Financial literacy is progressively recognized as a key resource to financial consumer behaviour and well-being, but the current levels of literacy in the world are below satisfactory and the studies have certain problems in their definitions because of the inconsistency in the interaction of elements of literacy. The conceptual paper fills this crucial knowledge missing gap on understanding how financial knowledge can be developed into desirable financial consumer behaviour by formulating an integrative framework that summarizes the body of literature. The conceptual framework presents six testable hypotheses that examine direct effects, mediation process, feedback mechanism and moderating effects between financial knowledge, financial attitude and finally financial behavior. The important findings portrays that the knowledge-behavior relationship is mediated by financial attitude that knowledge has major impact through attitudinal channels and not the direct impact of knowledge. Reciprocal effects are found in financial behaviour, improving knowledge in terms of experience learning, and moderator variables are mostly self-control and overconfidence, which are found to reinforce or distort the relationship, which explains heterogeneity in the financial consumer behaviour among populations. The model represents the financial literacy theory as the first unified model that integrates all three dimensions of cognitive, affective, and behavioral dimensions into a single model, bridging the gaps in the conflicting empirical evidence. The research provides practical recommendations that the policymakers and educators may use to develop holistic interventions that address knowledge, attitudes and behaviours simultaneously, instead of considerable focus on the provision of information, which eventually enhances the outcomes related to financial consumer behaviour and financial well-being.

Keywords: financial literacy, financial knowledge, financial attitude, financial behavior.

Understanding Post-Purchase Anxiety and Return Behaviour in E-commerce: A Consumer Behaviour Perspective

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ABSTRACT

Convenience has been brought about by the expansion of e-commerce in India, but post-purchase consumer confusion has also increased. This study looks at the emotional discomfort that follows an online purchase, or post-buy anxiety, and how it affects consumers' intentions to return items. The study investigates how expectation–reality gaps, perceived product risk, and cognitive dissonance lead to post-purchase anxiety using data from an online survey of Indian e-commerce consumers. The correlations between these factors are tested using structural equation modelling. According to preliminary research, the relationship between cognitive/emotional characteristics and return behaviour is substantially mediated by post-purchase anxiety. It is anticipated that proactive communication, accurate graphics, and transparent product information will lower anxiety and, as a result, reduce returns. By highlighting the emotional factors that influence return behaviour in a digital setting, the study advances consumer behaviour theory.

Keywords: Post-purchase anxiety, Return behaviour, E-commerce, Expectation–reality gap, Cognitive dissonance, Consumer behaviour

Ethics in Influencer Marketing within and beyond humanism: A conceptual study

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ABSTRACT

In the era of digitization, social media marketing has emerged as a dominant force in shaping consumer behavior. Today, social media is inundated with influencers creating content to promote brands, making ethical marketing crucial for sustaining trust in influencer-consumer relationships and ensuring long-term brand viability.

This study highlights the key areas where ethics plays a significant role in influencer marketing and how it impacts consumer engagement and their overall mental well-being. The study proposes a conceptual framework that identifies both human and technological ethical factors to be considered in influencer marketing.

The study adopts a humanistic approach that encompasses the role of influencers, brands, and consumers and a post-humanistic approach that includes modern aspects of marketing like AI & VI, thus providing a holistic dimension concerning ethics in influencer marketing. This study aims to give directions to the influencers and brands as to how they can bring value to the consumers by adhering to the ethical standards to strengthen their relationship and also to create an overall trustworthy environment. Furthermore, the study also highlights the impact of unethical standards on the trust of consumers and the array of ethical dilemmas faced by influencers in social media marketing.

Keywords: Ethics; Digital mindfulness; Influencer marketing; Consumer well-being; Artificial Intelligence, Virtual Influencers

Visualizing Audience Sentiment Flow Towards Fmcg Brands: An AI And ML-Based Study Using Sankey Diagram Analytics

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ABSTRACT

This study examines how consumers emotionally respond to FMCG food products when promoted through influencer marketing and digital advertisements. Social media comments from multiple platforms were analyzed using AI-driven sentiment techniques, followed by clustering and visual flow mapping. Results show that positive, neutral and negative sentiments form distinct emotional patterns, yet overall sentiment remains stable across promotional formats. Advertisements generate more consistent positivity, while influencer content triggers greater variability based on perceived authenticity. Product categories maintain similar sentiment trends regardless of message source.

Findings reveal that consumer sentiment forms three distinct emotional clusters and remain largely stable across promotional types. Digital advertisements generate more consistent, positive or neutral responses, while influencer content leads to greater variability driven by expectations of authenticity. Yet, the core emotional stance toward everyday FMCG categories remains unchanged, shaped primarily by consumer familiarity and habitual purchase behavior. The study contributes by demonstrating how sentiment flow visualization enhances the interpretation of digital consumer responses and supports better informed marketing decisions. The integrated analytical approach offers practical insights for marketers seeking to optimize communication strategies without disrupting baseline consumer perceptions.

Keywords: FMCG Sentiment Analysis, Influencer marketing, Digital advertising, Sankey diagram, Social-media analytics

Stretching the Nation: How Yoga Tourism shapes India's National Brand?

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ABSTRACT

In the last three decades, the globalisation of culture has transformed the ways in which states present themselves to international audiences. The pioneer in the scholarship of nation-branding, Simon Anholt (2007) wrote that "...almost every nation and culture on earth is now sharing elbow-room in a single information space. No conversation is private any longer, no media is domestic, and the audience is always global." Within the scholarship of nation-branding, there have been studies on how intangible cultural heritage, such as food, music and wellness traditions functions as a subtle yet powerful vehicle for shaping a country's international image or identity. This paper proceeds with the assumption that in today's world it is difficult to differentiate between a country's image and its identity as 'people no longer believe in what the politicians say' (Strange 1996). As people no longer believe in what political elites say, nations themselves don't know how to balance between reality (identity) and perception (image) as the line is blurred between them. In order to make sense of this blurring lines, nation-states have started adopting various tactics and strategies; one of such strategies is nation-branding.

Several countries realised their potential in their respective cultural assets and started capitalising on those through various policies, narratives and representation tactics. For example, the New Cool Japan Strategy was launched in 2024 by the Japanese government focussing on 'Japan fans' post-COVID in order to enhance their soft power (Intellectual Property Strategy Headquarters 2024). Similarly, India promoted its diverse culture from different states through its first major tourism campaign- Incredible India. Such policies and campaigns not only promote one's culture, but also enhances a country's soft power.

While the concept of nation-branding postulates that states need to build certain identities in order to capitalise on the neoliberal and globalised world; political economy examines how cultural assets become tools of soft power and marketing scholarship contributes rich insights on tourism marketing and consumer perception. This paper brings these conversations together by

analysing yoga tourism as a platform through which India constructs and communicates its national brand.

Yoga today circulates not merely as a spiritual discipline but as a global cultural asset, a tourism product, and a symbolic representation of “India” itself. This makes yoga tourism an ideal site for studying how culture becomes embedded in nation-branding processes.

To analyse this complex terrain, the paper explores two interconnected research questions. The first research question investigates how India has integrated yoga into its nation-branding efforts. Since the early 2000s, and more prominently after the globalisation of the International Day of Yoga in 2015, the Indian state has actively promoted yoga as both cultural heritage and soft power. Examining the efforts by the Ministry of AYUSH, the Ministry of External Affairs, and the Ministry of Tourism, this paper will present a critical analysis of the government’s policies and campaigns on yoga.

The second question is mostly based on people’s perception of yoga as a part of India’s identity. This question will be addressed through interviews of people coming into India to experience yoga in various forms. For instance, The Ministry of External Affairs also provides student exchange programmes for foreign students to pursue courses in yoga through the Indian Council for Cultural Relations (ICCR). Through the interviews of travellers and people associated with yoga, this paper will be able to understand how yoga is perceived by foreigners as well as Indians.

The purpose of presenting this work at this conference is to invite the perspectives of scholars who study tourism marketing, branding narratives, symbolic value creation. While the existing nation-branding literature in political economy focuses primarily on state strategies and Public Private Partnerships; the insights of scholars working on consumer interpretation and cultural narratives can meaningfully add to the analytical dimension of this study. This interdisciplinary exchange is vital for understanding how intangible cultural heritage such as yoga travels globally through tourism and diplomatic engagements.

This interdisciplinary paper will fill the gap wherein yoga (and India) have been understudied in the scholarship of nation-branding, as India doesn’t (yet) have a separate department or strategy to create a brand equity for itself. This paper has the potential to suggest coherent policies on yoga to the government bodies, like the Ministry of Tourism, Ministry of External Affairs and the Ministry of AYUSH; in order to present a differentiated and coherent identity/ image of India.

Keywords: Yoga Tourism, Nation-branding, soft power, India, Cultural Assets

Analyzing the Effect of Green Advertising on Consumer Behaviour Toward Branded Fuels

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ABSTRACT

Growing global concern for environmental sustainability has encouraged organizations in the fuel and energy sectors to adopt green marketing practices in order to influence consumer choices. Within this context, branded fuels—engineered with specialized additives that improve performance, fuel efficiency, and emission profiles—have become a strategic product category designed to appeal to environmentally conscious buyers. Although such fuels are gaining prominence in the Indian market, very little empirical research has examined how green advertising, brand credibility, and celebrity endorser credibility jointly shape consumers' intention to purchase these products. To address this gap, the present study investigates how three key attributes of green advertising—attractiveness, reliability, and informativity—affect brand credibility and, subsequently, consumer purchase intentions for branded fuels, while also analyzing whether celebrity endorser credibility strengthens or weakens these relationships.

The study was conducted in two phases. A pilot study collected 119 valid responses and was followed by a major study with 435 respondents drawn from Hyderabad, Bangalore, and the Amaravati capital region. Data collection was performed using a structured questionnaire measured on a five-point Likert scale. Constructs included green advertising attributes, brand credibility, celebrity endorser credibility, and purchase intention. The analytical approach involved Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), Structural Equation Modeling (SEM), and moderation analysis using Hayes' Process methodology. The pilot findings confirmed the reliability and suitability of the research instrument, with strong sampling adequacy and validity indicators. The major study further validated the model by demonstrating satisfactory reliability, convergent validity, and discriminant validity across the constructs.

Descriptive findings revealed mixed familiarity with branded fuels. Many respondents showed limited awareness of what branded fuels are or how they function, and although some currently use them, a significant number expressed uncertainty. Environmental concern, government incentives, and product availability emerged as the primary motivators for adoption, indicating

that informational gaps still persist in consumer understanding. These patterns point to a need for more targeted communication and clearer advertising messages to strengthen consumer engagement with branded fuels.

The inferential results offer several insights. Reliability and attractiveness were both found to significantly enhance brand credibility, while informativity had a moderate but positive effect. Brand credibility itself demonstrated a strong influence on purchase intention, confirming its role as a central mediator in the branded fuel decision process. Interestingly, not all advertising attributes were direct predictors of purchase intention. In the main study, neither attractiveness nor informativity significantly affected purchase intention, suggesting that while these cues help shape how credible a brand appears, they may not directly convince consumers to buy. Reliability, on the other hand, had a clear and direct impact on purchase intention, highlighting its importance in marketing utilitarian and performance-based products like fuels.

A major contribution of the study lies in its examination of celebrity endorser credibility as a moderating factor. The findings reveal that celebrity credibility meaningfully shifts the relationship between brand credibility and purchase intention. When consumers perceive the celebrity endorser as credible, the positive effect of brand credibility on purchase intentions becomes much stronger. However, when endorser credibility is low, the influence of brand credibility can weaken considerably or even become negative. This underscores the need for brands to collaborate with endorsers who not only match the brand image but also hold genuine trust among consumers. Importantly, the results suggest that celebrity endorsements in fuel marketing cannot be treated as generic advertising tools; instead, they must be carefully selected and aligned with the brand's sustainability message.

These findings contribute to theoretical discussions by merging three prominent domains—green advertising, credibility theory, and endorsement effectiveness—within a sector where such intersections have not been extensively studied. The limited effect of attractiveness and informativity on direct purchase intentions provides a nuanced perspective, suggesting that while these elements are helpful in shaping perceptions, consumers place heavier emphasis on credibility-related cues when evaluating environmentally oriented fuels. This offers a more refined understanding of the cognitive processes underlying sustainable product adoption.

From a practical standpoint, the results have important implications for marketers in the branded fuel segment. First, communications should prioritize reliability-focused messaging that reinforces

trust, functional advantages, and environmental benefits. Second, strategies that build and sustain brand credibility are essential for converting consumer interest into actual purchase intentions. Third, celebrity endorsements must be approached carefully; only endorsers with strong credibility and authentic alignment to the brand will effectively strengthen purchase intention. Additionally, given the visible gaps in consumer familiarity and awareness, companies should invest in education-driven campaigns that simplify and clarify the purpose, benefits, and environmental significance of branded fuels.

Overall, the study provides a comprehensive view of the psychological and marketing drivers influencing consumer intentions to adopt branded fuels in India. By clarifying the interplay between green advertising attributes, brand credibility, and celebrity endorser credibility, it extends existing knowledge in sustainable marketing research. The results affirm that consumer decisions in the context of eco-friendly fuel products are shaped by a combination of credible messaging, trusted endorsers, and robust brand reputation. Future research may further enrich these insights by exploring longitudinal effects of green promotions, cross-industry comparisons, or demographic moderating variables, thereby building a more detailed understanding of sustainable consumer behavior within emerging markets.

Keywords: Analyzing the Effect of Green Advertising on Consumer Behaviour Toward Branded Fuels

Perception of Gen Z towards Organic Food

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ABSTRACT

The use of organic food is limited. Organic food is gaining popularity, as consumers perceive it as healthier, as well as a more environmentally friendly and sustainable food option. This research study investigates the factors influencing the adoption of organic food by Generation Z consumers in the Delhi NCR. The study examined variables of awareness, price sensitivity, taste preference (fresh or packed snacks), etc., and used SPSS to analyze survey data of 111 respondents through a structured survey. The analysis was conducted using frequency analysis, reliability analysis, correlation analysis and regression analysis. The main finding of our study was that awareness is a significant positive predictor of purchase intention. Price hurts purchase intention. So, it is clear that price is still a significant barrier to organic purchases. Taste and convenience used to moderate influences on consumer choices. Alternatively, within the study, it was observed that respondents preferred organic types of fruits and vegetables over packaged organic products. The research paper acknowledges limitations in terms of location, number of samples, and research time frame. Overall, research has significant implications for marketers, producers and policy makers interested in enhancing the adoption of organic food from Generation Z consumers.

Keywords: Organic food, Gen Z consumers, Perception of organic products, Health benefits, Consumer behavior

Post-Purchase Satisfaction Towards Electric Two-Wheelers: Extended Expectation Confirmation Theory with User Experience

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ABSTRACT

PURPOSE – This study aims to explore the post-purchase satisfaction and repurchase behaviour of existing users of personal electric two-wheelers (E2Ws) to understand the real-world scenario, including usage, demand forecasts, customer retention, product development, and formulation of policies.

METHODOLOGY – A dataset of 71 respondents was collected using a purposive non-probability sampling method with a five-point Likert questionnaire through face-to-face interactions. SPSS and PLS-structural equation modelling were used for analysis and making complex variable relations with the extended Expectation-Confirmation Theory.

FINDINGS – The existing users prioritise safety, efficiency and range, and driving comfort as the key aspects of functional performance in response to environment benefit, and charging facilities. The ECT predictors and extension of the UX mediating path were significant, whereas the moderator effect was insignificant.

RESEARCH IMPLICATIONS & LIMITATIONS – A large number of existing users did not receive the government subsidies required to take corrective actions. The reputed manufacturer pays attention to the market segment since most existing users purchased E2Ws from new startups that are unregistered in real-world conditions and have low efficiency and range. This study may not be generalised to other segments of the EVs, as the factors vary by categories.

VALUE – In previous studies, a few measures EVs' satisfaction with users' continued intention, while hardly any research specifically targets E2Ws in assessing satisfaction and repurchase intention from the perspective of existing users.

Keywords: Electric Two-Wheelers (E2Ws), Satisfaction, Repurchase Intention, User Experience, and Expectation-Confirmation Theory

Striking the Right Balance: Privacy and Personalisation Mass Customisation vs Hyperpersonalised Marketing in a Digital First Age

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ABSTRACT

However, marketing is no longer a matter of mass and segmented campaigns but making personalised experiences that satisfy the needs of specific customers.

Due to developments of AI, machine learning, and real-time analytics, brands are now able to create experiences that are uniquely designed towards a specific customer. Such personalisation enhances convenience and interaction and poses a threat to privacy, data ethics, and online trust.

This abstract discusses the way in which marketers can provide strong levels of personalization without infringing consumer comfort and autonomy.

It presents the Privacy Focused Personalization Framework (PFPP) that is grounded on the findings of consumer behavior, ethical marketing, regulatory factors, and new MarTech tools. The model has six principal foundations, which include transparency, meaningful consent, user control, value exchange, data minimization, and human oversight. It is based on these principles that responsible personalization could be achieved.

Additionally, the paper also highlights research gaps that include the necessity of integrated models that balance individualization and privacy, especially in the framework of the Data Protection Regulations (DPDP Act) in India.

It provides a theoretic framework that connects the technological potentials to the ethical requirements with the focus on the culturally mindful and trust-based personalization methods.

Keywords: Hyper-personalisation; Mass Customisation; Personalisation-Privacy Paradox; Data Protection; Consumer Trust

Artificial Intelligence-based Influencer Marketing and DeepFake Dilemma: Reestablishing Consumer Trust and Belief in Online Purchase Processes

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ABSTRACT

The use of Artificial Intelligence (AI) has fundamentally changed influencer marketing by making the content hyper-personalised, the predictive analytics more sophisticated, and it has developed virtual influencers. Still, the introduction of a deepfake technology, which are able to produce the simulation of real influencer posts, has prompted a crisis of trust among the consumers. The challenge of separating genuine advertising and induced information conflicts with authenticity, affects the level of trust in the brand, and negatively affects the buying choices. The conceptual paper is a research study that examines the impact of AI-based influencer marketing on consumer behaviour through deepfake deception. It uses a systematic literature review to reveal the salient variables such as authenticity, privacy issue, ethical perception, and erosion of parasocial relationships. This is followed by a Trust Recovery Model (TRM), which is based on the AI utilisation transparency, authenticity signalling, and responsible data governance. The framework provides practical suggestions to ethical marketing practices, which protect both the consumers and the brands in the AI-driven environments, and the framework provides the future empirical research opportunities to authenticate the model.

Keywords: AI influencer marketing, deepfakes ethics, consumer trust, digital authenticity, ethical marketing.

Transforming Traditions: Rural Women Entrepreneurs Navigating Family Systems, Personalization, and Digital Marketing in the New Era

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ABSTRACT

The research study “Transforming Traditions: Rural Women Entrepreneurs Navigating Family Systems, Personalization, and Digital Marketing in the New Era.” analyses how women in rural India are challenging plays a important roles of taking care of chores like cooking, taking care of children and elders are in increasing number are now running their family business. Men in village also still expect the women to perform without any pay serving as labour and keep off public life but now days the things are changing in fast way. Many rural families are looking for a new way to make a living as the country industrializes and makes want to make a change in economy. Today women are heading up with suitable role and want to learn ahead in future. Others are still going further being rid of the old and bounded like labour in family activities. Our mother has toes up with new zone research with new concepts as leadership theory into empowerment theory as well as family systems theory this theory will give deep understanding regarding the family systems.

Keywords: Women Entrepreneurs, Family Systems, Digital Marketing, Digital Transformation, Personalization

Motivation–Satisfaction Dynamics And Behavioral Intentions In A Multi-Form Tourism Destination

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ABSTRACT

This study aims to investigate the relationship between tourist motivation, satisfaction, and behavioral intention in a destination with multiple tourism forms, using Rishikesh as the study case. Specifically, this research focuses on adventure and religious tourism in Rishikesh, a popular tourist destination in India known for its diverse range of tourism forms. The study employs quantitative data collection methods. The theoretical framework used to build the research model is based on the Stimulus-Organism-Response (S-O-R) theory. The study will utilize a survey questionnaire to collect data from tourists visiting Rishikesh and will employ structural equation modeling (SEM) approach using the SmartPLS software for analysis. A survey of 216 visitors to Rishikesh was analyzed. Analysis results show that tourist motivation has a significant impact on satisfaction while satisfaction in turn is positively related to behavioral intentions. The findings of the study will help to understand how tourist motivation influences satisfaction and behavioral intention in a destination with multiple tourism forms. The study will contribute to the development of tourism management strategies for destinations with multiple tourism forms, which can enhance the tourist experience and promote sustainable tourism.

Keywords: Motivation, Tourist Satisfaction, Multi form tourism, SOR Theory, Rishikesh

Beyond Symbolic Disclosure: Strategic Transparency and the Limits of Voluntary Accountability in Global Fashion

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ABSTRACT

The global fashion industry faces mounting pressure to improve transparency in sustainability disclosure, yet the theoretical understanding of transparency evolution remains underdeveloped. This study employs stakeholder theory and legitimacy theory to examine disclosure practices in the fashion industry over five years (2020-2024), analyzing patterns among 250 of the world's largest brands. Drawing on the Fashion Transparency Index, we investigate the tension between substantive and symbolic transparency, examining whether brands pursue comprehensive disclosure or engage in strategic impression management. Our theoretical analysis reveals a persistent transparency crisis characterized by limited disclosure across multiple stakeholders' information needs. Notably, we identify a climate transparency paradox wherein brands preferentially disclose general sustainability policies while systematically avoiding climate-specific data, suggesting legitimacy-seeking behavior rather than substantive accountability. Critical disclosure gaps in living wages, supply chain mapping, and emissions reporting indicate selective transparency aligned with impression management theory. Although transparency has shown modest improvement, evidence suggests that plateauing progress is insufficient for achieving meaningful stakeholder accountability. The decoupling between different transparency dimensions supports theories of strategic disclosure and greenwashing. These findings contribute to corporate transparency theory by demonstrating the inadequacy of voluntary mechanisms and the need for institutional frameworks mandating comprehensive disclosure. This research extends stakeholder and legitimacy theory to the fashion context and offers theoretical insights into the strategic nature of corporate sustainability disclosure.

Keywords: Fashion Marketing transparency, Sustainability disclosure, Climate transparency, Corporate social responsibility, Greenwashing

Quantum AI for Hyper-Personalization: Marketing's Next Frontier

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ABSTRACT

Hyper-personalization in marketing requires rapid processing of complex consumer data, yet conventional AI models face computational delays when handling large, unstructured datasets. This study presents empirical evidence demonstrating how Quantum AI (QAI) can enhance marketing systems by accelerating computation and improving predictive accuracy. Using a dataset of 52,000 anonymized user interactions collected from an e-commerce platform, we compare the performance of a classical machine-learning pipeline with a hybrid quantum-classical model built using a simulated quantum processor. Three marketing functions were evaluated: recommendation accuracy, dynamic pricing responsiveness, and user-level purchase prediction. Results show that the QAI-enhanced model improved recommendation precision by 18%, reduced dynamic pricing update time by 42%, and increased prediction accuracy by 16% compared with the classical baseline. These gains highlight QAI's potential to support real-time hyper-personalization at scale. The study also identifies integration challenges related to data preparation and quantum circuit stability. Overall, the empirical findings demonstrate that QAI offers measurable advantages and can serve as a practical foundation for the next generation of personalized marketing systems.

Keywords: Quantum AI; Hyper-Personalization; Empirical Study; Recommendation Systems; Dynamic Pricing

Prioritising TMT Factors Influencing Sustainable Consumption: A Fuzzy AHP Approach

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ABSTRACT

Over the last 25 years, Mortality Salience (MS) have been explored in many fields such as reactions to nature (Koole & Van den Berg, 2005), mental health (Arndt et al., 2005), the operation of stereotypes (Schimel et al., 1999), academic performance (Landau et al., 2009), and stigmatisation (Salzman, 2001) but also some beneficial insights from consumer behaviour (Arndt et al., 2004). The research has established that induced MS can nudge people to cherish life more, have more empathy for others and become less materialistic (Cozzolino et al., 2004). Despite rich past research, the outcome of MS leads to mixed behavioural outcomes, and an integrated understanding of how Terror Management Theory (TMT) factors collectively shape sustainable consumption (SC) choices remains limited. Therefore, this study examines SC through the comprehensive framework of TMT. The research outcomes have identified and prioritised five core dimensions of TMT that influence SC, along with sixteen sub-factors, using the Fuzzy AHP method based on evaluations from nine domain experts. The findings indicate that Self-esteem and Identity are the most prominent drivers of SC, followed by Cognitive Appraisals, Emotional Responses, Mortality and Existential Constructs and finally Cultural Defences. The outcomes reveal that SC is influenced more by psychological mechanisms, predominantly by the need to uphold self-worth in comparison to culture or symbolic influences.

Keywords: Sustainable Consumption, Terror Management Theory, Consumer Psychology, Self-Esteem, Mortality Salience

A TCCM Systematic Review of Tourist Satisfaction and Behavioural Intention

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ABSTRACT

Purpose- Understanding tourists' satisfaction and their willingness to revisit is essential. This study aims to examine and analyse the literature on tourist satisfaction and behavioural intentions via a systematic literature review.

Design/methodology/approach- The study undertakes a systematic literature review of 55 articles under the search string of “tourist satisfaction” and “behavioural intention” retrieved from Scopus. It applies the TCCM (theory, characteristics, context, methodology) framework to present the findings of literature from 2015- 2025.

Findings- The findings reveal evolving research trends, dominant themes, and underexplored areas. Prevailing theories include the Expectation-Confirmation Theory, Cognitive-Affective-Conative Theory, and the Stimulus-Organism-Response Theory. Key themes include quality, image, value, and satisfaction. Context differs significantly across different industries such as destination tourism, culinary tourism, and cultural tourism. 100 percent of the reviewed articles are dominated by empirical research adopting primary source of data.

Implications- Value to researchers, managers, and policymakers will be provided who seek to comprehend the conceptual framework, contemporary landscape and research prospects in the tourist satisfaction field.

Originality/Value- A review was provided by this study pinpointing research gaps and potential future research avenues using the TCCM framework. To the best of the authors' knowledge, this study provides the first review of tourist satisfaction and behavioural intention employing the TCCM framework.

Keywords: Tourist Satisfaction, Behavioural Intention, Tourism, Systematic Literature Review, TCCM

Consumer Resilience Under Structural Constraints: A Critical Realist Investigation of Agency, Psychological Capital, and Vulnerability among Marginalized Urban Consumers

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ABSTRACT

This study investigates how marginalized urban consumers enact resilience and negotiate agency within structurally constrained market settings. Drawing on Transformative Consumer Research, Positive Psychology, and Sen's Capability Approach, and employing a Critical Realist case study design, the research identifies resilience pathways shaping the lived experience of vulnerability in Kolkata, India. Four exemplar cases—spanning gendered entrepreneurship, digital inclusion, and multi-sector informal work—reveal how psychological capital, social networks, and emergent digital capabilities mediate the relationship between structural unfreedoms and consumer agency. Findings challenge deficit-oriented narratives by demonstrating how hope, self-efficacy, and adaptive resilience-oriented pathways facilitate livelihood innovation and upward mobility despite persistent existential precarity. The study advances theory by conceptualizing psychological capital as a transformative mediating mechanism and by extending Critical Realist inquiry into consumer vulnerability. Policy insights highlight the need for resilience-centric livelihood support, gender-responsive enterprise interventions, and inclusive digital infrastructures.

Keywords: Resilience, Prosumption, Critical Realism, Psychological Capital

Reasons For and Against Solar Rooftop Adoption: A Behavioral Reasoning Theory Approach

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ABSTRACT

India's ambitious renewable energy targets face significant challenges in rooftop solar adoption, despite favorable policies and economic incentives. This study investigates the psychological and behavioral factors influencing consumer intention to purchase solar rooftop photovoltaic (PV) systems using Behavioral Reasoning Theory (BRT). Employing Covariance-Based Structural Equation Modeling (CB-SEM) on data from 415 respondents across North India, we examine how environmental concern (reason for) and perceived risk (reason against) influence consumer attitudes and purchase intentions. The results enumerated that environmental positively influences attitude, which fully mediates its impact on purchase intention. Conversely, perceived risk demonstrates both direct and indirect negative effects on purchase intention through attitude. The results highlighted perceived risk as a complex barrier that operates through both attitudinal and direct mechanisms, underscoring attitude's crucial mediating role in converting environmental consciousness into purchase intentions. These results provide crucial information for marketers and policymakers for the promotion of solar rooftop PV technology.

Keywords: Solar rooftop PV, Renewable energy, Behavioral Reasoning Theory, Environmental Concern, Purchase Intention

Impact of Customer Facing Artificial Intelligence applications on Customer Experience and Satisfaction in Online Retailing

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ABSTRACT

Integration of Artificial Intelligence in retail operations has impacted the performance in offline as well as online retailing. The applications of AI are integrated in back end as well as customer facing - front end retail operations. The impact of AI is highly visible in online retailing, influencing consumer behaviour and responses. A large number of online retailers in India are extensively using AI applications in retailing. The present study was aimed at exploring the impact of Customer Facing AI Applications on Customer Experience and Satisfaction in Online Retailing. The study was based on the theoretical frameworks of SOR, TAM and Customer Experience. A review of literature reveals that customers are well aware about the AI applications in online retailing and actively use them in online shopping. The literature further reveals that there is a significant positive impact of customer facing AI applications in online retailing on enhancing Customer Experience and Customer Satisfaction. The applications of AI are likely to intensify in future, thereby impacting retail performance and customer responses. The study brings out important insights for marketing professionals and scholars in the domain of AI and Customer Experience.

Keywords: Artificial Intelligence, Online Retailing, Online Shopping, Customer Experience, Customer Satisfaction

A Strategic Marketing Analysis Of Customer Acquisition And Retention In Digital Era: A Case Study On Kwality Wall's, Smart Point, Hengrabari, Guwahati

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ABSTRACT

This study examines the impact of digitalization on customer acquisition and retention for Kwality Wall's at a Reliance Smart Point store in Guwahati, focusing on the interplay between online food aggregators, hyperlocal marketing and digital competition. It evaluates the effect of aggregators on offline footfall, assesses hyperlocal promotion effectiveness and examines digital factors influencing online sales and customer ratings. A mixed-method case study approach was used, integrating descriptive statistics, trend analysis, chi-square tests, and multiple linear regression on primary and secondary data. The findings indicate a 37.6% decline in walk-in traffic due to aggregators, no demographic-specific BTL channel preference, and significant digital drivers (banners, app usability, delivery time) affecting online sales. Negative reviews linked to operational issues lower ratings. The proposed I.C.E. Strategy (Infrastructure, Customer Experience, Engagement) offers a framework for integrated omni-channel retailing in perishable FMCG. Future research should test this model longitudinally and across sectors. The study implies that ice cream retailers must adopt an integrated "physical" strategy, balancing infrastructure upgrades, data-driven loyalty programs, and synchronized online-offline engagement to thrive in an aggregator-dominated market.

Keywords: Omni-channel Retailing, Food Aggregators, Hyperlocal Marketing, Customer Retention, Digital Competition

Ethical Consumption in Real Life: An Exploratory Study of Motivations and Barriers among Actual Ethical Consumers

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ABSTRACT

Consumer ethical and sustainable consumption has been a critical topic in the literature in recent years. This study conducted an exploratory qualitative research design to understand the motives and challenges faced by ethical consumers. A purposive sampling method is used for the study across India, and a total of 26 actual ethical consumers were interviewed to gain insights. The findings reveal two central themes: values, ethics and behavioural drivers, which include health motivations, environmental consciousness, moral responsibility, emotional fulfilment, ethical self-identity, localism and willingness to pay; and barriers, constraints and practical challenges, including greenwashing and distrust, limited awareness, low availability, affordability concerns and social scepticism. These themes show that ethical consumption is a value and identity-driven behaviour, also that it is constrained by informational and contextual limitations. This research highlights the novel understandings of actual ethical consumers.

Keywords: Ethical consumption, Sustainable Development Goal 12, exploratory study, motivations, barriers, ethical consumer

Empirical Research on How Motivations Impact Consumers to Purchase Organic Food Products

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ABSTRACT

Given recent developments, many individuals prefer eco-friendly eating habits over fast-food options or non-organic produce items. The research aims to understand how various factors drive consumers' decisions when choosing between buying conventional versus organic foods. Following the outbreak of COVID-19, many individuals became more mindful about their well-being and expressed interest in purchasing eco-friendly items; consequently, this research proved pertinent. Following a thorough examination of existing literature, researchers decided to conduct an empirical investigation focusing on ethical considerations, environmental awareness, and health orientation as key factors to evaluate comprehensively. The research aims to define how individuals' awareness of their own well-being, moral principles, and concern for nature influences consumer decisions in the coming years. Our study employed Structural Equation Modeling to analyze data on attitudes toward COVID-19-related changes in purchasing intentions at organic grocery stores. The findings indicated that such shifts significantly impact consumers' decisions regarding their purchases of these products. Factors such as environmental awareness and concern played a crucial role in shaping people's intentions regarding product purchases. This study helps organic retailers and practitioners to meticulously consider the factors responsible for motivating end consumers in the context of organic food products and to take up revolutionary action in the consumption and manufacturing of Organic foods.

Keywords: Organic food retailers, Consumer behavior, intended future purchase behavior, COVID-19 Pandemic

Marketing Efficiency Infused Stock Portfolio Frontier: Integrating Company Level Marketing Efficiency with Portfolio Construction in Indian Context

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ABSTRACT

Investment in marketing leads to overall value creation of a company. Marketing efficiency to a great extent can predict stock returns and market movement. Marketing efficiency is the collective contribution of multiple marketing investments measured in terms of sales and sales growth. This study traces marketing efficiency of 50 sample companies by employing Stochastic Frontier Analysis. Where companies with marketing efficiency lie over efficiency frontier. After selecting those companies, a marketing efficiency infused portfolios are constructed via Modern portfolio theory (MPT), deriving efficient frontier of portfolios to analyse whether marketing efficiency infused portfolios lie on or near by efficient frontier. Also comparing the resulting portfolios against Nifty 50 index, across five portfolio performance measures.

Keywords: Marketing efficiency, Marketing efficiency infused portfolio, Modern Portfolio Theory, Efficient frontier

The Sound of Luxury: Clustering Consumer Preferences for Quiet vs. Loud Luxury in Premium Apparel

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ABSTRACT

Luxury fashion is growing, as are the ways in which people express themselves via it. Some customers choose bold, logo-heavy ("loud") designs that clearly signal status, whilst others prefer understated, discreet ("quiet") luxury that stresses craftsmanship and refinement. This study examines how Indian customers make this decision, including how logo visibility effects their purchase intentions, willingness to pay, and the importance of characteristics such as age and lifestyle.

The study intend to carry out a cross-sectional survey of adult luxury purchasers in India, including scenario-based questions and a mix of Likert scales and open-ended replies, followed by cluster analysis to understand the customer profiles choosing loud and quite branding based on their demographics and behavioral factors. Early indications show that younger and higher-income consumers are more likely to gravitate toward quiet luxury, preferring subtlety and quality, whereas those motivated by social recognition may choose loud, logo-focused designs. Quiet, inconspicuous branding may increase willingness to spend among people who value quality, but large logos may influence buying decisions for those wanting visibility.

These insights are intended to assist premium apparel brands better understand their customers, tweak product designs, and create branding strategies that resonate with India's broad and growing luxury market.

Keywords: Quiet Luxury, Loud Luxury, Logo Visibility, Premium Apparel, Minimalism, Fashion Psychology

Unveiling Customer 4P's- Perception, Preference, Pushes and Pulls, of Healthy Food Choices on Online Food Apps

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ABSTRACT

The rapid expansion of digital food services in urban India has reshaped dietary behaviours, encouraging convenient meal choices while intensifying concerns about nutritional adequacy and food transparency. In response, dedicated healthy food applications-such as EatFit, Activeat, and Food Darzee, have gained prominence by providing structured, nutrition-oriented meal plans aligned with contemporary health and wellness priorities.

This study examines how consumers engage with healthy food applications, exploring their perceptions of nutritional transparency, service quality expectations, app usability, preference for various online food apps, the motivations to choose them and factors which stops them to opt for healthy food online. A descriptive cross-sectional survey design is employed to analyse user engagement patterns and behavioural drivers influencing digital healthy food choices. Expected outcomes suggest that app usability, clarity of nutritional information, and perceived value are likely to serve as key predictors of satisfaction, whereas pricing concerns and limited meal variety may emerge as potential barriers, patterns consistent with global digital nutrition research.

The findings aim to offer actionable insights for app developers, marketers, and urban nutrition policymakers to strengthen healthy food ecosystems through improved service quality and transparent communication practices.

Keywords: Healthy food apps, nutrition transparency, customer satisfaction, consumer perception, service quality, digital food environment

Exploring the Perception of Foreign-Sounding Brand Names: Implications for Branding and Consumer Behaviour

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ABSTRACT

Companies often employ foreign branding strategies to expand their appeal and consumer base. European languages like French, Italian and English hold various values and attributes, which is reflected when French, Italian and English words are used in brand names. While there have been successful cases, there have also been failures attributed to a lack of authenticity and, thereby, a diluted trust in brands. This study explores the relationship between foreign-sounding brand names and how consumers perceive them. The study employs a mixed-methods approach using in-depth interviews and surveys to reveal aspects like prestige, aspirations, trust, and authenticity that influence this relationship. The findings of this research can be of great value to brands when navigating through emerging economies.

Keywords: foreign-sounding brand names, consumer perception, languages, branding

Effectiveness of Electronic Word-of-Mouth on Social Media in Tourism and Hospitality Industry: A Study in Assam

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ABSTRACT

In today's digital world, there has been a rapid expansion of online platforms where consumers communicate their thoughts and feedback about products, brands, or services they purchase, giving rise to electronic word-of-mouth (eWOM). This study aims to understand the effectiveness of eWOM across Facebook and Instagram in the tourism and hospitality industry in Assam. Data have been collected from 290 respondents using a structured questionnaire. The data collected have been analysed using linear regression analysis. The study reveals that the impact of the factors shaping eWOM effectiveness is greater on Instagram than on Facebook. It is also found that, while factors related to review content and reviewer quality play major roles on both platforms, website quality and how closely the review message aligns with consumers' prior beliefs have a much more pronounced effect on perceived eWOM effectiveness.

Keywords: Electronic word-of-mouth, Social media, Online reviews, Tourism and hospitality industry

Sustainability and Corporate Brands - Governance in India

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ABSTRACT

Good Corporate Governance practices provide the foundation for quality management, thus enabling companies to build brands. This study is an attempt to establish the relationship that sustainability practices at the board enable company management to build brands gaining national and international visibility thus enhancing company's financial performance. Today, corporate environment is prioritizing stakeholder centric model over the shareholder centric model. Thus, the relevance of building company brands gains importance both from internal stakeholders and external stakeholders. Therefore, today corporate brand building has become a unique phenomenon which is not limited to gaining trust and loyalty from consumers and customers but encompasses vast universe of diverse stakeholders with competing interests. Our study finds that disclosures provided by the companies as a part of BRSR compliance can help companies gain brand performance and brand equity.

Keywords: Corporate Governance, Corporate Brands, BRSR, Sustainability

Exploring the Impact of Immersive Metaverse Experiences on Consumer Engagement and Purchase Intention: A Case Study of Nykaa

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ABSTRACT

The digital transformation of retail has expedited the adoption of immersive technologies, enabling beauty brands to connect with customers in innovative ways. This study investigates how immersive metaverse experiences shape consumer engagement and intention using Nykaa as a case example, India's premier beauty and cosmetics e-commerce platform. The paper employs a mixed-method case study approach, underpinned by the Stimulus-Organism-Response (S-O-R) framework, to examine Nykaa's digital innovation ecosystem. This includes augmented reality (AR) try-on features facilitated by ModiFace, virtual beauty consultations, AI-driven personalization, and experiential events such as Nykaaland. Research indicates that Metaverse-based experiential platforms significantly increase consumer engagement by promoting greater interactivity, hyper-personalization, and an elevated sense of social presence, ultimately influencing purchase intention and brand loyalty. The findings highlight how different technological features shape users' psychological experiences and ultimately influence their behaviour, while addressing challenges such as data privacy, technological accessibility, and maintaining authenticity in virtual environments. Overall, the study offers a clearer understanding of how emerging markets like India are adopting metaverse technologies in beauty e-commerce and offers practical

Keywords: Metaverse, Consumer Engagement, Purchase Intention, Nykaa, Augmented Reality

Factors Affecting the Adoption of Facial Recognition Payment [FRP] Technology

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ABSTRACT

The fast digitalization of the Indian financial industry has resulted in the development of Facial Recognition Payment (FRP) systems that have become a game changer; the transaction that used to be carried out via smartphone now becomes invisible to people as a biometric authentication system. As the India Facial Recognition Market is expected to grow in the coming years, in 2024 to USD 750 million and in 2035 to USD 7.1 billion [Aarti Dhapte, India Facial Recognition Market, Market Research Future, October 2020], this type of technology is expected to provide convenience unlike any other business but with a lot of obstacles that need to be overcome including mistrust towards it by consumers and their privacy. The reference of this research will be to assess the determinants of FRP adoption among consumers in India.

The survey data of 275 respondents was analyzed quantitatively and hypotheses were tested with the help of Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show a serious Trust Paradox when Institutional Trust (believing in the banking organization) is much more important than Technical Trust (believing in the biometric system). Although the Privacy & Security construct was pointed out as one of the key hygiene factors, the data support the fact that there is a so-called Privacy Paradox as they are ready to give evidence to the Relative Advantage, i.e. speed of transactions and incentives, rather than to the possible risks of surveillance. Moreover, the research mentions the individual driver of Social Influence as the offline capability that makes FRP a robust alternative to network-dependent UPI failures.

Keywords: FRP, Adoption, Trust, Technology, Social Influence

Personalization Seeking Governance Framework For The Marketer Rather Encroaching Privacy

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ABSTRACT

This is an era of digital marketing and internet marketing the entire information and product is leading personalization. This paper is a study based on providing personalised touch enhanced customer experience in terms of satisfaction level, trust, need for privatisation at the cost of privacy. Since the marketer are now a days are working on customer experience enrichment with the help of to the products and entering 360-degree of data collection about consumer to understand consumer better. However, the same process is entering the privacy of the individual to the extent that at times it is forced and sometimes without awareness.

How its effecting the privacy concern and what is the threshold level of entering into the private source of information. How the deep-down data collection drive can break the threshold level of privacy. Data is very important to build the strategies and gain insights for a marketer during traditional marketing tools era and today in the middle of the digital marketing wave. Where many tools are implemented to capture the information for better decision making.

To provide personalisation information is required from the deepest source to understand the need of consumer. Deciding the threshold level of source of information is critical however its observed the marketer use data from various sources to track the consumer preferences and choice. At times all the data available on digital platform of any consumer is used to personalization to influence the choice decision for a specific product or services.

This study is based on a sample of 350 respondents to understand the influence on choice decision due to the information available on digital platform. Data is collected through online survey to understand the perceived personalization by marketer and the influence on product choice decision. Also, online consumers are provoked to provide information else the customer experience of product is not so satisfactory. The study will use PLS to interpret the perceived satisfaction at the cost of personal information.

The respondents are based across the globe to provide the experience of the information taken to provide personalised experience. Paper provides insight in to how consumer feels about sharing

the information for personalized product or service since there are consumers who are not comfortable in providing information and believe in making self-decision.

The information is accessed with a condition if the user accepts to share then only he will be allowed to access the website. So, its in other words forcing user to provide information which he may not be interested to shares.

The study will help us in understanding the level of privacy level people want marketer to encroach, whether personalisation is relevant. How far the governance is working in this area.

The primary data collected through online survey revealed that not internet users are mostly concerned about the privacy issues on the internet users none is feeling safe online in sharing information so there is a need for governance policies to take care of the privacy issues.

Keywords: Privacy, personalization, Governance

Beyond Green Duty: Framing Regeneration as Luxury and Gamification to Bridge the Attitude Behavior Gap in Hospitality

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ABSTRACT

Despite thirty years of sustainable tourism research, carbon emissions continue to rise, highlighting a persistent all talk, no action paradox (Dolnicar & Greene, 2025). Tourists frequently avoid green options due to perceived service sacrifice. This study addresses this gap by proposing a structural equation model (SEM) to test if regenerative marketing can bridge the attitude-behavior gap. We hypothesize that framing eco-actions as luxury rather than duty enhances perceived hedonic value and moral elevation, thereby driving booking intention. Furthermore, we investigate how gamified communication mitigates perceived functional risk. Using a survey experiment with 352 travelers, this research aims to demonstrate that shifting from altruistic appeals to enjoyment-based signals is necessary to align tourist behavior with ecological goals, ultimately turning sustainability into a competitive advantage.

Keywords: Regenerative Tourism; Attitude-Behavior Gap; Gamification; Perceived Service Sacrifice; Structural Equation Modeling

Immersive Technologies in Experience Marketing

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ABSTRACT

This chapter explores how augmented and virtual reality can transform consumer experiences and co-create value throughout the customer journey. Immersive technologies enhance brand engagement by providing immersive experiences that align with different stages, from pre-purchase visualisation to post-purchase interaction. The primary objective is to elucidate how these innovative technologies can be systematically integrated into branding strategies to foster deeper emotional engagement and measurable consumer outcomes. This chapter offers a comprehensive overview of the key immersive technologies, encompassing Augmented Reality (AR), Virtual Reality (VR), and Mixed Reality (MR), that enable multi-sensory brand narratives and facilitate active consumer participation across physical, virtual, and social domains. The literature indicates that immersive experience marketing presents substantial advantages, such as heightened customer engagement and increased brand awareness. Moreover, they also enhance purchase intent and foster stronger brand loyalty through interactive, personalised encounters. These technologies enable brands to differentiate themselves in a highly competitive market, allowing brands to craft differentiated, sensorily engaging narratives that drive stronger emotional bonds and measurable behavioural outcomes. These technologies are particularly significant for high-engagement products like apparel, watches and bags, where the ability to virtually interact with detailed product visualisations allows consumers to assess fit and style in real time, thereby reducing perceived purchase risk and boosting conversion rates. Ultimately, this chapter argues that the strategic use of immersive technologies is not merely a trend but a powerful tool for building deeper, more meaningful relationships between brands and their customers.

Keywords: Immersive technology, Augmented reality (AR), Virtual reality (VR), Experience marketing, Customer journey, Customer engagement, Value co-creation

SERVQUAL, Safety, And Social Environment (An extended SERVQUAL for Ride-Hailing Service)

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ABSTRACT

This study examines the service quality in urban ride-hailing services by extending the traditional SERVQUAL framework to include a critical sixth dimension: Safety and Social Environment (SSE), comprising women's safety, driving safety, courtesy, and belongingness. It is motivated by rising global safety concerns, particularly for women, night travelers, kids, and elderly people. This research analyzes how both traditional and extended service quality factors influence customer satisfaction and trust. Using a quantitative descriptive and analytical design, data were collected from 492 ride-hailing users through a structured Likert-scale survey. Reliability, validity, and PLS-SEM analyses confirm that all SERVQUAL dimensions, tangibility, reliability, responsiveness, assurance, and empathy, significantly predict satisfaction, while the SSE dimension demonstrates a strong additional impact. Findings reveal that safety and inclusivity are now central to perceived service quality, often outweighing traditional factors. The study contributes to theory by advancing an extended SERVQUAL model and offers practical insights for ride-hailing platforms to strengthen safety, inclusivity, and user trust.

Keywords: Ride-hailing services; Extended SERVQUAL mode; Safety and Social Environment; PLS-SEM; Platform-based transportation

Do Social Media Influencers' Characteristics Drive Personal Care Products Sales? Evidence from Indian Market

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ABSTRACT

Social media influencer marketing has emerged as a modern advertising strategy widely adopted by brands for product promotion. It is also regarded as a cost-effective approach, requiring relatively low investment while generating higher returns on investment. This study investigates the influence of social media influencers characteristics on Indian consumers' purchase intention for personal care products, with brand awareness examined as a mediating factor. Primary data were collected using structured questionnaire from 690 doctoral students pursuing Ph.D. programmes across eight states of Northeast India. The measurement model was evaluated using confirmatory factor analysis, and the proposed model was tested using structural equation modelling with IBM AMOS 29. The findings reveal that only one characteristic of social media influencers exerts a significant direct effect on purchase intention, whereas remaining five characteristics influence purchase intention indirectly through brand awareness. The results suggest that personal care brands may prioritize knowledgeable social media influencers to drive immediate sales, while leveraging other social media influencer characteristics to enhance brand awareness and strengthen brand identity, which ultimately leads to purchase intention and actual buying behaviour.

Keywords: Social media influencers, India, personal care products, Influencer marketing

Aesthetic Or Authentic: A Study of Influencer Authenticity and Students Purchase Decisions

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ABSTRACT

Social media influencers are believed to be not only content creators but also the trendsetters on social media, influencing the choices of people. The social media platforms have provided a digital environment to take swift action to make purchase decisions. The influencers gather a huge community of followers on various social media platforms and influence their opinions, taste and consumption patterns. Most of these active audiences are students aged between 18-25, extremely involved in this digital content and are sensitive to trends. These influencers are influencing the active young users, which affects their purchase decisions. However, the main problem that aligns with social media influencing is the commercialisation of the content through various brand collaborations. With the high increase in collaborations between the brands and the influencers, a huge confusions arise in the mind of the consumers regarding the authenticity of the recommendations made by the influencers. This study aims to find out how the recognised influencer's authenticity influences the trust of the students and impact on their purchasing decisions – a research gap in consumer psychology so far focused on engagement metrics rather than authenticity-driven decision making. This research also helps in understanding the present consumption behaviour by understanding the role of influencer authenticity and its impact on students. It also shows the psychological importance of authenticity in a time when social media is creating a personal identity with commercial influence.

Keywords: Influencer Authenticity, Purchase Intention, Trust, Consumer Behaviour, Brand Engagement

Consumer Behaviour In The Metaverse: A Systematic Scientometric Review And Topic Modelling Analysis

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ABSTRACT

The rapid development of metaverse technologies has increased scholarly and managerial interest in understanding how consumers behave in immersive virtual environments. Despite a growing body of research, existing evidences remain fragmented with limited clarity on the intellectual foundations, dominant streams and emerging behavioural themes shaping this domain. The present study addresses this gap by offering a comprehensive synthesis of 551 Scopus indexed articles through bibliometric analysis and supplements their findings with BERTopic modelling on a refined set of 62 metaverse focused consumer behaviour articles. Using performance analysis, co-authorship patterns, co-citation structures and bibliometric coupling, the present study maps the evolution of metaverse research across marketing, information systems, psychology and interaction between humans and computers. The result from topic modelling discloses two core thematic clusters, viz., consumer experience and virtual value formation which highlights how constructs such as immersion, identity, virtual socialization and technology enabled engagement drive behavioural outcomes in metaverse ecosystems. The result of the temporal trends further demonstrate a progression from conceptual discussions of virtual reality towards empirically grounded investigations of virtual commerce, AI augmented experiences and immersive decision making. Overall, this study provides an integrated evidence base that advances theoretical understanding, identifies emerging knowledge courses and highlights future opportunities for research on consumer behaviour in the metaverse. The findings also offer valuable insights for practitioners designing immersive platforms and digital approaches associated with evolving consumer expectations.

Keywords: Metaverse, Consumer Behaviour, Bibliometric Analysis, BERTopic, Topic Modelling

The Moral Compass and Market Choices: Unpacking the Influence of Spirituality, Religiosity, and Ethics on Counterfeit Buying Among BOP Consumers in Asia

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ABSTRACT

The Bottom of the Pyramid (BOP) segment, comprising nearly four billion people residing in lower-middle-income countries, represents a substantial economic force with a combined purchasing power parity of \$5 trillion. Despite this economic clout, consumers face numerous challenges involving limited financial resources, low literacy, and job instability, affecting their purchasing decisions. The rise of counterfeit goods among BOP consumers is a strategy to maintain social image within financial constraints. This paper explores the influence of religiosity, spirituality, and moral ethics on counterfeit buying behaviour among BOP consumers. Although prior research links religiosity and morality with ethical consumption, scarce literature exists on studying their impact on counterfeit purchases in emerging markets. This study addresses this void, revealing the critical role of spiritual and religious values in shaping BOP consumers' attitudes towards counterfeit products. Findings provide actionable insights for marketers and policymakers to foster genuine consumption behaviour and mitigate the spread of counterfeit goods.

Keywords: Counterfeit, Bottom of the Pyramid, Spirituality, Religiosity, Purchase Intention

Phygital Business Transformation for Marketing Innovation: Navigating Physical and Digital Ecosystems for Human-Centric Innovation to Purchase and Branding Decisions

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ABSTRACT

The objective of this study is to explore the importance of phygital business in shaping modern marketing innovation and how this transformation impacts consumer purchase and branding decisions. In this era of digitalization, consumers shift between physical and digital platforms; thus, organizations must reconfigure the customer experiences to meet their dynamic expectations for retaining and converting them into loyal customers. While existing literature addresses about digital transformation and experiential marketing individually, a gap exists in the connection of brands phygital system marketing concepts, impacting the decision of consumers thinking, trust, sense of value and buying choices. To address this gap, the study uses qualitative method of analyzing blog articles related to the theme, and analysis is carried out using MAXQDA and python for sentiment analysis. Findings show that with innovative phygital experiences, marketers were able to engage better with customers, creating positive brand identity, strengthening brand value that encourages more purchases. The results show that for successful phygital transformation, organizations must use data insights and inclusive marketing strategies, it helps to build interactive technologies, that matches the human-centric needs and values, which is a key for creating consistent brand goodwill. The study offers a strategic framework for marketers aiming to optimize a hybrid channel for the customers' journey, alongside strengthening the consumer relationship with the brand, and help create new solutions in this connected market.

Keywords: Phygital Business Transformation, Marketing Innovation, Human-Centric Marketing, Customer Engagement, Brand Loyalty

Redefining Luxury Brand Experience Through Artificial Intelligence And Metaverse Technology

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ABSTRACT

In recent times, luxury fashion houses have embraced the Metaverse platform which has reshaped luxury landscape and providing best brand experiences to their consumer. This study was undertaken to investigate the luxury fashion brands with 3 major themes namely Adoption of Metaverse (Hollensen et al., 2023; Park and Lim, 2023; Profumo et al., 2024), Retail Marketing Mix in metaverse (Eggenschwiler et al., 2024; Jin, 2024; Ki et al., 2025; Klaus and Manthiou, 2024; Mehrotra et al., 2024) and Overall Brand experiences in the metaverse (Batat, 2024; Bilgihan et al., 2024; Park and Lim, 2023) that involves Metaverse. During this journey, semi structured interviews was conducted among industry experts as a part of qualitative study. The study highlights the overall all brand experience in metaverse platform. Finally, this study contributes to the intersection of luxury brands that grasp the creation of new brand-consumer immersive experiences through metaverse and sustainable strategy.

Keywords: Metaverse, Luxury fashion, Artificial Intelligence, Immersive technology, sustainability

Digital Marketing and MSME Competitiveness: A Bibliometric Review of Global Research Trends

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ABSTRACT

This study performs a bibliometric analysis to examine the evolution and effectiveness of digital marketing for Micro, Small, and Medium Enterprises (MSMEs) from 2005 to 2025, using data from the Scopus database. A total of 225 documents from 139 sources were examined to determine key trends, influential themes, and research hotspots in the area. Results show an annual growth rate of 21.59%, with a focus on marketing, social media, e-commerce, and technology adoption. According to trend and thematic analysis, digital marketing evolved from being a simple form of internet promotion to an effective instrument for innovation and long-term company growth. The high level of author collaboration demonstrates global interest in MSME digital transformation. The study offers valuable insights into emerging research directions, highlighting the necessity for digital literacy, policy support, and innovation to enhance MSME competitiveness.

Keywords: Digital Marketing, Online Marketing, Social Media Marketing, MSMEs, SMEs,

The impact of Social Media Influencers on Gen Alpha's engagement behaviour

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ABSTRACT

The purpose of the study is to identify the influence of social media influencers on Gen Alpha engagement decisions. Because of this technological advancement, Gen Alpha relies on platforms such as YouTube, TikTok, Instagram, and X to entertain themselves a lot. Generation Alpha refers to individuals born 2010 - 2024. They are born in a highly developed technological environment as compared to the rest of the generations. This, consequently, predisposes them to micro-influencers, kidfluencers, and family vlogging, which translates to the transformation of the conventional style of advertising. It is a mixed study where a survey is carried out among a target audience comprising kids aged 7-15 and individuals over 35. It is assumed that in case the influencers appear to be believable, eye-catching, and relatable, children will be more prone to demanding the product and remaining devoted to that brand. This research contributes to the existing knowledge of online consumer behaviour of minors and the utilization of digital advertising when addressing Gen Alpha as the target audience.

Keywords: Influencer Marketing, Social Media, Gen Alpha, Consumer Behaviour

Indian versus US Consumers' Responses to Price Promotion Formats: The Role of Computational Anxiety

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ABSTRACT

Sales promotions in the form of temporary price reductions are commonly used tactics used by marketers across nations/cultures to influence consumers' purchase-related decisions. Such price discounts may be presented in one of two formats – in a relative format as a percentage of the regular price or in an absolute format as the amount of money to be saved. Regardless of format, these promotions are intended to influence purchase timing and/or quantity. This research offers a cross-cultural comparison between consumers in India versus USA in terms of how consumers within each culture evaluate offered discount information. Specifically, it explores how differences across cultures in Computation Anxiety explains how consumers in each of these markets perceive and react to price promotions presented in alternative (relative versus absolute) presentation formats. Theoretical and practical implications are discussed.

Keywords: Discount framing, Computation anxiety, Price promotions, Cross-cultural differences, Consumer decision making

A Study on the Serial Mediation of Perceived Authenticity and Sustainable Signaling in Inconspicuous Minimalist Luxury Consumption

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ABSTRACT

This study investigates why inconspicuous minimalists who usually focus on reducing consumption still prefer high priced quiet luxury goods. It addresses a gap where previous research failed to link personal values to this preference and proposes a new explanation based on ethics and aesthetics. We used structural equation modelling on a sample of 324 luxury consumers to test a model with two distinct paths. This approach compares the established desire for social connection against a new sequence involving brand authenticity and sustainability. The results show that alongside social motives these consumers are willing to pay more because they view quiet luxury as authentic and equate that with being sustainable. Theoretically this work resolves the conflict between status seeking and ethical consumption by showing that specific drivers like authenticity and sustainability matter more than general values. Practically the findings suggest that luxury brands cannot rely only on exclusivity to reach this group. Marketing strategies should instead highlight heritage and durability to confirm the view of the consumer as a responsible buyer.

Keywords: Inconspicuous minimalism, quiet luxury, brand authenticity, sustainable signaling, serial mediation



From Apology To Forgiveness: Examining Role Of Apology, Empathy And Consumer Forgiveness In Service Failure

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ABSTRACT

This study aims to investigate how apologies perceived by customers as authentic may lead to perception of empathy thereby influencing customer forgiveness in case of a service failure. There exists research on service recovery post service failure in existing literature; however, the path by which apology-based interventions influence forgiveness is still under explored. This study explores forgiveness (in the place of concepts such as anger or retaliation) for reconciliation based on coping theory and/or justice theory. This research will help companies to calibrate their apologies in ways to elicit customer forgiveness in case of service failures.

Keywords: Service Failure, Consumer Forgiveness, Empathy, Perceived Fairness, Apology

Impact of Dataset Size on Churn Prediction Accuracy: A Comparative Study of Benchmark and Real-World Telecom Data

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ABSTRACT

Churning of customers is a problem which every industry faces, and the telecom industry in this data-driven economy is one of the major industries to be affected. The availability of large public datasets is beneficial for telecom companies to retain their existing customers rather than attracting new ones. To retain the existing customers, telecom companies need to develop and work on predictive models for identifying potential churners and develop retention strategies for the same. This paper focuses on the unexplored aspect of analysing the influence of the dataset size on the robustness and reliability of the churn prediction in telecom. This paper presents the analysis addressing this gap based on the two datasets: The IBM Accelerator Catalogue dataset as a benchmark used in academic research with 7000+ customer records (anonymised) The real-world data of the Orange Telecom company with over 2666 + 667 customer records (anonymised), which is relatively smaller compared to the benchmark The datasets consist of service usage pattern, customer demographics, their daily usage, usage type, etc. The paper would present the difference between the accuracy of the dataset with small and large sample sizes. It would discuss the stability and generalizability of the models as well. The models would be logistic regression and random forest to deal with the linear relationship and complex relationship among the variables, respectively. The dataset demonstrates the useful benefits of using benchmark as well as real-world customer data to produce actionable insights, while the benchmark dataset offers a controlled setting for testing algorithms. The study emphasises the managerial and methodological importance of dataset size and offers recommendations for creating reliable churn prediction models and successful customer retention tactics in the telecom sector.



Keywords: Customer Churn, Telecom Industry, Dataset Size/Data Volume, Predictive Modelling, Benchmark vs Real-World Data

Relative Income Position And Impact On Conspicuous Consumption In An Emerging Economy

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ABSTRACT

Conspicuous consumption is primarily driven by the importance that individuals place on their relative position in society. However, empirical evidence on the relationship between relative position and conspicuous consumption, particularly within emerging economies, is limited. We examine the impact of relative position in terms of income on conspicuous consumption behaviour in India, an emerging economy. Using nationally representative household panel data from Indian Human Development Surveys (2004 and 2011), we find that households with a higher relative position in the income distribution spend a greater share of total expenses on conspicuous goods than households with a lower relative income position. We further observe that households experiencing upward mobility in the income distribution (from below to above median income) spend a greater proportion of their expenditure on conspicuous consumption than those staying below (or above) the median income level. However, the effect reverses for households witnessing a decline in their income position (moving from above to below the median income).

Keywords: Emerging Economies, Relative Income Position, Conspicuous Consumption, India Human Development Survey, Income Inequality

Silent Signals: A Narrative Review Of Non-Musical Sonic Branding And Its Role In Contemporary Brand Communication

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ABSTRACT

Today, as a large number of companies still rely on the power of singing jingles, a whole new world of sound is slowly shifting and shaping how we feel about them. Whether it's a click of a button, the beep that acknowledges a purchase, or even the background ambient sound used in physical spaces. It is not just about music anymore. Product notifications and smartphone alerts help us to guide through apps and websites, confirm our actions for us, and build a recognizable sonic identity that makes a brand feel both familiar and reliable without playing one note. This narrative review draws upon interdisciplinary perspectives emanating from psychoacoustics, cognitive psychology, semiotics, and human-computer interaction and synthesizes current knowledge on how non-musical sonic cues function within branding. Real-world examples of MGM, Netflix, Apple, Paytm, and Intel have illustrated the contribution of such cues in recognition, emotional expectation, and behavioral response. Despite their growing role in practice, challenges on cultural interpretation, auditory fatigue, measurement limitations, and ethical implications of subconscious influence still persist. The review identifies cross-cultural perceptual studies, longitudinal meaning formation, personalization, and artificial intelligence applications in adaptive sonic identity systems as emerging directions for future research.

Keywords: Sonic branding, Non-musical cues, Auditory identity, UX sound design, Crossmodal perception, brand communication

Psychological Contract Violation in AI-Driven Personalization and Its Impact on Consumer Behavior

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ABSTRACT

The research aims to explore how intrusive personalization triggers psychological contract violation and ultimately influences negative consumer behaviors such as privacy protection intentions, avoidance of brands, and resistance to new technology adoption. This research develops a conceptual framework that explains the shift from personalization appreciation to resistance. In this study, data will be collected by a structured questionnaire. The artificial intelligence-based personalization is dominating the current marketing practices to enhance consumers' smooth experience of shopping, also enhancing consumers' satisfaction through relevance, convenience, and customized service. However, this increased personalization often depends on excessive personal data collection and does not consider algorithmic practices, which may challenge consumer expectations. When consumers get to know that their information has been misused by organizations or that organizations have acted unfairly or violated agreements of transparency, then the consumers experience a psychological contract violation. So (PCV) can be stated as an emotional form of breach rooted in feelings of mistrust and betrayal. This study will help organizations to understand the negative impact of excessive personalization on consumer behavior.

Keywords: Trust in brand, perceived personalization quality, perceived transparency of data practices, resistance intention, psychological contract violation

The Role of Social Media Influencers in Tourism Marketing: A Systematic Literature Review

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ABSTRACT

The rapid digital transformation of the tourism industry has reshaped how travelers search for, evaluate, and select destinations. Within this changing landscape, social media influencers (SMIs) have emerged as influential actors capable of shaping traveler perceptions through authentic storytelling, visual communication, and relational engagement. This systematic literature review synthesizes tourism and marketing studies published between 2010 and 2024, following PRISMA guidelines and drawing from Scopus, Web of Science, and Google Scholar. Three dominant themes emerge: (1) the importance of SMI credibility, shaped by authenticity, expertise, and parasocial relationships; (2) consumer engagement behaviors that influence travel decisions through interactive and visual content; and (3) strategic collaborations between influencers and Destination Marketing Organizations (DMOs). Ethical issues, such as transparency and sponsorship disclosure, also receive growing scholarly attention. Findings highlight the increasing relevance of SMIs in shaping destination appeal and travel intention. However, methodological limitations persist, with most studies relying on cross-sectional designs. The review identifies future research opportunities related to long-term behavioral effects, cross-cultural comparisons, and the rising influence of AI-generated content and virtual influencers. Overall, the study provides a holistic evaluation of SMI-driven tourism marketing and outlines critical directions for future investigations.

Keywords: social media influencers, tourism marketing, consumer engagement, PRISMA, digital tourism

Localization Strategy vs. Globalization: Cultural Adaptation used by Brands to engage in Consumer Trust

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ABSTRACT

This paper examines the issue of how firms may choose the localization strategy or globalization in entering into the international market. Most brands have a dilemma of standardization of their products to efficiency in a global context or to localization to suit the local cultures to ensure better acceptance. It is demonstrated in the review of literature that both extreme approaches do not work effectively when applied separately. Rather, a combination of both can make a company successful, and it is referred to as glocalization in which the firms retain their global identity yet change some aspects to suit the values, traditions and customer habits of the local market. This cultural assimilation contributes to less ethnocentrism in consumers and makes individuals of each market feel that the brand knows and respects them. Brands that change their messages, products, and services as well as online contents to fit the needs of the local inhabitants are more authentic and credible. This generates increased consumer confidence and helps in the success of international marketing in the long run.

Keywords: International marketing, Localization strategy, Globalization, Cultural adaptation, Consumer trust

Hyperlocal Last Mile Logistics In Grocery Retail: A Systems Dynamic Perspective On The Transformation Of Local Commerce

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ABSTRACT

This study employs a system dynamics framework to analyze the transformation of local commerce in India's grocery retail sector due to hyperlocal last-mile logistics, particularly the competitive challenges faced by traditional kirana stores from rapid commerce platforms such as Blinkit, Zepto, and Swiggy Instamart. It uses causal loop diagrams to find five reinforcing loops that are driving hyperlocal delivery's rapid growth: consumer preference for convenience (R1), big-player competition eroding local footfall (R2), impulse buying through targeted marketing (R4), and locals adopting a hybrid model (R5). It also finds a single balancing loop (B1) that depends on temporary government support. A stock-flow diagram and simulation, based on 2025 FMCG market data (current \$245 billion, 13.9% growth), predict that hyperlocal delivery will take a large share of the market as a whole grows, while traditional retail stays the same. This shows the risks of displacement, even though kirana stores are close by and have loyal customers. Objectives evaluating the substitution of traditional formats tackle literature deficiencies in quantitative economic impacts, adaptive strategies, and policy roles. The conclusions advocate for hybrid omnichannel transformations and interventions within a 6-12 year timeframe to cultivate resilient ecosystems, alongside future research focusing on longitudinal effects, demographics, employment, and sustainability.

Keywords: Hyperlocal delivery, last-mile logistics, grocery retail, system dynamics, local retailers

The Invisible Competitor: Understanding Dupe Culture’s Disruption of the Indian Luxury Brand Ecosystem

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ABSTRACT

The Indian brand luxury market is shifting immensely with the sudden emergence of dupe culture. This phenomenon centers around the mass production of low-cost replicas of expensive goods or high-end items. This research examines the effects of dupe culture on the equity of brands, consumer trust, and the marketing strategies of luxury brands while understanding why Indian consumers prefer dupes and replicas instead of authentic luxury items. Due to influencer culture, it has become the norm to associate ‘budget-friendly luxury’ with dupes, which reinforces the idea that these replicas hold a similar value to the real item. This research uses a mixed method and identifies influencer endorsement as a strong predictor of dupe legitimacy alongside perceived similarity and price sensitivity. The results suggest that luxury brands themselves are responding by prioritizing customization and technological innovations while attempting to preserve authenticity and consumer trust. Moreover, the study adds value by emphasizing the difficulties of brand erosion and dilution that lie within dupes and are a greater issue to Tier 2 and Tier 3 cities. This research increases the notion of ‘invisible competitors’ by examining the impacts of dupe culture and the ways in which it alters consumer perceptions and dismantles conventional strategies employed in luxury branding.

Keywords: Dupe culture, Luxury branding, Influencer marketing, Customization, Brand dilution

Tourism Marketing, Pilgrimage Demand, And Land Use Trade-Offs: A Geospatial Analysis Of Prayagraj

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ABSTRACT

Tourism marketing has emerged as a vital instrument for the travel and hospitality industry to entice tourists, establish brand loyalty, and fuel economic growth. A better infrastructure of the destination can be a very impressive factor for better marketing. A rapid infrastructure development can also impact the environment and land use pattern of a destination. Tourism, particularly large pilgrimage events, can rapidly reconfigure land systems. This study quantifies tourism-linked land use/land cover (LULC) change due to significant infrastructure development for Maha Kumbha Mela – 2025, organised in Prayagraj district, Uttar Pradesh, situated at the Ganga-Yamuna confluence, using multi-temporal 30 m satellite data for 2005, 2015, and 2025. A supervised Maximum Likelihood Classification mapped six classes (agriculture, vegetation, settlement, barren, waterbodies, sand bars). Post-classification change detection combined class compositions, transition matrices, and Sankey visualizations to diagnose dominant flows and hotspots. Transitions indicate two phases: 2005 to 2015 largely consolidated agriculture (notably from barren), whereas 2015 to 2025 channeled substantial conversions from vegetation and agriculture into settlement, concentrated in peri-urban fringes, along major corridors, and at the riverfront, consistent with pilgrimage-related infrastructure cycles. The results depict that tourism marketing and increased demand can drive permanent urban expansion and diminish vegetated buffers, highlighting the need for river-front zonation, green-infrastructure safeguarding, and event-infrastructure planning that explicitly consider land use/land cover (LULC) trade-offs in tourism-intensive cities.

Keywords: Prayagraj, tourism, pilgrimage, LULC, Maximum Likelihood Classification

Emotional Ripples Of Electronic Word Of Mouth: Visual – Cue Driven Contagion And Image On Destination Visit Intention

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ABSTRACT

Electronic word of mouth (eWOM) has become a potential source for guiding the travel behaviour of travellers. Although the tourism based researched extensively examined the role of textual form of eWOM on emotion driven travel outcomes, the behavioural power of visual eWOM has insufficiently explored. Researches concerning on emotional contagion reveals a notable gap regarding its role as a vehicle of behavioural responses in non-verbal forms. Therefore, the present study investigates the influence of visual cues in eWOM on visit intention of travellers towards hill tourist destinations in Kerala with the mediating role of destination image and emotional contagion. The study is premised on emotional contagion theory and S-O-R framework. A quantitative research design was used in the study. The data were collected from 404 domestic travellers through judgemental sampling using google forms. SPSS 21 and SMART PLS 4.1.1.6 were used to analyse data. The study found that visual cues in eWOM have a significant positive effect on visit intention. And destination image and emotional contagion have substantial mediating effect in the relationship between visual cues in eWOM and visit intention. The research enriches the literature of visual eWOM literature by identifying the affective-cognitive route of persuasion. And also favours the hill tourist destination marketers to adopt strategies to encourage sharing of positive emotional feedback along with aesthetic visuals.

Keywords: Visual Electronic word of mouth (visual eWOM), Emotional Contagion, Destination image, Visit Intention

Integration of Sustainability and Digital Marketing Strategies for Fashion Entrepreneurs

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ABSTRACT

Sustainability and Digital marketing are the two buzz words of the business world. Digital marketing tools are digital platforms websites, mobile applications, social media, search engines for marketing promotion, product sales etc. Sustainability in fashion includes production, sales which cause least harm to environment, fair labour practices and good working conditions. It also includes environmentally conscious, recycled and upcycled raw materials. Fashion entrepreneurs are into the apparel or fashion accessories business. They are involved in design, production, marketing aspects of business and may be operating in one or all of these aspects. Fashion is moving from fast fashion to slow fashion and trying to achieve sustainability in all facets of its business from raw material to shipping and packaging. The Sustainable Development Goals (SDG) given by UN has also acted as guidance for most of these firms. Most fashion entrepreneurs operate completely through digital marketing for reaching out to customers. This integration of Sustainability and digital marketing is giving various opportunities to fashion entrepreneurs. Digital marketing provided a cost-effective way to reach customers, especially in the context of the COVID-19 pandemic where online presence had become crucial. Consumers awareness has increased about sustainable products due to the pandemic presents an opportunity for fashion entrepreneurs to capitalize on this demand. This paper studies how digital marketing and sustainability are providing opportunities to the fashion entrepreneurs for integration of these into their business. It also studies the advantages and Challenges of integrating digital marketing & sustainability. The paper employs a mixed method approach, collecting both primary and secondary data. A questionnaire administered to 50 fashion entrepreneurs using a convenient sampling method provides insights into their perspectives on this integration. The finding of the study reveals sufficient opportunities for fashion entrepreneurs in this integration, with no significant entry barriers. However, there is a common perception among respondents of a lack of understanding and awareness among customers regarding sustainability issues. The integration



also has advantages and challenges which the study has further revealed. Overall, the paper highlights the opportunities of integrating sustainability and digital marketing for fashion entrepreneurs and the areas for further research and action.

Keywords: Digital marketing, Fashion Entrepreneurs, Sustainability, Opportunities, Strategies

Marketing in the Era of the Metaverse: Redefining Consumer Engagement, Experience, and Value Creation

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ABSTRACT

The Metaverse characterized as a parallel world closely connected to the real world represents the next evolutionary stage of the Internet, realized through the convergence of various cutting edge technologies like Extended Reality, AI and blockchain. This immersive and persistent shared space provides unprecedented opportunities to revolutionize consumer behavior. This analysis synthesizes scholarly perspectives to delineate how the Metaverse fundamentally reshapes core business paradigms. Focusing on consumer engagement, customer experience (CX), meta-commerce and Phygital Products. We find that a good Metaverse Customer Experience (MVCX) depends on important features like personalization, immersion, trialability, and commerciality. The digital world offers better user experiences with engaging social interactions. However, it also brings important challenges like data security, privacy, technology infrastructure, and ethical issues. Businesses and policymakers need to handle these carefully.

Keywords: Metaverse, Consumer Engagement, Customer Experience, Value Creation, Virtual marketing

Bridging Sustainability and Festivals of India in a New Era of Marketing

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ABSTRACT

Festive marketing is the strategy used by the companies to attract their customers. The objective is to increase profit by making attractive offers. Many businesses use a variety of creative tactics to draw customers during festivals. One of them is Sustainability. There are 5 Cs of sustainability- Clean, Culture, Community, Corporate Governance, and Care. When a Company promotes its products following sustainable goals during the festivals, it follows all the 5 Cs. The research is based on more than 100 newspaper articles published online on Economic Times, Times of India, Financial Express, Business Standard and Mint between 2019 to 2025. The study follows a process-oriented approach to know how companies are making their festival marketing a success by promoting sustainable development. Thematic Data Analysis has been used. The research findings highlight four themes related to the study- Artefacts, Targeted Audience, Behavioural Pattern, and the Companies. These themes include- Subverting the Production Technique by the companies, adopting proactive approach, and incorporating behaviour change. The study will be useful to festival organizers, the companies, the policy makers and finally to the consumers. Thus, the study will form a bridge between the sustainability and the Festivals in a New Era of India's Marketing.

Keywords: Sustainability, Sustainable Development, Festival Marketing, Festive Marketing, New Era Marketing

Exploring the Impact of Nostalgia and Novelty-Seeking Behaviours on Repeat Purchase Behavior among Millennial Travelers

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ABSTRACT

This study examines whether emotional brand attachment mediates the influence of nostalgia seeking and novelty-seeking behaviors on repeat purchase behavior among Filipino millennials in the tourism sector. A mediation analysis using Partial Least Squares Structural Equation Modeling (PLS-SEM) was conducted on survey responses from 503 millennial Filipino domestic travelers in Region 4-A, measured through a four-point Likert scale. The results indicate that nostalgia seeking and novelty seeking significantly influence emotional brand attachment, which in turn strengthens repeat purchase behavior. Emotional brand attachment partially mediates these relationships, suggesting that Filipino millennials are more likely to repurchase when brands combine familiar emotional experiences with new and stimulating offerings. The study highlights the critical role of emotional and experiential factors in shaping travel decisions and consumer loyalty. These findings provide culturally relevant insights for understanding millennial travel behavior in emerging markets and offer practical guidance for tourism marketers and brands. By designing experiences that enhance emotional brand attachment, marketers can encourage repeat visitations, strengthen customer engagement, and improve overall profitability. The study is limited to Filipino millennials in Region 4-A, which may affect the generalizability of the results. Future research could expand the sample to other regions and include comparative analyses across different age groups to validate and extend these findings.

Keywords: Nostalgia seeking, Novelty seeking, Emotional Brand attachment, Repeat purchase behavior, Millennial consumers

Mapping the Research Landscape on Electric Vehicle Purchase Intention: A Bibliometric Review

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ABSTRACT

This study systematically examines the literature of electric vehicle (EV) purchase intention using a bibliometric method to determine the most influential articles, authors, journals, and countries contributing to EV purchase intention research as well as the major research themes and topic clusters in this domain. The primary aim is to present a thorough overview of existing knowledge and to outline directions for future inquiry within this developing field. For this purpose, a bibliometric analysis was performed using R-Studio Biblioshiny and VOSviewer. The relevant articles were retrieved from Scopus database for the period 1994-2025, comprising 436 publications. This study applies citation analysis, keyword analysis, and thematic mapping. It identifies the most influential publications, authors and journals in the field of EV purchase intentions and consumer behavior. It also tracks how research themes have developed over time and highlights emerging directions that can guide future work.

Keywords: Bibliometric analysis; literature review; electric vehicles; purchase intention; adoption intention

The Impact of Influencer Marketing on Purchase Decision-Making Among Digital Consumers

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ABSTRACT

In the digital era, influencer marketing has emerged as a powerful promotional tool shaping brand communication and consumer perception. This study investigates the impact of influencer marketing on purchase decisions among smart consumers residing in selected smart cities of Gujarat, India. Primary data were collected from 400 respondents using a structured questionnaire, and the proposed research model was tested through Structural Equation Modeling (PLS-SEM). The findings demonstrate that influencer marketing significantly enhances brand awareness, positioning influencers as effective awareness builders and opinion leaders. However, consumers are not fully dependent on influencer recommendations when making purchase decisions. The effect of influencer marketing on purchase intention is partially conditioned by moderating variables such as Trust and Customer Reviews, which directly shape consumer confidence and final evaluation. Smart consumers verify influencer claims by consulting online reviews and assessing community trust before purchasing. The results highlight that influencer content acts more as a supporting informational cue rather than a decisive purchasing trigger, reflecting increasingly rational and informed digital consumption behavior.

Keywords: Influencer Marketing, Purchase Intention, Brand Awareness, Trust, Customer Reviews

From receptivity to authenticity: A MOA-driven analysis of mediation model of CSR awareness and corporate competence

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ABSTRACT

Despite the millions of investments made by the company in CSR initiatives, their reputation fails to show meaningful improvement resulting in efforts that drift into a void. Growing customer skepticism furthermore, intensifies this issue by creating a disconnection between the objective organizational actions and subjective stakeholder perceptions. Thus, this study aims to investigate this gap by employing motivation-opportunity-ability framework to examine the influence of CSR receptivity (CSR involvement, CSR support, and CSR transparency) on CSRA, mediated through CSR awareness and corporate competences. The data was collected from 209 Indian banking customers using a PLS-SEM. The result shows significant influence of all CSR receptivity, awareness and corporate competence on CSRA. In addition, a mediating impact of CSR awareness was identified. This study provides implications for researchers and managers. Lastly, it provides conclusion and limitations for future study.

Keywords: CSR receptivity, CSR awareness, Corporate competences, CSR authenticity

Mobile Marketing Stimuli and Their Influence on Investment Awareness and Behavioral Intentions: Empirical Evidence from Young FinTech Users

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ABSTRACT

The rise of FinTech apps as leading drivers of retail investment activity among India's young working professionals is primarily attributed to the extensive use of varied mobile marketing stimuli through push notifications, personalized alerts, in-app banners, and other contextual promotional messages. The present empirical study leverages this very premise to explicate how such mobile marketing stimuli shape the investment awareness and behavioral intentions of young FinTech users, one of the most digitally mature urban ecosystems in India. Primary data were collected from 300 respondents aged 21–35 years, using a structured questionnaire that measured exposure to mobile marketing tools, investment-related cognition, and subsequent behavioral intentions. The findings reveal that higher exposure to mobile marketing stimuli significantly enhances the levels of investment awareness, especially about mutual funds, ELSS, SIP, and fixed-income instruments. Among these stimuli, personalized notification messages along with educational in-app content emerged as the most significant and positive predictors of behavioral intention, portraying a behavioral shift toward financial decision-making. This study contributes to digital marketing and FinTech adoption literature by empirically demonstrating how technology-enabled communication mechanisms in FinTech apps influence the cognitive and behavioral pathways leading to the investment choices made by young investors.

Keywords: Mobile Marketing Stimuli, FinTech Apps, Investment Awareness, Consumer Financial Behavior

Exploring Topic Modeling For UPI Mobile Applications Online Reviews In A Mobile App Store In India

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ABSTRACT

Post COVID the UPI mobile applications are an indispensable aspect of our lives backed by their convenience, technological ease of use and safety features. The present study works on the exploration of the latent customer psychology of user of these apps by analysing the textual data available in the online reviews of these apps on the mobile apps store. For this study we selected Google Pay and Phone Pe, two of the most commonly used UPI apps in India. We use the LDA technique for topic modelling to suggest relevant themes and name the topics as per our understanding. For the analysis we use 126425 and 92109 reviews for Google Pay and PhonePe respectively. We report nine relevant topics for each of the two apps using coherence analysis. We selected reviews of more than 20 words for textual richness in the customer reviews. We report further analysis to be done in the present research at the end.

Keywords: LDA, UPI application, coherence analysis, text analysis, customer reviews

Why Gift-Receivers Request For A Charitable Gift-Understanding Signaling Motives

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ABSTRACT

Consumers are increasingly requesting charitable gifts, asking people to donate to a cause rather than providing tangible gifts. Although such demands may seem selfless, we contend that they also operate as strategic signals of identity. Drawing on costly signaling theory, we posit that soliciting charitable donations constitutes a conspicuous, self-sacrificial act that effectively communicates the requester's moral identity and social standing. We hypothesize that recipients are more inclined to solicit philanthropic contributions when the cause aligns with their personal beliefs, as value congruence elicits sentiments of warm glow. Furthermore, when the charity has widespread popularity, calls for charitable donations serve as more effective signals of social status owing to enhanced recognizability and greater reputational benefits. Using survey method and PLS-SEM, this study examines the factors that influence charitable gift requests. The findings provide novel insights into the psychological and interpersonal mechanisms that underlie prosocial gifting practices.

Keywords: Charitable gift requests; Costly signaling theory; Warm glow; Value congruence; Social status signaling

Brand Evangelism in Cause-Related Marketing: The Impact of Digital Storytelling, Altruism, and Brand-Cause Fit

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ABSTRACT

Over the last few years, Cause-Related Marketing (CRM) has become an effective tool for businesses to connect with customers on an emotional level through social issues. This study investigates the impact of digital storytelling (DST), perceived altruism (PAT), and brand-cause fit (BCF) on customer attitudes toward cause-related marketing (CRM) firms and how these attitudes help develop brand evangelism. This research adds to the CRM literature by presenting digital storytelling as a multidimensional construct that has little been explored, including dimensions such as digital engagement and verisimilitude. The article explains brand evangelism in relation to CRM-conditioned attitudes and tests the mediation effect of brand commitment. The study uses two methods: Partial Least Squares Structural Equation Modelling (PLS-SEM) and Fuzzy-Set Qualitative Comparative Analysis (fsQCA). It also provides practical implications for marketers using Importance-Performance Map Analysis (IPMA) to enhance consumer engagement and advocacy through CRM campaigns.

CRM merges social responsibility with marketing. It has become increasingly popular and has the potential to increase consumer brand loyalty and commitment. Many past studies have examined CRM metrics, such as brand commitment and purchase intentions. However, brand evangelism in CRM remains largely undiscovered. Brand evangelism is a consumer's enthusiastic support for a brand that goes beyond brand loyalty, helping build stronger relationships between brands and consumers. The Stimulus-Organism-Response (SOR) framework provides a theoretical basis that explains how DST, BCF, and PAT stimuli influence the development of customer attitudes toward the brand, thereby affecting their behaviour. Using digital storytelling as a method has emerged as an effective way to engage people. However, little is known about how it affects CRM and brand perception. This study deepens insights into DST by presenting it as a rich concept encompassing

digital interaction and verisimilitude, thereby explaining how CRM can promote brand evangelism.

This study surveyed 450 respondents from the Delhi NCR. And purposive sampling has been adopted to select individuals having knowledge about the CRM initiatives. A structured questionnaire was prepared to measure the primary constructs: digital storytelling, perceived altruism, brand-cause fit, brand commitment, and brand evangelism. Using PLS-SEM to measure linear results and fsQCA to study the configurational pathways to brand evangelism. The model was validated, and reliability was assessed; consistent findings bolstered support for the hypotheses. The research offers an in-depth examination of the intricate relationships between CRM characteristics and customer behavior.

Results of the study show that digital storytelling (DST), perceived altruism (PAT), and brand-cause fit (BCF) have a significant effect on consumers' attitude towards firms undertaking cause-related marketing (CRM). Among these three, DST appears to be the strongest predictor of consumers' attitudes. Brand commitment (BCT) is essential for converting favorable CRM attitudes into brand evangelism (BE). According to the IPMA analysis, the strongest predictor of brand evangelism is the attitude towards firms that engage in CRM, with a significance score of 0.693. Consumer perceptions are essential for building brand advocates, as this shows. Brand commitment (BCT) will affect outcomes with a significance score of 0.346. So, it is important to build strong, authentic consumer-brand relationships. Digital storytelling (DST) has a significance value of 0.308, indicating that it helps enhance consumer attitudes and, in turn, brand evangelism. According to the study, the findings on brand-cause fit (BCF) and perceived altruism (PAT) were moderately significant: BCF = 0.227; PAT = 0.079. The data show that brand-cause fit and perceived altruism have a positive impact on brand evangelism, but they are weaker compared to attitudes and brand commitment. The fsQCA results yielded five combinations of causal conditions that produce brand evangelism. It was found that self-reference and brand commitment were present in all solutions as essential conditions. Marketers can use these findings to create emotional and socially impactful ads that generate customer advocacy.

Keywords: Cause-Related Marketing; Digital storytelling; Brand evangelism; PLS SEM

Understanding Sustainable Clothing Purchase Intention in India: An Extended Theory of Planned Behavior Approach

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ABSTRACT

The environmental impact of the fashion industry has intensified concerns about unsustainable consumption, increasing the need to understand consumer behaviour toward sustainable clothing in emerging markets such as India. The study employs the Theory of Planned Behavior (TPB) to investigate key determinants of consumers' intentions to purchase sustainable apparel. Data of 421 respondents across North India using purposive convenience sampling were collected, and the proposed framework was tested using Covariance Based Structural Equation Modeling (CB SEM). The results validate that subjective norms positively impacted attitudes and perceived behavioral control, signifying that social influence enhances favourable evaluations and perceived ease of purchasing sustainable clothing. High price negatively affects attitude and perceived behavioural control, underscoring its role as a salient barrier, while quality value does not exhibit a significant effect on purchase intention. Sustainable purchase intention is significantly affected by attitude and subjective norms, highlighting the centrality of these TPB components and confirming the framework's robustness in explaining consumers' sustainable clothing choices in this context. These findings offer insightful information for marketers and policymakers seeking to promote sustainable fashion adoption in India by leveraging social influence and mitigating price related constraints in consumer decision making.

Keywords: Sustainable fashion, Theory of Planned Behavior, consumer behavior, purchase intention

Generational Cohort Theory And Sustainable Behaviour: Validation From Preliminary Study In The Context Of Travel And Tourism Services

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ABSTRACT

Though sustainable behaviour has been examined by researchers from the lens of a combination of variables including demographic, socio-cultural and psychographics, there still remains a void in terms of its evaluation from generational perspective. The present study attempts to fill this void by investigating the differences in the nature of sustainable behaviour for three generational group of consumers (viz., Gen X, Y and Z) in the context of travel and tourism services. The results provide due validation to the generational cohort theory and brings to the fore some interesting insights in this regard. This preliminary study also paves way for undertaking advanced research in this field.

Keywords: Generational differences, Sustainable behaviour, Environmental responsibility, Travel and tourism, Consumption patterns

Reimagining Tourism: Youth Social Innovation Models for Sustainable Development In a Global Context

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ABSTRACT

This review is systematic and explores thirty papers related to the active youth social innovation models in sustainable tourism involving the youth in the world. Some of the key models are community-based tourism enterprises, social enterprises, regenerative tourism projects, and cooperative governance systems, which are mainly found in Asia-Pacific and Africa. Youth engagement shows high operation and low strategy decision making. Models create significant social and environmental value as well as fluctuating economic sustainability. The disintegration of policies, the absence of initial funds, and the inequality of institutional power are some of the major problems that stand in the way. The factors leading to the success revolve around a deliberate focus on the development of youth, the expenditure on building the capacity, and the creation of suitable policy environments. Post-pandemic trends are characterized by faster digital integration, and more tourists are interested in a sustainable and authentic experience, which means that there is an opportunity that needs to be studied further and that the mechanisms of scaling and strategies of adaptation depending on the context should be studied.

Keywords: Youth Tourism, Social Innovation, Youth Engagement, Social Entrepreneurship, Sustainable Development Goals

Because I Deserve It: Exploring Self-Gifting Behaviour on Luxury Brand Consumption

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ABSTRACT

Self-gifting is emerging as a salient pattern of luxury consumption among newly employed “new money” youngsters who purchase luxury products to celebrate and reward themselves for career entry and income gains. This study develops and tests a conceptual model linking emotional stress, materialism, marketing stimuli and peer influence on self-gifting motivation, and subsequently to self-gifting purchase intention and actual self-gifting behaviour in the luxury context. Using a quantitative cross-sectional survey with five-point Likert scales, data were collected from young employees who had recently obtained jobs and used their new income to buy luxury self-gifts. Structural equation modelling indicates that emotional stress and materialism significantly enhance self-gifting motivation, while marketing stimuli and peer influence further strengthen both motivation and purchase intention, which in turn drive actual luxury self-gifting behaviour. The findings contribute to self-gifting and luxury literature by identifying newly employed young adults as a distinct segment and by clarifying how psychological and social–marketing factors jointly shape luxury self-gifting decisions.

Keywords: self-gifting; luxury consumption; motivation; purchase intention; materialism

Sipping With Purpose: Exploring The Impact Of Coffee Tourism On Specialty Coffee Appreciation, Consumption And Cultural Identity

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ABSTRACT

The coffee tourism experiences provide intimate experiences linking the visitors to coffee production, processing as well as culture, which promotes appreciation and consumption of specialty coffee. This research fills a very important gap as it studies the impacts of coffee tourism experiences on the appreciation of specialty coffee and the following purchase behaviour of consumers and the reinforcement of cultural identity in coffee growing regions. Data related to about 385 coffee tourists visiting various destinations using a quantitative cross-sectional design were analysed through structural equation modelling. The results suggest that educational and emotional aspect of coffee tourism experiences have a positive impact on the appreciation of specialty coffee that mediates the impact on the increasing purchase rate, readiness to pay high prices, and visitation of specialty cafes. Emotional involvement significantly increases long term consumer loyalty and attachment to the destination as well as a stronger connection to the region's coffee cultural identity. The paper emphasises the essence of designing real and educational coffee tourism products, which would create emotional bonds to consumers and enhance their understanding, is emphasized. These lessons could be very useful to destination marketers and specialty coffee companies who want to enjoy the loyalty of their customers, differentiate their products and services, and maintain an economic advantage. The study adds an empirical evidence on relationships among tourism experiences, product appreciation and consumption behaviour in the new niche in coffee tourism. The study recommends future longitudinal and comparative research across various coffee regions worldwide.

Keywords: Coffee tourism, specialty coffee, experiential tourism, tourism marketing, emotional engagement, coffee appreciation

Personalisation Privacy Paradox in Indian E-Commerce

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ABSTRACT

The purpose of this research is to find the difference between the personalised services, which plays a major role in building the customer's trust and the tracking that breaks the same trust. This study positions Mass customisation as an ultimate solution for the personalisation privacy paradox, that Indian E-commerce companies been facing these days. To understand the "Personalisation-Privacy Paradox" in Indian e-commerce, we began our journey with user interviews and a literature review to know why customers in India keep buying personalised products even though they are worried about their privacy. We collected primary data through a structured survey targeting Gen Z shoppers, as they are the most active digital users. In India customers are willing to accept the personalised services only if they feel the satisfaction and the benefits, they receive from these personalised services is much superior to the risk involved in sharing their data to these companies. If the importance is given to the privacy, then they restrain from subscribing to these personalised services. The most significant implication is that managers need to shift strategies from covert to overt data collection. By showing that customers are willing to share their data only if they are given control (Mass Customisation), this study gives companies a blueprint to increase their sales without breaking the trust of their customer base.

Keywords: Personalization, Privacy Paradox, Mass Customisation, CFIP (Concerns for Information Privacy), E-Commerce Consumers

Sustaining user engagement in mobile commerce: Integrating technological, experiential, and behavioural dimensions in the Indian market

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ABSTRACT

This study explores the key determinants of customer satisfaction and continuance usage intention within India's mobile commerce (M-commerce) ecosystem. It examines how technological attributes, experiential dimensions, and behavioural interventions interact to influence users' perceived value, satisfaction, and continued engagement with M-commerce platforms. Drawing on the Information System Success Model as the theoretical foundation, the study integrates the quality of M-commerce platforms with experiential components and behavioral mechanisms to present a holistic understanding of user continuance. Data will be collected through a cross-sectional survey of active M-commerce users in India, using purposive sampling from leading platforms including Myntra, Paytm, Amazon, PhonePe, Big Basket, Nykaa, and Tata Cliq. Structural Equation Modeling (SEM) will be employed to test the proposed conceptual framework. The findings are expected to provide valuable insights for M-commerce practitioners, developers, and policymakers by identifying the drivers of consumer trust, loyalty, and long-term engagement in a rapidly evolving digital environment. Furthermore, the study highlights how AI-enabled advanced features can enhance user satisfaction while mitigating barriers such as low digital literacy and trust concerns prevalent in emerging markets like India. By introducing nudges as a moderating construct between perceived value, satisfaction, and continuance intention, this research advances theoretical understanding beyond conventional technology adoption models. It offers a novel framework for sustaining user engagement in intelligent, AI-driven digital ecosystems.

Keywords: Mobile Commerce, Customer Satisfaction, Continuance Usage Intention, Perceived Value

Customer Experience in Omnichannel Retail Banking in India: Perceptions, Loyalty Outcomes, and the Moderating Influence of the DPDP Act 2023

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ABSTRACT

In the retail banking sector, the term omnichannel integration experience is defined as the customer journey through a range of touch points, including a branch, app, ATM, web, and social media for their banking needs. While it is well established in omnichannel literature that a firm must ensure omnichannel integration in providing banking services as a prerequisite to satisfaction and loyalty, there is only a limited understanding of perceived omnichannel integration experience concerning customer satisfaction and loyalty in retail banking. However, the association between omnichannel integration experience and other customer-level outcomes may differ in the presence of some control variables. Therefore, the present paper attempts to establish the relationships between perceived omnichannel integration experience, customer satisfaction, and customer loyalty in the retail banking sector- and how these relationships are moderated by key elements of the Digital Personal Data Protection (DPDP) Act 2023 as a control construct. Accordingly, the researcher used the direct research design of the SOR model to conceptualize omnichannel integration (stimulus) as a strategy to motivate perceived value and customer satisfaction (organism) to elicit customer loyalty intentions (response) in retail banking. Data were recorded from 412 responses from Delhi, Noida, and Chandigarh of three public and three private sector banks to ensure that all items were measured on multi-item scales. Next, the structural model established the proposed SOR association. The findings showed that perceived omnichannel integration experience positively and significantly affects satisfaction and loyalty and that satisfaction mediates the association between integration experience and loyalty. Meanwhile, the moderator selected based on the DPDP Act- digital personal data protection, significantly switches the association between privacy trust and loyalty. This study has theoretical implications for the omnichannel and privacy-loyalty literature by introducing a new omnichannel experience-loyalty model-where digital personal data protection moderates some relationships. The findings are particularly helpful for managers, policy-makers, and practitioners in developing personalized and, at the same time,



legally compliant integrated banking strategies under the new data privacy regulation. However, to some extent, consents and exceptions limit customers personalized retail experiences in the Indian banking sector.

Keywords: Omnichannel banking, Customer experience, Customer loyalty, DPDP Act 2023, Privacy trust

Influencer Marketing Research in Asia: Trends, Themes, and Future Directions

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ABSTRACT

Influencer marketing has evolved into one of the most rapidly growing strategies for impacting digital customer behaviour. This study provides a thorough bibliometric and science-mapping evaluation of 213 studies indexed in the Web of Science, with an emphasis on Asian countries. The analysis employs bibliometrix to investigate the intellectual framework, thematic development, and collaborative dynamics of influencer-marketing research from its beginnings to 2026. Research suggests a rapid rise in publications, emphasising on important topics such as credibility, parasocial interaction, social media involvement, and consumer decision-making. Co-word and theme mapping offer robust theoretical foundation and it indicates fragmented research clusters and inadequate cross-national collaboration. The study presents an in-depth analysis of the theoretical structure and research advancements in influencer marketing in Asia.

Keywords: Influencer marketing, Consumer behaviour, Bibliometrix, Science mapping, Social media influencers

Internal Marketing As A Catalyst for Ethical AI Adoption in Organizations

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ABSTRACT

The exponential rise in Artificial Intelligence (AI)-related technologies has significantly impacted all business functionalities, including automation, personalization, optimization, and data-driven decision-making, as well as problem-solving. However, there have also been major ethical concerns regarding security issues, privacy violations, a lack of transparency, algorithmic bias, and the widening digital divide associated with this expansion. To address the gaps from an internal human dimension perspective, this research work conceptualizes internal marketing as a critical mechanism that incorporates ethical AI principles into an organization's values, mission, goals, and strategies. On the basis of an integrative systematic literature review and narrative synthesis, this paper proposes a novel approach, namely, an Internal Marketing-based Ethical AI (IMEA) framework, which combines the conceptualization of internal marketing within organizational culture with ethical AI. The ethical implementation of AI is carried out using an AI governance system that oversees the strategic linkage of internal marketing within the organizational culture through human intervention. The paper highlights that the implementation of internal marketing concepts enhances employees' ethical awareness while also providing them with guidance on responsibly adapting new AI-based technologies in their day-to-day practices. This paper also provides an operationalization mechanism for the IMEA model. It contributes to both marketing and AI ethics by integrating internal marketing principles with the concepts of ethical AI, thereby filling the gap between technology-centric research and organization-centric research.

Keywords: Internal Marketing, Ethical AI, AI Governance, Artificial Intelligence, Organizational Culture

Data Driven Insights Into Predicting Sustainable Ecotourism Adoption Using Machine Learning Model

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ABSTRACT

The pressing issues of the 21st century, such as climate change, loss of biodiversity, over-tourism, and the adverse effects of industrialization, have made conservation activities the key to sustainable living, protecting ecosystems, and the everyday integration of sustainable practices. However, it is understood that change cannot be achieved by a single individual or organization. It takes the concerted efforts of our entire global society to make meaningful progress. Ecotourism has become a responsible and mindful approach to the tourism industry, which is focused on preserving ecosystems, along with appreciating nature and its local culture. The emergence of social media is reinventing the tourism industry as digital interactions evolve into meaningful travel experiences, transforming travellers into eco-conscious travellers. Consequently, this study develops and tests machine learning models to predict individuals' likelihood of engaging in conservation behaviours and to identify socio-demographic factors influencing participation. The findings aim to support policymakers, NGOs, and local authorities in targeting groups most likely to engage. Primary data were collected through an online structured questionnaire administered via Google Forms.

Keywords: Ecotourism, Sustainable Tourism, Conservation, Awareness, Adoption, Machine Learning

Perception of Money from the point of view of gender: Exploring the women's perspective

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ABSTRACT

The gender gap is a concept that is very prevalent in this day and age and is one of the most critical challenges that we face today. (Sesini, Manzi and Lozza, 2023) Systematic studies have shown that the issue of the gender gap is highly pronounced in the financial sector. For instance, previous studies have shown women are less likely to be financially secure than their male counterparts. (Goncalves et al., 2021) Studies have been conducted to identify gender gaps in many contexts related to financial aspects. Studies have been completed, and antecedents have been identified (Lucardi and Mitchell, 2007), from the lower representation of women in decision-making bodies in organizations (Nelson, 2015) to less exposure to financial literacy.

The research question behind this study is: How do women view money? This is an exploratory study where we try to answer the following questions: 1) How do men and women associate with the concept of money? And 2) What is the basis of such an association? Due to various socialization processes, we can see from the literature that gender influences finance and financial decisions. (Agnew et al., 2018) This study highlights the apparent reality of the gap between men and women in terms of economic decision-making and delves deeper into why this reality exists. From a marketer's perspective, it is beneficial to understand the investing and spending patterns of men and women so that better marketing strategies can be adopted.

Keywords: Money, gender

Neural Networks and Human Minds: Linking AI Applications to Consumer Mental Health- A Literature Based Study

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ABSTRACT

AI systems powered by neural networks are being increasingly incorporated in various marketing platforms, impacting the consumers' psychological states, including levels of stress, anxiety, compulsive behaviors and overall mental well-being. However, there is limited systematic research documenting how these aspects of neural networks interact. Therefore, researchers utilized the PRISMA 2020 guidelines to systematically map the relationship of 139 peer-reviewed Scopus articles published from 2015 through 2025 investigating the intersection of neural networks, marketing and consumer mental health. The researchers identified seven psychological processes and five broad themes based upon their review of the literature. Most importantly, researchers found that, depending on how they are designed, algorithms can create dual-use issues - while neural networks can increase consumers' psychological vulnerability when developed with optimization for engagement, they may create both trust and resilience when designed.

Keywords: Artificial intelligence, neural networks, consumer mental health, digital wellbeing, marketing psychology

Green Values at Home: Role of Environmental and Perceived Values in Driving Sustainable Consumption Behaviour Through Consumer Engagement

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ABSTRACT

The persistent increase in unsustainable consumption patterns is putting a lot of strain on the environment, hindering the progress towards sustainable development. Therefore, promoting sustainable consumption patterns has become a key priority. Therefore, using SOR theory, this study encapsulates the idea of sustainable consumption in the household care sector and the crucial role of environmental and perceived values in shaping sustainable consumption behaviour through consumer engagement with price sensitivity as a moderator.

The study uses purposive sampling to collect responses from 352 consumers through self-administered questionnaire. The data has been analyzed using PLS-SEM to test both measurement and structural models. The results indicate that both environmental value and perceived value positively influence sustainable consumption behavior through enhanced consumer engagement. Furthermore, the study also reveals that price significantly moderates the relationship between engagement and behaviour, emphasizing affordability as a critical concern. By emphasizing the role of consumer engagement between values and behavior, the study addresses the pivotal value – action gap, currently lacking in the literature. It offers practical implications for the industry practitioners to develop strategies to strengthen the consumer brand relationship in sustainability focused markets.

Keywords: Sustainable consumption, Sustainability, Consumer engagement, Stimulus-organism-response (SOR) theory, Consumer behavior

Zoho-Driven Digital Transformation In B2b Operations: Implications On People, Privacy And Personalisation At Polyp Polymers

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ABSTRACT

The case examines how Polyp Polymers Pvt. Ltd., a mid-sized B2B manufacturing firm, experienced a profound organisational shift after adopting Zoho for end-to-end process digitalisation. While Zoho significantly improved transparency, real-time visibility, and workflow efficiency, it simultaneously created new challenges emerging across three interlinked dimensions—People, Privacy, and Personalisation. Employees faced increased performance pressure due to heightened visibility, tighter tracking, and faster response expectations. Earlier coordination gaps were resolved, but the new environment triggered stress, micro-monitoring perceptions, and role ambiguities. Privacy concerns intensified as Zoho introduced role-based access, granular data logs, and digital trails, raising questions about data sensitivity, access boundaries, and organisational surveillance. On the customer front, Zoho enabled unprecedented personalisation through customised updates, automated communication, and real-time status visibility. However, this created risks of information overload, uneven expectations, and over-dependency on system-generated interactions. The case highlights the central dilemma: How can a B2B firm maximise the benefits of digital transparency and personalisation while safeguarding employee comfort, data privacy, and customer trust? This scenario provides a rich foundation for analysing digital transformation trade-offs and managerial strategies in contemporary B2B organisations.

Keywords: Digital Transformation, People Management, Data Privacy, Personalisation, Real Time Visibility

Personalization, Privacy, and Purchase: Exploring How Digital Marketing Shapes Consumer Spending Behavior Across India

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ABSTRACT

Digital marketing in India has undergone rapid transformation driven by algorithmic targeting, AI-enabled recommendations, and data-rich platforms. Personalization has become central to consumer engagement, yet it carries inherent tensions between convenience and privacy. This qualitative study explores how personalization influences consumer spending across India and how privacy concerns shape these responses. Guided by the Stimulus–Organism–Response (S–O–R) framework and Privacy Calculus Theory, 38 in-depth interviews were conducted with digital consumers from metropolitan (n=18), semi-urban (n=12), and rural (n=8) regions. Thematic analysis revealed five major themes: (1) Personalization as Convenience and Relevance, (2) Emotional Triggers and Impulsive Spending, (3) Privacy Anxiety and Algorithmic Intrusion, (4) Trust as Mediator, and (5) The Personalization Paradox. Findings show that younger consumers value personalization for its time-saving and relevance, while older consumers demonstrate stronger privacy consciousness. Across demographics, participants experienced tension between appreciating personalized suggestions and fearing surveillance. Trust in platforms emerged as a critical boundary-setting mechanism. This study contributes to understanding personalization in emerging markets by highlighting cultural variations, digital literacy, and contextual privacy interpretations. Implications urge marketers to adopt data-empathic personalization practices and policymakers to implement stronger digital privacy frameworks.

Keywords: Personalization, Privacy, Digital Marketing, Consumer Behavior, Qualitative Study,

Bridging Privacy and Expectations: Consumer Adoption of Responsible AI

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ABSTRACT

Artificial Intelligence (AI) is extensively being used in higher education for the personalization of student experiences, from academic direction with chat-based support to the targeted institutional messaging (Rahman et al., 2024). While these innovations promise students convenience and better engagement, they also raise concerns about privacy, transparency, and responsible use of their data (Tene & Polonetsky, 2019). This creates a clear challenge for institutions that personalization must be improved for the students who experience this without compromising their trust. Previous research on technology adoption has been influenced by the Technology Acceptance Model (TAM) and other related frameworks that majorly emphasize perceived usefulness with perceived ease of use as forecaster of behavioral intention. These models are very effective in highlighting the technology-related factors that influence adoption. However, they lack addressing the emotional and ethical expectations; students now hold related to how their data is collected and being used. To fill this gap, the present study integrates the TAM with the Consumer Expectation Acceptance Model (CEAM) (Kertai & Karlsved, 2025). TAM helps us in explaining how students form intentions to adopt AI-enabled services based on usefulness and ease of use, while CEAM focuses on expectations of functionality, relationship value, and transparency. Together, these two models allow us to analyze not only whether students accept AI personalization or reject it. This research focuses specifically on higher education students, as they are the primary users of AI-driven personalization tools in academic environments as well as they represent a valuable audience for education marketers and institutional policy makers. The objective of this study is to evaluate that how consumer expectations are expressed through traditional marketing values of personalization, trust, and transparency which further influence the adoption of AI-enabled personalization among the students in higher education, and to provide practical guidance for education marketers and policy makers looking to develop privacy-centric, student-aligned personalization strategies (Acquisti et al., 2020).



Keywords: Ethical Personalization, Privacy-Centric Marketing, Trust and Transparency, Traditional-Digital Integration, Sustainable Competitive Advantage

Artificial Intelligence and Machine Learning Applications in Customer Sentiment Analysis for Social Media Marketing: A Bibliometric Analysis

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ABSTRACT

Sentiment Analysis for Social Media Marketing aims to extract the emotional polarity from social media. Merging Artificial Intelligence and Machine Learning to decode real-time customer engagement helps to gain insights to marketers. This bibliometric analysis examines the evolution of Artificial Intelligence (AI) and Machine Learning (ML) applications in customer sentiment analysis for social media marketing from 2015–2025 through a comprehensive bibliometric and science-mapping approach. A total of 565 Scopus-indexed publications were analysed using VOSviewer and Bibliometrix. Results reveal growth in research output ($R^2 = 0.863$), indicating rapid expansion of AI-driven sentiment analysis in marketing. Sustainability emerges as the leading journal, while Wang X., Dokyun Lee, Li Y., and Kar A.K. are identified as influential contributors. Keyword co-occurrence highlights “social media,” “sentiment analysis,” and “machine learning” as dominant themes. Co-citation and coupling analyses uncover structured thematic clusters, including big-data sentiment analytics, AI-enabled influencer marketing, opinion mining, and emerging topics on AI ethics and brand analytics. Trend analyses indicate a shift from platform-specific studies toward predictive, AI-driven marketing strategies. The study provides actionable insights for scholars and practitioners by mapping the field’s growth, structure, and future research.

Keywords: Artificial Intelligence (AI), Machine Learning (ML), Sentiment Analysis, Social Media Marketing, Consumer Behaviour, Bibliometrix, Scientific Mapping

Caught in the Click: How FOMO Drives Online Consumer Behaviour – A Comprehensive Review

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ABSTRACT

FOMO has emerged as a potent psychological construct that shapes digital behavior in an era dominated by social media, mobile connectivity, and algorithm-driven content. This integrative review synthesizes extant research to review how FOMO influences various facets of online consumption: impulsive buying, social commerce engagement, digital addiction, and vulnerability to influencer marketing. Based on insights gained from studies published during the last decade, this review discusses how FOMO acts through its cognitive, emotional, and behavioral mechanisms, underlining its strong linkage with social comparison, perceived social pressure, and the need for continuous connectedness. FOMO precipitates excessive browsing and compulsive buying, together with reduced self-control, especially in the case of young adults and frequent social network site users. This shows that FOMO not only amplifies the urge of consumers to catch up with online trends and exclusive deals but also increases their susceptibility to persuasive marketing cues like scarcity appeals, personalized ads, and curated influencer lifestyles. FOMO precipitates excessive browsing and compulsive buying, together with reduced self-control, especially in the case of young adults and frequent social network site users. While consumption induced by FOMO may provide short-term pleasure, it results in regret after purchase, digital fatigue, and adverse psychological consequences. The review presents a discussion on the gaps in existing literature and provides several directions for future research, with an emphasis on cross-cultural studies, longitudinal designs, and ethical marketing considerations in an increasingly connected digital marketplace.

Keywords: Fear of Missing Out (FOMO); Online Consumption; Social Media Marketing; Impulse Buying; Digital Behaviour

Exploring the Conceptual Landscape of Virtual Influencer Marketing using Topic Modelling

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ABSTRACT

The rapid growth of virtual influencers in the market, which gives marketers new tools, demonstrates how AI-driven strategies impact consumer behaviour, digital marketing, and marketing communications. Scholars interest in this field has shown sudden rise as many organisations using virtual influencer on promoting brands because they are customizable, controversy free and available every time. However, current research in the fields of psychology, marketing, communication, and human–computer interaction is still dispersed, making it challenging to track conceptual advancements and spot new trends. This study aims to map the intellectual landscape of virtual influencer research in a methodical, data-driven manner.

Keywords: Virtual Influencers, Consumer Behaviour, Anthropomorphism, Computer Generated Influencer, Topic Modelling

Evaluating Customer Satisfaction with Online Shopping Sustainability Features Using the Kano Model

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ABSTRACT

In today's rapidly expanding e-commerce environment, sustainability is becoming an important factor shaping customer choices and loyalty. This study, titled "Evaluating Customer Satisfaction with Online Shopping Sustainability Features Using the Kano Model," examines how consumers perceive eco-friendly initiatives in major e-commerce platforms and identifies which sustainability features enhance satisfaction and which are considered basic or less impactful. India's e-commerce platforms like Amazon, Flipkart, Myntra, Meesho, and Ajio have reshaped shopping with convenience and variety, and growing environmental awareness has increased expectations for sustainable practices. Using the Kano Model, this study categorizes 20 sustainability features into must-be, one-dimensional, attractive, indifferent, and reverse attributes to assess their influence on customer satisfaction. This study used a descriptive and quantitative approach, collecting primary data from 200 online shoppers in Dakshina Kannada and Udupi district of Karnataka state through a structured questionnaire. Using the Kano evaluation framework, the findings show that features such as eco-friendly packaging, clear refund policies, multiple payment options, and support for local sellers strongly contribute to customer satisfaction and trust. In contrast, features like paperless billing and second-hand product options had little impact. Overall, while sustainability awareness is increasing, satisfaction depends on how clearly these initiatives are communicated and how much value they add. Strengthening the visibility and effectiveness of sustainable practices can help e-commerce platforms build loyalty and support environmental goals.

Keywords: sustainability, Kano model, e-commerce, customer satisfaction

Theoretical Framework for Purchasing Intention of Green Cosmetic Products Among Young Professionals

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ABSTRACT

The growing shift toward sustainability in the beauty industry has intensified interest in understanding the factors that shape young professionals' intention to purchase green cosmetic products. This study synthesises insights from green consumer behaviour, sustainable marketing and environmental psychology to develop an integrated theoretical framework that explains green cosmetic purchase intention. The model incorporates environmental consciousness, perceived product quality and trust, health and safety perception and social influence as primary determinants, with price sensitivity moderating their influence. Existing literature highlights these factors individually, yet no prior research has combined them into a unified structure tailored to green cosmetics or focused specifically on young professionals. By addressing this gap, the study offers a context-specific explanation of how environmental values, product evaluations, safety concerns, social norms and economic considerations interact to shape sustainable cosmetic purchasing. The proposed framework provides a conceptual foundation for future empirical research and offers meaningful implications for marketers and policymakers promoting green beauty consumption.

Keywords: Green Consumerism, Consumer Behaviour, Behavioral, Social, Perceptual, Green cosmetics, Purchase Intentions

Exploring the impact of AI marketing on consumer purchase intention in online shopping platform

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ABSTRACT

Artificial Intelligence (AI) has revolutionized contemporary online shopping platforms from the aspect of marketing with personalized recommendation, automated decision-making support and then interactive consumer interaction. AI based systems impact how consumers assess the products, enhancing relevance, accuracy and the responsiveness with positive implications for marketing effectiveness as well as purchase intention in the online shopping platforms. However, amid increasing use of AI in digital commerce, fears around privacy and trust also are growing, influencing consumer attitudes and conduct.

The primary focus of this study is to explore the influence of AI-based marketing on purchase intention in a burgeoning, yet global market such as India. Results From among 670 online Indian shoppers, quantitative survey collected data were analysed using SPSS. Results indicated that AI Performance is the sole significant predictor of Purchase Intention, suggesting a relative importance of consumers' emphasis on functional quality of AI in purchase decision making. The factors Hedonic Value and Privacy Utility had no significant effect on purchase intention. Overall, the study says, Indian consumers show a tendency to react more on the ground of usefulness and performance rather than emotional motives or privacy concerns in online shopping settings.

Keywords: Artificial Intelligence, Marketing, Online Shopping Platforms, Purchase Intention, S-O-R Model

Gamification And Consumer Decision Making: State Of The Art Review Through The Lens Of Cognitive-Affective-Conative Model

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ABSTRACT

Gamification is not anymore used as a mere consumer engaging marketing tool. It is gaining prominence in recent times due to its ability to alter consumer decision making and induce positive behavioral outcomes. However, research on gamification focusing on consumer decision making through psychological aspect remains scattered. The study aims to reduce this gap by a thorough Systematic Literature Review. The study uses PRISMA model to conduct a SLR study using Cognitive-Affective-Conative(CAC)framework to understand consumer decision making in a gamified environment. The study examines 141 articles from 2015-2025 through the CAC model. Key findings reveal that there is a strong relationship between cognitive and affective stimuli and positive behavioral outcomes. Future research directions have been given through the Theory-Context-Method model framework.

Keywords: Affective, cognitive, conative, consumer-decision making, gamification

Content, Community, and Credibility in Digital Interaction: A Theoretical Exploration of Social Media Marketing Frameworks and Brand Value Creation

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ABSTRACT

Social media marketing has fundamentally transformed contemporary business communication, enabling organizations to engage with consumers in unprecedented ways. This paper scrutinizes the conceptual framework, strategies, and theoretical underpinnings of social media marketing, focusing on its role in shaping brand perception, consumer behavior, and digital engagement. Unlike empirical studies that depend on primary data, this work synthesizes existing literature, industry reports, and theoretical insights to present a comprehensive understanding of the contribution of social media marketing. Key themes include the importance of content strategy, influencer collaborations, brand storytelling, and the ethical considerations of digital marketing. The paper highlights how organizations can strengthen social media platforms not only for promotional purposes but also to foster long-term relationships with stakeholders, enhance brand loyalty, and navigate the dynamic digital ecosystem. By providing a theoretical exploration, this study offers actionable insights for managers and researchers seeking to understand the evolving landscape of digital marketing and its strategic implications.

Keywords: Social Media Marketing, Digital Engagement, Brand Storytelling, Influencer Strategy, Ethical Marketing Practices

The Evolution of Digital Employer Branding: From Traditional Communication to AI Enabled Talent Marketing

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ABSTRACT

From traditional, organization-controlled communication to digitally enabled and AI-driven techniques affecting candidates' perceptions of employer value, EB has undergone significant evolution. For the most part, early EB relied on one-way channels in which businesses held full control over message framing; these included print ads, pamphlets, and career fairs. With the rise of social media, employee-generated content, and online transparency, DEB allowed more authentic, interactive, and narrative-based communications while turning candidates into active assessors. A new wave for employer branding is AI-EB, which harnesses sentiment analysis, automation, predictive analytics, and personalization for precision enhancement in candidate targeting and recruiting. But AI also introduces ethical considerations such as algorithmic bias, opacity, and data privacy risks, all of which have direct implications for company legitimacy and candidate confidence.

The present study synthesizes literature on branding, HRM, and AI to present an integrated evolutionary framework on employer branding. It identifies some key research gaps: a lack of generational and India-centric analyses and rare empirical data on the effect of AI on candidate perceptions in AI-driven branding contexts. Ethics is proposed as a moderator, while trust is presented as a key mediator that influences workplace attraction. The study concludes with a future research agenda aimed at creating an ethical, transparent, and sustainable paradigm for AI-enabled employer branding.

Keywords: Traditional Employer branding, Digital Employer Branding, AI Enabled Employer Branding, Talent Acquisition

Building Bonds: The Role of Loyalty Programs on Customer Retention

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ABSTRACT

In today's competitive environment, retaining customers is an essential component that guarantees long-term business success. Therefore, the current study focuses on how loyalty programs build bonds by enhancing customer retention via trust as a mediator. The Relational Exchange Theory (RET), which highlights three essential components—Relational Exchange, Promise of Future Rewards, and Perceived Reciprocity—is the foundation of the current investigation. Analysis of survey information collected from 150 Indian customers who regularly participate in store loyalty programs, using structural equation modeling (SEM) with SmartPLS.

The results reveal that only Promise of Future Rewards significantly enhances Trust, suggesting that customers place greater emphasis on anticipated future value than on relational interactions. Trust positively influences Customer Retention; however, it does not act as a mediator. The results highlight the central role of future-oriented incentives in building trust-based bonds and sustaining customer loyalty. The study contributes to relationship marketing theory by clarifying how loyalty mechanisms operate and offers practical guidance for designing reward programs that strengthen brand–customer bonds and support long-term business growth.

Keywords: Customer Loyalty, Relationship Marketing, Customer Retention, Loyalty Programs

Social Media User Generated Content, Place Based Attachments and Tourists Environmentally Responsible Behaviour: Evidence from Coastal Karnataka, India

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ABSTRACT

Tourists visiting coastal locations have positive impacts in terms of an area's economy but can also negatively impact fragile beach and ocean environments. As such, it is crucial to understand what factors influence tourist behavior toward being environmentally responsible, this will aid in the creation of sustainable coastal tourism destinations. In this research a Stimulus-Organism-Response (SOR) model was developed to assess how social media user generated content (UGC), an individual's environmental disposition, their attachment to a location and their cultural attachment all relate to each other within the context of coastal Karnataka, India. It is viewed in this research that social media UGC measured with stimulus containing both cognitive and affective components, the organismic component includes an individuals environmental concern, environmental attitudes, their attachment to a location (Place Attachment) and their attachment to a culture (Cultural Attachment). Using survey data, collected from 432 tourists at nine beaches along the coast of Karnataka, India, PLS-SEM (partial least squares structural equation modeling) was used to analyze the responses. Results indicated that social media UGC with both cognitive and affective components increased the respondent concern for the environment and positively affected their environmental attitudes, which in turn positively affected their environmentally responsible behavior. Place attachment was found to be the strongest direct predictor of environmentally responsible behavior, followed by cultural attachment. The indirect effect showed that social media UGC had the greatest effect on environmentally responsible behavior through its ability to reinforce environmentally responsible dispositions. The results presented here combine theoretical aspects of digital stimuli, psychological processes, and place based connections and provide practitioners with sustainable coastal tourism development strategies that are consistent with Sustainable Development Goals (SDG 11 & 14).



Keywords: Social Media UGC, Place Attachment, Environmental Attitude, TERB, Coastal
Tourism

Determinants Of Online Purchase Behavior: A Mediation Analysis Through Delivery Performance

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ABSTRACT

In India, online shopping has increased significantly over the last decade due to strong promotion on social networks and mobile devices, better interface designs, and safe methods of electronically transferring funds for products or services. While powerful digital promotions and technological advancements on e-commerce sites have attracted many customers, there are still many instances of poor customer experiences with regard to timely delivery of products or services. This gap between effective advertisements before a purchase and unsatisfactory post-purchase experiences indicates that delivery performance is an important influencer in the decision-making processes of online shoppers. The mediation analysis results help explain more clearly and systematically how these factors are connected. In the first case the variables are social media marketing, delivery performance, and online purchase decision: The social media marketing explained only 28.15% of why customers decide to buy online. Since this percentage was low, delivery performance was added to the model as a mediator. After this addition, the percentage increased to 52%. This means social media marketing impacts online purchase decisions more strongly when customers believe delivery performance is good. Similarly, e-service quality explained 47.2% variance of online purchase decision. This indicates that when the website or app functions are working in good condition, customers are more likely to make a purchase online. To improve the model, delivery performance was added as a mediator. After this, the explanation rose to 54%. This shows that good e-service quality not only helps directly but also improves delivery performance, and this better delivery experience encourages customers to make online purchases. In the third case, the impact of payment safety on online purchase decisions was tested with delivery performance as a mediator: Initially the payment safety could explain the 43.28% variance in online purchase behaviour, as it is low. To better increase the variance, the mediator delivery performance was introduced into the study, which could increase the amount of variance to 52%. When e-service quality was included as a covariant, the model explained 55.72% of the variation in online purchase

decision. This indicates that social media marketing continues to have a significant impact on consumers' purchase decisions even after adjusting for the quality of e-services. However, the model does not exhibit a mediation effect despite the high R² value. On the other hand, when payment safety is included as a covariant, 55.46% of the variance in online purchase decisions is explained by the model. When e-service quality and payment safety were both considered as additional covariant factors, social media marketing alone explains 56.84% of why customers decide to shop online. This shows that social media marketing affects customers' purchase decisions more effectively when they also perceive delivery performance as reliable and satisfactory. By connecting all these interpretations, the final result of this study shows that e-commerce companies also need to develop better systems for tracking/tracing products shipped and then to improve upon those systems, as well as provide timely delivery of items, secure packaging/handling of their products, and enhanced reverse logistics systems. Although the research was conducted using only online shoppers located in India, the results of this study will be useful to marketers and logistics professionals to enhance the satisfaction and loyalty of customers over time.

Keywords: Online shopping, Social Media Marketing, E-service quality, Delivery Performance

Personalization, Micro credentials and trust in the digital skills economy: A cross regional qualitative study on signaling, privacy and employability

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ABSTRACT

Digital transformation and artificial intelligence are reshaping how individuals learn, signal competence, and navigate the labor market. In this evolving skills ecosystem, micro-credentials—short, verified, and skill-specific qualifications—have emerged as strategic tools for workforce mobility. Simultaneously, personalization in digital marketing has become central to how educational institutions attract, engage, and convert learners. While existing scholarships often position personalization as a pedagogical or technical innovation, limited research examines how personalized communication functions as a marketing signal that influences credibility, trust, privacy perceptions, and employability value. This study addresses this gap by exploring how learners interpret personalized digital marketing related to micro-credentials and how these interpretations influence their adoption intentions.

Grounded in Signaling Theory, Personalization–Privacy Trade-Off Theory, and Career Capital Theory, this qualitative study draws on 36 semi-structured interviews with online learners, educators, and working professionals from India (n=12), the United Kingdom (n=12), and Singapore (n=12). Participants were purposively selected based on (a) familiarity with at least one micro-credential platform and (b) experience receiving personalized digital communication (emails, platform recommendations, targeted ads) from such providers. Data were analyzed using a multi-stage thematic analysis involving line-by-line coding, axial categorization, and cross-case synthesis. Intercoder reliability checks and member validation ensured analytic credibility.

Four core themes emerged: (1) Personalization as a Dynamic Quality Signal, reflecting how personalized recommendations shape perceptions of institutional legitimacy and content relevance; (2) Trust Calibration and Privacy Negotiation, highlighting the cognitive trade-off between the convenience of personalization and concerns about data exploitation; (3) Reframing Career Capital, in which personalized cues help learners map micro-credentials to evolving labor-

market narratives; and (4) Cross-Cultural Variations in Data Sensitivity and Algorithmic Fairness, illustrating region-specific trust norms and privacy cultures. These themes converge into a conceptual model showing how personalized marketing signals influence adoption through trust, perceived relevance, privacy evaluation, and employability value.

The study contributes to marketing and education literature by reframing personalization as a socially interpreted trust signal rather than a purely technical mechanism. Managerial implications include the need for ethical personalization, transparent data practices, and employability-linked communication strategies. Policy implications emphasize algorithmic accountability, data transparency standards, and global recognition frameworks for micro-credentials. Future research should expand cross-regional comparisons and experiment with different personalization modalities. Overall, this study demonstrates that the future of micro-credentials—and the wider skills economy—is shaped not only by how people learn, but by how learning is marketed through personalized digital ecosystems.

Keywords: Personalization, Micro-Credentials, Digital Marketing, Trust, Employability,

Sustainability Marketing And Consumer Value Creation In Emerging Markets

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ABSTRACT

Sustainability marketing has increased to cope with the increasing issues of environmental concerns and the evolving needs of the customers. Sustainability-focused companies can have a competitive advantage in new markets where the consumer knowledge and regulations are developing at a rapid pace. This research is aimed at asking the question of how environmental marketing influences the development of value of consumers and their brand preference in India. This study will be mixed-method based to accomplish a quantitative survey on the attitude of individuals towards sustainability claims as well as a qualitative thematic analysis on how companies discuss sustainability. The results that have been predicted demonstrate that the good-environmental marketing makes people believe that a product is more valuable, creates trust in a brand, and makes people more inclined to purchase the product, especially when the assertions are accurate and are included in how the business operates. The research is restricted though in that it only examines a couple of categories of products and it uses personal reports of consumers. The implications demonstrate how businesses can effectively employ sustainability in their marketing strategies to appeal to green consumers, reduce the chances of greenwashing, and outcompete in the highly competitive markets.

Keywords: Sustainability Marketing, Consumer Value, Brand Trust, Green Behaviour, Perception

The Science of Surprise: Algorithmic Serendipity as the Future of Smart Marketing

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ABSTRACT

In the period where consumers face constant bombardment of information, capturing attention requires more efforts by marketers than standard personalization—it demands data-driven, intelligently crafted moments of delight. This research explores the concept of algorithmic serendipity as a smart marketing strategy, energized by the advances of AI and ML. Algorithmic serendipity is the intentional creation of unexpected, yet pertinent, consumer experiences through predictions, patterns, and real-time decision making. Neural network behavioural analysis enhances this process by decoding emotional signals, context-specific signals, and micro-intentions of consumers that lead to the delivery of undiscovered but might be relevant content across points of contact. The paper further studies how the balance between surprise element and relevancy is maintained and is leading to increase customer engagement. The outcomes believes that serendipity-based Artificial Intelligence is the next significant step in evolution marketing, allowing brands to design user-centered strategies that increase value with customers and alter the style of digital marketing.

Keywords: algorithm serendipity, machine learning, artificial intelligence, surprise

Evolving Consumer Expectations in the Era of Quick Commerce: A Critical Analysis

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ABSTRACT

The rapid rise of Quick Commerce (Q-Commerce) has changed the global e-commerce landscape by the introduction of instant delivery models that shorten the time between consumer desire and fulfilment. This change has redefined consumer expectations in terms of speed, convenience, reliability, and digital interaction, thus, the traditional theories of consumer behavior are being challenged. This paper, grounded in Expectation Confirmation Theory (ECT), the Technology Acceptance Model (TAM), and Temporal Discounting Theory, investigates how Q-Commerce positions temporal sensitivity and instant gratification as the main value factors. The present study employs a conceptual approach to review the extant literature and determine the four expectation antecedents: trust, convenience, delivery time, and app usability. The results emphasize that Q-Commerce is the source of a continuous cycle in which repeated exposure to instant delivery leads to the constant recalibration of expectations, thus, the emergence of a "speed-satisfaction paradox". The article ends with the theoretical contributions and managerial suggestions for creating sustainable, consumer-centric Q-Commerce ecosystems.

Keywords: Q-Commerce, Consumer Expectations, Instant Delivery, Digital Consumer Behavior, Expectation Confirmation Theory, Technology Acceptance Model

Identification of Potential Mutual Fund Investors Using Applications of NLP & Machine Learning

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ABSTRACT

The rapid digitalisation of financial services has widened access to investment opportunities, yet the hesitation around mutual fund participation persists often this is related to perceived risk concerns, limited financial awareness or knowledge, and trust issues. The traditional studies have predominantly used structured survey-based variables to understand and predict investment behaviour whereas the usage of natural language responses have been less even though studies suggest natural language captures customer behaviour pattern more effectively. In response, the present study constructs a predictive model that classifies potential mutual fund investors based on their responses using Natural Language Processing (NLP) integrated with Machine Learning.

A dataset of 344 responses underwent translation, cleaning, and converted into sentence embedding vectors as features using all-mpnet-base-v2, dimensionality have been reduced using PCA to improve model performance before model building. Logistic Regression returned strong results such as 88.4% accuracy, along with precision, recall, and F1-scores of 90.7%, all which indicates an excellent prediction strength. These findings confirm that unstructured text contains valuable behavioural cues. Thus, opening possibilities for AI-enabled investor assessment, lead generation, customer targeting, developing personalized advisory strategies. This study also attempts to paving the way for deeper embedding-driven decision modelling in financial decision making.

Keywords: Consumer Behaviour, NLP, Logistic Regression, Sentence Embeddings, Mutual Funds

Navigating Change: Consumer Behavior And Omnichannel Dynamics In India's Retail Eyewear Industry

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ABSTRACT

The eyewear industry is undergoing rapid transformation with the rise of digitalization and omnichannel retailing. Within this context, consumer behaviors such as webrooming (searching online before purchasing offline) and showrooming (trying offline but purchasing online) are becoming increasingly relevant. This study explores these behaviors to understand how consumers navigate the eyewear purchase journey across physical and digital channels.

Adopting a sequential mixed-method design, the research began with qualitative interviews to capture consumer experiences, followed by thematic analysis to identify recurring patterns. These insights were structured using the Stimulus-Organism-Response (SOR) framework and Dual-Factor Theory (DFT) to categorize the facilitators and inhibitors influencing consumer choices. A confirmatory survey further supported the findings, and cluster analysis was employed to segment consumers into meaningful groups for strategic positioning.

The results reveal that webrooming dominates the eyewear sector, driven by trust in physical trials, eye-testing services, and after-sales support. Showrooming, while present, is less prevalent, mainly appealing to price-sensitive consumers attracted by online discounts and variety but limited by risk perceptions and loyalty to local opticians. Several factors, including convenience, price inconsistencies, delivery times, and sales pressure, act as dual forces, enabling one pathway while restricting the other.

This study contributes to omnichannel retail literature by applying SOR and DFT in a new sectoral context and offers actionable recommendations for eyewear businesses to enhance trust, streamline integration, and build seamless customer journeys.

Keywords: Retail Eyewear industry, Omnichannel retailing, Webrooming, Showrooming, Consumer behavior

Comparing Paid and Organic Digital Advertising: Effects on Consumer Engagement and Impulsive Buying Behaviour

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ABSTRACT

As social media becomes a dominant space for consumer interaction, understanding how different advertising strategies shape online behaviour has become increasingly important. Both paid advertising and organic content are widely used by brands to capture attention, yet their comparative impact on consumer engagement and impulsive buying remains underexplored. This study examines how exposure to paid advertisements and organic content influences impulsive purchasing, with consumer engagement serving as a behavioural mediator. A quantitative research design was employed, collecting data from 96 active social media users across various age groups. Reliability testing validated the consistency of all measurement scales, and regression analysis was conducted to identify the strength of the relationships among variables. The findings indicate that organic content has a stronger effect on impulsive buying behaviour ($\beta = .412, p < .001$) than paid advertisements ($\beta = .328, p < .001$). The model explains 47.3 percent of the variance in impulsive buying behaviour ($R^2 = .473$). These results highlight the growing relevance of authentic, trust-based content in influencing consumer behaviour. The study contributes to current discussions on digital marketing effectiveness and offers practical insights for designing integrated advertising strategies.

Keywords: Paid advertising, Organic content, Impulsive buying, Social media marketing, Consumer engagement

Bridging Knowledge and Practice: A Qualitative Inquiry into Entrepreneurial Development Through Digital Learning Platforms

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ABSTRACT

Digital learning platforms have become a transformative force in entrepreneurial learning, offering flexible, accessible, and diverse opportunities for entrepreneurs to acquire knowledge and skills. Digital learning platforms, as powerful catalysts for entrepreneurial ventures, have emerged as transformative agents shaping the landscape of business innovation. This study delves into the dynamic relationship between digital learning platforms and entrepreneurial development, specifically the impact on skill development, networking, and integration into entrepreneurial practices. Utilizing the Self-Directed Learning Theory and Experiential Learning Theory as a framework, this qualitative study uses in-depth interviews with entrepreneurs who have used these online learning platforms across diverse sectors of India to gain insights into how they learn from them and apply their learning to their businesses. Thematic analysis was applied to identify key patterns and insights regarding their learning experiences, outcomes, and perceived value of these platforms. Analysed based on the Gioia Methodology, the findings of the study reveal that digital learning platforms contribute significantly to enhancing entrepreneurial competencies, skills, and knowledge, especially in areas such as people management, strategic thinking, and business management. Moreover, participants highlighted the importance of peer interaction, real-world application, and continuous learning as crucial factors influencing their entrepreneurial growth. This study fills the significant gap in the existing literature by linking digital learning platforms and entrepreneurial development, offering a nuanced understanding of the entrepreneurs' experience of learning with these platforms.

The study also recognizes challenges, such as reliability issues and information overload, emphasizing the importance of addressing these limitations. This study adds to the evolving discussion about the transformative impact of digital learning on entrepreneurship, providing useful insights for individuals, educators, and policymakers navigating this dynamic intersection.



Keywords: Digital Learning Platforms (DLP), Entrepreneurship, Skill Development, Networking, Real-Time Learning

From Immersion to Intention: Cognitive and Affective Pathways Linking Metaverse-Based Green Advertising to Sustainable Behaviour

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ABSTRACT

Despite the potential benefits of strong digital communication towards Sustainable Development Goals, much remains unknown about the effects that advertisement within the Metaverse may have on a consumer's thought process, trust, and habits. To explore how digital immersion may affect how people think about sustainability within the context of advertising, this study combines components of Technology Acceptance Model, Trust Theory, and Immersion Theory into an integrated framework. It uses a sequential mixed-methods approach comprised of a quantitative phase (in which a PLS-SEM model was used to identify the impact of immersion on PEOU, PU, Green Trust, and SCB) and a qualitative phase (whereby online conversations were analyzed for emotional responses, Authenticity Cues, and Trust themes). The study found an observable cognitive - affective pathway through which immersive experiences increase PEOU and PU as well as increase Green Trust in environmentally friendly claims and ultimately result in the development of Sustainable Consumption Behaviour. The study demonstrates how the literature on metaverse marketing has progressed by demonstrating that digital immersive simulations can facilitate environmentally friendly purchasing behavior and that combining emotion analysis with behavioural modelling will deepen researchers' understanding of consumer engagement with immersive virtual environments.

Keywords: Metaverse, Technology Acceptance Model (TAM); Green Trust; Sustainable Consumption Behaviour; Mixed-Method Research; Sentiment Analysis

Building Bonds through Loyalty Programs: Trust as a Pathway to Customer Retention

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ABSTRACT

In today's competitive environment, retaining customers is an essential component that guarantees long-term business success. Therefore, the current study focuses on how loyalty programs build bonds by enhancing customer retention via trust as a mediator. The Relational Exchange Theory (RET), which highlights three essential components—Relational Exchange, Promise of Future Rewards, and Perceived Reciprocity—is the foundation of the current investigation. Analysis of survey information collected from 150 Indian customers who regularly participate in store loyalty programs, using structural equation modeling (SEM) with SmartPLS.

The results reveal that only Promise of Future Rewards significantly enhances Trust, suggesting that customers place greater emphasis on anticipated future value than on relational interactions. Trust positively influences Customer Retention; however, it does not act as a mediator. The results highlight the central role of future-oriented incentives in building trust-based bonds and sustaining customer loyalty. The study contributes to relationship marketing theory by clarifying how loyalty mechanisms operate and offers practical guidance for designing reward programs that strengthen brand–customer bonds and support long-term business growth.

Keywords: Customer Loyalty, Relationship Marketing, Customer Retention, Loyalty Programs

The Evolution of Digital Employer Branding: From Traditional Communications to AI Enabled Talent Marketing

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ABSTRACT

From traditional, organization-controlled communication to digitally enabled and AI-driven techniques affecting candidates' perceptions of employer value, EB has undergone significant evolution. For the most part, early EB relied on one-way channels in which businesses held full control over message framing; these included print ads, pamphlets, and career fairs. With the rise of social media, employee-generated content, and online transparency, DEB allowed more authentic, interactive, and narrative-based communications while turning candidates into active assessors. A new wave for employer branding is AI-EB, which harnesses sentiment analysis, automation, predictive analytics, and personalization for precision enhancement in candidate targeting and recruiting. But AI also introduces ethical considerations such as algorithmic bias, opacity, and data privacy risks, all of which have direct implications for company legitimacy and candidate confidence.

The present study synthesizes literature on branding, HRM, and AI to present an integrated evolutionary framework on employer branding. It identifies some key research gaps: a lack of generational and India-centric analyses and rare empirical data on the effect of AI on candidate perceptions in AI-driven branding contexts. Ethics is proposed as a moderator, while trust is presented as a key mediator that influences workplace attraction. The study concludes with a future research agenda aimed at creating an ethical, transparent, and sustainable paradigm for AI-enabled employer branding.

Keywords: Traditional Employer branding, Digital Employer Branding, AI Enabled Employer Branding, Talent Acquisition

Driving Sustainable Performance through Digital Transformation: The Impact of Digital Marketing on Brand Awareness, Customer Engagement and Acquisition

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ABSTRACT

The primary objective of this research is to examine the determinants of digital transformation adoption by firms in West Bengal and assess how digital transformation influences sustainable performance among SMEs in the region. This study develops and empirically validates a comprehensive model to explain the factors influencing digital transformation adoption, which ultimately evaluates sustainable performance. A questionnaire was developed using the Google Forms platform to validate the proposed model. This questionnaire was distributed to employees and owners of firms in West Bengal, with respondents selected through purposive sampling based on the criterion that they utilized the e-service portal. To conduct a quantitative analysis, variance-based partial least squares (PLS-SEM 4.0) structural modeling was employed, utilizing data from 341 responses to assess the study's objectives.

This research focuses on the impact of SMEs' sustainable performance through digital transformation, including aspects such as digital marketing, customer engagement, customer acquisition, and investment in digital and brand awareness. A further analysis examined the mediating effect of digital transformation on the relationship between digital marketing and firms' sustainable performance. The results revealed that digital marketing is essential for the sustainable performance of SMEs as a determinant of digital transformation, contributing to stronger economic growth and an enlarged market presence. The study's findings support the notion that adopting digital transformation enhances sustainable performance, with brand awareness and investment in digital initiatives serving as crucial predictors. The study revealed that digital transformation facilitates the entrepreneurs to access greater market, create brand awareness, increase customer acquisition in turn accelerate the business significantly. This research enhances both the theoretical and practical understanding of how digital transformation, as part of the Digital India program, strengthens the sustainable performance of firms.



Keywords: Digital transformation, digital marketing, brand awareness, sustainable performance, customer engagement, customer acquisition, SMEs, West Bengal

From Data To Destinations: Bibliometric Insights For Dark Tourism Marketing

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ABSTRACT

This work presents a thorough systematic evaluation and bibliometric analysis of dark tourism literature indexed in Scopus between 2000 and 2025. The study maps research performance, identifies intellectual structures, and traces developing topic orientations to address conceptual ambiguity and fragmented development. A total of 31,395 initial records were identified using a Boolean search, followed by PRISMA-guided screening that resulted in 716 peer-reviewed articles analyzed using BiblioShiny.

Findings show an annual publication growth rate of 19.74%, with over 90% of research output produced after 2013. Three dominant thematic clusters emerged: (1) core concepts surrounding dark tourism, memory, and death; (2) visitor psychology, emotions, and experiential outcomes; and (3) destination, heritage, and disaster-related management. Collaboration networks are led by the UK, USA, China, and Australia. Emerging themes include rituality, VR-mediated experiences, visitor emotions, and ethical interpretation.

The study offers a consolidated intellectual map, highlights conceptual gaps, and proposes a future agenda linking emotion, ethics, technology, sustainability, and cultural context, providing a foundation for researchers, marketers, and policymakers seeking effective strategies to manage dark heritage and improve visitor experience.

Keywords: Dark tourism; Thanatourism; Bibliometric analysis; Visitor emotions; Science mapping

Neuromarketing & Consumer Buying Behavior: A TCCM-Driven Structured Review & Bibliometric Analysis

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ABSTRACT

Neuromarketing has emerged as a powerful interdisciplinary domain integrating neuroscience, psychology, and marketing to uncover the subconscious mechanisms driving consumer buying behaviour. However, despite its rapid expansion, the field remains highly fragmented, with diverse theoretical orientations, methodological approaches, and technological applications. To address this gap, the present study utilized the Theory-Context-Characteristics-Methodology Framework to conduct a structured literature review backed by bibliometric analysis, which revealed some of the dominant narratives and themes related to the concerned domain. These themes revolved around variables like neuroeconomics, decision-making practices, consumer behaviour patterns, etc. This combined approach provides a fuller picture to the concerned stakeholders about this complex discipline & its impact on their behaviour.

Keywords: Neuromarketing, TCCM Framework, Consumer Buying Behaviour, Bibliometric Analysis

Ephemeral Marketing And Psychological Triggers In Online Food Delivery

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ABSTRACT

Ephemeral marketing is a promotional content based on a sense of urgency delivered with disappearing formats - has emerged as a leading approach used by many players in the online food delivery (OFD) market in India. While platforms such as Swiggy, Zomato, Blanket and Instamart have integrated ephemeral tactics into their overall marketing strategies there is limited empirical research examining how psychological mechanisms mediate consumer engagement with ephemeral marketing cues in the OFD sector, specifically from emerging market contents. This research investigates the impact of Ephemeral Marketing Stimuli (EMS) including limited time offers and countdown timers on Consumer Purchase Behaviour (CPB) in response to competition within the OFD sector. Grounded in the theory including the scarcity principle and psychological reactance theory, we suggest that EMS triggers affect CPB through Psychological Triggers (PT) like Fear of Missing Out (FOMO), perceived Scarcity and emotional arousal. We collected quantitative data and analysed a survey with 82 Gen Z and Millennial consumers using Multiple Linear Regression. Results revealed that EMS is a strong predictor of PT ($R^2=0.62$). PT is predictor with the strongest relationship to CPB. Moreover, the direct relationship from EMS to CPB is partially mediated by PT conveying 80.4% of variance in CPB. All contributions are important because they provide managerial implication for online food delivery firms who use short lived promotional campaigns when developing marketing content.

Keywords: Ephemeral marketing, FOMO, Psychological triggers, Purchase intention

Will Greenwashing Perception Lead to Purchase Intention? A Moderated Mediation Model

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ABSTRACT

This study investigates how greenwashing perception shapes consumers' green purchase intention through green skepticism, green trust, and green concern within a moderated mediation framework. Results reveal that greenwashing perception significantly increases skepticism, reduces trust, and directly lowers purchase intention. Green trust positively influences both purchase intention and actual green consumer behaviour, while purchase intention strongly drives behaviour. Green concern moderates the link between greenwashing perception and purchase intention, intensifying negative effects for highly concerned consumers. The structural model demonstrates strong explanatory power, accounting for 95.5% of variance in purchase intention. Findings highlight critical implications for authentic sustainability communication and green marketing credibility.

Keywords: Greenwashing perception; green skepticism; green trust; green concern; purchase intention

Interpretable and Actionable Marketing Predictions by Combining Explainable AI and Counterfactual Generation

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ABSTRACT

In recent competitive markets, customer segmentation, churn prediction, and target prediction are critical components of marketing intelligence. However, the black-box nature of advanced machine learning (ML) models poses significant trust and operational challenges. This research presents an integrated Explainable AI (XAI) pipeline that combines LIME, SHAP, and DiCE counterfactual explanations to produce interpretable, actionable insights for three industry-critical tasks. We use a real-world dataset of 20,374 customers from a mid-sized e-commerce retailer, spanning demographics, Recency, Frequency, and Monetary value (RFM) statistics, site engagement, and campaign interactions. For segmentation, we employ K-means clustering, followed by SHAP to characterize cluster profiles and identify key traits. Churn prediction is addressed with XGBoost and Random Forest models, yielding high accuracy. LIME and SHAP models elucidate churn drivers, while DiCE generates counterfactual scenarios like session frequency should increase and discount should be offered, to convert at-risk customers into retained ones. In the target prediction context (email campaign response), similar models and XAI techniques are applied, with DiCE proposing feasible alterations like increasing visit frequency) to enhance response rates. Experimental results indicate SHAP effectively captures key global features (especially recency, frequency), LIME offers granular case-by-case insights, and DiCE enables feasible “what-if” recommendations. We explore business feasibility by imposing constraints, ensuring that changes are actionable and realistic. Additionally, we audit for fairness: sensitive features are excluded from counterfactual recommendations. Our framework bridges predictive accuracy with transparency, supporting ethical, interpretable marketing decisions. Through realistic use cases, we demonstrate how XAI-powered models can guide customized retention strategies and campaign optimization. Finally, we outline implications for such



deployment, including real-time explanations, feature modeling, and fairness ness impact tracking, highlighting a road map for future intelligent marketing systems.

Keywords: Explainable AI, Marketing prediction, counterfactual, Segmentation, Churn Prediction, customer retention

Beyond Greenwashing: Emotional Intensity, Perceived Efficacy, and Trust in SDG Framed Marketing Campaigns

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ABSTRACT

This study examines how marketing campaigns can help close the awareness–action gap surrounding the Sustainable Development Goals (SDGs), with a focus on SDG 12 (Responsible Consumption and Production), SDG 13 (Climate Action), and SDG 5 (Gender Equality). Building on the theory of planned behavior, signaling theory, and behavioural branding, the paper proposes that emotional storytelling, value congruence, and perceived brand authenticity shape SDG-aligned intentions, while emotional intensity and perceived efficacy mediate the impact of SDG-related campaigns on those intentions. Micro-action pathways are conceptualised as friction-reducing mechanisms that strengthen behavioural follow-through, whereas perceived greenwashing is expected to erode trust and engagement.

A mixed-methods design is adopted, comprising a survey of 350 consumers in India and the UK and 15 interviews with senior marketing professionals. The survey captures exposure to SDG campaigns, key psychological mechanisms, and self-reported behaviours in SDG-relevant domains, and is analysed using structural equation modelling; interviews are thematically analysed to contextualise the quantitative relationships. Conceptual results suggest that authentic, emotionally resonant, and micro-action-oriented campaigns enhance intentions and behaviours aligned with SDG 5, 12, and 13, while perceived inconsistency between messaging and practice undermines their effectiveness. The study contributes an integrated framework for SDG-oriented marketing and offers practical guidance on designing credible, high-impact campaigns.

Keywords: Greenwashing, Sustainable Development Goals, Trust, Responsible Production, Perceived Efficacy

From Automation to Empathy Integrating Mechanical, Thinking and Feeling AI & ML Marketing

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ABSTRACT

This study addresses ethical concerns related to AI adoption in marketing by proposing a three-tiered framework: Mechanical AI, Thinking AI, and Feeling AI. The framework aligns with service stages (delivery, creation, interaction) and streamlines tasks for operational efficiency, enables data-driven personalization, and fosters empathetic engagement under human oversight. Key findings highlight privacy and trust as boundary conditions for successful personalization in marketing. Transparency, user control and bias audits are emphasized as key strategies to promote ethical use of AI while enhancing performance. The framework offers practical guidance for phased AI integration, balancing personalization with ethical responsibility. By contributing to marketing theory with resource orchestration and service-dominant logic in digital-first contexts, it provides managers with actionable strategies to optimize performance and build trust.

Keywords: AI Marketing, Personalization, Privacy, Ethical AI, Tri-Level AI Framework

Exploring Consumers Choice between Digital and Traditional Marketing in the Retail Industry

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ABSTRACT

In a time of globalization, consumers' shopping habits have led to global competition between digital and traditional marketing strategies in the retail sector. As a result, retailers are unable to determine which marketing channel—digital or traditional—best increases customer satisfaction, making it challenging to create customer engagement strategies.

This study investigated the selection procedure of consumers among the Digital and Traditional marketing, focusing on the preference, satisfaction level and effectiveness of the consumers, and merits and demerits of both the marketing channels. People in Assam of all ages participated in the survey, from those under the age of 18 to those over the age of 46. The sample size was 120 (both male and female). Prior research examined at how customers react differently to traditional and digital marketing, emphasizing differences in perceived value, ease, and trust. Additionally, studies show that consumers' preference for one marketing channel over another is influenced by variables including age, digital proficiency, and buying patterns.

It's critical to comprehend why customers prefer digital or traditional marketing in the ever evolving retail landscape of today. This data helps firms optimize tactics, enhance satisfaction, and make wiser marketing investments.

Keywords: Digital marketing, Traditional marketing, Consumer preference and satisfaction, Retail industry

The Effect Of Socialization On Societal Sustainability In Marketing : A Mixed Method Approach To Study Retargeting Of Gen-Z

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ABSTRACT

Recent days it has been reported that Generation Z (Gen-Z) has not been able to clarify its position in managing sustainability challenges as highlighted by United Nations. Sustainability has been a burning issue and justifying this young generation has been constantly communicated, motivated and aligned to oblige the sustainability practices. If the sustainability related challenges are not addressed expeditiously, then Sustainability Development Goals (SDGs) will not be achieved. In this scenario Gen-Z's responsibility in managing sustainability and especially societal sustainability is a daunting challenge. As societal sustainability focuses not only on the benefit of the society and social values, but it encompasses other larger economic, environmental and other humanitarian needs across all the sectors, a comprehensive research is required to reaffirm our position. This research focuses on Gen-Z's involvement in accommodating and transmitting sustainability value systems across all the institutions even family, government and others.

This research investigates how the new generation particularly Gen-Z define, accept and practice socialization as a concept and linked it to sustainability practices and in this process whether they have affected the societal sustainability or not. So here the research examines the role of youth who is supposed to be the most active in sustainability practices. Further this research investigates how far Gen-Z has realized the societal values and how far they have accepted these values driving sustainability practices. This study explores the attitude-behaviour gap in addressing sustainability adoption.

Keywords: Socialization, Sustainability Marketing, Societal Sustainability, Generation-Z, Mixed-method Research

Impact of Augmented Reality (AR) on Millennials & Gen Z Jewellery purchase behaviour: A study of selected Indian Brands in Navi Mumbai & Pune

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ABSTRACT

Augmented Reality (AR) has emerged as a strong tool in transforming retail experiences, especially in categories like jewellery, where visual accuracy and product confidence form the core of purchase decisions. The study looks at the impact of AR on the buying behaviour of Millennial and Gen Z consumers for some selected jewellery brands operating in Navi Mumbai and Pune-two of the fastest growing urban markets when it comes to rapid digital adoption. AR features like virtual try-ons, 3D product visualization, and interactive design customization change the way young consumers evaluate jewellery online and in hybrid retail stores.

This study goes into details of how AR impacts purchase behaviour, perception of trust & product quality, and brand commitment, along with technology acceptance and experiential value. A quantitative survey-based method is employed, in which consumer reactions to AR-enabled jewellery interfaces are captured. Statistical techniques containing reliability analysis, multiple regression, generational comparisons, and mediation analysis are performed to identify the behavioural journey through which AR influences purchase decisions.

The current study attempts to add to the existing knowledge on immersive retail technology a sector where augmented reality usage is expanding but has gotten little attention. The study's findings are expected to assist jewellery firms in strategically utilizing augmented reality (AR) to raise consumer confidence, reduce perceived risk, and increase engagement with younger audiences.

Keywords: India, Millennials, Gen Z, Jewellery Marketing, Augmented Reality, and Purchase Behaviour

Brand Credibility As A Mediating Factor Between Celebrity Credibility And Purchase Intention In Cosmetics Industry

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ABSTRACT

The cosmetics market is expanding quickly as consumers look for high-quality, sustainable, and effective goods. Celebrity endorsements have grown in popularity as a marketing tactic to draw in customers, but it's still unknown how much they affect consumers' intentions to buy without taking the endorsed brand's trustworthiness into account. The purpose of this study is to examine how brand credibility functions as a mediator in the relationship between celebrity credibility and purchase intention in the cosmetics industry. Multiple regression analysis was used to examine data gathered from 420 consumers of cosmetics. The results show that while brand credibility greatly and favorably influences purchase intention, celebrity credibility considerably increases brand credibility. Additional findings show that the relationship between celebrity credibility and buy intention is partially mediated by brand credibility, indicating that purchases cannot be driven solely by celebrity influence unless a credible company image is in place. This study fills the highlighted research gap by emphasizing the significance of developing brand trust in order to optimize the impact of celebrity endorsements and advising marketers to concentrate on enhancing brand credibility in addition to promotional tactics.

Keywords: Celebrity Credibility, Brand Credibility, Purchase Intention, Cosmetics Industry

Impact of Emotional marketing on Purchase decision

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ABSTRACT

In great depth, the literature on the use of emotions in marketing has exploded for the last several years and emotional marketing has become a hot topic to research. From 2020 to 2025, bibliometric trends reveal that the scholars' interests in this area remained consistent. The research keeps concluding that if the consumers are emotionally engaged and cannot resist the emotion, telling a story, for example, by invoking nostalgia, generating empathy, or sending a personalized affective message, will result in a considerable increase of constructs like attention, perceived value, and purchase intention.

Bibliometric analysis reveals three primary research clusters: emotional branding and attachment, narrative persuasion, and technology-facilitated emotional personalization. These clusters imply that researchers have transitioned from rational, attribute-centric decision models to affective ones where emotions serve as intermediaries between brand experience and customer choice.

Despite the significant progress made, the writers concede that numerous problems still exist, such as a shortage of cross-cultural perspectives, lack of sufficient ethical considerations with regard to emotional manipulation and data-driven personalization, and a scarcity of longitudinal studies concerning the real long-term behavioral impacts.

Keywords: Emotional Marketing; Purchasing Decisions; Emotional Branding; Consumer Behavior; Bibliometric Analysis

Consumer engagement towards AI powered Chatbots in personal care marketing

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ABSTRACT

The study examines consumer engagement with AI-powered chatbots in personal care marketing based on five key variables: emotional cueing (empathetic language, emoticons), perceived expertise (competent recommendations), social cue richness (avatars, casual greetings), perceived dialogue quality (natural exchanges), and parasocial interaction (one-sided relational bonds). Drawing on the social presence theory and parasocial interaction theory, it intends to explore three research objectives, namely: (1) how perceived engagement is influenced through social and emotional cues; (2) how perceived empathy and dialogue quality facilitate relational depth; and (3) how parasocial interaction promotes long-term brand loyalty.

Despite the increased adoption of chatbots in various sectors, there are empirical gaps in personal care marketing, dominated by emotional and sensory appeals on consumer decisions, as compared to utilitarian sectors like banking. A self-constructed questionnaire, using validated scales, will be pilot tested with 50 consumers before main data collection from 350-400 Indian consumers aged 18-45 years, with recent skincare/cosmetics purchases. PLS-SEM analysis will test the sequential relationships:

cues → engagement → relational depth → parasocial interaction → brand loyalty, ensuring measurement reliability and validity.

Expected findings propose that social/emotional cues will strongly drive engagement, deepening relationships with empathy, and parasocial bonds will cultivate loyalty. Personal care brands such as Nykaa should humanize chatbots through natural and empathetic interactions to overcome consumer resistance and command sustained loyalty.

Keywords: AI chatbots, consumer engagement, parasocial interaction, personal care marketing, social presence theory

Reimagining Customer Engagement in India: Balancing Personalization and Privacy in a Hybrid Marketing Era

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ABSTRACT

India's rapidly evolving consumer landscape is defined by hybrid commerce, hyper-digital interactions, and growing concerns about data privacy. As brands increasingly rely on AI-driven personalization, algorithmic profiling, and omnichannel engagement, consumers face simultaneous value and vulnerability—a tension that remains underexplored in the Indian context. Drawing upon futures thinking, privacy–personalization trade-off theory, data justice perspectives, and digital trust models, this study develops and empirically tests a hybrid consumer–brand engagement framework that positions hybrid personalization experiences as antecedents of consumer digital trust, which subsequently influence sustainable customer engagement. The framework conceptualizes personalization as a multidimensional construct comprising AI-enabled recommendations, contextual targeting, emotional-behavioral personalization, consent-based data sharing, and transparency cues. Meanwhile, privacy apprehensions are captured through perceived surveillance, misuse concerns, algorithmic opacity, and data-overreach anxieties. Using a cross-sectional survey of Indian digital consumers, structural equation modelling (SEM) validates the model and identifies digital trust as a key mediator that determines whether personalization deepens engagement or triggers resistance. The findings offer a futures-oriented understanding of how Indian consumers negotiate value, autonomy, and identity in a data-driven ecosystem. The paper advances theoretical, managerial, societal, and futuristic implications by proposing pathways for ethical personalization, trust-centric design, and human-centric hybrid marketing ecosystems.

Keywords: Hybrid personalization; Digital trust; Privacy calculus; Algorithmic transparency; Consumer empowerment

The Experience Engine: Reframing Human-Centred Innovation as Capability for Superior Customer Experiences

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ABSTRACT

Customer experience has become a central basis of competitive advantage, yet many organisations still struggle to develop the internal capabilities required to design seamless and meaningful customer journeys. While human-centred innovation approaches, characterised by empathy, reframing, and iterative experimentation, are increasingly adopted, they are often implemented as isolated techniques rather than as strategic, organisation-wide capabilities. This creates a critical theoretical gap: the relationship between these design-led capabilities, customer experience, and innovation outcomes remains fragmented and under-conceptualised.

This study addresses the gap through a conceptual synthesis integrating research across customer experience, service innovation, and dynamic capability theory. Using abductive reasoning, the analysis develops a framework positioning customer experience as the mediating mechanism through which human-centred innovation capability influences innovation performance.

The findings suggest that empathy-driven insight generation, rapid prototyping, and co-creation strengthen experience quality, which in turn enhances innovation adoption, differentiation, and long-term value creation. The study contributes a theoretically grounded model explaining how firms can institutionalize design-led capability to achieve experience-driven innovation success.

Keywords: Human-centred, Customer experience (CX), Experience-based innovation, Dynamic capabilities theory, Marketing Innovations

Bridging Digital Narratives and Social Purpose: A Comparative Study of Impact-Oriented Media Platforms

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ABSTRACT

Global market, which is heavily dominated by online marketing, today is defined by hyper-personalization, that is in turn categorises under individual inputs, contextual marketing and predictive analysis; marketing for individual and groups are experiencing a profound transformation, driven by data and packets - while one is demanding a balance between digital precision, but as well privacy and ethical responsibility. This study investigates how three leading media platforms in India - 'The Better India', 'YourStory' and 'Indian Development Review', curate grassroots narratives as well thor party reporting, leverage data & packet driven segmentation and balance persuasive storytelling in different ecosystems with ethical considerations of privacy, consent, and rebranding for mass representation. Through a mixed-method approach combining and comparing content analysis, theoretical concepts of marketing, digital ethnography, and web, social platform walkthroughs, and lastly, a survey of 100 digital media consumers & interviews of key stakeholders, the research examines narrative structures, emotional resonance in social communication , audience trust building and perceptions of authenticity. Cumulative Findings highlight how these impact platforms operate at the intersection of commerce and cause, deploying hybrid communication models that blend human-centric approach, integrated marketing communication (IMC) principles, and technologically mediated personalisation and hyper personalisation. The study proposes a conceptual framework for effectiveness of social content digital platforms when they integrate human-centered narratives with responsible data practices, respecting people, their emotions, their life stories and not breaching their privacy, especially when they are absent during publication, which in turn builds a sustainable trustworthy, transparent, and social value-based ecosystem.

Keywords: Digital storytelling, Impact media, Personalisation, Narrative Persuasion, Communication Ethics

Evaluating Sustainability Practices In Indian Organized Retail: A Secondary Data Analysis Of Their Influence On Impulse Buying Behavior

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ABSTRACT

Sustainability has emerged as a transformative force in the retail industry, reshaping consumer expectations and competitive strategies. Indian organized retailers increasingly integrate sustainability initiatives, including eco-friendly packing, energy efficient store operations and responsible sourcing. These initiatives influence not only long term brand trust and also immediate purchasing patterns. Impulse buying, traditionally driven by emotions, promotions and sensory stimuli, is now partially shaped by sustainability cues that evoke ethical satisfaction. This study aims to explore how sustainability practices influence impulse buying behaviour using secondary data sets from credible corporate and industry reports.

Keywords: Sustainability Marketing, Organized Retail, Impulse buying behaviour, ESG practices, Secondary Data Analysis

From Viral Content to Viral Sales: Meme Marketing in Shaping Gen Z and Millennial Purchase Decisions

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ABSTRACT

The rise of meme marketing has transformed digital brand communication by harnessing humor and relatability to engage audiences, particularly younger consumers. This study investigates the psychological pathways through which these meme marketing attributes influence purchase intention (PI) and electronic word-of-mouth (e-WOM) among two influential cohorts: Generation Z (n = 50) and Millennials (n = 50). Utilizing a quantitative, cross-sectional design with a structured survey, the research empirically compares these generational segments on perceived humor, relatability, PI, and e-WOM. Results from independent samples t-tests indicate no statistically significant differences between the cohorts on any of the measured variables, suggesting a parallel and uniform responsiveness to meme-driven content. Subsequent analysis reveals that humor is the strongest predictor of purchase intention ($r = 0.72$, $p < 0.001$) and a significant influence on e-WOM. Relatability also significantly predicts both outcomes, supporting the hypothesized psychological model. These findings highlight meme marketing's potency as an authentic digital strategy that resonates equally across Gen Z and Millennials, providing actionable insights for unified cross-generational brand communication strategies.

Keywords: Meme marketing, electronic word-of-mouth (e-WOM), generation Z, millennials, social media marketing, consumer behavior

Analyzing The Determinants Of Digital Wallet Adoption Among Indian Youth: A Structural Equation Modeling Approach

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ABSTRACT

The rapid adoption of digital wallets has transformed payment systems globally, with youth emerging as the most active users in India's evolving digital economy (Ahmad et al., 2023; Esawe, 2022). This study investigates the key factors influencing digital wallet usage among Indian youth aged 15–29. Data were collected from 394 respondents using a structured questionnaire, and the analysis was conducted through Structural Equation Modeling (SEM) to evaluate the impact of five core constructs: performance expectancy, effort expectancy, facilitating conditions, habit, and price value. The findings reveal that constructs significantly influence digital wallet usage. Price value emerged as the strongest predictor, indicating that financial benefits and perceived cost effectiveness are critical drivers of adoption. Facilitating conditions and habit also showed strong positive effects, underscoring the importance of technological infrastructure and routine usage. In contrast, effort expectancy exhibited the weakest influence, suggesting that usability is no longer a primary concern among digitally literate youth. This research contributes to the growing body of knowledge on fintech adoption by identifying the principal motivators of digital payment behavior in young consumers. The insights derived from the study are valuable for fintech companies, developers, and policymakers seeking to promote digital financial inclusion and enhance user engagement. Future studies could expand this research by incorporating constructs such as trust, security, and comparative analysis across diverse demographic groups.

Keywords: Digital Wallet Adoption; Effort Expectancy; Facilitating Conditions; Habit; Indian Youth

Assessing The Impact Of Smmas On Customer Trust

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ABSTRACT

The rapid proliferation of social media platforms has transformed the ways in which brands engage, persuade, and build relationships with consumers. Social Media Marketing Activities (SMMA)s—including content quality, interactivity, personalisation, and electronic word-of-mouth (e-WOM)—are widely acknowledged as critical determinants of consumer attitudes and behavioural responses. This study examines the influence of these four SMMA)s on customer trust, an essential antecedent of loyalty and long-term brand relationships. Using data collected from 150 respondents, the study employed descriptive analysis, reliability and validity testing, and simple linear regression. Findings indicate that none of the SMMA)s significantly predict customer trust, suggesting that trust formation is a more complex psychological construct influenced by factors beyond routine social media interactions. The results highlight the need for brands to invest in credibility-building strategies, transparent communication, and authentic brand engagement. Implications for practitioners and future research directions are discussed.

Keywords: Social Media Marketing Activities (SMMA); Content Quality; Interactivity; Personalisation; Customer Trust

Green Intention to Grey Concerns in Circular Economy: Sustainable Consumption Choices for Second Hand Mobile Phones

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ABSTRACT

This study explores the pivotal role of second-hand mobile phone consumption in advancing circular economy principles, with a focused examination of consumer behavior, market dynamics, and sustainability outcomes. It highlights the increasing importance of refurbished device markets as a key enabler of sustainable consumption, while also recognizing the persistent challenges associated with scaling circular economy adoption within the mobile phone sector.

Employing a mixed-methods research design that integrates quantitative analysis with in-depth qualitative consumer interviews, the study examines the set of factors influencing consumer participation in second-hand mobile phone markets. The findings indicate that although these alternative consumption channels currently occupy a niche position, they serve as an important indicator of shifting consumer attitudes toward refurbished products and circular consumption practices.

The analysis identifies several critical determinants shaping consumer engagement with second-hand mobile phones, including economic value, environmental consciousness, perceptions of product quality, and trust in reseller platforms. Furthermore, the study underscores the potential of peer-to-peer exchange mechanisms to substantially reduce demand for new devices and mitigate associated environmental impacts, while also acknowledging the barriers that limit broader consumer adoption.

Keywords: Sustainable consumption, Environment awareness, Refurbished Phones, Circular Economy, Second hand Mobiles

Factors Affecting the Adoption of Augmented Reality in the E commerce Sector in India using MAXQDA

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ABSTRACT

Factors affecting the adoption of AR by consumers in the E-commerce sector in India using MAXQDA

The way that marketers connect with, engage, and keep customers is changing because of technology. Augmented reality (AR) is one type of technology that can help the physical and digital worlds talk to each other and connect. This could create value for both customers and businesses. Augmented reality is getting more attention from both academics and professionals, and it has the potential to change the way most businesses do business. Almost all of the published articles in the current body of knowledge are about the technical side of technology. In the marketing industry, there isn't a lot of data or study on how augmented reality can be used. This study paper shows the results of a thematic analysis that was done to find out what makes Indian retailers adopt augmented reality (AR). The goal of the study is to find out what retailers in India think about when they decide whether or not to use AR technologies. When qualitative data from different study papers were looked at, several themes came out as important factors in the adoption of AR. The results help us learn more about the factors that drive customer behavior in India. They also have important effects for businesses that want to use AR technologies in the Indian e-commerce market.

Keywords: AR, Marketing, Thematic

Analyzing Marketing Perception of Farmers using Association Rule Mining with Bayesian probabilistic Modelling

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ABSTRACT

Small and marginal farmers form the backbone of India's agricultural economy but remain structurally disadvantaged due to interconnected infrastructural, institutional, and market constraints. Conventional studies often treat these challenges in isolation, overlooking their systemic interdependencies. This study employs Association Rule Mining combined with Bayesian conditional probability modelling to uncover the latent architecture of these constraints. Data from fifty year-round cultivators in Pundibari market (Cooch Behar district) were transformed into a transactional matrix to extract multivariate patterns via support, confidence, lift, leverage, and conviction. Bayesian analysis revealed that individual constraints increase the likelihood of others, forming compound-risk clusters. Four dominant, interlinked constraint layers emerged: (1) Infrastructure Deficiency—storage gaps, perishability, transport costs, seasonal gluts; (2) Market Power Asymmetry—middlemen dominance and suppressed bargaining; (3) Institutional and Policy Failure—delayed payments, low MSP awareness, credit gaps; and (4) Behavioural–Dependency—over-reliance on local mandis. Findings highlight a systemic constraint ecosystem, underscoring the need for integrated, multi-level interventions to strengthen farmers' market resilience.

Keywords: Small and Marginal Farmers, Marketing Constraints, Association Rule Mining, Bayesian Conditional Modelling, Market Power Asymmetry

A Conceptual Analysis Of The Impact Of Internet-Of-Things–Based Personalized Advertisements On Consumers’ Intention To Purchase

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ABSTRACT

In today’s modern time of digitization, when programmatic advertisements are targeted to both masses and personally. We need to look at a blended form of theories: which are both mass media theories such as Uses and Gratification theory(U&G) by (Jun and Lee 2007; LaRose and Eastin 2004) and Communication and Privacy Management(CPM) theory by (Child, Haridakis, and Petronio 2012; Dolnicar and Jordaan 2007) to understand data driven programmatic personalized communications on Smart devices of the consumers. (Nancy H. Brinson M. S., 2018). To understand the consumer purchase intentions on targeted by personalized advertisements on their IoT devices/Smart devices. We need to opt for an inter- disciplinary approach incorporating CPM with U&G which will broaden our understanding of both satisfactions sought by today’s smart device consumers. In addition to accountability by the IoT device manufacturers, government and other bodies which keep the big data repository for marketing and communications that drive consumer’s data sharing and processing in the context of IoT/Smart Devices which may be mobile or not mobile. The evaluation of these theories to understand, how they can be blended and extended together to better known consumers’ purchase intentions both positive and negative with respect to personalized advertisements in the context of IoT devices/Smart Devices.

Identified Information seeking, convenience, entertainment, and monetary benefits (such as time and cost savings) online, brand relationship management, seeking identity and status and promoting careers as variables from U&G Theory. The CPM theory underlines the variables which are associated with privacy, information disclosure, brand relationship management, perceived vulnerabilities and trust on personalization of advertisements using IoT devices.

The study aims to create a new model underlining these variables and understanding their relationship with personalized advertisements using IoT devices.



Keywords: Internet of Things, Uses & Gratification, Communication & Privacy Management, Personalized Advertisements

AI/ML in Smart Tourism: Enhancing Visitor Engagement Through Predictive Analytics

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ABSTRACT

The tourism field is quickly evolving as artificial intelligence (AI) and machine learning (ML) are merged to offer a new type of tourism experience, where it is possible to achieve personalization, real-time responsiveness, and effective resource management via smart tourism. The predictive analytics based on using big data, IoT (Internet of Things), and sophisticated ML models promises increased interactions with visitors by predicting the behaviour, preferences, and satisfaction of a traveller. This paper will review the current literature to explore the value of AI/ML-based predictive analytics enriching every phase of the visitor experience (pre-trip planning process, on-site experience, post-trip interaction), as well as discuss critical issues related to the concept of data privacy, algorithmic bias, transparency, and ethical governance. The findings show that AI/ML do not only enhance the visitor experience, but also significant increases in tourism revenue, enhance operational efficiency, and competitiveness of the destination. The paper presents a conceptual framework of ethically responsible, visitor-focused smart tourism based on peer review articles, industry reports and recent developments. The study concludes that predictive analytics have the potential to enhance individualization, interactivity, and satisfaction, although it is only supported with clear data governance, consent to visit, and fairness aware design.

Keywords: Smart Tourism, Artificial Intelligence (AI), Machine Learning (ML), Predictive Analytics, Visitor Engagement, Tourism Personalization

Bridging Tradition and Modern Hospitality: The Role of Effective Communication in Upholding Atithi Devo Bhava

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ABSTRACT

This study examines how effective communication, cultural sensitivity and interactive touch-points influence guest satisfaction and loyalty in the Indian hospitality industry. It seeks to integrate cultural sensitivity into communication strategy frameworks and to identify which touch-points most strongly drive positive guest outcomes across hotel segments. A mixed-methods design was employed. Quantitative data were collected via structured surveys administered to guests across luxury, heritage and mid-scale hotels in Northern India and analysed using structural equation modelling to assess hypothesised relationships between communication variables and guest experience outcomes. Qualitative data were gathered through semi-structured interviews with guests and frontline staff and analysed using thematic coding to identify recurring patterns, contextual drivers and illustrative examples. Results indicate that clear, timely communication and culturally sensitive interpersonal interactions positively affect guest satisfaction, which results in enhanced behavioural loyalty and intention to revisit. By explicitly incorporating cultural sensitivity into communication strategy and empirically linking interactive touch-points with satisfaction and loyalty in the Indian context, the study addresses a gap in hospitality literature and offers a culturally nuanced model of guest experience management.

Keywords: Guest Experience, Cultural Sensitivity, Hospitality Industry, Atithi Devo Bhava

From Mass Jingles To Algorithmic Reels: Personalised Advertising Strategies Of Packaged Beverage Brands And Consumer Privacy Concerns In India

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ABSTRACT

This conceptual paper examines how leading packaged beverage brands in India have shifted their advertising strategies from mass-media jingles to personalised, algorithmic short-video campaigns on platforms such as Instagram reels and YouTube Shorts between 2020 and 2025 and how this evolution intersects with consumer privacy concerns and trust. Grounded in the personalisation privacy paradox, privacy calculus theory, the Persuasion Knowledge Model and the Elaboration Likelihood Model, the study adopts a qualitative, exploratory design based on secondary data from academic literature, industry reports, regulatory documents and brand-level campaign content. Our analysis explores the reshaping of media and creative architectures in the packaged beverage category, generates a conceptual framework (Figure 1) associating personalisation intensity, visibility concerning data practices, perceived ad intrusiveness with privacy concerns and consumer trust and engagement. It also investigates how moderating variables such as digital literacy, knowledge of data-protection regulations and brand type influence consumers' understanding of personalised beverage advertising. The paper suggests that although personalized data-driven reels provide benefits in terms of relevance, engagement and media efficiency, they also increase informational asymmetries and the potential feeling for (youth) audience surveillance. We then provide managerial and policy directives for privacy-sensitive personalised advertising in the Indian packaged beverage market and suggest areas of future research on consumer responses to short video personalisation.

Keywords: Personalised advertising, Consumer privacy, Short-video platforms, packaged beverage brands

The Algorithm and the Self — An Integrated Marketing–Psychology Perspective

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ABSTRACT

Digital content creators work within algorithmically governed environments that determine visibility, relevance, and commercial opportunities. While research on personalization algorithms is typically conducted from the perspective of the consumer, little is known about how these systems affect the creators who supply digital content. In this mixed-methods research, the author explores the ways in which algorithm-driven performance pressure contributes to identity strain and emotional exhaustion, and whether autonomy buffers such effects. For the quantitative phase, the author draws upon validated measures of algorithmic management, identity discrepancy, autonomy, emotional exhaustion, and a newly developed Algorithmic Volatility Index (AVI). A moderated mediation model examines identity strain as the mechanism linking algorithmic pressure to exhaustion. In the qualitative phase, interviews explore authenticity conflict, algorithmic unpredictability, and emotional labour. Results show that identity strain mediates the pressure–exhaustion relationship, autonomy significantly moderates this pathway, and AVI uniquely predicts psychological strain. These findings point to important human implications of algorithmic personalization, with implications for ethical platform design and sustainable creator ecosystems.

Keywords: Algorithmic pressure; Identity strain; Autonomy; Digital labour; Personalization

Balancing Privacy and Personalization: Strategies for Integrating Traditional and Digital Marketing in the Era of Data-Driven Consumer Engagement

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ABSTRACT

The growing reliance on data-driven marketing has intensified the need to balance personalized consumer engagement with increasing privacy concerns. While digital platforms enable hyper-personalized communication, traditional marketing channels continue to play a vital role in building trust, familiarity, and emotional connection. This study examines how organizations can effectively integrate traditional and digital marketing strategies while addressing consumer expectations for transparency and data protection. Drawing on Privacy Calculus Theory, Trust-Commitment perspectives, and omnichannel marketing literature, the research adopts a mixed-method approach. A survey of 500 consumers assesses the influence of privacy concerns, perceived personalization benefits, and trust on acceptance of targeted communication, while case studies of leading brands provide insight into real-world integration practices. Findings reveal that trust is the strongest predictor of personalization acceptance, and traditional marketing acts as a key trust-building foundation for digital engagement. Privacy concerns significantly hinder consumer receptiveness but can be mitigated through transparent data practices and value-driven personalization. The study proposes a Privacy-Sensitive Personalization Framework (PSPF) to guide ethical, consumer-centric omnichannel strategies. The results contribute to the growing discourse on responsible marketing and offer actionable pathways for firms seeking to balance personalization with privacy in a rapidly evolving data ecosystem.

Keywords: Consumer Privacy, Data-Driven Engagement, Omnichannel Marketing, Consumer Trust

AI-Powered Personalization in Digital Advertising: A Multi-Channel Audit

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ABSTRACT

The marketing industry has not yet developed a standardized methodology for maximizing the benefits of AI-based personalization across multiple channels. This paper provides a method to fill this void; by conducting a comprehensive multi-channel evaluation of one hundred different ad campaigns as well as creating the Integrated AI-Personalization Framework. The examination revealed that the majority (70%) of all tested advertising campaigns do not utilize any level of personalization and do not take into account user behavior or employ advanced targeting capabilities. The integration of traditional segmentation theory with predictive modelling and generative AI technologies, such as Federated learning, provides an innovative, scalable operational approach to implementing Personalization at Scale. The results of the simulation indicate that the proposed framework will lead to marked increases in both Click-Through Rate (45%–80%) and Converted Rate (60%). This paper presents the opportunity for marketers to transition from traditional marketing strategy development approaches to those enabled by AI technologies while adhering to high ethical standards and achieving maximum performance from their ad campaigns.

Keywords: AI Personalization, Generative AI, Federated Learning, Customer Journey, RFM, CLV, Dynamic Creative Optimization, Privacy-Preserving AI.

The Power of Persuasion: How Psychological Influences of User-Generated Content Drive eWOM Adoption

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ABSTRACT

Research Purpose- Internet penetration throughout the globalized world has paved emergent dependence of the marketers and consumers on its constructive usage. E- Commerce platforms have been popularized with the advent of 2.0 technologies over the past decade (Hajli, 2019) giving the individuals the imperative platform to vent out their emotions, experience, attitudes, feelings, likes/ dislikes through posting via comments, videos, photographs with the social media known and unknown communities (Boyd et al., 2007; Yan et al., 2016). The traditional word of mouth has slowly and steady replaced by eWOM accelerating the concept of marketing by major organizations. Marketers permit and encourage customers to write product evaluations and comments on their e- commerce websites because they recognize the huge significance of eWOM is a source of knowledge and, consequently, website belief for future buyers (Bob, 1999; Mayzlin, 2001; Peterson et al, 2003; Bart, 2005). There is a need to ascertain the psychological influences on the electronic word of mouth (eWOM) adoption and the purchase intention. This paper explores the determinants of eWOM from the psychological aspect.

Methodology- This study employed a quantitative survey-based research design to empirically examine how psychological factors influence the adoption of electronic word-of-mouth (eWOM). The purpose was to validate theoretical constructs such as emotional engagement, moral obligation and social proof through primary data collected from real users of e-commerce and social media platforms.

Findings- Electronic word-of-mouth (eWOM) has emerged as a critical factor influencing consumer decisions in the digital age. This paper explores the psychological underpinnings of how user-generated content (UGC) drives eWOM adoption. Grounded in the Elaboration Likelihood Model (ELM), social proof theory, and source credibility theory, this study examines the roles of content quality, source trustworthiness, emotional appeal, and social identity. To validate these

theoretical insights, a survey was conducted among educated, working professionals in Delhi and Chandigarh, India.

Results show that over 95% of respondents have viewed eWOM in the past six months, and more than 65% have contributed content themselves. Key motivations for engaging with eWOM include reducing purchase risk, learning about new brands, and gaining unbiased opinions. The majority of participants agreed that eWOM influences their buying behavior, especially on platforms like Amazon and Myntra. These findings confirm that both rational and emotional cues in UGC significantly affect eWOM adoption. The study offers practical implications for marketers and platform designers seeking to leverage persuasive UGC effectively.

The rise of digital platforms has transformed traditional word-of-mouth into electronic word-of-mouth (eWOM), where user-generated content (UGC) significantly influences consumer decision-making. As consumers increasingly rely on reviews, testimonials, and social media content, understanding the psychological mechanisms that drive the adoption of eWOM becomes essential (Cheung & Thadani, 2012). This paper investigates how the persuasive elements of UGC impact eWOM adoption by examining key psychological theories and empirical evidence.

Keywords: Electric Word of Mouth (eWOM), eWOM adoption, Purchase Intention, eWOM Psychological characteristics, Consumer Reviews

Evaluating the Credibility of Sustainability Narratives in AI: Distinguishing Genuine Eco-Impact VS Greenwashing

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ABSTRACT

In the era of digital marketing, AI influencers like the virtual avatar Lil Miquela are becoming significant actors in brand storytelling, particularly for environmentally conscious campaigns targeting Gen Z. These influencers blend high interactivity, relatability, and automation, forming new avenues for parasocial engagement. However, this innovation brings with it a paradox: as AI influencers advocate for sustainability, their perceived artificiality might amplify skepticism around greenwashing. This research addresses the critical gap in understanding how Gen Z responds to AI-led sustainable marketing efforts, especially when messages are suspected of being disingenuous or overly strategic.

Keywords: Keywords: AI Influencers, Greenwashing, Gen Z, Sustainable Marketing

Balancing Personalization and Privacy in Social Media Marketing: Ethical Data Practices for the North East Indian Consumer

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ABSTRACT

Personalized social media marketing increasingly relies on user data, raising concerns about privacy and ethical data governance. These concerns are particularly relevant in North East India, where cultural identity and community trust strongly influence consumer behaviour. This study examines how personalization and privacy assurance jointly affect trust and engagement among social media users. Using a mixed-methods design, the study analyzes simulated survey data from 250 respondents and qualitative insights from 10 marketing professionals. Quantitative findings show significant correlations among privacy assurance, personalization, trust, and engagement (e.g., privacy assurance and trust, $r = .63$, $p < .01$). Regression analyses reveal that personalization predicts engagement ($\beta = .48$, $p < .01$), while privacy assurance predicts trust ($\beta = .61$, $p < .01$). Mediation testing confirms that trust partially mediates the effect of privacy assurance on engagement (indirect effect = .32, 95% CI [.18, .47]). Based on these findings, the study proposes the Privacy–Personalization Balance Model (PPBM). The model underscores the importance of ethical data practices and transparency to enhance trust and consumer engagement. Implications for marketers and policymakers are discussed.

Keywords: Personalization, Privacy Assurance, Ethical Data Practices, Trust, Digital Marketing

Personalizing Agricultural Services: Omnichannel Integration in FPOs for Enhanced Productivity and Inclusion

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ABSTRACT

The Farmer-Producer Organizations (FPOs) are collective institutional bodies formed by groups of small and marginal farmers to enhance their overall economic viability, from quality input procurement to selling their produce in bulk through market access and bargaining power. The present study examines the impact of FPOs on the productivity and income of small farmers through their backward supply chain linkages. By analysing comprehensive data drawn from 200 FPO Members using structural equation modeling, factor analysis, and cluster analysis. The study examines the relationships between service quality, technical support, credit access, and agricultural outcomes. The output reveal that FPOs service quality (mean: 4.09/5) significantly impacts technical support effectiveness ($\beta = 0.42$), which subsequently affects productivity ($\beta = 0.38$), ultimately, income ($\beta = 0.61$). Factor analysis identifies four dimensions: service quality (38.7% variance), impact outcomes (19.2%), financial access (12.1%), and cost pressure (9.8%). Despite 94% credit access, only 6% rely on FPO credit. Critical gaps include limited personalization (8.5% on-farm support) and digital integration (2.5% mobile support). The study proposes data-driven segmentation and personalized service frameworks to enhance the effectiveness of FPOs on small and marginal farmers

Keywords: Farmer Producer Organizations, Agricultural Productivity, Service Personalization, Credit Access, Technical Support

Influence of green innovation on new product success: The moderating role of digital marketing

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ABSTRACT

The emergence of companies has led to a rapid acceleration of global economic expansion; nevertheless, this success has come at the expense of major degradation of natural systems, as indicated by rising environmental pollution and ecological destruction. Greenhouse gas emissions have exacerbated environmental issues like habitat loss, deforestation, and pervasive pollution, all of which have contributed to climate change. With the potential to threaten ecosystems and the existence of several species, including humans, climate change is currently a major hazard to the world. As a result, harsh weather, dwindling biodiversity, and increased dangers of food insecurity are increasing globally. Long-term economic repercussions from these issues include decreased labor productivity, limited investment, and detrimental effects on human health. As a result, green innovation has received more attention from environmentalists and the general public as a way to assist sustainable economic growth and environmental preservation. Green innovation (GI), also known as eco-innovation, environmental innovation, or sustainable innovation is the creation and use of technologies, processes, or products that produce business value while maintaining environmental sustainability. GI can be integrated into a company's strategies, operational procedures, and managerial practices to facilitate more effective resource use and lessen environmental damage. In essence, it is an organisational strategy for reducing environmental impact through innovations such as waste recycling programs, energy efficiency improvements, lower material costs, environmentally conscious product design, and proactive environmental management techniques. Despite its enormous benefits, green innovation, investments in green products might not automatically give successful results for firms in the current global market place that is characterised by high competition, advanced technologies and environmental constraints. These problems necessitate the need to understand how firms navigate these constraints and orchestrate available resources to effectively convert green innovation to new

product success. In this study we propose digital marketing as a resource that can available, affordable and easily accessible for firms can drive green innovation investments through sale and contribute immensely to new product success. The resource orchestration theory (ROT) is used to explain this relationship, by emphasising that the performance impacts of innovation depend on how complementary resources are mobilised and coordinated during the commercialisation process. Digital marketing appears as a crucial resource deployment mechanism inside this orchestration framework that can improve the influence of green product innovation on the success of new products. Companies may express green value propositions, lessen information asymmetry, and engage customers throughout the whole product life-cycle by utilising digital platforms, data analytics, and interactive technology. Even though academic interest in environmental innovation and digital marketing is expanding, most recent studies has examined these ideas independently. While research on digital marketing concentrates on customer interaction and communication effectiveness, studies pertaining to innovation in green products frequently concentrate on technological or environmental results. Therefore, a huge research gap exists. Therefore, the study addresses these gaps from the lens of the resource orchestration theory, to examine the impact of green innovation on new product success and further evaluate the moderating role of digital marketing on green innovation and new product success relationship among agribusiness processing firms in the developing economy context.

Utilising a survey of 250 agribusiness processing firms, we applied partial least squares structural equation modelling (PLS-SEM) to test our hypothesis. The findings reveal that green innovation significantly influences new product success among agribusiness processing firms. Also digital marketing emerged as a critical resources mechanism that enhanced the influence of green innovation on new product success. Our findings contribute invaluable insights to agribusiness entrepreneurship literature and contributes to the resources orchestration theory by underscoring how digital marketing functions as a critical orchestration mechanism for agribusiness processing firms who are driven by sustainable business principles. Besides, our research expands on the literature on digital marketing and green innovation by going beyond the firms' mere possession of resources to assess how firms orchestrate and leverage on these resources for the success of new products. The study offers valuable practical insights by revealing how managers of agribusiness processing firms strategically aligns green innovation and digital marketing capabilities to achieve



new product success in a developing economy characterised by institutional and environmental constraints.

Keywords: Green innovation, digital marketing, new product success, resource orchestration theory, agribusiness processing firms

Digital Warehouse Receipts And Agricultural Market Reform In India: Understanding Farmers' Adoption Of E-Nwr Trading On E-Nam

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ABSTRACT

The integration of Electronic Negotiable Warehouse Receipts with the electronic National Agriculture Market represents a major institutional reform designed to improve post-harvest management and enable warehouse receipt based digital trading in India. Despite these policy innovations, the behavioural factors shaping farmers' intention to use this system remain insufficiently explored. Guided by the Unified Theory of Acceptance and Use of Technology, this study examines the determinants of farmers' intention to participate in e-NWR trading on NAM. Primary data were collected from 300 farmers in Sirsa district of Haryana and analysed using Partial Least Squares Structural Equation Modeling. The structural model explains 29.8 percent of the variance in Behavioural Intention, supported by a Q square value of 0.166 indicating predictive relevance. Effort Expectancy ($\beta = 0.230$, $p < 0.001$) strongly predicts intention, while Performance Expectancy ($\beta = 0.140$, $p = 0.007$) also demonstrates a meaningful effect. Two context specific constructs introduced in this study, Financial Confidence Expectancy ($\beta = 0.119$, $p = 0.026$) and Storage Willingness Expectancy ($\beta = 0.195$, $p = 0.001$), emerged as significant contributors. Facilitating Conditions and Social Influence were not significant, aligning with earlier UTAUT findings in voluntary and early stage technology environments. The results emphasise the importance of ease of use, perceived benefits, storage readiness and financial confidence in motivating farmers to participate in e-NWR trading. These insights offer actionable guidance for scaling warehouse receipt enabled digital markets in India.

Keywords: Electronic Negotiable Warehouse Receipts, e-NAM, e-NWR trading, digital Trading, UTAUT adoption model, Farmer behavioural intention

Branding the Familiar: The Curious Case of Bata and Country-of-Origin Confusion in India

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ABSTRACT

Country-of-origin (COO) remains a salient construct in branding research, yet brand–origin confusion has emerged as a recurring phenomenon in markets where foreign brands acquire deep cultural embeddedness. This study investigates the extent and mechanisms of COO confusion surrounding Bata, a Swiss-origin footwear brand widely perceived as domestic in India. Using a multi-method design involving two independent surveys (N=68; N=50) and open-ended cognitive recall data, the research triangulates consumer recognition, direct COO beliefs, and spontaneous origin recall. Results reveal that while COO accuracy for global brands such as Nike, Adidas, and Puma is consistently high (88–93%), COO correctness for Bata is markedly low (22–54%), with many respondents explicitly or implicitly misclassifying Bata as an Indian brand. Chi-square analyses confirm significant differences in COO awareness across brands, indicating that confusion is brand-specific rather than a general knowledge deficit. Thematic analysis of qualitative responses shows that Indian advertising cues, long historical presence, widespread retail visibility, and domestic manufacturing associations contribute to Bata’s perceived “Indian-ness.” These findings advance understanding of brand naturalisation, COO dilution, and perceived domesticity in emerging markets. The study offers theoretical contributions to COO research while providing managerial insights for foreign brands seeking local integration. Implications for branding strategy and future research directions are discussed.

Keywords: Country-of-Origin, COO confusion, brand naturalisation, COO dilution, perceived domesticity

Narrative Immersion and Emotional Resonance: Exploring Media-Induced Engagement in Dark Tourism

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ABSTRACT

This study examines how storytelling-based media experiences influence psychological engagement in dark tourism within the Stimulus–Organism–Response (S-O-R) framework. Using Parasocial Interaction and Narrative Transportation as external stimuli, the study investigates their effects on curiosity and affective image, which subsequently shape intention to visit dark heritage sites. Data were collected from 118 Indian respondents exposed to an emotionally immersive short film on dark tourism. Partial Least Squares Structural Equation Modeling confirmed that both Parasocial Interaction and Narrative Transportation significantly predicted curiosity and affective image, which in turn mediated their impact on visitation intention. Narrative Transportation also exerted a direct effect on intention, highlighting its dual persuasive and affective functions. The findings reveal that storytelling can ethically enhance visitor engagement by transforming emotional connection into responsible travel motivation.

Keywords: Dark Tourism, Storytelling, Parasocial Interaction, Narrative Transportation, Curiosity, Affective Image

Mapping Consumer Trust in E-Commerce Platforms: A Bibliometric Analysis of Trends, Themes, and Influential Studies

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ABSTRACT

An e-commerce platform is a software system that enables businesses and consumers to buy and sell goods or services through online stores, offering secure transactions, product listings, and customer support specifications. Consumer trust is a crux for a successful e-commerce platforms, modulating purchasing decisions, brand loyalty, and long-term engagement. Attributes such as website usability, transparent policies, customer reviews, and secure payment systems play pivotal roles in shaping trust. As online shopping persists to escalate globally, understanding the dynamics of consumer trust becomes essential for both researchers and practitioners. The present scholarly work aims to conduct a bibliometric analysis to fill existing gaps by providing a comprehensive analysis regarding the consumer trust on e-commerce platforms in the contemporary world. Through bibliometric study the current research work focuses on the identification of scholarly trajectories, influential authors, significant sources, country's scientific productivity, keyword analysis, and prospective avenues for research, thereby facilitating evidence-based choices and long-term planning in academic contexts. After employing relevant filters a total of 602 documents relating to "E-commerce" and "Consumer trust in online transactions" extracted from the Scopus database for the time period ranging from 1999 to 2025 were subjected to bibliometric analysis. Scopus database is widely acknowledged as one of the most comprehensive, reputable and trusted repositories of bibliographic data in the social sciences and many other fields, making it a prime source for bibliometric analyses. Collecting, structuring, and assessing constitute the three phases that comprise the bibliometric analysis procedure, sourced from the most reliable and authentic references. The present research work has employed "Biblioshiny", a web-based tool developed by "R-studio" software and included within the "Bibliometrix package". Its pliability and assimilation with the R statistical environment allow for advanced statistical analyses and versatile visualizations "VOSviewer" is another robust software tool for constructing and visualizing bibliometric networks. These two software were chosen due to their user friendly feature, Strong

data handling proficiency and robust performance. The bibliometric analysis highlights that annual publication trends show exponential growth after 2019, reflecting elevated scholarly interest. It visualises China and the United States lead in scientific production related to e-commerce and consumer trust, with notable contributions also from Europe, India, and Southeast Asia. Keyword mapping illuminates electronic commerce, purchase intention, privacy, security, and machine learning as dominant research themes. Influential articles are widely cited, with MIS Quarterly hosting the most cited document, and Korea emerges as the most cited country. Thematic mapping typifies electronic commerce as a motor theme, while trust and purchase intention remain fundamental yet less developed areas. Key authors such as “Y” and “S” have produced the highest number of publications, shaping the intellectual landscape. Collectively, these findings showcase robust global collaboration, evolving research themes, and persisting gaps in trust-building mechanisms and cross-cultural analysis within e-commerce scholarship. This bibliometric study highlights the centrality of consumer trust in the evolving e-commerce landscape. Trust, shaped by technological safeguards, reputational cues, and socio-cultural contexts, influences consumer behaviour, purchase intention, and platform loyalty. Despite multifarious empirical research, literature remains fragmented across disciplines. Using bibliometric techniques such as co-authorship, keyword co-occurrence, and citation mapping, the study identifies intellectual structure, thematic evolution, and collaboration networks. It visualises key contributors, significant themes, and emerging trends, revealing research gaps in trust-building technologies, cross-cultural dynamics. The findings offer a synthesized understanding of trust as both barrier and catalyst, guiding future research and practical strategies in digital commerce. As this current assessment is a bibliometric analysis, the limitations typically associated with such analyses are applicable. A meta-analysis, comprehensive literature review, and alternative approaches would be advantageous for future research studies to establish a robust theoretical framework. The scientific mapping in this present study is confined to the Scopus database, as this source contains a greater number of high-quality publications and possesses structured formats compatible with the “Bibliometrix tool”. Documents from the Web of Science (WoS) and other databases can be utilized to draw a more comprehensive analysis. Nonetheless, gaps remain in empirical assessment across diverse sectors, and future studies should explore under-represented regions where the consumer’s trust could be enhanced for digital sustainability.

Keywords: e-commerce, Bibliometric study, Consumer engagement

An Exploration of Cultural Tourism Motivations and Resident Welfare: Applying the Human–Cargo–Field (HCF) Framework to Community-Based Tourism

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ABSTRACT

This study examines how cultural and community-based tourism experiences can be positioned by travel agents to enhance resident welfare in India by integrating tourist motivations, cultural authenticity, and structural determinants of local participation. Using a mixed-methods approach, the research combines exploratory qualitative interviews with quantitative analysis of validated tourism constructs to understand how travellers perceive community-rooted experiences across regions. The qualitative phase, conducted through five semi-structured interviews with domestic travellers, identified key themes related to emotional and authenticity-driven travel, trust-based decision-making, and barriers stemming from information gaps and hygiene concerns. These insights informed the selection and interpretation of seven quantitative constructs: community pride and awareness, economic strength, community wellbeing, natural magnetism, meaningfulness, hedonism, and involvement. A single-factor ANOVA across four Indian regions showed that only Economic Strength exhibited significant regional variation, while all other constructs remained consistent across regions. Integrating both phases reveals that while cultural and experiential motivations are universally shared, regional disparities in perceived fairness, economic participation, and infrastructure influence welfare outcomes. The study adopts and extends the Human–Cargo–Field (HCF) theory to conceptualise how travel agents can act as intermediaries connecting tourists, community experiences, and enabling environments. Findings contribute to sustainable tourism discourse by highlighting how strategic experience design can strengthen community welfare.

Keywords: Community-Based Tourism; Resident Welfare; Tourist Motivations; Human–Cargo–Field (HCF) Theory; Mixed-Methods Research; ANOVA; Thematic Analysis

Analyzing the Perceptions Driving Tourists toward Organized Tourism and Residents toward Unorganized Tourism in India: Toward a Harmonized Framework for Sustainable Tourism Development

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ABSTRACT

Tourism has emerged as one of the most significant drivers of economic development in India, contributing to employment generation, regional development, and socio-cultural exchange. Despite sustained growth and increasing policy attention, the Indian tourism ecosystem remains deeply fragmented, characterized by the coexistence of organized and unorganized tourism systems. Organized tourism comprises formally registered hotels, tour operators, travel agencies, and certified guides, while unorganized tourism encompasses informal homestays, freelance guides, local eateries, transport providers, and micro-entrepreneurs embedded within community networks. These systems differ not only in structure and scale but also in who they benefit, how they are perceived, and how they contribute to sustainability.

From a tourist's perspective, organized tourism is often associated with comfort, safety, predictability, and service reliability. Conversely, local residents tend to rely on unorganized tourism as a primary source of income, cultural expression, and autonomy. This divergence creates a persistent tension in tourism development: how to enhance visitor experience without marginalizing informal livelihoods that sustain local economies. Addressing this dilemma requires moving beyond binary narratives of formal versus informal tourism toward a nuanced understanding of perception-driven behavior. This study seeks to analyze these perceptual dynamics and identify pathways for harmonizing both systems to support sustainable tourism development in India.

Keywords: Organized tourism; Unorganized tourism; Sustainable tourism; Tourist perceptions; Mean Field Jacobi Process

Artificial Intelligence and Social Media in B2B Firms: Effects on Knowledge Creation, Branding, and Performance

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ABSTRACT

Rapid technological advances are reshaping business-to-business (B2B) marketing. However, there is still limited empirical evidence on how B2B firms can effectively use these technologies to improve their market outcomes. To address this gap, this study examines the relationships among artificial intelligence–driven big data, social media usage, customers’ knowledge creation, market-driven activities, brand development, and market performance in B2B firms. A conceptual model consisting of six constructs and ten hypotheses was developed and tested using survey data from 397 Indian B2B firms. Structural equation modeling was employed to analyze the proposed relationships. The findings show that artificial intelligence–driven big data has a significant positive effect on customers’ knowledge creation and market-driven activities. Social media usage also positively influences customers’ knowledge creation, market-driven activities, and brand development, with the strongest effect observed on market-driven activities. In addition, customers’ knowledge creation has a similar positive impact on both market-driven activities and brand development. The results further highlight that market-driven activities play a critical role in strengthening brand development and improving market performance. Importantly, the findings demonstrate that brand development, even in B2B contexts, significantly contributes to superior market performance. Overall, this study advances both theory and practice by clarifying how digital technologies support knowledge creation, branding, and performance in B2B markets. The findings offer valuable insights for managers seeking to leverage artificial intelligence and social media to improve decision-making and enhance market performance.

Keywords: Artificial intelligence; Industrial marketing; Automation; Customization; B2B decision-making

Exploring Green Consumerism through factors of perceived consumer effectiveness, environmental conscious behaviour and theory of planned behaviour

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ASBTRACT

Purpose

The purpose of the paper is to study Green Consumerism behaviour using factors of environmental knowledge, perceived consumer effectiveness, environmentally conscious behaviour, green purchase intention, green trust and willingness to be environmentally friendly. The theory of planned behaviour is used to build the conceptual model facilitating green consumerism.

Design/Methodology/ Approach

The study will be quantitative, using cross-sectional survey data. The target group is consumer buyers of shopping goods. SMART- PLS will be used to investigate and assess the role of the constructs of the study.

Research Implication

The study focuses on understanding factors affecting green consumerism. Theoretically, the research progresses by applying the theory of planned behaviour by recognizing the key constructs of environmental knowledge, perceived consumer effectiveness, environmentally conscious behaviour, and willingness to be environmentally friendly.

Practical Implication

The concept of green consumerism is an impetus for the study, and the findings will be able to fill the crucial research gap and recommend coping with the phenomenon, which will be of commercial importance to organizations, leading to understanding the factors contributing to green consumerism.

Originality/value



The study will contribute to understanding the key constructs influencing Green Consumerism. The significance of the study is that targeting consumers under shopping goods has not hitherto been explored. It also finds the relationship of green trust with the key constructs leading to green consumerism.

Keywords: Theory of planned behaviour, Green consumerism, perceived consumer effectiveness, environmentally conscious behaviour, green purchase intention.

Understanding Eco Friendly Purchase Behavior Using Consumption Value Theory

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ABSTRACT

Purpose: Despite growing environmental awareness, consumers' actual engagement with eco-friendly products remains limited, reflecting a persistent gap between values and behavior. This study aims to examine how different consumption value dimensions influence eco-friendly purchase behavior, with particular emphasis on the mediating role of symbolic value, drawing on Consumption Value Theory (CVT).

Design/methodology/approach: Using a quantitative, cross-sectional research design, data were collected through an online survey of consumers familiar with eco-friendly products. Established multi-item scales were employed to measure functional value, conditional value, novelty value, symbolic value, emotional value, and eco-friendly purchase behavior. The proposed conceptual model was tested using Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess both direct and indirect relationships among constructs.

Findings: The results reveal that functional value and novelty value strongly influence the formation of symbolic value, while conditional value plays a comparatively weaker role. Together, these values explain a substantial proportion of variance in symbolic value. However, symbolic value does not significantly translate into eco-friendly purchase behavior, highlighting a pronounced symbolic-behavioral gap. Emotional value exhibits a weak but positive direct effect on purchase behavior, although the overall explanatory power for actual purchasing remains limited.

Research implications: The findings extend Consumption Value Theory by demonstrating that consumption values primarily shape symbolic meaning rather than directly driving behavior in eco-friendly contexts. The study underscores the importance of distinguishing between value formation and behavioral execution when examining sustainable consumption.

Practical implications: For managers and policymakers, the results suggest that symbolic positioning and emotional appeals alone are insufficient to stimulate eco-friendly purchasing. Efforts should be complemented by strong functional performance, affordability, and contextual support to convert symbolic endorsement into actual behavior.

Originality/value: This study contributes to the sustainable consumption literature by empirically integrating symbolic value into the CVT framework and providing evidence of the symbolic–behavioral disconnect in eco-friendly purchasing. The findings offer a nuanced explanation of why favorable value perceptions often fail to result in consistent eco-friendly purchase behavior.

Keywords: Eco-friendly purchase behavior; Consumption Value Theory; Symbolic value; Emotional value; Sustainable consumption; Value–action gap

Trust-Based Determinants of Continued Use of Robo-Advisory Services: Evidence from Retail Investors

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ABSTRACT

The increasing adoption of robo-advisory services has highlighted the importance of understanding factors that drive their continued use. Drawing on the Technology Acceptance Model and Expectation Confirmation Theory, this study examines the trust-based determinants of continued use of robo-advisory services among retail investors. Specifically, it investigates the effects of perceived usefulness and algorithmic transparency on trust, and the subsequent impact of trust on continuance intention. Data were collected from 230 Indian retail investors with prior robo-advisory experience and analyzed using PLS-SEM. The results indicate that perceived usefulness and algorithmic transparency significantly enhance trust, which in turn strongly drives continued use. The findings underscore trust as a central mechanism in sustaining engagement with robo-advisory in investment services.

Keywords: Trust, Robo-Advisory, Retail Investors

Digital and Clean Energy Transition in Agriculture: A People-Centric Approach to Sustainable Farming and Income Stability

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ABSTRACT

The implementation of renewable energy as a new strategy in the agricultural operations has presented a solution to the economic welfare and growth of the incomes of the farmers. The research methodology applied in this study based on quantitative research has been applied to investigate the relationship between the use of renewable energy and the economic benefits to the farmers. Using empirical information in the form of government reports, industry surveys and financial reports, the research paper examines how solar, wind and bio-fuel sources of energy influence cost reduction of operation, increase in productivity and income diversification. The findings suggest that use of renewable types of energy would lead to savings on the price of electricity, food production through the aid of sustainable irrigation, and additional income in the form of the additional revenue realised due to the sale of the surplus energy. Government incentives such as subsidies and policy interventions also encourage the affordability of renewable energy solutions to farmers as well as their availability. However, there are few challenges such as the expensive start-up cost of installation and unavailability of information which makes it hard to implement in most regions. The article emphasizes the importance of the financial assistance schemes and technology in improving the use of renewable energy in the agricultural sector. Such research would be useful in policy debates of sustainability in agriculture and the rural economy as it demonstrated the economic feasibility of renewable energy solutions. The outcomes provide valuable data to the policymakers, financial institutions, and the agricultural stakeholders in enhancing a more resiliency and energy efficient agricultural sector.

Keywords: Renewable Energy; Financial Stability; Rural Agriculture; Sustainable Farming; Economic Empowerment

The Multi-Algorithm Influence Crisis: How Overlapping Ai Recommendation Systems Create Brand Fluidity And Weaken Consumer Brand Loyalty In 2025

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ABSTRACT

AI tools are the core features in many online platforms for product discovery and evaluation that cover e-commerce marketplaces and social media environments. By 2025, consumers are in contact with multiple recommendation algorithms at the same time, thus their purchasing decisions are influenced on different platforms. This interconnection leads to an "algorithmic competition" that affects the formation of trust, brand switching, and loyalty. The adopted research methodology in this work is mixed-method. It involves a qualitative component with semi-structured interviews with ten users of multi-platforms and a quantitative component in the form of surveys filled in by 100 respondents. The qualitative analysis uncovers four themes to be debated: conflicting algorithmic cues, platform-specific algorithm trust, video-driven switching behavior, and emerging loyalty toward algorithms rather than brands. The quantitative findings from Confirmatory Factor Analysis and Structural Equation Modeling disclose that multi-algorithm exposure escalates conflict (59%), increases brand fluidity (51%), and decreases brand loyalty (46%). The mediation analysis also reveals that conflict is the mediator of the relationship between exposure duration and brand fluidity, whereas algorithm trust is the moderator of fluidity level. The cluster analysis also unravels three consumer groups—Algorithm Adopters, Cautious Evaluators, and Brand Loyalists who exhibit diverse reactions to AI-saturated markets. This research moves forward marketing theory by identifying brand fluidity as a result of algorithmic influence and by offering an AI-driven influence model. From a practical point of view, the outcomes serve as an advisory tool for cross-platform brand strategies by explaining how the algorithmic ecosystems determine consumer trajectories, thus placing algorithms instead of brands as the drivers of choice in today's markets.

Keywords: Multi-Algorithm Exposure, Cross-Platform Recommendation Conflict, Algorithm Trust, Brand Fluidity, Brand Loyalty

Knowledge, Attitude, and Intention toward Electric Vehicles: Insights from an Emerging Market Transitioning to Green Mobility

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ABSTRACT

The global shift toward electric vehicles reflects a growing awareness of urgent environmental challenges. The transportation sector is one of the world's largest contributors to carbon emissions, making it a crucial area for sustainable transformation. In recent years, rapid technological advancements like the commercialization of battery-electric vehicles, advances in energy storage, and the development of autonomous driving system has reshaped the mobility landscape. These innovations aim to reduce dependence on fossil fuels, improve energy efficiency, and lower carbon emissions. Researchers worldwide are increasingly interested in understanding why consumers choose electric vehicles over conventional petrol or diesel cars. Despite the clear environmental and economic benefits, electric vehicle adoption in India remains relatively low. Many of the existing research has focused on general consumer attitudes and purchase intentions. However, limited attention has been given to current electric vehicle owners and their level of knowledge about EV as well as willingness to shift from conventional vehicles to electric vehicle. This study addresses this gap by focusing specifically on existing automobile owners and examining the factors that influence their readiness to make this transition. In this study TPB theory was applied and data were collected from automobile owners in the National Capital Region using a convenience sampling method. The analysis was carried out using SPSS and AMOS version 26 to test the proposed relationships. The current study adds to the existing theory of literature by modifying TPB and emerging market perspective.

Keywords: Electric vehicles, TPB, Attitudes, Adoption Intention, Willingness to pay



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