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# ARTIFICIAL INTELLIGENCE AND TECHNOLOGY ADOPTION

## **AI Implementation: Challenges & Opportunities at Bank of Africa Morocco**

*Sandip Rakshit and Tripti Paul*

*Rabat Business School*

### **Abstract:**

The study investigate the adoption of Artificial Intelligence (AI) in the Moroccan banking sector in a case study of Bank of Africa, along with its opportunities and challenges. AI technologies improve customer service, fraud detection, and operational improvement, but adopting them has hurdles including regulatory uncertainty, infrastructure gaps, and workforce preparedness. A mixed-method approach is employed, combining primary data derived from interviews with key decision-makers and secondary data acquired from a review of relevant industry reports, to present a comprehensive analysis of the situation. Key findings suggest that while AI has notably improved fraud mitigation, customer insights, and automation, achieving returns on AI investment will require the workforce to be upskilled strategically, the regulatory landscape to be clarified, and industry collaboration to be strengthened. Drawing upon the TechnologyOrganization-Environment (TOE) and Stakeholder Theories, the study contributes to existing literature by extending them to an emerging market and revealing the impact of internal capabilities and external policies on AI adoption. These insights serve important guidance for financial institutions, policymakers, and research while they transform in an AI-driven banking industry.

### **Keywords:**

AI Implementation, Banking Sector, Morocco

# **From One-Click to Forever Fans: Harnessing AI and Personality Traits to Ignite Brand Evangelism in Quick Commerce**

*Aanchal Aggarwal, Nupur Arora, Arnav Verma and Karman Singh Vivekananda*

*Institute of Professional Studies-Technical Campus*

## **Abstract:**

**Purpose:** This study focuses on examining the impact of AI-marketing activities on brand experience and the following influence on brand evangelism in the fast-growing retail sector in India, primarily focusing on Gen Z and Millennials. It also extensively examines brand passion as a mediating variable and personality traits as a moderating factor between brand passion and brand evangelism.

**Design/Methodology:** Quantitative research has been employed to get a sample size of 311 Gen Z and Millennial consumers who are actively engaged, for this purpose, with e commerce sites. Data were analyzed with the help of structural equation modeling (SEM) and Hayes Process Macros to test hypothesized relationships. **Findings:** AI-driven marketing activities indicate a significant improvement in brand experience towards greater brand passion, which then leads to brand evangelism. It was also found that brand passion serves as a mediator between brand experience and brand evangelism. The study further affirms that certain personality traits such as extraversion, agreeableness, and openness moderate the relationship between brand passion and brand evangelism, with variations in the extent of these effects across personality dimensions.

**Originality:** This research will contribute theoretical perspectives to understanding consumer behaviour in the emerging AI-enhanced marketing landscape and provide actionable steps to fast-growing business firms that are gearing up to reach the digitally dexterous youth of India. Limitations and directions for future research are discussed to further the application of the study in other contexts and demographics.

## **Keywords:**

AI marketing, brand experience, brand passion, brand evangelism, personality traits, quick commerce, Gen Z, millennials, India

## **Demographic Influence on Conversational AI Agent Adoption: A Multi-Group Analysis**

*Geeta Raut\* and Udit Taneja\*\**

*\*School of Business, Galgotias University, \*\*USMS, GGSIPU*

### **Abstract:**

Understanding demographic influences on AI adoption is crucial for designing inclusive and effective digital solutions. This study employs the Measurement Invariance of Composite Models (MICOM) and Multigroup Analysis (MGA) within Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the moderating roles of age and gender in Conversational AI agent adoption. The study segments users into younger (18–34) and older (35+) groups, as well as male and female respondents, to explore potential differences in their perceptions of ease of use, trust, and social presence. The results indicate that older users prioritize ease of use, while younger users emphasize trust when forming attitudes towards AI agents. Additionally, gender-based differences highlight that females perceive humanoid embodiment as a more crucial factor in social presence than males. These insights contribute to AI-driven personalization strategies by highlighting demographic nuances in user interactions. The findings have practical implications for AI developers, digital marketers, and policymakers, ensuring AI systems cater to diverse user expectations.

### **Keywords:**

Conversational AI, User Demographics, Multi-Group Analysis

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## **Do Voice-Assisted Smart Homes Enhance our Well-Being? The Role of Personalization and Privacy Concerns**

*Megha Gupta, Ajay Kumar and Parvez Ahmad*  
*University of Hyderabad*

### **Abstract:**

This study explores how personalization and privacy concerns impact customer experience value and subjective well-being in the context of voice-assisted smart homes. While previous research has primarily focused on technology adoption, there is limited understanding of how users' experiences evolve post-adoption. This study uses a mixed-methods approach to provide comprehensive insights into user interactions with smart home technology. The findings are expected to contribute to theoretical frameworks on customer experience and well-being, with practical implications for enhancing smart home services.

**Keywords:**

Smart home, Personalization, Privacy Concerns, Subjective Well-Being

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**Unravelling the Gen Z e- learning behavior**

*Kiran Sharma and Mukesh Govind Kharat*

*K J Somaiya Institute of management*

**Abstract:**

The research investigates the adoption of e-learning services of Gen Z, by integrating the Innovation Diffusion Theory (IDT) as a second-order construct with technology acceptance factors. The research model examines how relative advantage, compatibility, complexity, trialability, and observability influence perceived ease of use, perceived usefulness, and perceived risk. These constructs further influence behavioural intention, which is moderated by social influence and ultimately leads to actual adoption. Quantitative approach with structural equation modelling (SEM) is used to analyse survey data collected from students and professionals. Findings provide critical insights for e-learning providers on enhancing adoption by addressing key factors influencing consumer behaviour.

**Keywords:**

E-learning, Technology Adoption, Innovation Diffusion Theory, Consumer Behaviour

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## **Impact of Virtual Try-On Technology on Consumer Purchase Intention**

*Anshu Mehta and Nandini Bhala*

*Faculty of Management Studies, University of Delhi*

### **Abstract:**

The rapid advancement of e-commerce has brought significant innovations, including Virtual Try-On (VTO) technology, which aims to bridge the gap between in-store and online shopping experiences. This study explores the impact of VTO technology on consumer purchase intention through the lens of SDT. The proposed model examines the influence of antecedents including price value, perceived product risk, perceived privacy risk, and social influence on consumer behaviors. By leveraging insights from the theory, this study aims to provide a comprehensive understanding of the factors affecting VTO adoption and their influence on the likelihood of purchase. Findings from this research will offer valuable implications for online retailers seeking to enhance consumer satisfaction and drive sales through the use of VTO technology.

### **Keywords:**

Online Fashion; Self Determination Theory, Virtual Try On, Customer Involvement

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## **Understanding the Relationship Between Explainable AI, Behavioral Biases, and Consumer Decision-Making: Impact on Click and Purchase Behavior in AI-Driven Marketplaces**

*Ritika Bhatia\* and Anil K Bhat\*\**

*\*Department of Business Administration, Manipal University Jaipur, \*\*Birla Institute of Technology and Science, Pilani*

### **Abstract:**

This study investigates how different styles of Explainable AI (XAI) recommendations—partial, full, and none—affect consumer behavior in online marketplaces. Using a simulated e-commerce platform, 300 participants were exposed to varied XAI conditions, and both behavioral and

perceptual data were collected. Findings show that partial explanations significantly improved click-through and purchase rates, enhanced trust, and reduced anchoring and confirmation biases. Structural Equation Modeling confirmed that partial explanations reduced algorithm aversion, which mediated purchase intent. A direct positive relationship between explanation and intent also emerged. The impact on availability bias, however, was not significant, suggesting bounded effects of XAI transparency.

**Keywords:**

Explainable AI, Consumer Behavior, Behavioral Biases, AI Recommendations, E-commerce.

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**Impact of Artificial Intelligence Enabled Marketing Strategies on Performance of MICE  
Hotels**

*Dr. Jatin Vaid*

*Associate Professor, VSBS, Vivekananda Institute of Professional Studies- TC, New Delhi, India*

**Abstract:**

The present study is empirical in nature and adopts a descriptive design. It studies the responses of 248 senior management employees of 10 MICE hotels in Delhi to analyze the impact of Artificial Intelligence based marketing strategies adopted by MICE hotels in the city of Delhi, on their performance. The marketing strategies are measured through the seven Ps of Marketing Mix, and performance is measured in terms of the four components of Balanced Scorecard Model, namely, Financial, Customer, Internal business process; and Learning & growth dimensions. Structured Equation Modeling is used to analyze causal relationship between AI – enabled marketing strategies and performance of MICE hotels. Hotels, being an integral part of the tourism industry are observed to focus on Artificial intelligence based technological solutions to formulate and execute their marketing strategies to enhance their MICE tourism performance. The results of the study show that AI enabled marketing strategies have a significant positive impact on performance of MICE hotels, with promotion strategies having the highest impact, followed by product, place, and people strategies. The study is particularly of importance at the strategic level for tourism ministry, and leadership management of MICE hotels, as it uncovers deep insights on employing

AI based marketing strategies to optimize holistic performance, and encourage hotels to grow their MICE business. Deployment of technology in formulation of marketing strategies helps hotels to predict tourist behaviour and create customized and lasting experience for their business clients.

**Keywords:**

MICE Tourism, Artificial Intelligence, Marketing, Strategy

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**Human vs AI Influencer: Does Message Framing Change Consumer's Intention?**

*Kiran Gandhi and Dr. Rashmi Ranjan Parida*

*IIM Jammu*

**Abstract:**

Despite the increasing prevalence of influencer marketing, there is a paucity of research examining the impact of message framing (MF) on consumer decision-making in the context of human and AI-driven influencers. This study investigates the impact of MF on the intention to adopt an influencer's recommendation (IR). We employed a 2 x 2 between-subjects experimental study to examine how MF strategies (gain vs. loss) and influencer types (human vs. AI) influence IR. Drawing on Prospect theory, this study examines how message credibility (MC) and message effectiveness (ME) mediate the relationship between MF and IR. Data will be collected from 400 participants, who will be exposed to short-form videos featuring either a human or an artificial influencer promoting a laptop of a fictitious brand, using either a gainframed or loss-framed message. This study utilizes the Process Macro (Model 7) to test the moderated moderation effect. By integrating message-framing theories with digital persuasion strategies, this research contributes to influencer marketing literature by examining how AI influencers compare to human influencers in shaping consumer decision-making. This study offers theoretical contributions by extending Prospect theory to AI-driven influencer communication.

**Keywords:**

Influencer Marketing; Message Framing; Experiment

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## **Drivers and Barriers of Central Bank Digital Currency Adoption: A Qualitative Study on Customers Using UPI Payments**

*Vikrant Singh and Dr. Mayank Yadav*

*National Institute of Technology Rourkela, Odisha, India*

### **Abstract:**

**Purpose:** This paper aims to identify the ‘Reason for’ (Drivers) and ‘Reason Against’ (Barriers) influencing the customer intention to use Central Bank Digital Currency (CBDC). It uses a qualitative study to identify the potential motivators for UPI users that drive them to adopt CBDC or look forward to using it in the future. Additionally, this paper lists the potential inhibitors impacting CBDC adoption.

**Design/methods/approach:** Using purposive sampling, the data has been collected from 30 UPI users inside the mall through semi-structured interviews. To ensure multiple geographies and markets, the data collection has been done in 11 key Indian cities that possess high-tech malls and attract customers from diverse groups. Thematic analysis (Corbin & Strauss 1990 inductive coding) is employed to identify and document the themes derived from the interview data. As theoretical support, the study was built on the ‘Behavioral Reasoning Theory (BRT)’.

**Findings:** This research found four reasons for adopting in-store technologies: Technophilia, Faster Digital Payment, Relative Advantage, and Rewards (like cashback in UPI). Additionally, six barriers were identified: Lack of Awareness, Privacy Risks (Anonymity in Transactions), Perceived Redundancy, Interoperability Issues, and Limited Merchant Acceptance.

**Originality/ Value:** This is the first scholarly investigation that provides the potential drivers and barriers to CBDC adoption among customers.

**Implications:** This paper has several implications for central banks, policymakers, and digital payment service providers.

### **Keywords:**

## **Understanding User Sentiments Toward AI-Powered Period-Tracking Apps: A Netnography Study**

*Smriti Shukla, Pune Institute of Business Management, Pune.  
Priyanka Sharma, Indian Institute of Management Lucknow, Lucknow.*

### **Abstract:**

The rapid digitalization of health technology has led to the widespread adoption of AI-powered mobile applications, including period-tracking apps. AI improves personalization and efficiency across a wide range of mobile applications. Among the different applications, period tracking apps are getting popular among women to assist them with cycle prediction, fertility windows, symptoms monitoring, and personalized health insights. However, user sentiment toward such applications remains underexplored. Thus, the study employs netnographic approach to analyze user perceptions of period-tracking apps (flu period & pregnancy tracker and period tracker period calendar) using sentiment analysis of Twitter data from January 2024 to March 2025. The data is analyzed with the help of MAXQDA software to categorize user sentiments and identify key themes such as privacy concerns, usability, and accuracy. Results show a mixed sentiment, highlighting both appreciation for AI-driven features and concerns about data security. This research study offers comprehensive insights into users' practices and experiences with period tracking apps, revealing the need for future work to enhance the performance of these apps for better user satisfaction.

### **Keyword:**

App, menstrual health, netnography, period tracker, sentiment analysis, user perception

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## **Enhancing Retail Experiences with AR: The Interplay of Hedonic Value and Self-Efficacy**

*Divyanshi Pal*

**Abstract:**

This study explores the impact of augmented reality (AR) on customer engagement, emphasizing hedonic value as a mediator and self-efficacy as a moderator. AR, with its key attributes—vividness, novelty, and interactivity—enhances consumer experiences by creating immersive and engaging shopping environments. These attributes contribute to hedonic value, increasing pleasure and enjoyment in retail interactions. In turn, hedonic value drives customer engagement, leading to higher attention, emotional connection, and participation. Additionally, self-efficacy, or a consumer's confidence in using AR, strengthens this relationship, as individuals with higher self-efficacy are more likely to embrace AR-driven experiences. This framework provides theoretical insights into AR's role in shaping modern retail experiences and practical implications for businesses aiming to enhance consumer interactions. By leveraging AR effectively, retailers can create engaging, technology-driven environments that foster stronger customer relationships and brand loyalty. The study contributes to the growing body of research on interactive technologies in retail marketing.

**Keywords:**

Retail Experiences, Augmented Reality, Hedonic Value

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**Once Upon a Survey: AI-Powered Storytelling to Make Research More Engaging**

*Ahmed Ashhar\* and Ahmed Sameer\*\**

*\*Survey Awesome, \*\*IIT ISM Dhanbad*

**Abstract:**

Self-report questionnaires are hindered by participant inattention and scale familiarity, particularly on online platforms like Prolific and MTurk. To address this, we used Generative AI to convert standard surveys into engaging, scenario-based questionnaires. We tested our method by administering both the original and a scenario-based Big Five (Mini-IPIP-20) inventory to 92 participants. Results showed strong correlations between the versions for all five traits, but the

scenario- based format significantly increased participant interest, enjoyment, perceived competence, and choice, while lowering dropout rates. In a second study, a scenario-based Right-Wing Authoritarianism (RWA) scale administered to 68 participants yielded results consistent with their scores on the original scale from a year prior. We conclude that this GenAIdriven, scenario-based approach can enhance participant motivation and data quality while maintaining the validity of established scales.

**Keywords:**

Generative AI, Storytelling, Survey Methodology, Participant Engagement, Respondent Fatigue, Gamification, Psychometrics

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**AI-Generated Ads: Balancing Trust, Personalization, and Engagement**

*Samantak Chakraborty\* and Adarsh Singh\*\**

*\*Indian Institute of Management Ahmedabad, \*\*Management Development Institute Gurgaon*

**Abstract:**

The rise of Artificial Intelligence (AI) in advertising has fundamentally transformed how ads are created, optimized, and delivered. There has been little research on how consumers perceive ads generated by artificial intelligence, raising certain questions related to trust, intrusiveness, and personalization that need to be answered. The present research study will investigate responses of consumers to advertising driven by AI, specifically the factors under which consumers engage with it, trust it, and eventually intend to purchase as a result of it. A quantitative, survey-based methodology will be employed in assessing the impact of AI generated advertising in relation to consumer attitudes and decision-making processes. Addressing the current gaps in the literature, the study will provide very practical insights for marketers as to how to develop AI-driven campaigns with a perspective of encouraging trust in combinations with personalization and ethical challenges. Furthermore, the study adds to the academic discourse around AI in advertising by

bringing forth a nuanced understanding of its relevance to consumer behaviour and marketing effectiveness.

**Keywords:**

AI-driven advertising, consumer perception, trust, generative AI

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**The effect of Augmented Reality Experiences on Consumer Repurchase Intentions in Retail**

*Kush Mehta\*, Varsha Jain\* and Kousik Mandal\*\**

*\*MICA - The School of Ideas, \*\*Vidyasagar University*

**Abstract:**

Augmented Reality (AR) is reshaping retail by integrating digital and physical shopping environments, offering consumers interactive and immersive experiences. Unlike traditional online shopping, AR enables real-time product visualization, virtual try-ons, and interactive engagement, reducing uncertainty and increasing purchase confidence. While AR experiences have been widely adopted to attract consumers, their ability to drive affinity and repurchases remains unclear, which is paramount for marketers. Existing research focuses on AR's role in initial purchase decisions, overlooking its influence on repurchase intentions. Addressing this gap, the study examines how AR shopping experiences influence repurchase behavior through product congruence, decision comfort, and consumer affinity. The theoretical model, developed through exploratory research, is grounded in Flow Theory, explaining how immersive AR experiences shape consumer engagement. Embodiment Theory highlights the importance of product congruence, ensuring that virtual and real-world representations align. Expectation Confirmation Theory clarifies how the assurance of decision-making enhances confidence in purchasing. In contrast, Cognitive Appraisal Theory uncovers how favorable AR experiences create emotional bonds that enhance intentions for repurchase. The mixed-method approach integrates qualitative

data from semi-structured interviews (N=20) with quantitative validation using survey-based experiments (N=550). SmartPLS has been used for the data analysis to measure the hypothesized relationships. The results will give theoretical insights into AR-enhanced consumer experiences and provide recommendations for retailers, ensuring that AR strategies expand beyond simple experiences and promote long-term consumer retention.

**Keywords:**

Augmented Reality Experiences, Consumer Repurchase Intentions, Fashion Retail

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**Follow-up Questions to Increase Acceptance: The Crucial Role of Perceived Understanding in Consumer – Artificial Intelligence (AI) Interaction**

*Christo Sagaya Milton\*, Rajat Sharma\* and Arvind Sahay\*\**

*\*IIM Ahmedabad, \*\*MDI Gurgaon*

**Abstract:**

Consumers apply social norms during their interactions with AI agents. We examine and find that a chatbot's follow-up inquiries on consumers' queries result in improved behavioral outcomes. This effect is mediated by consumers' perception of increased understanding by the chatbot.

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**Effect of Modality and Framing on Smart Meter Adoption**

*Anandita Ahuja*

*Thapar Institute of Engineering and Technology*

**Abstract:**

This study investigates the effect of framing and modality (newspaper, Twitter, Instagram, and enhanced Twitter) of communication to influence consumer intent to adopt smart grid technologies in India. This aim is achieved through four experiments following a mixed factorial design. Results show that negative framing consistently increases adoption intent among students, particularly

when delivered via text-heavy formats like Twitter. Visual platforms like Instagram or image-based tweets, however, enhanced the persuasive effect of positively framed messages. Interestingly, working professionals showed no significant framing or modality effects, suggesting demographic moderation. These findings contribute to communication and marketing research by emphasizing the strategic alignment of message tone and delivery platform.

**Keywords:**

Smart grid, framing, modality

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**Exploring the Role of Agentic AI in building Organizational Agility**

*Dinesh Sehgal\* and Prof Sangeeta Shah Bharadwaj\**

*\*Scholar at MDI Gurgaon, \*\*MDI Gurgaon*

**Abstract:**

Artificial intelligence (AI) systems are designed to perform tasks based on rule-based logic. Generative AI focuses on generating new content in the form or combination of text, images or code. Generative AI systems such as ChatGPT are based on user prompt and creates an output which could be text or image or a code. However, they don't have independent goal seeking capabilities. Agentic AI extends the capabilities of both traditional AI and Generative AI by incorporating 'autonomy' and 'goal directed' reasoning. This paper examines the role of Agentic AI in building organizational agility by integrating theory of dynamic capability of sensing, seizing, transforming by Teece et al. (2016). The paper also explores how Agentic AI can help build "external market-oriented agility and internal operational agility, as conceptualized by Lu and Ramamurthy (2011)"

**Keywords:**

Agentic AI, Organizational Agility, Sensing, Seizing, Transforming, Dynamic Capabilities, Agentic AI Architecture and frameworks

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## **Impact of Virtual Try-On Technology on Consumer Purchase Intention**

*Anshu Mehta and Nandini Bhala*

*Faculty of Management Studies, University of Delhi*

### **Abstract:**

The rapid advancement of e-commerce has brought significant innovations, including Virtual Try-On (VTO) technology, which aims to bridge the gap between in-store and online shopping experiences. This study explores the impact of VTO technology on consumer purchase intention through the lens of SDT. The proposed model examines the influence of antecedents including price value, perceived product risk, perceived privacy risk, and social influence on consumer behaviors. By leveraging insights from the theory, this study aims to provide a comprehensive understanding of the factors affecting VTO adoption and their influence on the likelihood of purchase. Findings from this research will offer valuable implications for online retailers seeking to enhance consumer satisfaction and drive sales through the use of VTO technology.

### **Keywords:**

Online Fashion; Self Determination Theory, Virtual Try On, Customer Involvement

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## **Can GenAI Match Human Strategists? Evaluating Generative AI's Role in Strategy Analysis and Recommendation**

*Abhinaya U and Nandakumar Mekoth*

*Goa Institute of Management*

### **Abstract:**

Generative AI (GenAI) has proven to have implications across functions of organizations, which has simultaneously improved productivity and reduced costs. This paper aims to determine the

effectiveness of GenAI in the competitive strategy space. The proposed methodology is as follows: The authors provide three different cases and associated questions to four different GenAI tools (ChatGPT, Gemini, Claude and Deepseek), then evaluate the quality of responses to these questions, based on specific evaluation traits (accuracy, comprehensiveness, relevance, practicality and depth of analysis), through three different ways: case authors' evaluation, a panel of competitive strategy professional experts, and review by other GPT tools (e.g. responses provided by ChatGPT to be evaluated by Gemini, Claude and Deepseek and vice versa). This paper makes a distinct contribution to the discipline by examining how GenAI could be applied to competitive strategy and providing fresh perspectives on using AI to gain an advantage. The results have important theoretical and practical outcomes, helping us better grasp AI's strategic potential and limitations while also assisting businesses in leveraging GenAI to gain long-term competitive advantage.

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### **Role of Generative AI in Tourism: Literature Review**

*Vanika Rattan, Himanshu Joshi and Ashish Rathore International*

*Management Institute*

#### **Abstract:**

This review of literature discusses the impact of GenAI technologies like ChatGPT on tourism, i.e., customer participation, satisfaction, and adoption behaviour. Outcomes from 35 peerreviewed articles are grouped under wide ranging themes of GenAI-facilitation driven by personalization, sustainable empowerment of tourism, psychological issues encompassing trust and emotional acceptance, and issues encompassing ethics, misinformation, and generation behaviour differences. Much recent research has not taken seriously correlated GenAI traits to customer results to traditional theory models. To counter this, the review applies the Technology-to-Performance Chain (TPC) framework for theorizing more effectively the effects of GenAI-based services on user satisfaction and long-term use in tourism. The study addresses significant lacunae in the extant literature and proposes a future research agenda to guide empirical studies. In practice,

it provides suggestions to tourism platforms, developers, and policymakers to develop culture-aware, ethical, and performance-driven GenAI systems facilitating India's digital tourism agenda.

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### **Navigating the Patient Journey: Integrating Technology**

*Esha Sharma and Kirti Sharma*

*MDI Gurgaon*

#### **Abstract:**

While customer journeys are extensively studied in the service sector, their application within healthcare remains underexplored. This study aims to address this gap by mapping the patient journey in the context of disease-focused mHealth app adoption. Employing a mixed-method approach, we first identify critical touchpoints and patient experiences through journey mapping techniques. In the second phase, we utilize Interpretive Structural Modeling (ISM) and Matriced' Impacts Croisés Multiplication Appliquée à un Classement (MICMAC) analysis to uncover underlying challenges. The findings underscore the necessity for a transformation in healthcare marketing and emphasize the pivotal role of digital technologies in patient empowerment. This research demonstrates how patient journey mapping can drive innovation, enhance care quality, and facilitate the design of patient-centered experiences with disease-focused mHealth applications.

#### **Keywords:**

Patient journey; healthcare marketing; transformative service research; digital healthcare; customer experience; SDG

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### **Role of Generative AI in Tourism**

*Vanika Rattan, Himanshu Joshi and Ashish Rathore*

*IMI*

**Abstract:**

Generative-AI technologies such as ChatGPT are revolutionizing the international travel experience at warp speed, but their use to meet the requirements of Indian travellers and the unconscious psychological push factors for adoption remain poorly researched. Guided by the theoretical conceptual framework of the Technology-to-Performance Chain (TPC) model, the study combines systematic review of 35 peer-reviewed journals and five qualitative in-depth interviews with Indian working professionals aged between 25–35 yrs for conceptualizing a comprehensive framework for the role of GenAI in tourism. The review recapitulates new research into five topics—personalisation, sustainability, psychological drivers, socio generational factors and ethics—but discovers little to suggest that some GenAI affordances can be mapped to Task–Technology Fit (TTF) or downstream consequences. Coded interviews in Microsoft Excel produce 312 codes that reduce to parallel themes and reveal two new moderators: prompt-literacy skill and conversational memory expectation. Qualitative notions are imposed on TPC such that usability and hyper-personalisation increase TTF, whereas privacy concern and security-verification needs decrease—but not eliminate—continuance intentions. The synthesis creates an empirically testable Indian TPC theory, recommends survey questions for an upcoming survey, and makes design recommendations—real-time safety checks, memory reminders and prompt-literacy inducers. The recommendations inform tourism platforms, policymakers, and the National Digital Tourism Mission in designing culture-sensitive, morally accountable GenAI systems with the ability to deliver both traveller satisfaction and sustainable destination management.

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**Artificial Intelligence Transforming the Attitude of Healthcare**

*Atantra Das Gupta, Dr. Kirti Sharma and Dr. Shiv S Tripathi*

*Management Development Institute, Gurgaon*

**Abstract:**

As artificial intelligence—especially agentic and generative AI—becomes more integrated into healthcare, it reshapes how care is delivered and how we perceive the patient. Patients are no

longer seen as passive treatment recipients; they are emerging as active contributors— producing data, making decisions, and playing a more participatory role in their care journeys. This article examines how AI shifts healthcare’s structural, ethical, and governance frameworks, focusing on changing attitudes toward patient identity, agency, and engagement. Drawing from a systematic review of the literature across digital health, biomedical innovation, and policy studies, we propose a conceptual framework that captures this shift in three key areas: how patient identity is constructed, how agency is enacted within AI-enabled systems, and how innovation is governed. Our analysis shows that AI is making care more personalized and repositioning patients as costakeholders in data governance and value creation. This transformation disrupts long- standing assumptions about consent, fairness, and accountability. We conclude with a forward-looking policy agenda that includes dynamic consent models, participatory digital infrastructure, and equity-centered innovation. By reframing the patient as a central, empowered actor in AI-driven healthcare, this study urges a fundamental rethink of aligning technology, ethics, and human agency in designing future health systems.

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## **MARKETING COMMUNICATIONS AND OMNI-CHANNEL MARKETING**

### **Exploring Shopping Motivations and Gender Differences in Omni-Channel Customer Experience**

*Garima Chandna and Savita Ubba*

*Guru Jambheshwar University of Science & Technology*

#### **Abstract:**

This paper seeks to explore the influence of shopping motivations, specifically the components, utilitarian and hedonic motivations on shaping the customer experience, which subsequently influences their intention to repurchase. Furthermore, it examines how customer experience serves as a mediator and investigates whether gender moderates these relationships, highlighting the significant differences in path coefficients between males and females. Data was collected from

280 omni-channel customers of apparel sector which were analyzed through Smartpls4. Multi group Analysis was performed to look for the moderating effect of gender. The results confirmed a strong relationship between all variables with customer experience playing a partial mediating role in these relationships. In addition, the results confirmed the moderating effect of gender on all relationships except for a few relationships which shows that there is no significant differences observed between males and females. This study contributed to the theoretical understanding of omni-channel retailing by expanding on the existing literature in several ways and also provides actionable insights for retailers in the apparel industry by highlighting the critical influence of gender and shopping motivations in shaping customer behavior, which helped them tailor their marketing strategies.

**Keywords:**

Omni-channel Retailing, Customer Experience, Multi-group Analysis

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**Luminary, Influence and Robophobia: Investigating Antecedents of Parasocial Interaction with Virtual Influencers and Its Impact on Engagement: Moderating Role of Perceived Credibility**

*Ishita Mittal, Manvi Gupta, Dr. Nupur Arora and Dr. Aanchal Aggarwal*

*Student, Vivekananda Institute of Professional Studies -TC*

**Abstract:**

Virtual influencers, seen both as humanlike personas and products of advanced technology, present unique challenges and opportunities for marketers today. Drawing on the foundation of parasocial relationship theory, the present scholarly work attempts to investigate the influence of key antecedents namely—luminary status, robophobia, and congruence—on parasocial relationships (PSRs) with virtual influencers and how these PSR impacts engagement with these virtual influencers. Survey method was employed to collect data, and 187 respondents from Delhi – National Capital Region (NCR). Structural equation modelling was employed as an analysis tool. The findings of the paper reveal that while robophobia prevents people from forming deeper emotional connections, luminary significantly enhances PSR with the virtual influencer. However,

congruency (the adaptation of the audience expectations and influential role) has become a key dissemination person who reduces the negative impact of Robophobia and increases participation. Through insight into changing digital landscapes, this research has promoted our understanding of how the virtual influenza builds a deep connection with the audience.

**Keywords:**

Consumer engagement, parasocial relationship, luminary, robophobia, congruence, virtual influencers

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**Exploring Consumer Engagement with Human Virtual Influencers: A Systematic Literature Review**

*Devika Rani S.R and Partha Saha*

*Amrita Vishwa Vidyapeetham, Bangalore*

**Abstract:**

As virtual influencers gain prominence, understanding the factors and values driving consumer engagement is essential for analyzing emerging consumer behaviours. The study aims to synthesize existing research on consumer engagement with human virtual influencers (HVIs), identify prevailing themes, highlight research gaps and propose a relevant theoretical framework to address the gap. A systematic literature review of 36 studies was employed following PRISMA guidelines. The findings suggest that HVI engagement is significantly influenced by content-related factors, characteristics of the HVI persona and perspectives of users. The studies have primarily focused on the external factors that drive consumer engagement, leaving a critical gap in understanding the multi-dimensional values that contribute to consumer engagement and loyalty. To address this gap, this study proposes an exploration into the factors and the multidimensional values that drive consumer engagement and loyalty towards HVIs, using the Theory of Consumption Values (TCV) as the guiding framework.

**Keywords:**

## **Online Travel Agency Reviews and Ratings: Analyzing Customer Sentiments**

*Binshad Vaheed, Sujoy Bhattacharya and Sangeeta Sahney*

*VGSOM, IIT Kharagpur*

### **Abstract:**

This study examines customer experiences across multiple Online Travel Agencies (OTAs) in India by leveraging computational text analysis techniques. With OTAs playing a crucial role in modern travel planning, understanding customer concerns and sentiment variations is essential for service enhancement. Using web-scraped review data, this research employs Latent Dirichlet Allocation (LDA) topic modeling to identify dominant themes in customer discussions, including booking experiences, refunds, cancellations, and customer support. Aspect-Based Sentiment Analysis (ABSA) further evaluates sentiment polarity across different service aspects, highlighting both strengths and areas needing improvement. Additionally, the study investigates the relationship between sentiment and review engagement, revealing that negative reviews receive greater visibility and interaction, significantly influencing brand perception. The findings contribute to existing literature by offering a cross-platform perspective on customer sentiment dynamics and engagement patterns. For practitioners, the study provides actionable insights for OTAs to improve customer service, enhance refund and cancellation policies, and build trust through transparent pricing strategies. By integrating advanced text analysis techniques, this research bridges the gap between computational linguistics and service quality evaluation, equipping OTAs with data-driven strategies to optimize customer experiences and satisfaction.

### **Keywords:**

Online Travel Agencies, Sentiment Analysis, Topic Modelling

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## **Brand Equity in the Age of Inclusion: Exploring the Power of Inclusive Advertising**

*Nikhita Tuli, Neha Srivastava and Harish Kumar*

*Institute of Management Technology, Ghaziabad*

### **Abstract:**

With the changing role of advertising, newer and transformational practices like inclusive advertising have emerged. With the consumers being continuously exposed to different advertisements on social media, this study aims to understand how inclusive (vs. non-inclusive) advertisements affects the customer-based brand equity. Additionally, the study also investigates the mediating role of brand personality and the differential effects that inclusive (vs. noninclusive) have for new (vs. existing) brands. Using 4 experiments, this study will collect global data to test the hypothesis. The respondents will be exposed to a total of 12 stimuli, created by the authors, to capture their assessment of the inclusive (vs. non-inclusive) ads. Before proceeding with the main study, a pre-test showed that the consumers were able to differentiate between an inclusive and a non-inclusive stimulus. This study aims to contribute to the inclusive advertising and brand theory, having multiple implications for the practitioners and marginalised consumer segments (social implication).

### **Keywords:**

Inclusive Advertising; Customer-based Brand Equity and Personality; Brand Antiquity

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## **Enhancing Consumer Engagement with OmniChannel Marketing**

*Akshat Agarwal\* and Ayush Agarwal\*\**

*\*Digital Marketing Specialist, \*\*Management student*

### **Abstract:**

This study investigates how omni-channel tactics and integrated marketing communications affect customer engagement. Businesses must implement smooth, data-driven marketing strategies to increase brand loyalty as digitalization changes consumer behavior. This study examines academic literature and industry case studies using a qualitative research methodology to assess the efficacy of omni-channel marketing. Results show that consistent brand messaging across various

touchpoints, AI-driven customer interactions, and personalized communication greatly improve customer satisfaction and retention. The study advances both theory and practice by giving companies useful information to improve their marketing tactics.

**Keywords:**

Omni-Channel Marketing, Consumer Engagement, Digital Marketing

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**Engaging Hearts or Minds? Investigating the Influence of Humanized Ads on Purchase Intention Across Involvement Levels**

*Megha Agarwal*

*PGDAV College*

**Abstract:**

Anthropomorphism being an innate human tendency has been frequently used by consumers and businesses alike. But since it's a psychological concept, it can be complicated and frequently provide surprising outcomes, which could potentially upset the generally acknowledged link between attitude and purchase intention. In order to show its true relationship with consumer interpretations, it must be continuously investigated in a variety of scenarios. This study aims to explore the ways in which brand anthropomorphism and advertising efficacy impact customers' purchase intentions. It specifically investigated how consumer perceptions influenced by anthropomorphic advertising were affected by the interplay between product involvement (high vs. low), as has already been highlighted in Elaboration Likelihood Model (ELM) to play a crucial role.

The tenor of the study is primary survey-based research and being quantitative in every aspect. For the purpose of data collection, questionnaire comprising of two hypothetical products from each product category (low involvement and high involvement) was created by incorporating established measurement scales from prior studies. The study uses Structural Equation Modelling with SmartPLS for analysing data. The study exhibited that anthropomorphic advertisement does have a favorable impact on advertisement effectiveness measured through 4 variables namely

information, entertainment, creativity and emotional appeal. The subsequent examination of the individual effects of the advertising performance variables on attitude shows that information has the greatest influence on attitude, followed by emotional appeal, creativity, and entertainment. Additionally, the impact of anthropomorphic advertisements' information content on consumers' attitudes was revealed to be significantly greater for low participation products than for high involvement ones. Likewise, for low involvement products, creativity was showcased to have the biggest influence on eliciting positive attitudes. The study further supported and validated the known link between attitude and purchase intention.

The findings not only make theoretical contribution to the academic literature in the fields of anthropomorphism, advertising and consumer behaviour but provides insights for marketing professionals and practitioners too. By separating high involvement items from low involvement products and creating distinct anthropomorphic appeals for each, this study give practitioners important insights on creating a compelling advertising message.

Due to some practical challenges, this study is not completely impervious to limitations, and there are still many unexplored regions. Novice researchers can corroborate the findings by adding or modifying the variables used to measure advertising effectiveness. They can invigorate the relationship between the variables by examining the constructs in an experimental setting and/or by using different medium of anthropomorphic advertisement.

**Keywords:**

Advertising, Anthropomorphism, Humanisation, Product Involvement, Purchase Intention

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**The Power of Brand Storytelling in Driving Consumer Engagement**

*Dr. Heena Arora\*, Ms. Harnoor Kaur\*\* and Ms. Himanshi Joshi\*\*\*, Ms. Kanika Nagpal\*\*\**

*\*Assistant Professor at IITM Janakpuri, GGSIPU, \*\*Management Faculty at Maharishi*

*Dayanand University, \*\*\*Student at IITM Janakpuri, GGSIPU*

**Abstract:**

In today's highly competitive and digitally driven market, consumers are turning progressively resistant towards traditional advertising approaches, which they see as disruptive or inauthentic. As a result, brand storytelling has become a powerful marketing tactic that may stimulate long

term brand loyalty, improve consumer engagement, and create stronger emotional bonds. Storytelling humanizes brand communication, allowing businesses to connect more directly with their consumers and move the focus away from product advertising and toward value-driven storylines. The purpose of this qualitative exploratory research is to learn how consumers perceive, relate to, and react to narrative-driven brand messaging by examining the effect of brand storytelling on consumer engagement. Additionally, the study pinpoints the essential components of narrative that consumers find appealing and investigates how these components work on other media platforms, such as websites, social media, and advertising campaigns. A thematic analysis of the data from 30 varied participants in-depth semi-structured interviews shows that consistency, emotional resonance, and authenticity are viewed as essential elements of successful brand storytelling. Participants underlined how stories that reflected relevant beliefs and experiences greatly improved their impression of the brand and boosted their trust. Additionally, the study discovered that storytelling techniques that adjust to the communication styles of different platforms without sacrificing the integrity of the tale are more effective in retaining the attention and loyalty of consumers. This study contributes to the growing reservoir of knowledge in narrative marketing and offers practical insights for marketers and brand managers who want to use storytelling as a primary engagement strategy in both digital and conventional media landscapes.

**Keywords:**

Brand Storytelling, Consumer Engagement, Emotional Connection, Authenticity, Narrative, Consistency, Brand Loyalty

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**Enhancing Consumer Engagement with OmniChannel Marketing**

*Akshat Agarwal\* and Ayush Agarwal\*\**

*\*Digital Marketing Specialist, \*\*ISBR Business School*

**Abstract:**

This study investigates how omni-channel tactics and integrated marketing communications affect customer engagement. Businesses must implement smooth, data-driven marketing strategies to increase brand loyalty as digitalization changes consumer behavior. This study examines academic

literature and industry case studies using a qualitative research methodology to assess the efficacy of omni-channel marketing. Results show that consistent brand messaging across various touchpoints, AI-driven customer interactions, and personalized communication greatly improve customer satisfaction and retention. The study advances both theory and practice by giving companies useful information to improve their marketing tactics.

**Keywords:**

Omni-Channel Marketing, Consumer Engagement, Personalization

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**Strategic Content Marketing for NRI Finance: A Multi-Platform Short-Form Video  
Engagement Analysis**

*Shreesha Mairarua and Ashavaree Das*  
*HCT Dubai, Academic City*

**Abstract:**

This study examines how Non-Resident Indian (NRI) financial content performs across major short-form video platforms such as TikTok, Instagram, Facebook, and YouTube Shorts, analyzing platform-specific engagement patterns to understand attention and retention rates within this specialized market segment. We uploaded the same content to different platforms through an established NRI content creator's account who has a total of half a million followers across different social media platforms and analyzed the video insights to understand the differences in performance. Our analysis reveals that engagement rates and audience engagement behavior vary significantly across different platforms and different topics. These findings have important implications for marketing resource allocation and content strategy development for fintech companies. The research addresses a critical gap in platform-specific engagement analysis within this niche fintech vertical, providing practical insights for companies targeting the Indian diaspora.

**Keywords:**

NRI finance marketing, cross-border fintech, diaspora engagement.

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# CONSUMER BEHAVIOUR AND NEUROSCIENCE

## Shifting Trends: From Price Sensitivity to Value-Centric Consumption in the Indian Market

*Nawnit Singh and Chhayank Patel*

*SRMIST*

### **Abstract:**

The Indian consumer market, long dominated by price-sensitive purchasing behavior, is transitioning significantly as value-centric consumption gains traction. This study explores the economic, social, and technological variables causing this shift, such as increased disposable incomes, urbanization, and the growing importance of digital platforms. As consumers place a larger value on quality, brand reputation, and ethical behaviors, businesses must adapt by providing innovative and customer-centric solutions. This study, which uses a mixed-methods approach that includes surveys, interviews, and secondary data, sheds light on the shifting dynamics of consumer preferences. According to the findings, while cost remains important, demand for products and services that provide higher value and experiences redefines market tactics. The study finishes with tangible ideas for firms to succeed in this shifting economy.

### **Keywords:**

Price Sensitivity, Value-Centric Consumption, Consumer Behavior, Indian Market, Innovation Resistance Theory, Value Perception

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## PERCEIVED VALUES OF LUXURY PURCHASES: A CONSUMER'S PERSPECTIVE IN INDIA

*Shruti Gill and Gurpreet Singh Bhatia*

*IILM Lodhi Road*

### **Abstract:**

**Purpose:** The research study investigated the influence of hedonistic factors on consumer behavior concerning luxury purchases in India. Hedonism, which emphasizes pleasure and enjoyment, generally fostered desires for indulgence, luxury, and sensory satisfaction in consumer contexts. The study aimed to identify the key hedonistic elements driving luxury purchases among Indian consumers, analyze the correlation between hedonism and their preferences for luxury products or brands and explore how constructs of Perceived Quality, Emotional Value and Sustainability & Indulgence interact.

**Methodology:** The sample consisted of 151 respondents from the Delhi National Capital Region (NCR). There were 75 (49.7%) females and 76 (50.3%) males. Respondents ranged in age over 18 years (mean = 28.04, SD = 8.08). The survey was conducted by distributing questionnaires online and conducting face-to-face interviews with respondents in luxury brand malls across South Delhi. The data collected through a nine-item Likert-scale questionnaire was analyzed using PCA, a factorial analysis that reduces the dimensionality of a large number of interrelated variables while retaining as much as possible the variation present in the data set. The large number of variables was reduced to a conceptually more coherent set of variables, called factors. There was a choice to conduct the analysis using principal components analysis (PCA) and factor analysis (FA).

Based on Stevens' recommendations (1996, pp. 362-363) as referenced in Pallant (2005), we opted for Principal Component Analysis (PCA). Stevens favored PCA due to its “psychometric reliability and its capacity to address potential problems like 'factor indeterminacy,’” which occurred frequently in factor analysis, where the factors extracted lacked clear and unique interpretation. We also used SmartPLS4 to analyze the abovementioned constructs.

**Findings:** Using Principal Component Analysis (PCA), we identified key factors influencing luxury consumption, including aesthetic appeal, social status, exclusivity, and indulgence. The analysis revealed that the first two components explained 57.964% of the total variance, with the first component alone accounting for 46.659%. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was .885, indicating excellent suitability for PCA, and Bartlett's Test of Sphericity was significant ( $\chi^2 = 446.392$ ,  $p < .001$ ), confirming the appropriateness of factor analysis.

Correlation analysis indicated strong relationships among luxury-related variables, with notable correlations between aesthetic appeal and experiential value ( $r = .494$ ), social status and quality

( $r = .436$ ), and exclusivity and indulgence ( $r = .499$ ). The findings highlighted that hedonistic motivations, such as aesthetic enjoyment, social prestige, and exclusivity, were significant drivers of luxury purchases in the Indian market. These insights were crucial for luxury brands aiming to tailor their strategies to the hedonistic tendencies of Indian consumers. We conducted the hypotheses testing and found significant positive effect of Perceived Quality on Emotional Value ( $\beta = 0.661$ ,  $t = 10.418$ ,  $p < 0.001$ ), significant positive effect of Social Influence on Emotional Value ( $\beta = 0.721$ ,  $t = 13.592$ ,  $p < 0.001$ ), a significant positive effect of Perceived Quality on Sustainability and Indulgence ( $\beta = 0.630$ ,  $t = 10.832$ ,  $p < 0.001$ ) and the mediation analysis that showed a significant indirect effect of Perceived Quality on Emotional Value through Sustainability and Indulgence ( $\beta_{\text{indirect}} = 0.558$ ,  $t = 7.616$ ,  $p < 0.001$  for the first stage of the mediation;  $\beta_{\text{indirect}} = 0.987$ ,  $t = 149.931$ ,  $p < 0.001$  for the second stage of the mediation),

**Practical Implications:** The findings from the PCA and Monte Carlo simulation suggested that the most influential factor driving luxury purchases was related to the attributes captured by aesthetic appeal and social status. Luxury brands should therefore emphasize high-end design, exclusivity, and prestige in their products and marketing strategies. By aligning their offerings with these key drivers, luxury brands could effectively appeal to the hedonistic motivations of Indian consumers, enhancing customer satisfaction and loyalty. These findings provide evidence for the important roles of Perceived Quality, Social Influence, and Sustainability and Indulgence in influencing Emotional Value.

**Social Implications:** The study revealed significant social implications of luxury consumption among Indian consumers, highlighting that luxury products were valued not only for personal enjoyment but also for social status and prestige. This perpetuated social hierarchies and inequalities by fostering a culture of conspicuous consumption. Additionally, luxury goods contributed to a sense of community belonging, forming exclusive social groups based on shared consumption patterns. The growing awareness of quality and sustainability among luxury consumers indicated a shift towards ethical and environmental considerations, reflecting broader societal changes towards conscious consumerism. The influence of brand ambassadors underscored the impact of celebrity endorsements in shaping consumer behaviors and aspirations. Furthermore, the study suggested that Indian luxury consumers were becoming more discerning and value-driven, seeking products that aligned with their personal values. This trend pushed luxury brands to prioritize authenticity, transparency, and social responsibility to maintain

consumer loyalty and relevance. The findings of this study highlight the power of perceived Quality of luxury products and social influence in shaping emotional value, suggesting that enhancing quality and leveraging social dynamics could be effective strategies for increasing value perception. Furthermore, the mediating role of sustainability and indulgence underscores the growing importance of sustainable practices in today's society.

**Originality:** The study's originality lay in its focused examination of the impact of hedonism on luxury purchases from a consumer perspective in the Indian market. Unlike previous research that often-explored luxury consumption in broader or Western contexts, this study specifically addressed the unique cultural and socio-economic factors influencing Indian consumers. By employing Principal Component Analysis (PCA) combined with Monte Carlo simulations, the research rigorously identified the most significant factors driving luxury purchases. The emphasis on aesthetic appeal and social status as primary motivators provided nuanced insights that could guide luxury brands in developing targeted strategies for the Indian market. This approach not only filled a gap in the literature but also offered practical implications for brands aiming to cater to the distinct preferences of Indian luxury consumers.

**Keywords:**

Hedonism, Luxury Marketing, Consumer Behavior, Principal Component Analysis (PCA), Indian Market, Aesthetic Appeal, Social Status, Exclusivity, Marketing Strategies, SEM, Mediation, Sustainability

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**IMPACT OF EMOTIONAL ATTACHMENT AND BRAND PERCEPTION ON  
CONSUMER BUYING BEHAVIOUR IN SHOPPING MALL IN LUCKNOW CITY**

*Shivangi Singh and Dr. Ravindra Bhardwaj*

*Dr. Rammanohar Lohia Avadh University, Ayodhya*

**Abstract:**

Consumer buying behavior is influenced by psychological factors such as emotional attachment and brand perception, particularly in the context of shopping malls in Lucknow city. Despite the growth of organized retail, there is limited empirical evidence on how these factors shape consumer

purchasing decisions. This study aims to analyze the impact of emotional attachment and brand perception on consumer buying behavior in shopping malls. The research is based on a quantitative approach with a sample size of 400 shoppers, employing t-tests and ANOVA to determine statistical significance. The null hypothesis ( $H_0$ ) states that emotional attachment and brand perception do not significantly impact consumer buying behavior, while the alternative hypothesis ( $H_1$ ) suggests a significant relationship. The findings reveal that both emotional attachment ( $p=0.002$ ) and brand perception ( $p=0.001$ ) have a meaningful influence on purchasing decisions, with consumers who exhibit higher emotional connections demonstrating stronger buying tendencies. Additionally, brand perception significantly affects consumer trust and purchasing confidence. The study highlights the importance for retailers to enhance brand perception through strategic marketing efforts, such as promotions and branding campaigns, while also fostering emotional connections via personalized shopping experiences and customer engagement. Strengthening these psychological drivers can improve customer retention, brand loyalty, and overall sales performance in the competitive retail environment. These insights are valuable for mall retailers and brand managers looking to optimize consumer engagement and purchasing behavior. By understanding the role of emotional and brand-related influences, businesses can develop more effective marketing strategies to drive consumer interest and sales growth.

**Keywords:**

Consumer Buying Behavior, Emotional Attachment, Brand Perception, Shopping Malls, Retail Marketing

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## CONCEPTUALIZING ORIGINS OF FAKENESS ASCRIPTIONS: CONSUMER CULTURE THEORY PERSPECTIVE

*Milos Ivanis and Marius Luedicke*

*WU Vienna University of Economics and Business*

### **Abstract:**

AI is increasingly employed in marketing, yet consumers often label such content as “fake.” Drawing from Schulz von Thun’s “square of communication,” we explore why consumers perceive AI-generated marketing as fake. To do so, we interpretively analyzed over 6,400 consumer responses to Coca-Cola’s AI Christmas advertisement on YouTube and introduce the notion of fakeness ascriptions, defined as perceived undesired miscommunication characterized by market message incongruences. Consumers ascribe fakeness factually, self-revelatorily, relationally, and appellatively, each arising from a perceived contextual incongruence. Achieving effective marketing communication and avoiding fakeness ascriptions by consumers is challenging, requiring congruence across all message sides and consideration of both functional and hedonic consumer desires. Conceptualizing fakeness ascriptions through a communication lens enhances our understanding of authenticity in marketing, consumer-brand relationships, and the impact of artificial intelligence in advertising. Overall, this study contributes to consumer research by illuminating the nuanced consumer response to AI in marketing and challenging binary views of authenticity and fakeness in the digital age.

### **Keywords:**

Fake, authenticity, consumption

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## **Purchase Intention towards Rage Rooms: Schacter and Catharsis Theory Approach**

*Jaspreet Kaur, Shikha Sharma, Ruchika Sharma and Minesh Kumar Srivastva Delhi*

*School of Business, Delhi*

### **Abstract:**

Arousal is attributed with response-energizing, response-motivating, and response-activating functions. Anger is a fundamental human emotion that virtually every individual has encountered at least once in their lifetime. This study focuses on evaluating the impact that how heightened physiological arousal combined with situational cues can escalate emotional states of anger, hostility and Aggression in the form rage which can further induce the purchase intention of using rage rooms services among the consumers. This paper studies the Purchase intention of Rage room services among the consumers experiencing rage and aggression using a combination of Schachter-Singer Theory and Catharsis Theory with new and novel constructs in the contexts of rage room's services. A quantitative survey was used to test the hypothesis. Data were collected from a total of 875 respondents in the Delhi-NCR region. Data were analysed using SPSS and AMOS which included reliability and validity checks, model fitness assessment, and hypothesis testing to assess the relationships of the research model. Findings indicate that the anger and animosity of individuals can be leveraged as a commercial opportunity if identified promptly and managed efficiently. Rage room establishments ought to actively promote emotional expression among consumers experiencing sadness or anger through activities such as striking, punching, and demolishing objects. It also lists managerial implications for both physical and virtual rage room's services industry owners to attract consumers endowed with the feelings of anger, aggression and rage.

**Keywords:**

Arousal, Aggression, Rage, Purchase Intention

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**Physiological, Psychological, and Musical Impact of Sogos on Consumers**

*Sneha Jain, Yash Chakarvarty and Arvind Sahay*

*Indian Institute of Science Education and Research (IISER) Pune*

**Abstract:**

In a competitive market, brands must use multisensory marketing to create lasting impressions. Sonic logos (sogos), a key yet fairly underexplored aspect of auditory branding, shape consumer perception through its structured composition and delivery. This study explores how brand names and sonic logos influence preferences using the psycholinguistic interpretation of sounds based on

the bouba-kiki effect and neural processing. Through electroencephalography (EEG) and Music Information Retrieval (MIR), we analyzed the cognitive processing of humans to real and fictitious brand sonic logos. Our findings show a preference for real brand logos and boubalike sounds. Neural data indicate reduced cognitive effort for familiar brand sounds, with N400 and N200 ERP components reflecting processing differences. Acoustic analysis highlights instrumentality and timbre as key factors of perception. By integrating psycholinguistics, neuroscience, and marketing, this research advances sonic branding, offering a framework for effective audio identities that enhance brand recognition and engagement in multisensory strategies.

**Keywords:**

Sonic logo, Sound symbolism, EEG

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**Navigating Aging: Women's Schemas, Strategies, Decisions**

*Rekha Attri and Subhadip Roy*

*Jaipuria Institute of Management, Indore*

**Abstract:**

The present study investigates the complex perceptions of Indian women regarding ageing and anti-ageing products, employing semi-structured interviews within a qualitative, phenomenological framework. Utilizing Behavioral Reasoning Theory (BRT) and continuity theory of ageing, we analyze how women's attitudes toward ageing influence their engagement with anti-ageing products. Our findings identify three mental schemas i.e., acceptance, dissonance, and anxiety, shaping women's responses to societal norms, cultural values, and media portrayals of beauty. Three primary motivations for using anti-ageing products emerged: maintenance, prevention, and reversal, with distinct consumer segments exhibiting varying attitudes: those embracing ageing, those experiencing anxiety, and those caught in ambivalence. Our research elucidates significant barriers to adoption, including health concerns and financial constraints, while revealing coping strategies such as minimalist, conflicted, and proactive responses to ageing. Through these insights, we contribute to a deeper understanding of women's motivations and

rationales behind their anti-ageing product usage, thereby addressing gaps in previous literature. Practical implications for marketers highlight the necessity to segment audiences effectively and tailor communication strategies that resonate with each group's unique attitudes. By acknowledging the psychological dimensions of ageing, marketers can craft targeted campaigns that reflect the diverse experiences and preferences of women, enhancing their connection with the anti-ageing market. This study not only enriches existing theoretical frameworks but also provides actionable recommendations for practitioners in the beauty industry, paving the way for more responsible and nuanced marketing approaches toward ageing and beauty.

**Keywords:**

Ageing, women, Behavioral Reasoning Theory (BRT), continuity theory of ageing, anti-ageing products

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**No Need for Touch (NFT): Contactless Shopping Motivations**

*Amita Nigam and Amit Punia*

*Central University of Haryana*

**Abstract:**

The emergence of Virtual Try-On (VTO) technology has revolutionized digital retail by facilitating contactless product engagement via augmented reality (AR) and artificial intelligence (AI). This study investigates the principal factors affecting VTO acceptance in India, where swift e-commerce expansion and rising smartphone usage are propelling customer inclination towards contactless shopping. The study employs Interpretive Structural Modelling (ISM) and MICMAC analysis to identify Technology Innovativeness, Performance Expectancy, Effort Expectancy, Social Influence, Perceived Usefulness, and Perceived Personalization as essential facilitators influencing VTO adoption. The study establishes a hierarchical structure demonstrating the interconnections among various factors that affect customer attitudes and purchasing decisions. The findings underscore the increasing significance of the "No Need for Touch" (NFT) idea in

digital retail, providing essential insights for marketers, retailers, and academics. Utilizing this information, organizations may improve customer engagement and trust, expediting the shift to immersive, contactless shopping experiences.

**Keywords:**

Need for Touch (NFT), Virtual-Try-On (VTO), Interpretive Structural Modelling (ISM)

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**Even Steven Wins: The Psychology Behind Equal Allocation Acceptance**

*Alisha Dhal, Sanjeev Tripathi and Sudipta Mandal*

*Institute of Management Technology (IMT) Ghaziabad*

**Abstract:**

Experts often advise individuals on how to allocate their resources. If individuals do not like the advice of the experts, they may not follow such advice, and as such, it becomes important for experts to understand what kind of resource allocation advice is acceptable to individuals. While resource allocation can happen in various ways, we show that the acceptability of the advice is highest when experts provide advice that structures the resources equally across all the options. We theorize that equal allocation plans are preferred because individuals find such plans more structured and easier to justify than unequal allocations. We also show that the preference for equal allocation reduces when the options are categorized. Lastly, we show that the liking for an equal allocation is reduced when individuals have complex goals. We also elaborate on the theoretical contributions and managerial implications of our findings.

**Keywords:**

Resource allocation, structure, ease of justification

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## **Cracking Coupon Code: How Promo Codes Affect Consumer Behavior?**

*Alisha Dhal\*, Sanjeev Tripathi\*\* and Sudipta Mandal\*\**

*\*Institute of Management Technology (IMT) Ghaziabad, \*\*IIM Indore*

### **Abstract:**

Coupons are a popular tool for promotions. Often the value of the coupon might be undefined like, use the coupon to get an attractive discount or use this coupon to get from 20% to 40% off. When the coupon value is not known the decision to use a coupon might be based on the shopper's inference of the coupon value. We suggest that individuals apply the Gricean norms of conversation to coupons and infer meaning from the coupon codes to infer the value of the coupon. Seven experimental studies validate conceptual model. Qualitative findings show customers draw discount inferences from codes. Subsequent studies reveal preferences for higher numerical values and explore the mediating role of coupon evaluation in shaping perceived deal value. Additional studies delve into the psychological mechanisms guiding consumer intentions to use coupons and introduce numerical placement as a moderating variable, assessing its impact on perceived deal value.

### **Keywords:**

Coupon, Perceived deal value, Gricean logic

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## **Masstige Consumption Tendencies as “Trait”: A Qualitative Study**

*Muskan Chaurasia, Dr. Snigdha Mishra and Prof. Rajeev Kumar Panda NATIONAL*

*INSTITUTE OF TECHNOLOGY, RORUKELA*

### **Abstract:**

Purpose: Nowadays, the consumption of masstige is an alluring area among researchers from various disciplines. Even though earlier inquiries on masstige consumption have postulated a

numeral of apparatuses to measure brands as masstige, their attitude & sentiments, purchase intention, and so on. Surprisingly, scholars lack a “drivers, and barriers identification” that uses a consumer-based approach to measure the masstige consumption tendencies as a trait. This study investigates masstige consumption as a behavioral trait, exploring the drivers that encourage and the barriers that deter long-term engagement with masstige brands. Anchored in Behavioral Reasoning Theory (BRT), the research examines how psychological motivations, affordability perceptions, and situational constraints shape consumer tendencies, providing a deeper understanding of the reasoning behind masstige consumption patterns.

**Design/Methodology:** The study adopts a qualitative research design as an exploratory investigation into masstige consumption as a behavioral trait. Within this, the underlying drivers and barriers to participation in consumer engagement have been finally determined. As the research is exploratory, semi-structured, in-depth interviews were conducted to access consumer reasoning, experiences, and decision-making patterns with regard to their masstige-brand consumption. However, purposive sampling was done with 25 respondents who use masstige across various product categories, including fashion, cosmetics, electronics, and dining experiences. Participants were selected based on three key and important criteria-the first one is an experience of masstige brands use for a minimum of one year or more; the second criterion entails awareness and understanding of masstige as different from luxury and mass markets; and last but not the least the selection was majorly based on diverse demographic backgrounds to acquire different perspectives. The study ensured maximum variation sampling to capture maximum kinds of consumer profiles at various ages, genders, income levels, and even professional distinctions. The sample comprised individuals aged 20 to 45 years who were both students and corporate professionals and included entrepreneurs and homemakers, as well as having income levels ranging from ₹5 lakhs to ₹20+ lakh. “Interviews were both conducted faceto-face (n=18) and through virtual mediums (n=7) to provide flexibility and access for the respondents.” Data collection stretched for about eight weeks, allowing time for iterative processing of themes as they emerged. In addition, thematic saturation was achieved at the 21st interview in the sense that no further themes materialized by the upcoming responses that showed evidence of quite satisfactory data sufficiency (Guest et al., 2006). For the reliability and credibility of the data, member-checking was performed; selected respondents read and verified the accuracy of the interpreted themes (Lincoln & Guba, 1985). Furthermore, peer debriefing was captured by going through the

coded themes with coworkers who are experts in qualitative research. In summary, the preceding procedures secured data reflecting subjects' true experiences and perceptions, minimizing researcher bias. Thematic analysis was conducted using pattern and process coding because it functioned under a multi-structured process. (Saldaña, 2013). It first involved the verbatim transcription of all interviews, then familiarization with the data for thorough analysis. The first phase was first-order coding, where raw data were analyzed through 1 pattern coding, aggregating respondents' critical statements into frequently recurring patterns. In the second stage, second-order coding using process coding, which called for action-oriented reasoning, was carried out. So, this phase of research was focused on the cognitive and affective processes underlying consumer engagement or disengagement with masstige brands (Charmaz, 2014). "Ultimately, the second-order themes were consolidated into aggregate dimensions, aligning with BRT's framework of 'reasons for' masstige consumption (psychological drivers, affordability perceptions) and 'reasons against' masstige consumption (situational constraints, disengagement factors) (Westaby, 2005)."

Findings- The studies found three major aggregate dimensions-consuming masstige in a consistent behaviour trait. "Psychological drivers aligned with BRT's 'reasons for' framework. High aspirations, validation of identity in a peer group, and increased perception of prestige will add to consumer engagement. Consumers see masstige brands as symbolic, status-affording near-luxuries that allow them to indulge in an aspirational lifestyle without the economic burden of high-end brands. Further, symbolic affordability factors, such as perceived value-for-money and cheap perceived exclusivity, reinforce continued engagement with masstige brands. Situational 'constraints' were found to be significant impediments like, "skepticism regarding brand authenticity, perceived product homogeneity, sensitivity to price, and saturation of the market that leads to brand fatigue and disengagement from it over time." As per researchers, against this backdrop, while masstige consumption might be habitual, it is certainly frail with most consumers frequently re-evaluating their engagement based on changing definitions of brands." Therefore, this phase was concerned with the cognitive and affective processes that form the basis of masstige engagement or disengagement among customers (Charmaz, 2014). "Finally, the second-order themes were folded into aggregate dimensions consistent with the framework of BRT of reasons for masstige consumption by psychological drivers and affordability perceptions, as well as situational constraints and disengagement dimensions." Originality/Value: It defines masstige consumption as a "behavioural trait rather than a mere preference, offering a new theoretical lens

through BRT" to constitute masstige consumption. Bridging motivational factors and decision-making reasoning, this study thus leads to a better understanding of why consumers switch or remain loyal over time regarding masstige brand engagement.

Implications: The results speak volumes for marketers and brand strategists. "Understanding why consumers remain loyal to masstige brands or why they leave them to refine branding strategies, price positioning, and exclusivity perceptions. To maintain consumer engagement, masstige must be aspirational yet authentic to consumers in how they perceive them as premium yet attainable.

Conclusion and limitations: This research shows that masstige consumption is a dynamic evolving trait moulded and influenced by psychological, economic, and perceptual factors. The study is single-culturally set (India), and hence generalizability would be a problem. Future research should consider intercultural variation along with longitudinal studies testing masstige consumption for stabilization as compared to a continuously transitional status.

**Keywords:**

Masstige Consumption, Consumption tendencies, Qualitative approach

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**Effect of Religious Icons on Consumer Behaviour**

*Bhawna Sharma and Ipshita Chowdhury*

*Thapar institution of engineering and technology*

**Abstract:**

Previous research has investigated the role of symbolic cues similar to religious symbols on consumer behaviour. However, interaction between product involvement, valence of religious icons and message congruence has received little attention. To address these gaps, this study investigates the influence of product involvement and the congruence between religious icons and product information on consumer's based on symbolic interactionism and congruity theory.

Valence of religious icon showed statistically significant differences between high involvement and low involvement products (Experiment-I). Experiment-II and III attempted to test if valence

of religious icons interacts with valence of brand information. The results (experiment-II) showed that subjects who were exposed to the congruent condition had an increase in their purchase intention and perceived value. In contrast (experiment-III) results showed that subjects who were exposed to the incongruent condition had an increase in their purchase intention and perceived value. Overall, this study helps to explain the dynamics through which religious images affect consumer behaviour and provides insight into marketers wishing to design culture-oriented advertisements. Future research can look into the impact of different cultural contexts, variations in religiosity.

**Keywords:**

Religious icons, product involvement, congruence

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**Illusion of Specialization: How Being Good Turns Out to Be Bad**

*Rochak Khandelwal\* and Hyun Chul Maeng\*\**

*\*Indian Institute of Management Bangalore, \*\*Seoul National University Asia Center*

**Abstract:**

This research examines the impact of attribute or product combinations on consumer perceptions of specialization and purchase intention. Grounded in reference point effects and lay theory and utilizing a series of controlled experiments, we demonstrate across three studies how the combination of two attributes—one highly rated and the other poorly rated (“good-bad”) versus both highly rated (“good-good”)—affects specialization perceptions and subsequent purchase intentions. Furthermore, this effect extends to brand-level perceptions, with “good-bad” product combinations heightening perceived brand specialization. Our findings contribute to the specialization and consumer decision-making literature by highlighting the role of compensatory inferences in shaping specialization perceptions. This study provides actionable insights for marketers on managing attribute or product combinations to enhance consumer perceptions and drive purchase behavior.

**Keywords:**

**Title-Cart or Consciousness? Understanding the role of Mindfulness as a Mitigator against Impulsive Buying Behaviour**

*Akanksha Sharma and Rishi Raj Sharma*

*Guru Nanak Dev University*

**Abstract:**

The proliferation of aggressive marketing strategies and influencer endorsements in the digital age has heightened consumer susceptibility to psychological stressors such as Fear of Missing Out (FOMO), decision fatigue, and anxiety, exacerbating impulsive buying behaviours (IBB). While prior research has extensively analysed IBB drivers, the role of mindfulness as a mitigating mechanism remains underexplored. This study addresses this gap by investigating how mindfulness influences IBB through the mediating roles of FOMO and social media influence, while also examining its capacity to bolster self-worth and reduce impulsivity. Using Partial Least Squares Structural Equation Modeling, we analysed data from online consumers to test the hypothesized relationships. Results reveal that mindfulness not only directly lowers impulsive buying tendencies but also indirectly mitigates them by reducing FOMO and social media influence. Furthermore, mindfulness enhances self-worth, which serves as a critical buffer against impulsive consumption. The study advances consumer behavior literature by integrating mindfulness into the IBB framework and offers actionable insights for marketers to design ethical campaigns that prioritize consumer well-being. Practically, it proposes a mindfulnessbased intervention model to cultivate conscious consumption habits, empowering individuals to navigate digital marketplaces with greater self-awareness and resilience.

**Keywords:**

Impulsive buying behavior, Mindfulness, Self-Worth, Self- Regulation, Self Concept

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## **Cognitive Dissonance and Impact on Loyalty**

*Aditya Ranjan and Srabanti Mukherjee*

*Indian Institute of Technology Kharagpur*

### **Abstract:**

With technological advancements and the digital boom, consumers have unlimited choices, making it difficult for companies to maintain brand loyalty. The ease of comparing prices, reading reviews, and exploring new brands has intensified competition, challenging businesses to retain customers. This research utilizes cognitive dissonance theory to explore its impact on loyalty, incorporating demographic variables like age and gender as moderators. It examines two dimensions of cognitive dissonance—product and emotional dissonance—and their effect on attitudinal and behavioural loyalty. The study also proposes a dissonance-reduction framework tailored to Indian consumers in a specific service sector to enhance loyalty.

### **Keywords:**

Product dissonance, Emotional dissonance, Attitudinal loyalty, Behavioural loyalty

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## **The Power of Neuromarketing: Unveiling the Brain's Response to Consumer**

*Influence Sahil Koul and Harmeet Kour Bharti Airtel Ltd.*

### **Abstract:**

Neuromarketing is an emerging field that merges neuroscience and marketing, offering a novel perspective on consumer behavior. This paper explores how neuromarketing techniques influence the brain and affect purchasing decisions. By examining how emotional triggers, sensory stimuli, and cognitive biases shape consumer behavior, we investigate the strategies used by marketers to subtly guide decisions. Real-world case studies highlight how neuromarketing principles are effectively applied to engage and persuade consumers. The paper further explores interactive games that mimic these techniques, providing insight into how brain responses can be leveraged in a marketing context. Additionally, ethical considerations of neuromarketing practices are discussed, stressing the importance of transparency and responsible marketing. Ultimately, this

paper demonstrates how the understanding of neural responses can empower businesses to create more effective marketing strategies while remaining mindful of the ethical implications.

**Keywords:**

Neuromarketing, Consumer Behavior, Subconscious Inf

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**Disruptions in Consumer Behaviour Rhythm**

*Dr Vijayakumar S, Sureshkumar V and Dr Jayshree Suresh Anna*  
*University*

**Abstract:**

This article is the outcome of the information collected during the pandemic of Covid 19. The rhythm of consumer behavior was measured by 6 parameters of: frequency, velocity, distance, time spent for purchase, time for shopping and intensity during pandemic. Data collection used the mixed method of qualitative and quantitative. The qualitative data was obtained from indepth interview of the customers when they visited a consumer durable shop in Puducherry, Union Territory located in south of India. The quantitative data was collected through google form received from 191 customers. The findings revealed that there were disruptions in the rhythm of consumer behaviour due to the pandemic. The visits to the shop reduced, (Frequency), the distance to travel reduced ( distance) within 2 kms range, (Velocity) purchases increased because of fear of lockdown, the time spent for purchase reduced, the (intensity) reduced, the time for shopping changed. The intensity was measured on the basis of decision-making process. The findings were validated by sales data from a consumer durable store in Puducherry. The paper also examines Compulsive, Impulsive, Panic and Revenge buying behaviour of consumers.

**Keywords:**

Rhythm, Pandemic, Frequency, Velocity, Intensity

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# **Evoking Belongingness: The Impact of Social Exclusion on Consumer Preference for Connected Brand Name Typefaces**

*Abhijeet Kumar Gaurav, Sudipta Mandal and Sanjeev Tripathi IIM*

*Indore*

## **Abstract:**

Humans have a deep-seated motivation to form meaningful interpersonal connections, reflecting an inherent social nature. Despite this intrinsic motivation for social bonds, individuals occasionally experience situations – either in their personal or professional lives or sometimes both – leading to feelings of social exclusion, a state characterized by the perception of being rejected, ignored, or ostracized by individuals or groups (Williams, 2007). The breaking of social connections emanating from social exclusion results in a lack of belongingness and can be deeply painful. In such circumstances, can brands help individuals alleviate their feelings of social exclusion? The current research explores why consumers' feelings of social exclusion could be potentially assuaged through preference for brands featuring a connected (e.g., "milo") vs. unconnected brand name typeface (e.g., "m i l o "). In essence, we show that a connected (vs. unconnected) brand name typeface renders brands more attractive to individuals who might be experiencing feelings of social exclusion. We suggest that this effect occurs because socially excluded consumers feel psychologically disconnected from their social networks, and the subsequent desire to restore their 'need to belong' manifests through more favorable attitudes toward connected (vs. unconnected) brand name typefaces that can metaphorically provide a sense of belongingness thereby temporarily attenuating the negative feelings emanating from the loss of social connections. This parallels socially excluded individuals' preference for products with visually dense patterns (Su et al., 2019a), anthropomorphic products (Chen et al., 2017), and nostalgic products (Loveland et al., 2010). Thus,

H1a: Socially excluded consumers have more favorable attitudes toward products/brands featuring connected brand name typefaces than consumers who are not socially excluded.

H1b: Individuals with high chronic needs for social connectedness and social assurance – both dimensions of belongingness – have a greater preference for brand names featuring connected typefaces than individuals without such high chronic needs for social connectedness and social assurance.

H2: For socially excluded consumers, perceived brand-facilitated inclusion cued by connected brand name typeface mediates the effect of social exclusion on consumers' favorable attitudes toward products/brands featuring connected brand name typefaces.

Research on embodied cognition suggests that physical actions can elicit metaphorically linked cognitive processes and emotions, subsequently influencing judgments and subjective experiences (Gu et al., 2013). If socially excluded consumers' preference for brands featuring a connected brand name typeface stems from a reduced sense of belonging, this effect is likely to diminish when consumers first engage in alternative embodied strategies to restore their sense of belonging before encountering such brands.

H3: The effect of social exclusion on attitudes toward brands featuring a connected typeface is attenuated when consumers engage in the physical act of uniting (vs. separating) closely-related objects before encountering brands with a connected brand name typeface.

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### **Hue & You: Investigating Pink Marketing and Its Behavioral Impact**

*Kriti Arya\*, Anuradha Yadav\*\*, Mohita Maggon\* and Anurag Singh Chauhan\* \*MDI,  
Gurugram, \*\*DPG Degree College, Gurugram*

#### **Abstract:**

The behavioral effects of Pink Marketing and its relationship to gendered pricing, or the Pink Tax, are examined in this study. The study examines how pink branding influences consumer perception, behavior, and fairness concerns, particularly among culturally diverse and financially literate populations. It is based on a systematic literature review (SLR). Key psychological and individual factors impacting acceptance or resistance are identified in the review. It suggests a framework for integrating Pink Environment, Pink Marketing, and Pink Consumer Behavior. In order to solve systematic gender-based pricing disparities, the findings support inclusive branding, policy changes, and a closer examination of feminist and behavioral theories.

#### **Keywords:**

**Across-the-threshold effect**

*Ronak Singhania and Sanjeev Tripathi*

*IIM Indore*

**Abstract:**

Rewards programs often have reward thresholds (Shop for \$1000 to win a scratch-and-save coupon). We show that when individuals cross a threshold by a higher (vs lower) margin, they feel they exert higher effort for the extra success and thus are more entitled to win a reward even in probabilistic situations, where rewards are decided by chance. We also identify boundary conditions of this effect.

**Keywords:**

Effort Justification, goal threshold, subjective probability

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**Electroencephalographic (EEG) response to print, television and online advertisements**

*Ribhanshu Raj*

*VE*

**Abstract:**

In the business context, advertising is a marketing tool that is aimed at convincing consumers to purchase goods and services offered by the advertiser. In this vein, advertising has been recognized as a marketing tool with a broader exposure and a long-lasting effect in the viewers mind. It has also been reported that traditional methods of advertising research may not provide the researchers an access to the implicit process of advertisements by customers. The researchers have started

looking for answers in other disciplines than those of advertising research. The newer areas that are being explored are those of neural science. Design/methodology/approach — Ten subjects were chosen, and they were subjected to the advertisements of three different products in the medium namely print, online and audio-visual. And their brain activity was recorded using the EEG. Student T test was applied to determine the most effective medium. Findings — This study suggest that video medium of advertisement has the maximum attraction of the customers when compared to the others. Research limitations/implications - One of the limitations is that the study is conducted on the lesser number of students, and this has to be conducted on the more different class of customers like working and homemakers.

**Keywords:**

Electroencephalographic (EEG), Beta waves, t-test, advertisement medium

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**An Empirical Study of Consumer Search and Return Behavior**

*Mohit Kumar Jindal\* and Anu Dhamija\*\**

*\*HLM College, Ghaziabad, \*\*RajKumar Goel Institute of Technology, Ghaziabad*

**Abstract:**

Growing e-commerce adoption, embracing digital literacy, rising disposable incomes has brought a threat in Indian electronic industry as returning of products especially- high involve items like home appliances, smart phones and laptops is common. These returns badly impact the logistics and pose financial challenges. Consumers may return products due to mismatch with expectations, functionality issues, or regret from impulsive decisions. In a low-trust environment, return policies serve not only as operational safeguards but also as tools to build confidence. This study explores the way variations in search costs and return costs by focusing on various behavioral aspect and will establish a model that suits Indian market thereby focusing on design optimal return policies considering that Indian consumers can conduct prepurchase search (e.g., reading reviews, watching videos, and physical inspection) but will face time, cost, or information barriers. The results will highly assist Indian merchants and policy makers to strike a balance between customer satisfaction and logistics efficiency to promote environment friendly practices and sustainability.

**Keywords:**

Consumer Search, Consumer Return, E-Commerce, Electronic Industry

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**Electroencephalographic (EEG) response to print, television and online advertisements**

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**Keyword:**

Electroencephalographic (EEG), Beta waves, t-test, advertisement medium

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## **Indian Wedding industry and infusion of senses**

*Prof. Meenakshi Sharma and Dr. Sunaina Kothari*

*Birla Institute of Technology, Mesra (Noida Campus)*

### **Abstract:**

In the present qualitative study, authors examine the impact of sensory marketing on consumers purchase intention and brand loyalty in the Indian wedding industry. The study is a field experiment wherein five sensory cues viz: sight, sound, taste, smell and touch were introduced, and a sensorial experience was created for the 5-destination wedding. Qualitative data was collected through interviews of 125 (25x5) guests from each wedding for 3 days event. Data was analyzed using MAXQDA software. Most of studies in sensory marketing are focused in retail, hotel, airlines, and hospitality industry, the present study is an innovative analysis of how sensory marketing can be used as a differentiator by Indian wedding industry currently growing at a CAGR of 6.5-7% annually, driven by evolving consumer preferences, rising disposable incomes, and the ever-increasing importance of weddings as both social and cultural milestones. Parents and couples are willing to invest for unique and personalized experiences. The government of India's 'wed in India' move further expected to strengthen the boost. The study provides relevant findings for event managers, wedding planners, researchers, academicians, and practitioners to identify emotional linkages in differentiating their brand in enhancing customers' brand loyalty and purchase intention.

### **Keywords:**

Sensory marketing, consumer purchase intention, brand loyalty, Indian wedding Industry

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## **Health-as-Status Orientation: A Scale Development**

*Prof Irfan Shamim, Prof Rajeev Kumra and Prof Tathagata Ghosh*

### **Abstract:**

A growing body of evidence reveals that health behaviors is not only important for personal well-being but also for social and moral signaling. However, prior research does not fully accounts for the dual forces of visibility and moral judgment that define modern “wellness as status.” This paper intend to introduce and validate the Health-as-Status Orientation (HSO) construct. Through seven studies, we establish the HSO scale’s dimensional structure, test– retest reliability, and discriminant validity vis-à-compared to related constructs such as, self- control, and vanity. We then demonstrate that high-HSO individuals prioritize prestige-laden health solutions—such as socially recognized fitness challenges, advanced “biohacking,” and brand-labeled premium wellness goods—above simpler or more practical alternatives. These findings confirm that “health as status” is a distinct consumer orientation in which disciplined living is performed for both moral elevation and outward admiration. We close by discussing implications for marketers seeking to engage with the emerging culture of elite wellness, as well as for policymakers concerned with potential inequalities when well-being becomes a badge of superiority.

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## **Consumer Behavior towards Sustainable Products**

Aradhana Sorout and Np Singh

*MVN University*

### **Abstract:**

One of the most tenacious issues confronting the world today is the degradation of the environment in at an alarming rate, caused by the over-use of natural resources to meet human needs. A viable solution lies in fostering a paradigm shift from the consumption of conventional to the adoption of eco-friendly products that exert the least adverse impact. This study attempts to identify the factors that impact sustainable consumption through survey-based research. Using a quantitative approach PLS-SEM (partial least square- structural equation modelling), the research tests the relationships between variables where green purchase intention acts as a mediating variable. The study

contributes theoretically by integrating cognitive and emotional factors affecting consumer behavior. Moreover, the findings support the transition towards a more sustainable consumption behavior, considering it is no longer optional but essential.

**Keywords:** Green purchase intention, Eco-friendly products, sustainable behavior, green consumption, PLS-SEM.

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## **Digital Marketing and Social-Media**

### **Virtual Flavours, Real Impact: Enhancing Customer Experience in Food delivery Applications through Augmented Reality**

*Nupur Arora, Aanchal Aggarwal, Krishna Goel and Mukund Chadha*

*Vivekananda Institute of Professional Studies-TC*

#### **Abstract:**

With the rapid expansion of online food delivery services, customer experience and retention have become critical factors for sustaining competitive advantage. This study investigates the role of Augmented Reality (AR) feature in online food delivery applications in enhancing customer experience (flow and mental imagery as elements) and continuance usage intention of the use of this feature. Drawing on the theory of interactive media effects (TIME) and flow theory, the study explores how AR features (vividness and environmental embedding of 3D food visualization) affect customer experience in online food retail context. A survey-based methodology is employed to gather data from users of food delivery applications that incorporate AR elements. Structural equation modelling (SEM) is applied to analyse the relationships among the model constructs among a sample of 259 Gen Z respondents. Results suggest that AR aspects of vividness and environmental embedding significantly impact customer experience and customer experience positively impacts continuance intention. Environmental embedding is found insignificant in impacting mental imagery. This research contributes to the literature on digital consumer

behaviour by highlighting the potential of AR to create immersive and satisfying experiences, thereby fostering long-term customer engagement in the online food delivery sector. Implications for food delivery platforms and app developers are also discussed.

**Keywords:**

Online food delivery, AR mobile applications, customer experience, flow, mental imagery, sensory

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**Craving Content: How Mukbang Videos Influence Purchase Intent through the Lens of  
Uses and Gratification Theory**

*Neha Yadav, Khyati Jagani, Nishka Gandhi, Naina Singh and Anchal Gupta FLAME  
University*

**Abstract:**

Mukbang, a phenomenon originating in South Korea, has rapidly grown into a global trend, drawing millions of viewers worldwide across platforms such as YouTube, Instagram and TikTok. Its distinctive model, which features individuals consuming copious amounts of food while engaging with their audiences, has revolutionised digital entertainment and food marketing. Drawing on The Uses and Gratification Theory, this study investigates how consuming Mukbang videos affects viewers' purchase intent. We gathered qualitative data from 20 semi-structured in-depth interviews, each lasting roughly 30 minutes, to investigate how viewers' gratifications — such as relaxation, information and vicarious satisfaction translate into consumer behaviour, particularly influencing the desire to purchase food products featured in the videos. Our research shows that the immersive and interactive qualities of Mukbang content create a deep emotional bond with viewers, which immensely impacts their consumption decisions. By integrating primary qualitative data with existing literature, this study adds to our understanding of how new digital trends might affect marketing tactics by providing valuable information for brands that leverage Mukbang's growing influence.

**Keywords:**

Mukbang Consumption, Uses and Gratification Theory, Purchase Intent

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## **Using Positive eWOM writing as a mechanism to alleviate cognitive dissonance**

*Shaista Anayat and Aswathy Asokan Ajitha*

### **IIM Amritsar Abstract:**

Consumers often write positive reviews and recommend products and services to others. Present research proposes that positive review writing sometimes reflect a self-serving desire to handle post-purchase cognitive dissonance. Based on the base experiment of Festinger on cognitive dissonance, this study connects the consumer's cognitive dissonance with positive eWOM sharing. Experiencing cognitive dissonance after any action is natural irrespective of the positive or negative experience. This study untwines the paradox in the paradigm related to consumers engaging in purchasing of products or services and sharing positive eWOM about the experience or the product. Authors propose that when consumers experience cognitive dissonance they feel loss of control and to regain the control and handle the dissonance they engage in positive eWOM sharing and recommending the product or service in order to justify their action to self. This study presents a different view how literature and business look at consumer's cognitive dissonance and positive eWOM sharing.

## **'Superfans' Engagement in Online Brand Communities: Post Design Insights** *Pranab*

*Karmakar and Sujoy Bhattacharya*

*Vinod Gupta School Of Management, Indian Institute Of Technology, Kharagpur*

### **Abstract:**

Organizations are increasingly investing in online brand communities to foster consumer engagement, yet limited research examines how post characteristics influence interaction among the most active members('superfans')—those highly loyal to brands and influential in spreading positive word of mouth. This study addresses this gap by analyzing the impact of post design attributes, including content, format, and timing, on engagement levels. Additionally, cultural variations between the United States and the United Kingdom are explored to provide deeper insights into optimizing brand interactions across different markets. Using the MAXQDA web

collector, data from Facebook brand pages of seven airline brands(US and UK) were extracted over a 13-month period (January 2023–January 2024). A qualitative content analysis was conducted to categorize post attributes, followed by univariate test and multiple linear regression analyses to test engagement patterns. Findings indicate that interaction-oriented content generate the highest engagement among the most active members, whereas message appeal has no impact. Posts with low vividness and concise text yield better responses, whereas post timing does not significantly impact engagement. Cultural differences suggest that the effectiveness of post design attributes varies across the two nations. The study provides valuable theoretical and managerial implications by offering actionable guidelines for marketers seeking to enhance engagement within social media brand communities.

**Keywords:**

Brand engagement, social media, superfans

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**Looking at Me or Looking away from Me? How Product Orientation Shapes Digital Buying Choices**

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*Faculty of Management Studies, University of Delhi*

**Abstract:**

It is a well-known adage that product orientation, when thoughtfully composed, provides customers with a clear understanding of what they can expect. Researchers have examined that the gaze direction of a social object (e.g. a model in an ad) influences viewers' judgement of the product being endorsed. However, it is uncertain if gaze orientation of non-social items (e.g. products) affect consumer judgement. It is imperative to understand the source of attention and engagement for a product's angular spectrum - its gaze direction or orientation – is crucial. More significantly, identifying the most effective gaze direction and why it captures and engages the audience much faster than others is essential. Accordingly, the objective of this research is to (1) analyse different gaze directions of non-social objects used in an online setting and (2) evaluate

the visual attention and engagement levels associated with each gaze directions of products in an online setting. The findings will help practitioners to optimize advertisements, product listings, landing pages, and CTRs—ultimately enhancing sales by strategically leveraging product gaze direction in online environments.

**Keywords:**

Neuromarketing, Consumer neuroscience, product orientation

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**Reviewer Competency and eWOM Utility on the E-vehicle adoption in India Anubha**

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**Abstract:**

The study explores the influence of online reviews on the adoption of electric vehicles (EVs) among Indian millennials, a demographic of 440 million individuals. Given the transportation sector's significant contribution to emissions, EV adoption is crucial for sustainability. However, understanding the factors that drive consumer decisions remains complex. In the digital era, millennials rely heavily on online reviews over traditional marketing messages, making electronic word-of-mouth (e-WOM) a key influence in their purchasing behaviour. The study empirically examines the impact of Reviewer-Competency and e-WOM utility on EV adoption, based on data from 285 Indian millennials in Ghaziabad, Uttar Pradesh. Factor analysis identified two key constructs—reviewer competency and e-WOM utility. Regression analysis revealed that reviewer competency significantly affects EV adoption, while e-WOM utility did not show a statistically significant impact. The findings have theoretical and practical implications. Academicians can better understand the role of online reviews in shaping consumer choices, while EV marketers can focus on enhancing reviewer credibility to influence adoption rates. Moreover, in the era of social media and Web 2.0, effective online review management is essential for businesses, as consumer perceptions shaped by digital platforms can significantly impact profitability.

**Keywords:**

Reviewer Competency, eWOM utility, Competency, social media

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## **Financial Advice on Social Media: Behavioral Clusters and Their Influence on Budgeting and Investment Content Preferences**

*Vaidehi Panjwani and Ritika Bhatia*

*Manipal University Jaipur*

### **Abstract:**

This study explores how trust, impulsiveness, and verification tendencies shape individuals' preferences for budgeting and investment advice on social media. A survey of 357 Indian users, combined with K-means clustering, ANOVA, and thematic analysis, revealed that budgeting preferences vary across behavioral clusters, while investment preferences do not. Verification and trust predicted budgeting content preference, whereas impulsiveness reduced preference for structured advice. Simplicity, credibility, and emotional appeal drove trust. A typology categorizing advice formats was proposed. The study offers practical insights for influencers and educators and contributes to behavioral finance by integrating user behavior, content analytics, and qualitative insights.

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## **Home-grown organic food brands: Does social media marketing matter to young adults?**

*Sunita Dwivedi\* and Arunima Haldar\**

*\*Symbiosis Center for Management Studies- NOIDA, \*\*S.P. Jain Institute of Management and Research*

### **Abstract:**

This study attempts to examine the influence of social media marketing activities (SMMA) on the brand's financial performance in the context of home-grown organic food products. Further we study the mediation effect of brand experience on this relationship. We administered the survey to 570 young adults who are regular users of home-grown organic food products. Using PLS-SEM, the results suggest that brand's financial performance measured by profitability is significantly influenced by brands' social media marketing activities under the effect of all three dimensions of brand experience except intellectual experience. Thus, the study provides

recommendations to marketing officers to strategically design SMM to create wholesome brand experience, especially for young adults, which may finally impact their financial performance.

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### **From Review to Revenue: How e-WOM Credibility Shapes Buying Decisions**

*Anu Radha and Dr.Prof. Amarjeet Kaur*

*GURUGRAM UNIVERSITY*

#### **Abstract:**

This study examines the impact of key antecedents on electronic word-of-mouth (e-WOM) credibility and its influence on consumer purchase intentions. Drawing from an extensive literature review, six antecedents were identified and analysed using structural equation modelling (SEM). The findings reveal that source credibility, review sidedness, and argument quality significantly enhance e-WOM credibility, with strong arguments making reviews more trustworthy. Review consistency and quantity show moderate but significant effects, while homophily does not considerably influence credibility, as consumers prioritize reviewer expertise and popularity over similarity. The study highlights that while managers cannot control all aspects of online marketing, strategically leveraging factors that enhance e-WOM credibility can improve marketing effectiveness. This research provides valuable insights for digital marketers aiming to optimize e-commerce platforms and influence consumer behaviour through credible online reviews.

#### **Keywords:**

e-WOM credibility, antecedents of e-WOM credibility, customer purchase Intention

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### **Virtual Try-Ons & Phygital Experience: Gen Z's Retail Revolution**

*Muskan Sharma\*, Anushka Goel\*\* and R.P.S Kaurav\*\*\**

*\* Assistant Professor, Rukmini Devi Institute of Advanced Studies (RDIAS), Delhi, \*\*Assistant Professor, Apeejay School of Management, \*\*\* Associate Professor, Fore School of Management, New Delhi*

**Abstract:**

The retail sector is undergoing a massive change with a phygital revolution wherein physical and digital shopping experiences converge. This particular integration combines the sensory experience of brick-and-mortar stores with the creative and convenient features of digital technologies, including augmented reality (AR) and artificial intelligence (AI)-driven virtual try-ons (VTOs) (Iannilli & Spagnoli, 2021). Generation Z is projected to become a key consumer group, and their demand for seamless, interactive, and immersive shopping experiences is reshaping the future of retail (Almeida, 2021). As the retail industry continues to evolve, understanding the intersection of technology and consumer expectations is essential to optimizing digital shopping experiences (Loske & Klumpp, 2021). In this study, we extend the Behavioral Reasoning Theory (BRT), which is derived from the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). This theory emphasizes the cognitive rationalizations that are linked to individuals' motives and beliefs about themselves and others, as well as their subsequent behaviors. BRT incorporates “reasons for” and “reasons against” constructs that support making sense of why a person selects to accept or deny an individual technology (Almeida, 2021). This study uses a quantitative research technique to investigate the factors that influence the adoption of virtual try-ons among female Generation Z consumers in the cosmetics industry. Our data was analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) 4.0, both the measurement and structural models were assessed to ensure robustness of the study.

**Keywords:**

Virtual Try-ons, Consumer Behaviour, Retail Management, BRT

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**Social media and the poor: A Bibliometric Study**

*Alankrita Suman Thakur and Anurag Singh Chauhan*

*MANAGEMENT DEVELOPMENT INSTITUTE GURGAON*

**Abstract:**

Research on the underprivileged social strata has significantly benefited from social media, particularly in the areas of financial literacy, entrepreneurship, and personal empowerment. This bibliometric study analyzes the state of research in the years 2015-2025 using data from 693 Scopus-indexed documents. The analysis looks at the evolution of publications over time, identifies important themes, and analyzes gaps in the literature using co-word analysis and thematic mapping. Two dominant domains are: the social media phenomenon and its societal influences, such as impact on gender, social behavior, different age segments, and interactions influencing decision making. The study identifies that post-COVID-19, there is a surge in research interest aligned with increased digital accessibility for BoP populations. Advertising, political communication, and social problem-solving integrate into the more multidisciplinary approach characteristic of post-pandemic research. The results indicate an alarming lack of balance in the geographical distribution of the contributions, where predominantly Western countries dominate the research funnel. The studies in the field obey both Lotka's and Bradford's Law. Identifying the critical research intersections and unexplored areas aims to help leverage social media power to transform the lives of poor consumers.

**Keywords:**

“Economic weaker section”, “poor,” “social media”

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**Exploring Indian social media users' Perceptions of Virtual Influencers**

*Neeti Manpota and Sangeeta Sahney*

*Indian Institute of Technology Kharagpur*

**Abstract:**

**Purpose:** The current study aims to understand the perception of female social media users about virtual influencers that can aid their acceptance and marketing effectiveness in Indian context. **Background:** The persuasive power of opinion leaders often stems from their distinctive attributes, like physical attractiveness, expertise, and perceived trustworthiness that collectively contribute to their overall credibility (Ohanian, 1990). In the context of social media, virtual influencers function

as a combination of carefully crafted visual and textual cues designed to appeal to users and shape their perceptions. Drawing upon the source credibility theory and source attractiveness model, this study aims to explore how virtual influencers are perceived as contemporary endorsers in digital environments.

**Methodology:** The study employs a qualitative approach. An in-depth interviewing technique employing projective techniques, and a semi-structured questionnaire was employed. A total of 30 female Instagram users, aged between 18 to 32 years consented to participate, and the responses were audio-recorded. The verbatim was prepared through transcription, and a thematic analysis was performed based on repetitive pattern of data to derive at meaningful themes (Braun and Clark, 2006).

**Findings:** The findings highlight four themes related to (1) VI demographics viz., country of origin (COO), ethnicity cues, (2) Digital engagement tactics, (3) Degree anthropomorphism (human-like vs anime-like); and (4) Female voice on virtual influencers diversity. **Conclusion:** The study presents responses of female social media users on virtual influencers created both indigenously and in foreign lands. It identifies key factors that shape their engagement and preferences. In the case of virtual influencers, visual cues such as virtual influencer's aesthetic, skin tone, body type, and country of origin cue influence initial viewers' attention. On the other hand, utilitarian content (integrating brand values, social issues, or cultural relevance) drives deeper followers' engagement. The findings suggest that creators should balance visual appeal with meaningful content. Importantly, marketers are encouraged to collaborate with VI who help promote brand values and responsible marketing practices in the digital sphere.

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### **Can Disclosures make Social Media Influencers Accountable?**

*Deepshika Sharma, Raghuram R and Janakiraman Moorthy*

*S.P. Jain Institute of Management & Research, Mumbai*

#### **Abstract:**

As consumer trust in social media influencers (SMIs) declines, this study explores whether different disclosure formats—text, video, and voice—can enhance influencer accountability and

affect purchase intentions. Grounded in Social Credibility, Role, and Accountability Theories, the research investigates how disclosure type and placement (caption, video ticker, and voice) influence consumer perceptions of source credibility (trustworthiness, authenticity, and attractiveness). Using a 3x2 experimental design with Instagram-style stimuli, data from 200 participants will be collected via MTurk and Qualtrics to test the effects of disclosures on purchase intent. This study uniquely introduces voice-based disclosures—a format yet unexplored in existing literature—and examines how combinations of disclosure types impact consumer behavior. The findings aim to inform both academic understanding and practical strategies for brands and regulators, particularly in emerging markets like India, where influencer marketing is rapidly growing but lacks mature regulatory frameworks.

### **From Belonging to Broadcasting: The Role of Social Identity in Youth-Driven Online Brand Advocacy**

*Sabeena Yousuf and Sara Fahim*

*Department of Management Studies, Jamia Millia Islamia*

#### **Abstract:**

In the digital era, young individuals have transitioned from being passive recipients of brand messages to active contributors in shaping brand narratives via social media. This study investigates the evolving phenomenon of youth-driven online brand advocacy (OBA) by analyzing how social identity influences advocacy behaviors in digital environments. Utilizing Social Identity Theory (Tajfel & Turner, 1979), the research examines the cognitive, affective, and evaluative dimensions of identity that propel youth from a sense of community belonging to active brand promotion. Key constructs such as customer brand engagement, visual virtual cues, and brand knowledge are scrutinized to comprehend their mediating effects on advocacy behaviors, including brand defense and brand positivity. Employing a quantitative research design, data were collected through a structured questionnaire from 126 social media-active youth respondents across three central universities in Delhi. Structural Equation Modelling (SEM) is utilized to validate the proposed conceptual model and assess the relationships between variables. The findings are anticipated to provide deeper insights into how digital community participation, emotional connections, and self-expression contribute to OBA among youth. This study enhances

the theoretical understanding of digital consumer behavior by linking social identity with engagement and advocacy. Practically, it offers strategic insights for brands aiming to establish authentic relationships with youth audiences. As branding becomes increasingly intertwined with personal identity and social belonging, this research underscores the importance of engaging with youth identity narratives to foster sustained online brand advocacy in the social media era.

**Keywords:**

Online Brand Advocacy, Social Identity Theory, Youth Driven, OBC (Online Brand Communities)

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**Transforming Social Media Marketing Education Through Competency-Based Learning:  
Integrating the 5E Framework for Enhanced Student Outcomes** *Ashavaree*

*Das and Shreesha Mairaru*

**Abstract:**

This study examines Competency-Based Learning (CBL) integrated with the 5E instructional method in social media marketing courses. Traditional teaching is not in alignment with industry demands, due to the dynamic nature of digital media. This research investigates how CBL teaching methods, specifically using the 5E framework enhances the learning environment therefore ensuring that students are competent with social media topics. The focus then is on assessment for learning rather than assessment of learning.

**Keywords:**

Competency-based learning, 5E framework, Marketing Education

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# **Marketing Analytics, Methods and Modeling**

## **Meaning in Marketing**

*Nagasimha Balakrishna Kanagal*

*Indian Institute of Management Bangalore*

### **Abstract:**

Formulation of marketing strategy is extended in this paper by considering meaning space in addition to value space, and deal space. ‘Meaning’ is postulated as a combination of ‘comprehension’ plus ‘understanding’ on the receiver side of the communication. Holistic meaning being the case of comprehension of a closed subject matter and understanding of a closed complement set of the closed subject matter, forming a closed universe space. Comprehension is limited by bounded rationality, enhanced by rational expectations and perceptual acuity, while knowledge of subject matter’s complement set is limited due to bounded rationality, limited knowledge structures of the firm, or / and the complement set of subject matter being open or not closed to the firm; comprehension of knowledge along with understanding obtained from, but limited by the above three restraints of complement set knowledge, results in what may be called ‘Meaning in marketing.’ The study further examines the meaning in marketing strategy, mass communication, firm to consumer communication, and two-way communication as well as in firm-customer interaction. Implications are drawn for marketers.

### **Keywords:**

Meaning in marketing, meaning in life, Comprehension, Understanding, Holistic meaning, Value space, Deal Space, Meaning space

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## **Modelling the layers of support in the realm of transformative services**

*Pranav Nijhawan and Somnath Chakrabarti*

*Indian Institute of Management, Kashipur*

### **Abstract:**

This paper explores the service provider-based support factors and interventions that affect customer experience in the realm of transformative services. Transformative services go beyond traditional service models by prioritizing the well-being of all stakeholders and aiming to create uplifting changes. With an extant literature review followed by expert input, we identified 16 elements/interventions and divided them into four layers of service support – Cognitive, Affective, Infrastructural embeddedness, and Network embeddedness. Next, we employ the fuzzy Analytical Hierarchical Process to prioritize the factors and sub-factors. The study reveals that ‘Cognitive factors’ are the most significant, followed by ‘Affective support,’ Infrastructural embeddedness, and ‘Network embeddedness,’ respectively. Regarding subfactors – ‘Enhanced control and convenience’ followed by ‘Responsible institutional practices,’ ‘Utilitarian service outcome, and ‘Service sequestration, i.e., Enabling a safe and secure environment’ are the most important value propositions that shape the customer experience, further leading to customer transformation.

**Keywords:** Transformative Service Research (TSR), Customer experience, Well-being, Transformative Consumer Intervention (TCI)

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## **Bridging Theory and Practice in Marketing Pedagogy through the Application of Zaltman Metaphor Elicitation Technique**

*Shivani Saini*

*Management Development Institute, Murshidabad*

### **Abstract:**

The Zaltman Metaphor Elicitation Technique (ZMET), developed by Gerald Zaltman in the 1990s, is a qualitative research method used to explore the metaphors that describe consumers' experiences. It involves a structured procedure, including image collection, storytelling, and

sensory metaphors as major steps. It is a technique used to understand consumers' inner thoughts and feelings through visual and verbal cues. This study explores the integration of ZMET into business education, particularly in marketing electives, to enhance experiential learning. By incorporating ZMET as a project activity, the study aims to foster creative thinking, critical analysis, and the application of marketing theories in the real world. The study involved a sample of postgraduate students in ZMET through a five phase process, including brand selection, image collection, understanding of ZMET steps, application of ZMET, and final project submission/interview cum presentation. The findings indicate that hands on experience with ZMET encourages students to address real-world marketing challenges, enhance their problemsolving skills, and foster a deep understanding of qualitative research methods. Despite challenges in implementing certain steps of ZMET, the study emphasizes the importance of experiential learning-based pedagogy to support students' skill development in applying marketing theories.

**Keywords:**

Consumer Behaviour, ZMET, Experiential Learning

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**A Comprehensive Guide for Limited Edition Products: A Systematic Literature Review**

*Mitasha Bhattacharya\* and Agnitra Das Sarma\*\**

*\*IMT Ghaziabad, \*\*IILM University, Greater Noida and Institute of Management Technology,  
Ghaziabad*

**Abstract:**

In the past decade, limited edition products have gained significant attention in both academia and industry. While several studies have addressed different aspects of limited edition products, and their effect on firms and consumers, current understanding lacks a well-rounded analysis of the existing knowledge. This study systematically analyses the literature on limited edition products to gain insight into the prevailing pattern and suggest directions to advance the field.

The present study adopts the TCCM (Theory-Context-Characteristics-Methodology) framework to study 57 articles on limited edition products. This study outlines a theoretical framework uncovering that (1) literature has studied mainly the consequences of limited edition products, not the circumstances leading to their introduction, (2) they have often been studied in conjunction with promotions, distribution channels, and other firm-controlled factors, (3) they have a significant ability to change consumers' perceptions, attitudes and behaviours, and (4) they can bring both monetary and non-monetary benefits to the firm.

**Keywords:**

Systematic literature review, TCCM framework, scarcity marketing, Limited edition products, special edition products

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**Conquering the box office: Factors influencing success of Hindi films**

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*\*IIT Madras, \*\*S.P. Jain Institute of Management and Research, \*\*\*Btech Student, Sardar Patel  
Institute of Technology*

**Abstract:**

The study aims to examine the relationship between the box office determinants and box office revenue (proxied by opening weekend collections) in the Hindi film industry. Using data from domestically released Hindi films during the year 2022-24, multivariate regression model was used to analyse the study. The results suggest a trend of ownership of content and integration of production and distribution activities, as the way for maximising profitability for the distributors. The study calls for better budgeting and pricing strategies by the studio managers to achieve positive ROIs for their films. Thus, the study contributes to the body of knowledge by testing the conceptual framework offered by Fetterschein (2010) in the Hindi film industry context by understanding the joint influence of box office determinants (product, brand, consumer & distributor related) on box office revenues (measured by opening weekend revenues).

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## **Retailing and Cross-Border E-Commerce**

### **Making Brand's sustainability communication more effective: effect of message characteristics**

*Arijit Das*

*XLRI JAMSHEDPUR*

#### **Abstract:**

When brands formulate communication messages, they can choose to make them abstract or concrete. This research will examine how the construal level of communication messages about the brand's inclusivity of sustainable practices impacts brand engagement using the Construal Level Theory. Our experimental investigation, across three studies, reveals that when influencers post a message about the brand's inclusivity of sustainable practices using concrete appeal, brand engagement will increase. Experiment 1 has shown that when concrete messages are used for communicating the brand's inclusivity of sustainable practices, brand engagement increases, wherein brand authenticity is the underlying psychological mechanism. Additionally, Experiment 2 shows that in the effort-oriented message condition, abstract messages are more effective. Experiment 3 further demonstrated that Concrete messages increase brand engagement in the brand-focused message condition, whereas there was no discernible difference in brand engagement in the sustainability-focused message condition. These findings contribute to the literature related to brand sustainability practices and offer key insights into the influencer marketing practice. This research contributes to a better understanding of the use of message abstraction, framing, and focus in influencer advertisements for communicating the brand's inclusivity of sustainable practices.

#### **Keyword:**

Sustainability, Brand Engagement, Brand Authenticity

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**The trend of buying Counterfeit goods from the viewpoint of the Bottom of the Pyramid**

## **(BOP)**

*Anneswa Bose, Srabanti Mukherjee and Ram Babu Roy*

*IIT KHARAGPUR*

### **Abstract:**

Genuine brands often suffer significant financial losses due to the rise in non-deceptive counterfeit purchases, highlighting that counterfeiting remains a global issue. This paper explores counterfeit consumption from the viewpoint of the base of the pyramid (BOP). Through quantitative data analysis, the research identifies the primary factors responsible for counterfeit purchases among BOP individuals. The findings indicate that normative influence is a key factor driving the purchase of counterfeit items. Furthermore, this study examines the mediating roles of ethical concern and the desire for aspiration within the context of the relationship between normative influence and the intention to procure counterfeit products. The paper also offers practical recommendations for marketers and retailers targeting the BOP segment, providing valuable insights for addressing counterfeit consumption in this demographic.

### **Keywords:**

Counterfeit, Bottom of the Pyramid, Purchase Intention

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## **Investigating the Role of Customer Experience in Phygital Retail Spaces**

*Rupali Singh, Vidushi Vatsa and Aun Ahmed IILM*

*Lodhi Road, New Delhi*

### **Abstract:**

Consumer behavior is being reshaped by the emergence of phygital retail locations, which combine digital and physical elements to provide dynamic, multi-channel purchasing experiences. This study investigates the effects of the smooth integration of digital tools and realworld settings on consumer motivations, decision-making, and brand loyalty. With the evolution of classic linear

retail formats, consumers are now navigating increasingly intricate and nonlinear journeys that combine the sensory-rich interaction of physical locations with the convenience and personalization of digital platforms. In order to promote trust, improve customer experience (CX), and establish enduring brand relationships, this research emphasizes the significance of establishing seamless transitions between digital and physical touchpoints by examining sensory, emotional, and intellectual aspects. By employing a mixed method approach that includes surveys and interviews, this study offers insightful information about how hybrid retail environments affect customer interactions and perceptions. The results are intended to assist merchants in creating plans that enhance customer loyalty, contentment, and the entire shopping experience in this changing retail environment.

**Keywords:**

Phygital Retail, Consumer Behavior, Customer Experience

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**Online Clothing Renting in India – A case of Flyrobe**

*Gufran Ahmad and Dr. Sujit Kumar Dubey*

*Institute of Management Studies, Banaras Hindu University*

**Abstract:**

The case presented here is based on an Indian Fashion rental brand called ‘Flyrobe’. The brand is focusing on the premium fashion renting service in India. In the present study, the authors examine the working and challenges being faced by a rental brand in India, since it’s a novel concept, especially in the Indian Fashion scenario. The present study has huge implications for sustainability, as the fashionistas can get and feel the apparels & accessories that are currently in vogue without actually owning them. This increases the usage and lifetime values of apparel, otherwise being thrown away after a couple of uses. This also helps in reducing the overconsumption of clothes, as buyers can get trendy clothes without having to spend a fortune on the latest fashion.

**Keywords:**

## **Product and Brand Management**

### **Design Thinking for Innovation and Product Development in Morocco**

*Tripti Paul and Sandip Rakshit*

*Rabat Business School*

#### **Abstract:**

The study investigates the impact of design thinking on innovation and new product development in Ynna Holding, Morocco, providing a strategic roadmap for creativity and market success. Design thinking a people-focused method for solving problems; to encourage collaboration and create solutions through quick iterations and refinements. Using qualitative case study methodology, the research examines how Ynna Holding utilize principles of design thinking to strengthen their market responsiveness and sustains growth in their business. Studies have shown that design thinking not only increases customer-centricity, but also considerably shortens the product development cycles and increases cross-functional collaboration within organizations. The theoretical contributions of this study are twofold, as the findings increase the applicability of design thinking theory beyond technology-oriented organizations into a variety of other industries ranging from manufacturing to retail. From a more instrumental point of view, it offers Moroccan firms ground to use design thinking to achieve innovation. Based on analysis of primary and secondary data from thought leaders and cohorts, the research fills a gap in pragmatics by identifying strategies, challenges and implications for leaders in industry, government and academia to become catalysts for sustainable business growth through design of problem-solving canvases for business.

#### **Keywords:**

Design Thinking, Innovation, New Product Development, Morocco.

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## **Healthcare and digital sensitivity in tier 1 and tier 2 cities of India**

*Swati Kulkarni and Jharna Lulla*

*SIES School of Business Studies*

### **Abstract:**

The increasing integration of digital healthcare solutions in India, including telemedicine, electronic health records (EHRs), and mobile health applications, has redefined patient care. However, issues surrounding digital sensitivity, particularly data privacy and cybersecurity, remain a major concern, especially across Tier 1 and Tier 2 cities. This study examines the levels of awareness, trust, and adoption of digital healthcare services among 230 participants and 25 industry experts through a mixed-method research approach. For the qualitative component, 25 expert interviews were conducted. This number was chosen based on the principle of thematic saturation, which refers to the point at which no new themes or insights emerge from additional interviews. Guest, Bunce, and Johnson (2006) suggest that saturation typically occurs within the first 12–24 interviews in homogeneous groups. In this study, the sample included healthcare professionals, digital health administrators, and cybersecurity experts, providing diverse and sufficiently rich perspectives to support triangulation with the quantitative data. Quantitative analysis was conducted using descriptive statistics, chi-square tests, exploratory factor analysis, and regression modelling, using IBM SPSS version 28 while thematic analysis provided deeper qualitative insights. Results indicate that while awareness is moderately high, trust levels are neutral to low, primarily influenced by concerns regarding data privacy and regulatory assurances. Key factors driving trust include personal privacy concerns and transparency in data handling. The study proposes actionable strategies such as strengthening data protection frameworks and launching targeted awareness campaigns. These findings provide critical implications for policymakers, healthcare providers, and technology developers aiming to foster a secure and inclusive digital healthcare ecosystem in emerging markets.

### **Keywords:**

Digital Sensitivity, Tier 1 and Tier 2 Cities, Digital Health Adoption, Healthcare

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## **A Meta-Analysis Review of Brand Love**

*Sunil Bose, Deepak Verma and Somnath Chakrabarti Indian*

*Institute of Management Kashipur*

### **Abstract:**

The concept of brand love, one of the leading constructs of consumer-brand relationships, has gained a burgeoning interest from academicians and practitioners in the domain of branding literature. However, the relationship strength of brand love with its antecedents and consequences remains inconclusive. We aim to address this inconsistency by a meta-review. Our analysis covers 210 studies that examine the relationship of brand love with 35 antecedents and 11 consequences. We also investigated the moderating role of cultural dimensions. Our finding suggests that self-brand connection is the most dominant driver of brand love, while ethnic identification exerts the least influence. Based on our results, we provide several recommendations that brand managers can use to cultivate a strong love for the brands. Further, we contribute to the branding as well as marketing literature by examining the moderating role of Hofstede's cultural dimensions. Finally, we suggest five major directions for future research.

### **Keywords:**

Brand love, Meta-Analysis, Hofstede Cultural Factors

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## **Current Strategies for the Success of Sports Product and Brand Management in a Dynamic Market**

*Digamber Singh Attri and S.Prem Kumar*

*Tamil Nadu Physical Education and Sports University, Chennai, INDIA*

### **Abstract:**

Combining experiences from both international and Indian markets, this brief analysis offers a fresh viewpoint on the growth of sports product creation and brand management. In contrast to conventional studies, this review emphasises how the sports industry is changing due to digital change, athlete-driven branding, and AI-powered fan engagement. This assessment highlights the

distinct role that up-and-coming leagues like the IPL, ISL, and PKL play in promoting regional sports commercialisation, even while large leagues like the NBA, EPL, and FIFA have long controlled international marketplaces. One of this review's key contributions is its focus on the intersection of sustainability and digital innovation in sports branding, looking at how ecofriendly materials, circular economies, and AR/VR fan experiences are changing consumer involvement. It also highlights inclusivity and women's sports as new opportunities for brand expansion, a development that has not received enough attention in previous research. This assessment offers a thorough yet forward-looking analysis of sports brand management by covering issues including ethical manufacturing and competition from global companies. It provides new perspectives on how sports companies can use technology, fan-focused business models, and regional approaches to propel sustained expansion in an industry that is changing quickly.

**Keywords:**

Sports Product, Brand, Sponsorship, Premier Leagues

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**From Spotlight to Shopping Cart: Celebrity-Owned or Endorsed Brands?**

*Kartika Chaudhary, Anuj Kapoor, Mukul Saini, Sahej Vashishth, Saumya Kamde and Uttama Bhushan*

*Indian Institute of Technology Jodhpur*

**Abstract:**

Celebrity endorsements have long been a staple of marketing, but the emergence of celebrity entrepreneurs who actively own and manage brands has introduced a new layer to consumer brand dynamics. This study investigates the distinct impact of celebrity-owned versus celebrityendorsed brands on consumer trust, perceived authenticity, and purchase decisions. Utilizing behavioural and neuro-metric techniques, including Eye Tracking and EEG, the research explores how consumers interpret authenticity, credibility, and emotional resonance in both brand types. Findings indicate that celebrity-owned brands are generally perceived as more trustworthy and authentic, as consumers view the celebrity's involvement as a genuine investment rather than a mere promotional partnership. However, celebrity-endorsed brands continue to be compelling due

to the celebrity's established reputation and the perceived quality of the products. Additionally, the study underscores the influence of social media and personal branding in shaping these perceptions. These insights offer valuable guidance for marketers and brand strategists looking to optimize celebrity collaborations for stronger consumer engagement and brand equity.

**Keywords:**

Celebrity-Owned Brands, Celebrity-Endorsed Brands, Consumer Perception, Neuromarketing.

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**Long term Effects of Emotional Branding on Consumer Trust**

*Govind Rai*

*Indian Institute of Technology, Patna*

**Abstract:**

The present paper explores long-term effects of emotional branding on consumer trust, delving into the psychology of brand loyalty. Emotional branding, which aims to create a deep emotional connection between consumers and brands, has become a pivotal strategy in modern marketing. The importance of this research lies in understanding how these emotional connections influence consumer trust over time. The study employs a mixed-methods approach, combining quantitative surveys and qualitative interviews to gather comprehensive data from a diverse sample of consumers. The responses from consumers were invited for hedonic and non – hedonic items separately. Key results indicate that emotional branding significantly enhances consumer trust, leading to increased brand loyalty. The findings reveal that brands that successfully evoke positive emotions and align with consumers' values are more likely to retain loyal customers in the long run. Outcome of this study has implications for both theory and practice. Implications for theory include a deeper understanding of the psychological mechanisms through which brand loyalty is created, and of the role of emotions in consumer decision-making. The research provides actionable insights for marketers aiming to build and sustain consumer trust through emotional branding strategies. This study underscores the necessity for brands to foster genuine emotional connections to achieve long-term success.

**Keywords:**

Emotional Branding, Consumer Trust, Brand Loyalty

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## **Innovation and New Product Development**

### **Personalization, Engagement, and Ethics: The Role of AI in Consumer Decision-Making**

*Saurav Karmakar*

*International Management Institute, New Delhi*

#### **Abstract:**

Artificial Intelligence (AI) is reshaping the realm of consumer behaviour and decision-making in ways beyond our imagination. The role of automation and personalization has led us to rethink several boundaries. The study explores this big-time impact of AI on purchasing patterns, consumer psychology and engagement which highlights the ever-increasing role played by the recommender systems, dynamic pricing and sentiment analysis. The study also brings to light the ethical concerns related to privacy, algorithmic bias and transparency. The findings bring forth AI's potential impact of consumer's decision-making efficiency while necessitating the ethical oversight.

#### **Keywords:**

Artificial Intelligence, Consumer Behaviour, Personalization, Decision-Making, Ethical AI

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### **THE POWER OF PLAY: HOW GAMING EXPERIENCES ARE DRIVING THE NEXT BIG SHIFT IN TRANSPORTATION INDUSTRY**

*Dr.Nisha U, A Mohsina Amreen and S Vivitha*

*M.O.P Vaishnav College For Women*

#### **Abstract:**

With the rapid growth of electric vehicles (EVs), gamification is emerging as a transformative marketing strategy that enhances consumer engagement and adoption. This study investigates the role of gamification elements—including virtual test rides, ride efficiency tracking, rewards, leader

boards, and referral programs—in influencing consumer perceptions and purchase decisions in the electric two-wheeler market in Chennai. A quantitative study using a structured survey of 111 respondents was conducted, employing Pearson’s correlation, chi-square tests, regression analysis, and ANOVA to assess the impact of gamification on EV adoption. Findings reveal that VR-based test rides and AI-powered engagement tools significantly enhance consumer interest, while referral-based incentives and rewards positively influence purchase decisions. However, concerns around charging infrastructure and pricing persist as key adoption barriers. Cross-comparisons with global markets (China, USA, Europe) provide insights into the scalability of gamification strategies in emerging markets. The study offers actionable recommendations for EV manufacturers, policymakers, and marketers to optimize gamification and drive sustainable urban mobility.

**Keywords:**

Gamification, Electric Vehicles, Consumer Engagement.

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**Interplay of Variety-Seeking, De-Ownership, and Assortment in Sharing Platforms**

*Sk Abu Khalek\* and Anirban Chakraborty\*\**

*\*Indian Institute of Management Bodh Gaya, \*\*Indian Institute of Management Lucknow*

**Abstract:**

Sharing platforms offer consumers access to diverse products without ownership burdens, facilitating experimentation and addressing various consumption needs. This study investigates the motivational dynamics underpinning consumer engagement in sharing platforms, which offer access to diverse products without the burdens of ownership. While extant literature has predominantly emphasised utilitarian drivers of shared consumption, this research extends theoretical understanding by examining the interrelationships among variety-seeking, deownership orientation, and product assortment in shaping sharing intentions. Across two empirical studies, carsharing (Study1a) and fashion rentals (Study1b), a total of 447 responses collected through online surveys were analysed using partial least squares structural equation modelling. The

findings reveal that variety-seeking positively influences both shared consumption and de-ownership orientation, while product assortment significantly drives variety-seeking. De-ownership orientation emerges as a critical determinant encouraging consumers to adopt sharing practices. Notably, the impact of product assortment on sharing intention is stronger in hedonic contexts (fashion rentals) than in utilitarian ones (carsharing). This study contributes to the sharing economy literature by integrating variety-seeking motivations and product-level factors into understanding shared consumption. The insights offer valuable implications for platform managers and marketers in designing assortments and positioning strategies to enhance consumer participation in sharing services.

**Keywords:**

Product assortment; variety-seeking; sharing economy

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## **Service Marketing and Customer Experience**

### **Exploring the Pathway from Brand Passion to Evangelism: The Moderating Effects of AI-Driven Personalization with Consumer Engagement as a Mediator**

*Aanchal Aggarwal, Vaishali Sethi, Nupur Arora and Aryan Garg*

*Vivekananda Institute of Professional Studies- Technical Campus*

#### **Abstract:**

The rapidly increasing Q-commerce industry in India has reshaped the whole consumer behaviour around speed, convenience, and personalization. This paper aims to study the relationship of brand passion with consumer engagement and brand evangelism while AI driven personalization acts as a moderator for their interaction. Drawing upon Social Exchange Theory, Engagement Theory, and Experiential Marketing Theory, the research examines how brand passion fosters consumer engagement—through cognitive, affective, and activation dimensions—and ultimately drives brand evangelism. A quantitative survey was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) among 374 Gen Z and Millennial respondents in Delhi NCR. Results confirmed that consumer engagement significantly mediates the relationship between brand passion and brand evangelism; however, although AI personalization improves such relationships, the moderating effects are minor, meaning that engagement strategies must either include or be supplemented by AI personalization. Emotional and cognitive engagement were implicated thereby as drivers of brand evangelism and served as an argument for the engagement-founded marketing initiatives that are taking shape in Q-commerce. Such contributions theoretically extend models of engagement-based brand evangelism to include AI-driven personalization and expand research on consumer engagement in rapid-fire digital markets. Managerial implications suggest that personalized engagement strategies would be sufficient to help brand evangelists turn from passionate consumers toward a Q-commerce brand. Investing in AI personalization indeed improves the drive to enhance engagement, but it should be done as an additional component. Future research can investigate whether differences in impact are longitudinal, whether other mediators such as trust and emotional attachment are present, and the extent of AI's effects across various consumers. This study provides research-based

recommendations for Q commerce enterprises in order to strengthen relationships between consumers and brands and to secure long-term competitive advantage.

**Keywords:**

AI, Quick commerce, Brand passion, Consumer brand engagement, Brand Evangelism

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**Echoes of the Mind: How Virtual Reality Transforms Mood Through Immersive Experiences**

*Kousik Mandal, Lekhika Sharma, Sudin Bag and Neeraj Kaushik National*

*Institute of Technology Kurukshetra*

**Abstract:**

Virtual reality (VR) is posited to have potential applications in the treatment of mental health disorders and stress reduction. The market share of VR in healthcare is experiencing steady growth, rendering research in this domain particularly timely. Empirical evidence supports the efficacy of non-VR games, and non-VR applications for addressing mental disorders and stress reduction in nonclinical populations. However, there is a paucity of research on the utilization of commercially available VR games for daily mood management. Consequently, a comprehensive understanding of the specific features that influence expected outcomes remains elusive. An integrated model based on the experience economy framework and mood management theory was employed to elucidate the mechanisms by which users VR experiences affect their mood management processes and subsequent behaviours. This study employs a laboratory-controlled experiment to investigate whether eudaimonic VR games demonstrate greater efficacy than hedonic VR games or noninteractive, non-immersive videos for daily mood management. Participants (N = 108) were randomly assigned to one of these three conditions. Both eudaimonic VR gaming and hedonic VR gaming conditions are hypothesized to be efficacious in eliciting positive mood and facilitating mood regulation compared to a (desktop) video-watching control condition. This investigation is anticipated to contribute to the theoretical understanding of virtual reality in mood management

while simultaneously providing practical insights for virtual reality game developers and stakeholders.

**Keywords:**

Mood management theory, Experience economy framework, Virtual reality, Eudaimonia, Hedonic

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**The Effect of Virtual Influencers' Attractiveness and Expertise on Advertisement Persuasion**

*Aishwarya Jain and Rajesh Ittamalla*

*Indian Institute of Technology, Hyderabad*

**Abstract:**

Virtual reality (VR) is posited to have potential applications in the treatment of mental health disorders and stress reduction. The market share of VR in healthcare is experiencing steady growth, rendering research in this domain particularly timely. Empirical evidence supports the efficacy of non-VR games, and non-VR applications for addressing mental disorders and stress reduction in nonclinical populations. However, there is a paucity of research on the utilization of commercially available VR games for daily mood management. Consequently, a comprehensive understanding of the specific features that influence expected outcomes remains elusive. An integrated model based on the experience economy framework and mood management theory was employed to elucidate the mechanisms by which users VR experiences affect their mood management processes and subsequent behaviours. This study employs a laboratory-controlled experiment to investigate whether eudaimonic VR games demonstrate greater efficacy than hedonic VR games or noninteractive, non-immersive videos for daily mood management. Participants (N = 108) were randomly assigned to one of these three conditions. Both eudaimonic VR gaming and hedonic VR gaming conditions are hypothesized to be efficacious in eliciting positive mood and facilitating mood regulation compared to a (desktop) video-watching control condition. This investigation is anticipated to contribute to the theoretical understanding of virtual reality in mood management

while simultaneously providing practical insights for virtual reality game developers and stakeholders.

**Keywords:**

Mood management theory, Experience economy framework, Virtual reality, Eudaimonia, Hedonic

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**Unlocking Engagement: A Comprehensive approach to maximize digital health impact**

*Akarsh Mohapatra, Siddharth Misra and Subhajit Bhattacharya*

*XIM University, Nijigada, Kurki, Harirajpur, Odisha*

**Abstract:**

Customer engagement on digital health platforms is shaped by psychological, technological, and contextual factors that enhance user adoption. A digital health engagement framework is introduced to study the variables and tactics for increasing user engagement. A systematic literature review and exploratory study were done on enhancing customer engagement with digital health products. Findings were drawn based on systematic review and exploratory study deriving three propositions: (1) Individuals' perceptions of health benefits significantly influence their engagement with digital health solutions. (2) Strategically designed prompts for behaviour modification enhance engagement with digital health interventions, and (3) Contextual Factors play an essential role in sustaining engagement. This study offers a fresh perspective on customer engagement in digital health products by emphasizing personalized techniques and contextual factors, outlining effective strategies to maintain user engagement. The study focus on Indian context limits its applicability, requiring a longitudinal approach and overlooking other factors influencing customer engagement. This study contributes to digital health products by identifying gaps and offering insights for healthcare providers, policymakers to improve customer engagement. Personalized health interventions boost health literacy and reduce digital health disparities by fostering long-term behaviour

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## **Impact of Customer Orientation and Sales Orientation on Sales Performance: The Role of Opportunism**

*Karan Radia\*, Shachi Radia\*\* and Prabhat Yadav\*\*\**

*\*Adani University, Ahmedabad, \*\*SVGU Ahmedabad, \*\*\*Nirma University, Ahmedabad*

### **Abstract:**

The study tries to examine how salespersons' SO and CO affect their sales performance in business markets. Moreover, given the competitive nature of business markets, salespersons tend to behave opportunistically, emphasizing the need to understand its moderating effect. Therefore, the moderating effect of opportunism between salespersons' SOCO and their sales performance in business markets has been studied. A quantitative cross-sectional research design was deployed and the data from 296 B2B financial services salespeople were collected in western India. Results from structured equation modeling indicate that salespersons' CO and SO positively affect sales performance. Results also indicate that salespersons' opportunism diminishes the effect of their CO on their sales performance, which does not affect their SO. The study highlights key theoretical and managerial implications. SOCO positively impacts sales performance, but opportunism weakens trust-based CO while leaving SO unaffected. Managers should foster customer-centric cultures, train sales teams, and promote ethical conduct to balance both orientations effectively.

### **Keywords:**

Customer Orientation, Sales Orientation, Sales Performance, Opportunism, Business-to-Business Markets

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## **Assessing the Influence of Key Factors on the Adoption of Telemedicine Services in Uttar Pradesh**

*Amar A\*, Komal Malik\* and Dr Namita Srivastava\*\**

*\*Amity University Uttar Pradesh, Lucknow, \*\* St. John's College, Agra, Uttar Pradesh*

### **Abstract:**

This study investigates the influence of key factors—Performance Expectancy (PE), Effort

Expectancy (EE), Social Influence (SI), and Trust (T)—on the Intention to Use (IU) telemedicine services in Uttar Pradesh, utilizing SPSS for empirical analysis. Data were collected from 384 respondents through a structured survey and analyzed using reliability tests, correlation, ANOVA, and regression. Cronbach's Alpha values for all constructs ranged between 0.785 and 0.797, indicating strong internal consistency. Correlation analysis revealed significant positive relationships between all independent variables and IU, with Trust ( $r = 0.364$ ) showing the strongest association. ANOVA results confirmed the model's statistical significance ( $F = 21.314$ ,  $p < 0.001$ ). Regression analysis showed that 18.4% of the variance in IU could be explained by the four predictors ( $R^2 = 0.184$ ), with Trust and Performance Expectancy emerging as the most influential factors. The findings underscore the importance of trust, perceived usefulness, and ease of use in shaping users' willingness to adopt telemedicine services. This study contributes valuable insights for healthcare policymakers and technology developers aiming to enhance telemedicine adoption in semi-urban and urban regions of India. Future research should incorporate additional behavioral and contextual variables to gain a more comprehensive understanding of telemedicine adoption patterns.

**Keywords:**

Customer Perception, Telemedicine, Health technology, healthcare, Technology Acceptance Model (TAM)

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**Employee Engagement to Elicit Consumer Forgiveness in Service Firms** *Harsh*

*Kumar and Prof. Ashish Bajpai*

**Abstract:**

Service failures are inevitable in service-based organizations, often triggering diverse consumer responses, including dissatisfaction and retaliatory behaviours. However, the construct of consumer forgiveness is defined as the willingness to replace negative emotions with constructive intentions after a service transgression. This study aims to provide a synthesized understanding of

how frontline employee efforts contribute to consumer forgiveness, thereby sustaining long-term consumer–firm relationships. Employing a systematic literature review (SLR) guided by the PRISMA framework, this research critically examines 52 research articles published between January 2010 and March 2025, selected from Scopus and Web of Science databases. The study proposes a categorized framework comprising three core dimensions of frontline employee efforts: Emotional Restoration, Cognitive Restoration, and Justice Restoration. These dimensions encompass actions such as sincere apologies, transparent communication, accountability, and fair compensation. Study underscores the importance of training frontline employees in empathy, communication, and accountability. It also emphasizes the need for standardized recovery protocols to promote consumer trust, loyalty, and brand resilience. Overall, this study enhances scholarly understanding of consumer forgiveness and offers actionable insights for service firms aiming to manage service recovery more effectively.

**Keywords:**

Consumer Forgiveness, Frontline Employees, Service Firm.

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**Understanding the Drivers of Relationship Quality in E-Service Contexts: A Configurational Analysis**

*Pooja Deswal*

*Maharaja Surajmal Institute*

**Abstract:**

This study explores the influence of extended reality (XR)-enabled e-commerce platforms on relationship quality with centennial addressing emerging challenges faced by marketers, developers, and firms in leveraging XR technologies to enhance e-service and relationship quality. A conceptual model was tested using data from 380 e-commerce users, employing an asymmetric approach. This study applies fuzzy-set Qualitative Comparative Analysis (fsQCA) to examine how five e-service quality dimensions—usefulness, information quality, service interaction, reality congruence, and service quality—jointly influence relationship quality in immersive service

environments. Findings reveal multiple high coverage configurations, with service quality and reality congruence emerging as critical drivers. The most robust configuration includes all five conditions, supporting a comprehensive approach that combines technical functionality with emotional engagement. These results underscore the importance of designing XR-enabled services that foster both operational excellence and meaningful customer connections. The study offers practical implications for marketers and developers by highlighting the strategic value of designing XR features that promote reality congruence to foster emotional connection and long-term engagement.

**Keyword:**

fsQCA; Relationship quality; Service quality; reality congruence; Extended reality

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**Audience Experience for Streaming Platforms: Antecedents and Moderators**

*Shaphali Gupta and Pooja Shrivastava*

*IIM, Kozhikode; MICA, Ahmedabad*

**Abstract:**

Over 3 billion people have consumed streaming video content in the last year. However, the mushroomed growth of streaming platforms and information overload hindered the audience experience. This led to the bigger issue of audience churn for streaming platforms. To address this industry pain point, the study aims to identify antecedents for audience experience (Affective, Cognitive and Conative) using Verhoef et al (2009) customer experience model. Also, explores moderators (efficiency of recommender systems, platform agility, valence of Word-of-mouth) that influence the causal relations between antecedents and audience experience. Employing exploratory research and triangulation of data, a conceptual framework is proposed to include three major antecedent constructs: content-related, platform-related constructs, and synergistic content-related and platform-related factors, subsequently affecting satisfaction and emotion (Pansari and Kumar 2017). Scholars can use the conceptual model to build arguments in the context of other

digital platforms, and media managers can have more directional inputs and prevent audience churn.

**Keywords:**

Audience experience, Audience Churn, Streaming platforms

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**Exploring the Role of Customer Incivility and Employee Mindset on Service Recovery Performance**

*Harshita Vyas and Ashwini K Awasthi*

*Nirma University* **Abstract:**

Emphasizing on the crucial role of front-line employees in maintaining service quality, this study explores how different employee mindsets can moderate the effects of customer incivility on service recovery performance. We hypothesized that service employees who have growth mindset are better equipped to handle the challenges of uncivil customer behaviour, thereby leading to improved service recovery outcomes. The study draws on the Conservation of Resources theory and Job Demand Resources model. The findings will contribute for organizations and practitioners on cultivating a mindset oriented approach to handle difficult customer interactions.

**Keywords:**

Customer Incivility, Employee Mindset, Service Recovery Performance, Conservation of Resources Theory, Job Demand-Resources Model

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**Unpacking Service Uncertainty's Influence on Mobile Payment Advocacy**

*Chandan Kumar Behera\*, Sk Abu Khalek\*\* and Tamal Samanta\*\**

*\*Indian Institute of Management Lucknow, \*\*Indian Institute of Management Bodh Gaya*

**Abstract:**

This study examines how service uncertainty influences users' intention to recommend mobile payment services, with a particular focus on the roles of perceived security and financial risks in relation to service uncertainty. While MPS has experienced rapid growth, limited attention has been given to how service uncertainty influences user post-adoption behaviour. Drawing on perceived risk theory, a conceptual framework was developed and empirically tested using survey data from 297 mobile payment users in an emerging economy context. The responses were analysed using partial least squares structural equation modelling (PLS-SEM). Results indicate that service uncertainty negatively affects intention to recommend both directly and indirectly by heightening security and financial risk perceptions. The study contributes to the digital financial services literature by elucidating the risk-based mechanisms underlying advocacy behaviours and offers actionable insights for service providers and policymakers seeking to enhance user trust and promote positive word-of-mouth in mobile payment ecosystems.

**Keywords:**

Mobile payment services; service uncertainty; perceived risks

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**Does Psychological Contract Fulfilment Affect Employer Brand Patronage? Moderating Role of Gender**

*Prof. Gordhan K. Saini and Dr. Mukta Srivastava*

**Abstract:**

Literature on psychological contract and employee brand identification is concentrated on human resources (HR) outcomes and benefits, ignoring their boundary-spanning benefits. Drawing on psychological ownership theory, in this paper, we examine the role of psychological contract and employee brand identification in explaining employer-brand patronage, one of the non-HR outcomes. The partial least squares structural equation modelling was applied to analyze the data collected from a sample of 301 service sector employees and test the hypotheses. The results show that psychological contract fulfilment favorably influences employer-brand patronage directly as well as indirectly through employee brand identification. Employee brand identification is the key

psychological mechanism that partially explains employer-brand patronage. This paper contributes to scarce research at the intersection of psychological contract, employee brand identification, and employer-brand patronage.

**Keywords:**

Psychological contract, Employee brand identification, Employer-brand patronage

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**Innovative Approaches to Responsible Customer Engagement: A Systematic Review of Integrity-Driven Practices**

*Prof Dr.Namita Rajput and Dr. Jyotsna Oswal*

**Abstract:**

The cornerstone of marketing communication as a strategic resource for customer bonding in the contemporary society is the concept of responsible marketing. This research examines the possible ethical practices in advertising and consumer targeting practices. Analyzing the articles from 2015 to 2024 and commercial articles available on JSTOR and ScienceDirect the research investigates the effects of ethical marketing on business performance and customer relationship. It also cites some parameters such as clarity, client focus, and honesty that help build customer confidence and sustainability of the business. However, the study also reveals that responsible advertisement is not enough; firms cannot engage in misleading advertisement and should create sustainable relationships with the target market to build trust. This study establishes that ethical marketing and good customer relations lead to social and organizational improvement promoting the achievement of business objectives while practicing good ethical compartment to foster sustainable business development.

**Keywords:**

Responsible Marketing, Customer Engagement, Consumer Trust, Ethical Practices, Sustainable Business Practices, Brand Reputation, Innovation in Marketing

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## **Tourism and Cross-culture Marketing**

### **EFFECT OF DARK PATTERNS ON TOURISM INDUSTRY**

*Roopan Gill and Ipshita Chowdhury*

*Thapar institution of engineering and technology*

#### **Abstract:**

Dark Patterns are design tricks that manipulate users into making choices they might not genuinely want, by exploiting cognitive biases. Despite their impact, research on these deceptive tactics in the tourism industry remains limited. This study examines how dark patterns influence consumer purchase intentions (PI) and fear of missing out (FOMO) on online travel booking platforms. To do so two experiments are performed. Experiment one tested social proof (activity message, positive testimonial, negative testimonial) across three categories of tourism (package, hotel, flight) using a mixed factorial design. Its results showed that positive testimonials increased purchase intentions, while activity messages heightened FOMO in participants. Experiment two, tested scarcity appeals (countdown timer, limited supply) across the same categories using mixed factorial design. Its results revealed that limited supply scarcity worked best for packages but neither scarcity appeal significantly affected FOMO. Findings indicate while positive testimonials and limited supply scarcity effectively boost consumers' purchase intentions, their impact on FOMO varies, suggesting room for more targeted and ethical marketing strategies that can affect both.

#### **Keywords:**

Dark Patterns, Purchase intention, Fear of missing out

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### **Green Marketing Orientation and Repurchase Intentions in Tourism**

*Rajat Kukreti and Dr. Mayank Yadav*

*National Institute of Technology, Rourkela*

**Abstract:**

The global popularity of sharing accommodation platforms has significantly influenced consumer behavior over the past decade. This study investigates how green marketing orientation, trust in the platform, and green image affect consumers' repurchase intentions on such platforms. Data were collected from users aged 18 and older in New Delhi, India, who had prior experience with sharing accommodation platforms. Confirmatory factor analysis and structural equation modeling were employed to analyze the data and test the hypotheses. The results demonstrate that green marketing orientation positively influences both platform trust and perceived green image, which in turn enhance repurchase intentions. This study represents a pioneering effort to establish the mediating roles of trust and green image in the relationship between green marketing orientation and repurchase intention.

**Keywords:**

Sharing accommodation platforms, trust in platform, green image

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**Facilitating rural marketing through rural tourism: How tourist intention drives adoption  
of rural destinations** *Vikas Choudhary*  
*Indian Institute of Technology, Kharagpur*

**Abstract:**

Rural tourism (RT) is a fast-growing sector that scholars believe is an effective strategy for sustainable development of rural areas. This study aims to examine factors influencing RT adoption through the lens of Value-based adoption model (VAM) and investigate the moderating impact of destination type on relationships within the proposed framework. The study collected 504 responses selected randomly and examined through mixed methodology using SEM and FsQCA. The findings suggest that perceived quality, memorable tourism experience, and perceived community support are vital indicators of perceived benefits. Additionally, perceived physical risk and socio-psychological risk are seen as perceived sacrifices. The study confirms that

perceived value and attitude towards rural tourism emerge as key predictors in adoption of RT. These findings contribute significantly to the RT literature, mainly through the lens of VAM. Practically, this study provides several recommendations to RT practitioners on boosting perceived benefits and reducing perceived sacrifices to attract tourists to visit rural destinations.

**Keywords:**

Rural tourism, Rural Marketing, FsQCA

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**Incredible India Campaign: A Global Marketing Success**

*Dr. Sushil Gadekar, Dr. Saket Narendra Bansod, Dr. Prachita Patil, Dr. Parihar Sures Dahake  
and Dr. Raghvendra Mishra*

*Dr. Ambedkar Institute of Management Studies & Research, Nagpur, India*

**Abstract:**

One of the most effective international tourism branding initiatives in recent history is the Incredible India campaign, launched by the Government of India in 2002. This study delves into the campaign's strategic use of storytelling and its measurable impact on both domestic and international tourism. Through powerful narratives, the campaign successfully positioned India as a rich, culturally diverse, and immersive travel destination, emphasizing heritage, spirituality, adventure, and contemporary experiences. The campaign's core strength lay in its ability to evoke emotional resonance and curiosity among global audiences by blending tradition with modernity. Incredible India employed a multifaceted marketing strategy that combined compelling visual storytelling across print and television media with modern tools such as social media platforms, influencer collaborations, and interactive digital content. These strategies created a consistent and engaging brand identity for India, appealing to various traveller demographics. The government's collaboration with Bollywood celebrities, international travel bloggers, and global travel platforms amplified the campaign's reach, fostering a renewed global interest in Indian tourism. This study adopts a comparative case study approach and utilizes tourism statistics, qualitative content analysis of campaign materials, and stakeholder interviews to evaluate the effectiveness of the campaign. Findings reveal that storytelling served as the backbone of destination branding, making India stand out in the competitive global tourism market. The campaign contributed significantly

to a marked increase in both foreign tourist arrivals and domestic travel, thereby revitalizing India's tourism industry. The Incredible India initiative not only promoted tourism but also reshaped the global perception of India as a mustvisit destination.

**Keywords:**

Global Marketing, Tourism, Incredible Campaigning, Marketing tactics

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**Cross-Cultural Strategies in Tourism Marketing: Bridging Global Travelers and Local Experiences**

*Dr. Shyam Sunder Agrawal*  
*Lovely Professional University*

**Abstract:**

In today's global tourism landscape, the demand for authentic local experiences by international travelers presents both opportunities and challenges for destination marketers. These cultural distinctions are major influences on the perception, participation, and response of tourists to these kinds of experiences. The paper deals with cross-cultural strategies in tourism marketing as a plank to bridge a global traveler to a local culture. A conceptual framework has been developed in this research Cross-Cultural Tourism Marketing Bridge Model (CCTMBM)-from interdisciplinary theories of cultural intelligence, consumer behavior, and tourism studies about addressing this dynamic interplay between traveler cultural profiles and indigenous cultural narratives. This research, through an exhaustive literature review and analysis of selected tourism case study examples across culturally diverse destinations, finds and defines some important cultural parameters, such as cultural congruence, strategic mediation, and co-creation role, which strengthen cross-cultural understanding. The model proposes five interlinked elements: Traveler Cultural Profile, Local Cultural Narrative, Strategic Cultural Mediation, Marketing Adaptation Framework, and Feedback and Co-creation Loop. They will eventually serve as guidance to tourism marketers as to how one can design a marketing strategy that fits cultures without compromising the authenticity of the local culture in such strategies. Moreover, the findings conclude that effective cross-cultural marketing would not require greasing out culture for the mass audience, but rather encouraging understanding through experience, empathy, inclusiveness, and

intelligibility of culturally diverse travelers. It also provides a theoretical and practical contribution that sorts out a holistic framework in informing the branding within tourism, promotional content designing, and their service delivery. More than that, it raises important ethical issues as well as sustainability questions on cultural tourism. This research provides a foundation for future empirical investigations and strategic applications in culturally diverse tourism contexts. By aligning global traveler expectations with local values through culturally intelligent marketing, destinations can foster more meaningful, respectful, and memorable tourism experiences.

**Cultural Intelligence and Transformational Travel Experiences: Predicting Revisit Intentions in India's Spiritual and Wellness Tourism Landscape**

*Mohd Abdul Muqet Maaz, Arif Abad and Shahzeb Tariq VIT-AP*

*University*

**Abstract:**

This study explores the role of Cultural Intelligence (CQ) in shaping transformational travel experiences (TTEs) and influencing revisit intentions among international tourists engaged in spiritual and wellness tourism in India. It investigates how CQ enhances immersiveness and perceived authenticity, which act as psychological enablers of transformation. A quantitative cross-sectional design was used to collect survey data from 184 international tourists who participated in spiritual/wellness activities across various Indian destinations. Structural Equation Modeling (SmartPLS 4.0) assessed the relationships between CQ, immersiveness, authenticity, TTEs, and revisit intention. CQ significantly and positively influenced both immersiveness and authenticity. These, in turn, strongly predicted the occurrence of TTEs. TTEs emerged as the key driver of tourists' intention to revisit spiritual and wellness destinations. The findings offer theoretical and managerial insights for developing culturally immersive tourism programs. Tourism operators and policymakers can design training programs and infrastructure to enhance CQ-related experiences and promote long-term engagement with spiritual tourism. This is one of the first empirical studies to integrate CQ into the transformative tourism framework, highlighting the psychological mechanisms that lead to sustained tourist behavior in the context of spiritual tourism.

**Keywords:**

Cultural Intelligence, Transformational travel experience, Spiritual tourism, Wellness tourism, Tourist revisit intentions

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## **Social Marketing and Public Policy**

### **Depicting “Her” or Depending on “Her” - A Study on Femvertising**

*Neha Yadav, Kiran Sharma and Malvika Jain*

*FLAME University, Pune*

#### **Abstract:**

This study aims to examine the impact of Femvertising on brand skepticism and perceived authenticity under the lens of Narrative persuasion theory. The study has been conducted in two stages - qualitative and quantitative. The qualitative stage explores the concept of Femvertising and consumers' perceptions of female portrayal in advertisements. The quantitative study used a between-group 2 X 2 factorial design to examine the impact of Femvertising on behavioral outcomes like purchase intentions and word-of-mouth (WOM) intentions for hedonic vs utilitarian products. Brand skepticism and perceived authenticity acted as mediators. The findings suggested that femvertising reduces brand skepticism and increases authenticity, which leads to positive consumer response. However, in the case of hedonic products, femvertising showed a more substantial positive effect on perceived authenticity than utilitarian products. The study has various implications for theory and practice.

#### **Keywords:**

Femvertising, brand skepticism, perceived authenticity, hedonic vs utilitarian, intentions

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### **The Surprising Effects of Anti-Consumption**

*Surabhi Sehgal, Dr Ruppel Walia Sharma and Ranjan Banerjee*

*SPJIMR, Mumbai*

#### **Abstract:**

How are people's lives affected when they voluntarily reduce their consumption for religious reasons? In this study we investigate how anti-consumption, a process by which consumers reject, restrict or reclaim the consumption process (M. S. W. Lee & Ahn, 2016), influences lives of consumers. While previous research has indicated that consumers engage in anti-consumption for religious motivations, this area remains under explored. There is a lack of empirical evidence regarding how religious anti-consumption impacts people's lives. To address this gap in literature, we focus on individuals who have engaged in Upadan, a religious practice in Jainism, characterised by extreme forms of anti-consumption. Through phenomenologically conducted deep interviews we identify various routes through which anti consumption influences people's lives. Our findings highlight several significant, previously unidentified, outcomes of practicing anti-consumption, including strengthened self-control, increased equanimity, personal learning and growth, and more conscious consumption habits.

**Keywords:**

Anti-consumption, Religion, Jainism

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**Unveiling the Social Marketing Strategies in the Handicraft Sector**

*Surya Bahadur Thapa, Srijanie Banerjee, Malvika Lakhani, Aradhana Gandhi, Shagun Swaroop  
and Sanjeevani Ayachit*

*Symbiosis International (Deemed University), Pune, India*

**Abstract:**

Findings reveal that successful digitalization strategies must balance authenticity with market adaptation, bridge digital literacy gaps, and create supportive policy frameworks. This research contributes to the emerging literature on social marketing for cultural heritage preservation while providing practical insights for stakeholders involved in safeguarding traditional crafts in the digital age. The implications extend beyond the Godhadi sector to other traditional handicrafts facing similar challenges globally. Social marketing principles are significant in facilitating the technological transformation of the traditional handicraft sector keeping the cultural significance

intact. This study investigates the behavioural, cultural and digital barriers impacting the artisans adoption of the social marketing strategies. Using an ethnography approach to examine the perspective of artisans and support individuals, qualitative interviews and field observations were recorded in India. The study adopts an integrated conceptual framework that combines the Social Ecological Model with Social Marketing Mix. The findings reveal the significance of effective interventions of the social marketing in addressing challenges at the levels of individual artisans, and sustainable ecosystems. It suggests further the strategies of successful digitisation, to balance with social marketing that will create an environment for cultural preservation.

**Keywords:**

Handicraft, Social Marketing, Phenomenology

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**Customer-Centric Marketing Interventions for Foster Youth: Evidence from Field Study**

*Ishita Nagpal and Dr. Denish Shah*

*Georgia State University, USA*

**Abstract:**

Each year, over 20,000 young people age out of the foster care system nationwide in the United States, with approximately 1,00,000 facing severe challenges such as homelessness, unemployment, and lack of access to essential resources within five years. Despite growing attention from nonprofit organizations and policymakers, the needs of these youth remain inadequately addressed, leaving them vulnerable during their transition to adulthood. The authors contend that data-driven, customized interventions tailored to foster youth's unique circumstances are essential for holistic life improvement. While prior research highlights the importance of targeted interventions, limited empirical evidence exists on their impact on life outcomes. To address this gap, the authors conducted a longitudinal field study in collaboration with a non profit organization based in the United States, developing a 48-item index - a datadriven tool that assesses foster youth's needs and informs intervention strategies via an individualized dashboard.

Preliminary findings reveal significant gaps in financial literacy, emotional resilience, and life skills, such as securing stable housing and income. While education poses fewer challenges, fostering career stability remains crucial. These findings emphasize the need for structured, evidence-based interventions to improve life outcomes for foster youth.

Overall, this research highlights marketing's role in driving societal change, offering actionable insights for nonprofits and policymakers to empower foster youth and improve their life outcomes.

**Keywords:**

Foster Youth Transition, Data-Driven Interventions, Social Marketing

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## **B2B marketing and Supply-chain management**

### **B2B Marketing in a virtual borderless world: an Indian perspective**

*Priyanka Sharma, Ashutosh Jha and Nayyer Khan*

*IIM Lucknow*

#### **Abstract:**

The proliferation of digital transformation and globalization have created a borderless business environment, significantly impacting B2B marketing. The vast adoption of digital platforms and artificial intelligence (AI) presents both opportunities and challenges for Indian B2B firms in this evolving world. This study addresses how B2B Indian firms leverage emerging technology to gain a competitive advantage while considering cultural, regulatory, and infrastructural variations. The study is based on a grounded theory approach using thematic analysis to explore how digital trust and cross-border regulations influence global marketing strategies. This study is based on in-depth interviews with industry experts and marketing practitioners. This paper highlights cultural intelligence and regulatory adaptation as key factors for the success of Indian B2B firms in international markets. The findings have implications for marketers, policymakers, and academicians in understanding Indian B2B firm's success in a virtual borderless world.

#### **Keywords:**

B2B marketing, digital trust, cross-border, virtual borderless economy, marketing strategy, cultural intelligence

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### **Indirect Network Effects and Service Provider Churn**

*Aparna Kansal, Swanand Deodhar and Sourav Borah Indian*

*Institute of Management Ahmedabad*

#### **Abstract:**

An increasing number of participants on both ends of the market of a two-sided platform has been shown to give rise to positive network effects. However, for service platforms, increasing

participants (service providers) on the supply side comes at an increasing operational cost and can have adverse effects, such as participant churn. Onboarding as many participants as possible on the supply side of the market might not be prudent for service platforms. To this end, using data from a service platform operating in the car aftermarket, we empirically illustrate the effect of increasing the number of service providers on idle time and the subsequent effect on service provider churn. We also investigate service provider characteristics (breadth and depth) that could lead to an increase in idle time for the service provider. Results reveal that (a) there exists a U relationship between the number of service providers and idle time, (b) the number of service providers churning increases as idle time increases and (c) there is a decrease in idle time with increasing breadth and depth of service provider. We also do an event study to empirically test a strategy to mitigate the effect of increasing service providers on idle time.

**Keywords:**

Network effects; Churn; Waiting-time

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**Designing the conceptual framework for Automotive Aftermarket**

*Saurav Nandi, Arumugam Seetharaman, Kollakuntla Maddulety and Nada Sayarh SP*

*JAIN SCHOOL OF GLOBAL MANAGEMENT, Mumbai*

**Abstract:**

This study's goal is to look into how the rise of electric vehicles in the 4W class is affecting the automotive aftermarket. Aftermarket services refer to an automobile's maintenance; it includes all related activities after its initial purchase and can be described as a secondary market to the automotive sector (Gebaurer et al., 2010). Automobile aftermarket stakeholders include three major groups: consumers, dealers and manufacturers. The adoption of electric vehicles (EVs) signifies a notable transformation within the automotive sector, leading to a decrease in maintenance and spare parts necessities. Although this change might present difficulties for conventional auto repair industries, it ultimately brings advantages for customers in terms of reduced operational expenses, decreased environmental harm, and alignment with the

sustainability objectives of electric mobility. Considering the massive potential of Electric Vehicles and its impact on automotive aftermarket, this article includes a study on particular independent variables that affect the global automobile aftermarket's effective adoption. Findings help automotive aftermarket stakeholders, Electric vehicles and policymakers in understanding how to formulate strategy to mitigate challenges, why and how, can support and enhance customer engagement, scale profits in Electric vehicles repair parts by allocating skilled resources and robust implementation Interestingly, our findings suggest that flexibility in govt policies and grants in promoting Electric Vehicles and the close proximity of Infrastructure of recharging stations for EV's will pave out the road to successful adoption in automotive aftermarket industry. Keywords: Spare Parts, Battery Durability, Infrastructure of Recharging stations, E Mobility Technologies and Govt Policies

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**A meta-analysis on the consequences of social media use in B2B firms and the moderating impact of external environment and firm size**

*Sandip Mukhopadhyay, Indian Institute of Management (IIM), Sambalpur, Odisha, India*

*Sumedha Chauhan, Jindal Global Business School, O.P. Jindal Global University, Sonapat, Haryana, India*

*Ritesh Pandey, Institute of Management Technology (IMT), Ghaziabad, Uttar Pradesh, India*

**Abstract**

While social media has been accepted as a 'game changer' in the B2C context recently, Business-to-business (B2B) organizations are also increasingly using social media for lead generation and nurturing, branding and marketing communication and strengthening customer relationship (Maduku, 2024). The increased use of social media in B2B selling can be attributed to the emergence of digitally empowered customers, increased complexity in the customer's decision-making unit and customers' increasing expectations from salespersons to act as partners and advisors (Bowen et al., 2021). Evidences indicate that the social media's role in facilitating sales is not limited to the few technology-focused industries but even can be significant in traditional industries termed as 'non-social' (Ancillai et al., 2021; Kovac, 2016). The increasing importance of

social media in the selling processes of B2B organisations have attracted the attention of the practitioners and academics alike (Tiwari et al., 2021; Ancillai et al., 2021) and has led to a rapid increase in volume of research on social media and its impact of organizations (Tiwari et al., 2021). Though studies have focused on different outcomes, such as sales effectiveness (Fraccastoro et al., 2021); salesperson responsiveness (Agnihotri et al., 2016); improved communication (Agnihotri et al., 2016), sales performance (Itani et al., 2022); Customer engagement (Fraccastoro et al., 2021); Customer relationship (Fraccastoro et al., 2021; Karampela, Lacka, and McLean, 2020); customer satisfaction (Agnihotri et al., 2016) organizational performance (Wang et al., 2016); Value co-creation (Itani et al., 2022); they can be broadly grouped into two categories; economic outcome and relationship outcome (Ancillai et al., 2021; Tiwari et al., 2021). While social media has transformed the communication and interaction between buyers and sellers, there are two major outcomes or effects of social media within the B2B sales domain. Studies have shown that customers acquired and nurtured through social and digital media are more profitable (Fraccastoro et al., 2021) compared to leads and customers acquired and nurtured using traditional channels; effective usage of social media benefits the **business performance** of the organisations (Wang et al., 2016). Besides, social media use can bring the customer and salesperson closer, and the person also communicates and highlights the supplier's contribution to achieving the customer's business objective. (Agnihotri, 2020; Agnihotri et al., 2012). As a result, customers would be more inclined to procure and collaborate with these types of salespersons (Töytäri & Rajala, 2015). Effective use of social media enhances the **salesperson's performance** in addition to the organizational performance. While the centrality of social media in the B2B sales process is understood, there are conflicting findings about the outcomes of social media integration in the B2B sales process (Fraccastoro et al., 2021). Though multiple studies have focused on the positive impact of social media on sellers and organizations, studies have thrown up wide variation in the effect size. Studies have also reported negative or detrimental effects of social media use on sellers' performance (Guenzi & Nijssen, 2020). All these have necessitated further research aimed at synthesizing these findings and identifying the underlying factors driving the differential impact of social media in the B2B context. Studies have also shown that the effectiveness of social media is context-specific (Bill et al., 2020), so there is a need to understand the boundary condition of social media use. Against this background, our *first* research question is: What is the strength of the relationship between social media use (SMU) and performance outcomes (salesperson and organization)? We also intend to examine the linkage of social media use with relational and financial outcomes. The *second* research question is: How do contextual moderators impact the relationships between social media use and performance outcomes? The variations in findings across several studies may stem from contextual factors like societal attitudes and cultural traits in the study locations. Emerging economies have less technologically sophisticated infrastructure, and the local customers in these geographies might place greater emphasis on avoiding uncertainty associated with new technologies, such as social and digital media. Similarly, studies have frequently identified that small and medium enterprises (SMEs) can benefit more compared to their larger counterparts, as they have limited access to traditional resources (Karampela et al., 2020).

**Keywords:** B2B social media marketing, Meta Analysis, social media use, customer engagement

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## **Marketing in Emerging Countries-Marketing Strategy, Theory and Practice**

### **A Study on Metaverse Adoption in Tier-2 Management Education Hubs**

*Tanu Marwah, Dr Sonal Pundhir and Varun Gupta Hindustan*

*College of Science and Technology*

#### **Abstract:**

This study explores the initial perceptions of metaverse technology among MBA students in the Agra-Mathura region. Through quantitative analysis, the research examines factors influencing students' readiness to adopt metaverse-based learning in management education. Findings reveal that positive beliefs about metaverse benefits and prior digital experience significantly predict adoption intentions, together explaining 61.1% of behavioural variance. Surprisingly, knowledge of metaverse concepts and privacy concerns, while correlated with intentions, are not significant predictors when controlling for other factors. The study proposes a strategic framework for tier-2 management colleges that emphasizes showcasing practical business applications, providing gradual hands-on experiences, and forming resource-sharing partnerships. These insights contribute to understanding how emerging educational hubs can effectively integrate immersive technologies despite infrastructure limitations and varying digital literacy levels among students.

#### **Keywords:**

Metaverse adoption, Management education, Student perceptions

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## **Barrier to consumer Adoption of sustainable products through mimetic theory**

*Ruchi Yadav and Dr. D.V. Srinivas Kumar*

*University of Hyderabad*

### **Abstract:**

Customer today expect brand to connect with them and do more for them than simply sell them a product indicating a shift from transactional to relationship marketing. Customer engagement is portrayed as an approach to create, build and enhance customer relationship and is considered a strategic imperative to build a sustainable competitive advantage. Customer engagement is also seen to have a potential to affect customer satisfaction, customer loyalty, firm performance, firm reputation and firm value. This paper focuses on Barrier to consumer adoption of sustainable products through Memetic theory that explains human behaviour are naturally inclined to imitate others.

### **Keywords:**

Sustainable products, Customer engagement, customer disengagement, customer journey, customer experience, mimetic theory

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## **Retail Consumers: Key to Unlocking profitable growth in emerging economies in an unorganized sector; A Qualitative research**

*Dr. Prachita Patil, Dr. Saket Narendra Bansod, Dr Sushil Gadekar, Dr. Nirzar Kulkarni and Dr.*

*Ruchi Chaudhary*

*Dr. Ambedkar Institute of Management Studies & Research, Nagpur*

### **Abstract:**

Purpose: The paper deals with the consumer consumption pattern, specifically with respect to the unorganized market of retail purchases. The paper deals with various indicators in buying patterns

for consumers and would like to establish a consistent understanding specifically in emerging economies. Conventionally organized retail boom has often been seen as an indicator of growing economy due to its contribution to the real estate and retail sector. Here, the authors would like to check the factors of unorganized retail markets as indicators of an emerging and growing economy.

**Methodology:** - The study is qualitative wherein the researcher will try and propose a model for verifying the factors as indicators for judging the parameters of a growing economy. The factors would be specifically relevant to the unorganized retail sector  
**Practical Implementation:** - The study will be useful in understanding consumer buying behavior towards unorganized retail buying in emerging economies. The factors would act as roadmap guidelines and would highlight the nuances of the same.

**Originality:** - the uniqueness of the study lies in the model proposed based on the factors for understanding buyers' perceptions while buying from an unorganized retail market in emerging economies.

**Keywords:**

Consumers, Retail sector, Consumer buying behaviour,, Emerging economies, factors in unorganised retail market.

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**WOMEN ENTREPRENEURS IN THE DIGITAL AGE: A COORELATION ANALYSIS  
OF DIGITAL LITERACY AND ENTREPREURIAL SELF EFFICIENCY OF WOMEN**

*Satun Dhal and Namrata Singh fm  
university, orissa*

**Abstract:**

The emergence of digital platforms, in the context of business has changed dramatically, specifically for women. This study looks into the several aspects of women entrepreneurship in digital ecosystem, emphasizing the obstacles and opportunities encountered by women entrepreneurs while utilizing technology to move their businesses forward. Studies indicate that

digital platforms offer improved access to markets, networks, and resources; all of which are essential to reduce conventional entry barriers. However, obstacles including financial accessibility, computer literacy, and gender bias still exist and have an impact on the sustainability and growth of women-led business. The paper emphasizes the significance of targeted activities and policies that assist the development of an inclusive digital entrepreneurial environment, by highlighting the distinctive experiences of female entrepreneurs in digital ecosystem.

**Keywords:**

Women entrepreneur, Digital platform, Obstacles, Opportunities, Policies

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**Value Co-Creation in Co-Working Spaces: Understanding Consumer Behaviour Shifts in Emerging Markets**

*Saloni Gupta and Divesh Kumar*

*MNIT, JAIPUR*

**Abstract:**

Sharing economy models have changed consumer-business interactions to collaboration and cocreation. This transformation is shown by the rapid growth of co-working spaces in emerging economies like India. This article analyzes how co-working space members cocreate value and how this mirrors consumer behaviours in these economies. ServiceDominant (S-D) Logic and Value Co-Creation Theory are used to study co-working space users' motivations, expectations, and behaviours in emerging markets with economic instability, digital acceleration, entrepreneurial culture, and resource constraints. Semistructured interviews and secondary market insights revealed considerable behavioural changes—from passive consumption to active co-creation, social cooperation, and community-driven value generating. Emerging economy customers are increasingly seeking flexibility, affordability, cooperation, and identity-oriented workspace ties, according to research. Interactive communities, regional marketing, and user engagement in service design and feedback mechanisms help co-working brands succeed. The study shows that Millennials and Gen Z are more co-creative than prior generations. This article introduces a customer behaviour-driven co-creation methodology for emerging region coworking firms to improve sharing economy marketing strategy. It gives marketers, space managers, and politicians actionable insights to meet changing consumer expectations in collaboration.

**Keywords:**

Sharing economy, Co-working spaces, Value co-creation

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**A study of impact of Envelopment strategy on Resource competitiveness in India by Quick commerce**

*Jaspreet Kaur and Devansh Sharma*

*Delhi School of business*

**Abstract:**

This study examines how service uncertainty influences users' intention to recommend mobile payment services, with a particular focus on the roles of perceived security and financial risks in relation to service uncertainty. While MPS has experienced rapid growth, limited attention has been given to how service uncertainty influences user post-adoption behaviour. Drawing on perceived risk theory, a conceptual framework was developed and empirically tested using survey data from 297 mobile payment users in an emerging economy context. The responses were analysed using partial least squares structural equation modelling (PLS-SEM). Results indicate that service uncertainty negatively affects intention to recommend both directly and indirectly by heightening security and financial risk perceptions. The study contributes to the digital financial services literature by elucidating the risk-based mechanisms underlying advocacy behaviours and offers actionable insights for service providers and policymakers seeking to enhance user trust and promote positive word-of-mouth in mobile payment ecosystems.

**Keywords:**

Mobile payment services; service uncertainty; perceived risks

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**The Impact of Electric Vehicles on Automotive Aftermarket in 4 Wheeler Car segment**

*Saurav Nandi, Arumugan Seetharaman, Kollakuntla Maddulety and Nada Sayarh*  
*SP JAIN SCHOOL OF GLOBAL MANAGEMENT, Mumbai*

**Abstract:**

The extensive review and integration of management literature, this study draws on Spares parts, Battery Durability, E mobility Technologies, Infrastructure of Recharging stations, Govt Policies and Demand for Battery Electric Vehicle, to develop a research framework that establishes the impact of Electric Vehicles on Automotive Aftermarket in 4W segment. It further compares the effect of individual independent variables' direct and indirect on the Automotive Aftermarket. The framework was tested in a survey applied to 330 to senior executives, middle managers, aftermarket stakeholders (Dealers, Distributors & Technicians) , policy makers etc. By considering the direct and indirect impacts the following ranks scored by Govt Polices, Infrastructure of Recharging Stations, Demand for Battery Electric Vehicles, E mobility Technologies, Spare Parts and Battery Durability as First, Second, Third, Fourth, Fifth and Sixth respectively. The suggestions provided in this paper ensures the benefits to practitioners as follows: significantly increase the profit potentials for automotive aftermarket stakeholders, demand for skilled technicians will elevate globally, consumer preference for Battery Electric Vehicles in 4w segment will surge, new business avenues for Battery Recharging stations will spread globally and demand for Battery Electric vehicles will rise exponentially.

**Keywords:**

Automotive Aftermarket, Electric Vehicles, Spare Parts and Conceptual Model

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## **Sustainability and Ethical Marketing**

### **Unveiling Online Impulse Buying of Sustainable Personal Care Products: Examining Key Antecedents and Post-Purchase Consequences**

*Shweta Singh Ladwal and Mani Shreshtha*

*GJUS\$T*

**Abstract:**

Online impulse buying has become a prevalent phenomenon, especially with the growth of ecommerce. Research indicates that majority of online purchases are impulse driven which highlights the importance of impulse buying for both consumers and sellers. As consumers are becoming more conscious of environmental sustainability, firms are responding by launching sustainable personal care products. While this industry is expanding rapidly, there is noticeable gap in the literature examining the factors that trigger online impulse buying tendencies for sustainable personal care products in an online shopping environment. This study explores key factors influencing online impulse buying behaviour in this product category focusing on scarcity, serendipity information and sales promotion. Additionally, while online impulse buying has been extensively studied, research on its post purchase consequences remains limited. Therefore, this study also addresses post-purchase dissonance and investigates how these factors affect consumers' intention to return the sustainable personal care products.

**Keywords:**

Online impulse buying, sustainable personal care products, Post purchase Dissonance

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**Ethics in AI-driven Marketing: The Future Need**

*Komal Singharia and Garima Gupta*

*Aryabhata College, University of Delhi*

**Abstract:**

The present work explores the ethical considerations surrounding the use of artificial intelligence (AI) in marketing, offering a comprehensive review of existing literature. By exploring the divergent views of researchers, the chapter highlights both the optimism for AI's potential to revolutionize marketing strategies and the growing concerns over its ethical implications. Key issues discussed include data privacy, consumer manipulation, loss of autonomy, and biases in AI algorithms. While AI has the capacity to enhance customer targeting and personalization, the ethical implications of these advancements raise questions about fairness, accountability, and the

long-term impact on consumer trust. The paper emphasizes the need for a balanced approach to AI implementation, encouraging more responsible AI-driven marketing practices in future.

**Keywords:**

Artificial Intelligence, Marketing, Ethics

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**Impact of Virtual Influencers' Environmental Advocacy on Consumer Responses** *Erelly*

*Suman and Rajesh Ittamalla*

*Indian Institute of Technology- Hyderabad*

**Abstract:**

Virtual influencers (VIs) have emerged as powerful voices in the realm of social media for promoting environmental sustainability. This research investigates how VI's environmental advocacy affects customers' attitudes toward the advertisement, mediated by message congruence and visual appeal, which subsequently affects purchase intention (PI). Using the Heuristic-Systematic Model (HSM), and Congruity Theory, this study examines how consumers interpret advertising messages delivered by virtual influencers advocating sustainability. Using an experimental design, the study uses Galvanic Skin Response (GSR) and eye-tracking technology to identify and measure physiological responses, along with self reported questionnaires, providing insights into how consumers cognitively and emotionally engage with environmental messaging by VI's. The findings of our study have implications for stakeholders interested in using virtual influencers to advocate sustainability, adding to the growing body of literature in digital marketing and environmental communication.

**Keywords:**

Virtual influencers, Advertising Attitude, Environmental Advocacy, Congruence

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## **Consumer Perception of Green Marketing Initiatives: A Comprehensive Study** *Anjali*

*VB*

*Marian College Kuttikanam Autonomous*

### **Abstract:**

In today's market, green marketing—a tactic used by businesses to advertise eco-friendly goods, services, and procedures—has grown in importance. Businesses are incorporating sustainability into their brand identities and marketing strategies as a result of the growing worries about environmental issues like pollution and climate change. The purpose of this study is to investigate how consumers view green marketing campaigns and how they affect their purchasing decisions. This paper aims to understand how consumers perceive green marketing claims, how these perceptions affect consumer behaviour, and the difficulties businesses face in putting effective green marketing strategies into practice. The methods used by this study is reviewing recent literature, developing a theoretical framework, and collecting feedback from consumers. The key findings of the study reveals that the green marketing initiatives has a large impact on the mindset of customers.

### **Keywords:**

Green marketing, Consumer behaviour, Environmental concerns

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## **Turning Interest into Impact: The Power of Sustainability Marketing in Renewable Energy Adoption**

*Golden Singh*

*FORE School of Management*

### **Abstract:**

The transition to renewable energy is crucial for achieving global sustainability goals, yet adoption remains slower than anticipated due to barriers such as low consumer awareness, financial constraints, and inadequate marketing efforts. This study explores how sustainability marketing can bridge the gap between speculative interest and actual adoption of renewable energy technologies. By reconceptualizing the drivers of renewable energy adoption across three interconnected stakeholders (government, renewable energy firms, and customer-centric

perspectives), the research highlights the interplay between policy incentives, business strategies, and consumer behaviour. It emphasizes prosumer engagement, technological innovation, and adaptive policies to accelerate adoption. The study offers theoretical insights into renewable energy transitions and practical recommendations for firms and policymakers, advocating for sustainability marketing-driven strategies to foster systemic change, enhance customer trust, and advance equitable energy access for a sustainable future.

**Keywords:**

Sustainability Marketing, Renewable Energy, Renewable Energy Adoption, Customer-Centric, Sustainable Development Goal 7

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**Eco-Conscious Consumers: Decoding Responses to Brand Sustainability Claims**

*Chandni Keswani and Dr. Mandip Gill*

*Shri Vaishnav Institute of Management and Science*

**Abstract:**

The increasing concern and awareness have distinguished a segment of consumers from the typical consumer base. These consumers are increasingly knowledgeable, conscious, and prioritize sustainability as a core principle in their purchasing decisions. Sustainability is their primary focus, taking precedence over other characteristics. They are highly driven to protect the environment by dedicating their full efforts. These are defined by their demographic and psychographic characteristics. These are ecologically literate consumers who have the knowledge of “factors affecting environment, key relationships leading to environmental aspects or impacts, an appreciation of ‘whole systems’, and are collectively responsible for sustainable development” (Fryxell and Lo, 2023). This study aims to understand and decode the perception of these consumers towards the sustainability claims of the brands. The study undertakes the blend of quantitative and qualitative approach through interviews and survey methods. The study considered sample of 189 respondents and 2 focus groups of female respondents from millennial and Gen Z categories. The findings reveal that transparency and the execution of the brand sustainability initiatives play a vital role in purchase decisions. The study provides implications

particularly for the businesses and brands. The brands must focus on the transparency while announcing any claims.

**Keywords:**

Sustainability, Eco-conscious consumers, Transparency

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**RETHINKING GROWTH: THE ROLE OF DEGROWTH MARKETING IN SHAPING  
SUSTAINABLE INTERNATIONAL STRATEGIES**

*Adarsh Singh and Sheela Narang*

*Management Development Institute, Gurgaon*

**Abstract:**

The current paradigm in international marketing is focused on economic growth, market expansion, and profit maximization. However, raising concerns such as climate change, natural resource depletion, and social inequalities doesn't make this model sustainable. This paper examines the intersections of degrowth marketing with international strategy and sustainability, providing a different and alternative framework that moves focus from consumerism and expansion to having sufficiency, circularity, and long-term resilience. A systematic literature review (SLR) will be done to analyze existing research on post-growth business strategies and sustainable marketing in order to identify some of the principal elements of a degrowth-oriented international marketing strategy. The findings intend to reveal institutional and stakeholder influences, the challenges of firms in adopting degrowth principles and their strategies in balancing competitive advantage with environmental and social sustainability. This study adds to the discourse on post-growth economies, offering insights for businesses, policy-makers, and researchers that may consider it as a promising alternative to the current practices of market expansion. The paper aims to redefine the place of international marketing in the globalized economy with regard to resource consciousness to facilitate the transformation of business towards sustainability.

**Keywords:**

Degrowth marketing, sustainable international strategy, post-growth business models

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**Customer Satisfaction in Buying Sustainable Food Products: A Customer Relationship Management Perspective**

*Biranchi Narayan Swar*

*Management Development Institute Murshidabad*

**Abstract:**

The rapid emergence of sustainable food products in the market has generated significant interest among both consumers and industry stakeholders. This study investigates customer satisfaction in the purchase of sustainable food products through the lens of customer relationship management (CRM). A mixed-method approach was employed in this study. The data were collected from 300 respondents across urban and suburban regions. The data were analysed by using the techniques like regression and correlation analysis. The findings indicate that while price and quality remain essential, sustainability factors have a significant, positive impact on customer satisfaction. This research contributes to the existing literature by integrating sustainability with CRM, offering practical recommendations for managers in the food retail sector. The study suggests that by aligning business practices with environmental and ethical values, companies can not only improve customer satisfaction but also gain a competitive advantage in the evolving market landscape.

**Keywords:**

Customer Satisfaction, Sustainable Food Products, Customer Relationship Management

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**FACTORS INFLUENCING CIRCULAR ECONOMY FOR SUSTAINABILITY USING TISM APPROACH: AN INDIAN PERSPECTIVE**

*Dr. Riyaz Ahmed Qureshi, Ms. Krishma Rana and Akanksha Sharma*

**Abstract:**

This study aims to identify key factors influencing circular economy to help achieve sustainability in the Indian context. It first identifies key factors influencing circular economy and then uses the Total Interpretive Structural Modelling (TISM) framework, which is an extended version of Interpretive Structural Modelling (ISM). The study further uses MICMAC analysis to categorize the key factors based on their contextual interactions. This study underlines the contextual interrelations among the factors. A hierarchical model that first provides driving power and dependence of factors and then their respective levels to help achieve sustainability. This study also provides the identification of driving, autonomous, linkage and dependent factors; and helps to understand the nature of these factors. It has managerial and policy implications as industrialists, practitioners, and academics could evaluate the influencing factors which have higher driving power for formulating and implementing a strategic fit framework. Through the implementation of the TISM model in the circular economy setup, the firms can achieve sustainability in the Indian scenarios.

**Keywords:**

Circular Economy, Sustainability, Interpretive structural modelling (ISM), Total interpretive structural modelling (TISM), MICMAC analysis

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**Decoding Sustainability Strategy in MSMEs: A Bibliometric and Content Exploration**

*Adarsh Singh and Neetu Yadav*

*Management Development Institute, Gurgaon*

**Abstract:**

Sustainability has emerged as a crucial imperative for Micro, Small, and Medium Enterprises (MSMEs), particularly in institutionally void environments where regulatory frameworks and support mechanisms remain inadequate. In this study, we employ a hybrid approach combining bibliometric analysis and systematic literature review to explore the evolving landscape of sustainability strategies for MSMEs. By analyzing 87 high-impact journal articles, we identify key

research gaps, dominant themes, and emerging trends in sustainability adoption. Our findings lend credence to the roles that advances in digital transformation along with circular economy practices play in the building of sustainable business strategies. The analysis also depicts how this MSME phase navigates sustainability challenges by adopting innovation, supply chain resilience, and regulatory compliance. In conclusion, some barriers need to be overcome, such as financial inaccessibility, a lack of policy enforcement, and the absence of standardization in sustainability metrics. Therefore, this work contributes both to theory and practice by offering insights from institutional theory and actionable recommendations to MSMEs, their policymakers, and investors. The article further proposes future research directions that will build upon the study as it advocates for empirical studies on sustainability in the various typologies of SMEs.

**Keywords:**

Sustainability Strategies, Micro, small and medium sized enterprises (MSMEs), Digital Transformation, Circular Economy

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**Promoting Sustainable Consumption through Cause – related Marketing: A Qualitative Case – Study**

*Akansha Singh and Govind Swaroop Pathak*

*Assistant Professor, Department of Management Studies, National Institute of Technology Calicut*

**Abstract:**

Consumers are becoming more concerned about the environment and society. They seek more responsible and sustainable approach from the businesses (Nangia et al., 2024). This growing concern is also influencing their product consumption habit and overall consumer behaviour. In order to protect the interests of the stakeholders organizations are devising various socially responsible business initiatives (Patino et al., 2014). One of the ways in which organizations are promoting their corporate social responsibility is through cause-related marketing (Singh &

Pathak, 2023). Genc (2017) emphasized that “communication plays a key role in promoting sustainability and engaging different internal and external stakeholders in sustainable development activities” (Bagdare, (2018). Cause related marketing is a marketing tool where businesses collaborate with other non-profit organizations to promote sustainable and responsible consumption (Stötzer & Kaltenbrunner, 2024). The present study attempts to explore the role of CRM in fostering sustainable consumption. The study adopts qualitative case study research design (Tetnowski, 2015). The case of two well – known fashion brands have been considered to understand how organizations are promoting sustainable consumption through cause-related marketing. The findings highlight organizations commitment towards promoting responsible consumption behaviour among the consumers. It attempts to showcase how well organizations have aligned their business approach and brand values with consumers and other stakeholders interest to enhance social and environmental outcomes. Moreover, the organizations effort of balancing between environmental and social responsibility and profit making. The study informs both marketers and practitioners about the role of CRM as an effective strategy for promoting sustainable consumption. Further the study provides implications for the marketers and policy makers to understand the operational challenges of implementing such CRM strategies.

**Keywords:**

Cause-related Marketing; Sustainable Consumption; Qualitative Study; Case Study; India

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**Authenticity of Assam Handloom: TPB, Awareness, Image, Demographics**

*Ms Ankita Gogoi, Dr Karpagavalli Gurusamy and Dr Preslth Bhardwaj ISBR*

*BUSINESS SCHOOL, BANGALORE*

**Abstract:**

This study explores the psychological and socio-cultural drivers of sustainable purchase intentions for Assam handloom products by extending the Theory of Planned Behavior (TPB) with constructs of Sustainable Brand Image, Perceived Authenticity, and demographic moderations. Using data from 210 purposively sampled consumers, Structural Equation Modeling (SEM) validates a conceptual framework where Consumer Awareness and Sustainability Perception shape Purchase Intention both directly and indirectly via brand evaluations. The findings establish Sustainable

Brand Image as a pivotal mediating mechanism and reveal how demographic factors such as gender, income, and region moderate the awareness–brand image pathway, offering nuanced insights into consumer behavior within traditional artisanal sectors. Novelty emerges from integrating sustainable consumption, authenticity perceptions, and demographic heterogeneity within the TPB framework, contextualized in the culturally significant Assam handloom industry. The study extends existing literature by demonstrating that sustainability narratives and authenticity not only reinforce ethical consumption but also enhance emotional brand attachment in emerging market settings. Social implications advocate for awareness-driven sustainable marketing and cultural heritage promotion, while managerial insights suggest tailoring sustainability communications to diverse consumer segments through authenticity storytelling and certification strategies. Limitations include its cross-sectional design and reliance on self-reported measures, warranting future longitudinal and experimental research across diverse cultural contexts. Overall, the paper contributes a differentiated perspective on how traditional industries can effectively align cultural identity, sustainability positioning, and consumer psychology to drive responsible consumption behaviours’ in a rapidly evolving market landscape.

**Keywords:**

Sustainable Brand Image, Consumer Awareness, Sustainability Perception, Perceived Authenticity, Purchase Intention

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**Marketing Green Mindfulness for Sustainability through Green HR Practices: Role of Green Leadership and Pro-Environmental Behaviour**

*Ambesh Mishra, Jaya Ahuja and Richa Mishra*

*BML Munjal University, Gurugram* **Abstract:**

Leadership has a critical place in promoting pro-environmental behaviour in organisations (Robertson 2013). Green Human Resource practices can further influence pro environmental behaviour of employees through the development of Green Mindfulness (Saifulina, 2020). These Green Human Resource endeavours, like training on environment protection and sustainable recruitment, can shape employee behaviour, particularly when supported by senior management and clear understanding among various departments (Mishra, 2017). Besides, cohesive Green HR

practices and action played by Green Leadership in mediating and moderating the relationship between Green Human Resource and Pro environmental employee behaviour has been promulgated (Luu, 2019). This study is designed to understand the mediating role of Green HR practices to explain the existing relationship amongst Green Human Resource Management practices, Green Leadership, and Green Mindfulness. This study aimed to understand green leadership-induced Green Human Resource Management practices that underpin the sustainable business performance for the industries. A mixed methodology (both quantitative and qualitative) has been adopted here to understand the reviews by scholars in the fields of Green HR, Green Leadership, Pro environmental behaviour and the Green Mindfulness. The sample for this cross-sectional study included employees from a large manufacturing organisations in India. A total of 93 out of 100 questionnaires (93% response rate) were returned. After deleting entries with missing data, 93 responses were included in the analysis. Future studies need to close this gap by understanding how green human resource and leadership put an impact on viability of the business performance in Indian manufacturing industries. The research work in terms of the developing nations, is insignificant. Our findings have played a major role to this body of knowledge by 3 declaring scholars' views on how organisational role in green HRM initiatives are relevant to the environmental programs and pro-environmental behaviour.

**Keywords:**

Pro-environmental behaviour, Green Mindfulness, Green Leadership, Employees' Commitment, Green HR practices, Sustainability

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**Modeling of Barriers in Integrating Informal E-waste Collectors into India's Formal  
EWaste Management System**

*Ranjit Kaur and Pragya Arya*

*Fortune Institute of International Business*

**Abstract:**

Despite the huge quantity of electronic waste generated in India, the collection and recycling rates in the country are remarkably low i.e. 0.93% as of 2016. The informal sector, primarily led by informal e-waste collectors, has a crucial role in managing India's ewaste. However, these collectors direct the majority of the collected e-waste to informal recyclers. Although informal ewaste collectors are extremely efficient in collecting e-waste, the formal treatment processes demonstrate better resource recovery from e-waste than the informal recyclers. Therefore, integrating the informal e-waste collectors into the formal ewaste management system has the potential to optimize the effectiveness and efficiency of ewaste value chains. To this end, the current research aims to understand the challenges encountered by informal e-waste collectors when attempting to integrate into India's formal ewaste management system. Additionally, the current study attempts to map the interconnections between these barriers by putting forth a causal framework based on System Dynamics Modeling (SDM). The current study contributes to the literature by providing a metatheoretical perspective for understanding the dynamics of marketing systems especially in solving wicked problems like e-waste management. Further, it unveils the micro-actions that shape the larger systems sustaining this wicked problem.

**Keywords:**

System Dynamics Modeling, Macro Social Marketing, E-waste Management, Social Marketing, Waste Management

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## **A Multi-Theoretical Framework for Understanding the Role of Influencer Traits in Shaping Sustainable Purchase Intentions**

*Purva Agarwal and Divesh Kumar*

*Malaviya National Institute of Technology Jaipur*

**Abstract:**

Abstract Sustainability has become a global imperative, yet a persistent gap exists between consumers' positive attitudes and purchase behavior. Despite widespread awareness of climate change, the attitude-behavior gap persists, with consumers often ignoring sustainable options. Social Media Influencers (SMIs), perceived as authentic and relatable, are increasingly influential in shaping purchasing choices. Drawing on the Stimulus-Organism-Response (S-O-R) model, along with attribution, performativity, and opinion leadership theories, this study develops and tests a conceptual framework linking SMIs' traits—self-disclosure, honesty, and benevolence—to source credibility, brand trust, and sustainable intention to buy. Using a quantitative survey of 300 young social media users, results analyzed through Structural Equation Modelling reveal that SMIs' characteristics significantly affect consumer trust and sustainable behavior. Source Credibility also mediates this relationship, reinforcing its central role. The findings offer theoretical implications in SMIs marketing literature and practical insights for sustainability focused branding, emphasizing the importance of credibility and trust in fostering ecoconscious consumption.

**Keywords:**

Sustainable products, Purchase intention, Social Media Influencers (SMIs), SOR

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**Mapping the Intellectual Structure and Research Trends in Sustainable Marketing: A  
Bibliometric Analysis**

*Satyanarayana Rentala, Shreyas Patel and Tejaswini Ramesh*  
*Bharathidasan Institute of Management*

**Abstract:**

In response to increasing global environmental concerns and the demand for corporate social responsibility, sustainable marketing has emerged as a critical research area within marketing and sustainability studies. This study aims to systematically analyze the intellectual structure, key research themes, and evolving trends in sustainable marketing through bibliometric analysis. Using data extracted from the Scopus database, this paper employs VOSviewer to visualize coauthorship networks, keyword co-occurrence, citation analysis, and thematic clusters in the field from 1931 to 2025. A dataset of 8535 peer-reviewed journal articles were collected using the keywords “sustainable marketing,” “green marketing,” “environmental marketing,” and related terms. The analysis reveals a steady growth in scholarly output, particularly in the last decade, reflecting the growing academic and practical interest in sustainability. Key thematic clusters identified include green consumer behaviour, corporate sustainability strategies, environmental branding, and circular economy practices. Influential authors, journals, and institutions are highlighted, providing a roadmap for future research collaboration and publication. The cooccurrence analysis of keywords demonstrates an evolution in research focus from traditional environmental marketing approaches toward more integrated and systemic sustainability frameworks. Furthermore, emerging trends such as digital sustainability, ESG (Environmental, Social, and Governance) marketing, and ethical consumerism are gaining momentum. This study contributes to the literature by offering a comprehensive overview of the sustainable marketing research landscape. It aids scholars and practitioners in identifying gaps, influential contributions, and future directions for theory development and practical application. By leveraging VOSviewer’s visualization capabilities, the paper provides a clear and accessible mapping of the field’s development, offering a foundation for more targeted and impactful research in sustainable marketing.

**Keywords:**

Bibliometric analysis, Citation analysis, Sustainable marketing

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**A bibliometric study on sustainable lifestyle: Current status, development, and future research directions**

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*Institute of Management, Nirma University*

**Abstract:**

The emergence of "sustainable lifestyles" as a conceptual language in the policy arena has coincided with practitioners' increasing interest in applying concepts of segmentation to comprehend and encourage behaviour change. Sustainable lifestyles play a crucial role in fostering social and ecological transformations aimed at long-term sustainability. The concept of sustainable lifestyles emphasizes the ability of human life to coexist indefinitely with ecological balance. However, achieving this goal requires significant behavioral changes, as lifestyles are often difficult to modify. Despite an awareness of sustainability, many individuals struggle to implement the necessary changes in their daily lives. The challenge of altering ingrained habits presents a substantial barrier to the widespread adoption of sustainable practices. It consists of specific behaviors and attitudes that align with situational contexts, enabling individuals to navigate interpersonal relationships and manage feelings of inadequacy. Furthermore, lifestyle choices influence consumer behavior, dictating purchasing decisions, product usage, disposal practices, and resource consumption, all of which have direct implications for sustainability. The concept of sustainable lifestyles has gained popularity recently among researchers who contend that a number of lifestyle groups can be distinguished based on shared behavioural and attitudinal traits. So far, sustainable lifestyle systematic literature review related studies has not been fully explored. Therefore, the main goal of this paper is to explore the concept of sustainable lifestyle in the SLR area, intending to contribute to understanding better and solving such problems in an integrated way. More specifically, this paper characterizes what sustainable lifestyle SLR are, their core characteristics, critical factors (i.e., sensitive points in the SLR process), and guidelines for conducting such SLR.

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**IMPACT OF RESOURCE CONSERVING TECHNOLOGY ON MARKETING  
SOCIETY IN PUNJAB AND HARYANA**

*Rana Rohit*

*Department of Economics, University of Calcutta*

**Abstract:**

The Government launched National Agriculture Market (e-NAM) scheme on 14.04.2017 to enhance transparency in transactions, price discovery and farmers' reach to larger number of markets to sell their produce to buyers of their choice at their convenience. The scheme creates a National web based unified agri-marketing portal for inter market and inter-state trading of agriproduce. Transparency and competition will fetch better prices to the farmers for their produce and ensure cashless payments directly to their bank accounts. 585 wholesale regulated markets are targeted to be integrated with e-NAM by March, 2018. Resource Conserving Technology Adopters 73.85% farmer are having marketing group and 26.15% farmer are not having marketing group. 77.59% farmer are member of marketing group and 21.58% farmer are not member of marketing group. 77.59% farmer are active and 21.58% farmer are not active in marketing group. Resource Conserving Technology Non Adopters 97.98% farmer are having marketing group and 2.02% farmer are not having marketing group. 97.98% farmer are member of marketing group and 2.02% farmer are not member of marketing group. 79.60% farmer are active and 18.38% farmer are modest and 2.02% farmer are not active in marketing group.

**Keywords:**

e-NAM National Agriculture Market, APMC Agricultural Produce Marketing Committees, APMR Agricultural Produce Marketing Regulation, CPI-AL Consumer Price Index for Agricultural Labour, CAGR compounded annual growth rate

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**Eco-friendly versus wallet-friendly marketing: a systematic review of global best practices to promote green consumerism in emerging economies**

*Preeti Kaushik*

*St. Francis Institute of Management and Research*

**Abstract:**

This research presents a systematic review of global best practices in eco-friendly and wallet-friendly marketing, aiming to identify model strategies that can be adapted to foster green consumerism in Emerging economies. The study takes a closer look at over 50 sources, narrowing down to 30 empirical

and high-impact cases, categorized under five strategic pillars: cost innovation, behavioural nudging, policy integration, ethical branding, and community engagement. The evaluation brings to light key case studies across developed and emerging economies and places in context their applicability in the emerging economies. Findings suggest that affordability, transparency, behavioural design, and cultural contextualization are critical to bridging India's green intention-action gap. Recommendations are directed at marketers, policymakers, and stakeholders seeking to catalyze mass scale sustainable consumption.

**Keywords:** green marketing, eco-friendly, wallet-friendly, consumer behaviour, sustainability, emerging economies, systematic review, global best practices.

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### **Addressing Psychological Risks in the Age of Automation: Ethical Strategies for Robotic Workforce Integration**

*Sanjive Saxena, Dr. Namita Rajput, Dr. Jyotsna Oswal and Dr. Navneet Joshi*

#### **Abstract:**

Using robots as part of organizational workforces is both beneficial and problematic at the same time, and psychosocial factors and ethical concerns ought to be investigated. This paper also critically looks at the critical psychological risks likely to occur when introducing a robotic workforce and their impact on the existing staff regarding risk and productivity. It also raises the ethical issue of who has control over autonomous systems and ways of dealing with the dangers posed by such systems. This study uses a mixed approach of quantitative and qualitative methods, such as random questionnaires, case studies, and physiological processes of measuring sentiments, and it achieves a holistic view of Human-Robot Interaction (HRI). The results reveal that, even though robotic systems increase output and reduce costs, they also increase the employees' stress levels and make them feel more insecure about their jobs. Tackling such psychological and ethical concerns is vital to enhancing workspace tone and harvesting positive results in the integration process of robotic technologies. The following recommendations are made to put the research findings into action: As a result, it becomes paramount for organisations to orient their staff ceaselessly, foster discussions, and have concrete as well as achievable ethical standards that will direct the workforce.

**Keywords:** automation and robotics in the workforce, occupational stress, moral issues, employee well-being, performance, autonomous systems, social interface with robots

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## **The Future of Marketing in the Metaverse**

### **ASSESSING THE ROI OF METAVERSE MARKETING STRATEGIES: A CUSTOMER ENGAGEMENT PERSPECTIVE**

*Ruchi Yadav and Dr.D.V.Srinivas Kumar*

*University of Hyderabad*

#### **Abstract:**

The metaverse, a shared, immersive and interactive virtual reality, is revolutionizing the marketing landscape. As businesses increasingly invest in metaverse marketing strategies, assessing their return on investment [ROI] from a customer engagement perspective is crucial. This study aims to investigate the impact of metaverse marketing strategies on customer engagement and examine the ROI of these strategies. A mixed method approach combining surveys, interview and data analytics is employed to collect data from metaverse marketing campaigns. The study provides insights for marketers to optimize their metaverse marketing strategies and maximize their ROI. The findings also contribute to the development of customer engagement framework for metaverse marketing, shedding light on future of marketing in the metaverse.

#### **Keywords:**

Metaverse marketing, customer engagement, ROI, marketing strategy, virtual reality

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### **Global Research Collaboration in Metaverse Studies: A Bibliometric Analysis**

*Dr. Prashant Kushwaha, Dr. Chandni Keswani and Dr. Mamta Joshi shri*

*Vaishnav institute of management and science*

**Abstract:**

This study examines the trends of research on Metaverse over the period of time by analyzing publication trends, collaborative networks, organizations involved, countries contribution, key research themes, and citation impact. The research investigates the key authors along with leading institutions and national forces involved. The research presents data on international research collaborations by identifying notable groups of co-authorship between institutions and scholars worldwide. Additionally, the research analyzes frequent keywords for studying evolving research priorities. For the examination of literature the researcher used Bibliometric analysis.

**Keywords:**

Metaverse, Collaboration, Bibliometric analysis

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**Unveiling the virtual reality paradox: Why developing economies struggle to embrace?**

*Tanmoy Bag and Vikas Choudhary*

*Indian Institute of Technology Kharagpur*

**Abstract:**

Unveiling the virtual reality paradox: Why developing economies struggle to embrace? The integration of virtual reality (VR) into tourism has revolutionized tourism industry, transforming way tourists interact with destinations. This study aims to examine factors inhibiting adoption of VR in developing economies through the lens of value-based adoption model and expectation confirmation-disconfirmation theory. The study collected 292 responses selected randomly and examined through SEM using AMOS-29. The findings confirm that perceived value and satisfaction emerge as key predictor in adoption of VR. This study provides recommendations to department of tourism and tourism practitioners on enhancing perceived benefits and satisfaction, and reducing perceived sacrifices to attract tourists to visit destinations through power of VR.

**Keywords:**

### **Marketing in the Metaverse: A Bibliometric Perspective**

*Satyanarayana Rentala, Anubhav Singh and Murtaza Dahodwala Bharathidasan*

*Institute of Management*

#### **Abstract:**

The metaverse is changing the way customers and companies interact with each other by implementing a fusion of virtual and physical commerce. To understand this new environment, around 2681 Scopus-indexed works ranging from year 1994 to 2025 were bibliometrically analysed. Customer behaviour, blockchain trading, digital advertising, data privacy over the internet, and experiential marketing were among the very important topics that were studied and critically analysed in this study. Themes that focused on immersive branding, direct-to-avatar marketing, multi-platform strategies and ethical concerns were grouped together. Since the entire metaverse market is expected to reach over \$937 billion by year 2030, the research's conclusion demonstrates both the magnitude of the opportunity and the necessary strategic changes. This study provides insights into the underlying trends such as scholars and marketers navigate innovation, cross-reality convergence, and data-driven concerns in the metaverse.

#### **Keywords:**

Bibliometric Analysis, Consumer Engagement, Metaverse Marketing

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### **Designing Immersive Metaverse Experiences: Investigating the Role of Virtual Sensory Cues on Consumer Purchase Intention**

*Abhinav Srivastava*

*Research scholar, Bennett University*

#### **Abstract:**

In this digital world rapid advancement in technologies are growing continuously. Augmented reality, virtual reality and mixed reality have given rise to the metaverse. It has a digital and interactive environment that mimics many features and aspects of the real world. .The metaverse has opened a new paradigm for social interaction, business and leisure with application ranging from education to travel and most significantly virtual commerce. Marketers must understand the distinct factors influencing consumer behavior in this immersive environment as consumers interact on daily basis with these goods and services. Users can interact in real time with avatars, virtual items, and other users through virtual commerce, which extends traditional e-commerce into 3D worlds. Unlike static web interfaces, the metaverse enables multi-sensory and emotionally engaging experiences that can mimic or even surpass real-world encounters (Shenet al., 2021). Research suggests that immersive environments can stimulate heightened levels of emotional engagement, trust, and purchase intention—all of which are critical components of consumer decision-making (Dwivedi et al., 2023). Virtual sensory signals especially those that are responsible for tastes smell and touch in addition to sound and sight are an important but little researched in terms of meta verse. Therefore, creating successful virtual shopping environments requires an understanding of how these sensory signals affect purchase intention. The purpose of this study is to investigate how meta verse virtual sensory signals influence customer purchasing decisions. The study aims to provide theoretical understandings and useful recommendations for platform developers and marketers by examining the connections between immersive sensory input and consumer psychology.

**Keywords:**

Metaverse, Purchase Intention, Virtual Sensory

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**From Algorithms to Accountability: Exploring Blockchain's Impact on the Future of Advertising**

*Dr. Ritu Sharma and Dr. Manoj Kumar Srivastava*

*MRIIRS Faridabad*

**Abstract:**

Advertising is undergoing a transformational phase propelled by automation, algorithmic decision-making, and real-time optimisation. As digital marketing grows more data-driven, organisations are utilising artificial intelligence and machine learning to ethically analyse consumer data, facilitating the creation of focused strategies that conform to customer expectations and regulatory standards. In the context of this technological transition, blockchain presents a promising yet intricate approach to improve transparency, accountability, and data integrity in programmatic advertising. However, the scalability of blockchain in advertising poses significant challenges, especially in reconciling its decentralisation and security advantages with the requirement for rapid transactions, such as real-time bidding and ad auctions. This study does a thematic and systematic literature analysis to investigate how blockchain technology can facilitate GDPR-compliant data utilisation, mitigate ad fraud, and enhance consumer trust. The study seeks to provide insights into the changing role of blockchain in ethical, efficient, and secure advertising systems.

**Keywords:**

Blockchain, Advertising, Transparency, Scalability, Data Standardization, GDPR Compliance

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