



# IFMR GBS

## *InMarc 2025*

Imagining the  
Future of Marketing:  
**Innovation &  
Sustainability**

Book of Abstracts



# Contents

<i>Message from</i> the Dean, IFMR GSB, Krea University, India	03
<i>Message from</i> InMarc Chair, IFMR GSB, Krea University, India	04
<i>Organising Committee</i>	05
<i>Keynote Speakers</i>	08
<i>Workshop Sessions – Resource Persons</i>	10
<i>Index of Papers</i>	11
<i>Abstracts</i>	17





## **Message from the Dean**

### **IFMR GSB, Krea University**

The Institute for Financial Management and Research (IFMR) Graduate School of Business has consistently advanced management education grounded in intellectual rigor, ethical responsibility, and societal relevance. InMarc 2025, our International Marketing Conference, was organized in line with this commitment, creating a platform for meaningful engagement with emerging questions in marketing scholarship and practice.

Held at our Sri City campus from 5–7 December 2025, the conference centered on the theme ‘Imagining the Future of Marketing: Innovation and Sustainability’. It brought together scholars, researchers, and industry professionals to deliberate on contemporary issues shaping the marketing landscape. Through a series of keynote addresses, paper presentations, panel discussions, and pre-conference workshops, the event facilitated rich intellectual exchange and encouraged interdisciplinary dialogue.

The conference also reflected IFMR GSB’s continued emphasis on bridging theory and practice. The diversity of research contributions, along with engagement from academic collaborators and journal partners, strengthened the quality and relevance of discussions. Initiatives such as publication support and best paper awards further reinforced our commitment to fostering impactful research.

We look forward to carrying this momentum forward and strengthening InMarc as a forum for advancing marketing knowledge in the years to come.

**Professor Lakshmi Kumar**  
Dean, IFMR GSB, Krea University, India



## Message from The Conference Chair

InMarc 2025, themed “Imagining the Future of Marketing: Innovation and Sustainability,” was conceptualised as a first-of-its-kind initiative aimed at fostering rigorous academic inquiry and meaningful exchange within the marketing community. The conference brought together scholars and practitioners working across a wide range of domains, including consumer behavior, product and brand management, artificial intelligence and machine learning, digital marketing, ethical consumption, and sustainability, among others.

The aim was to encourage original research that not only addresses contemporary marketing challenges but also contributes to the development of theory and practice. The programme featured peer-reviewed paper presentations, keynote addresses, and panel discussions designed to facilitate critical dialogue and interdisciplinary engagement. Collaborations with leading academic journals further enhanced opportunities for scholarly dissemination and impact.

The active participation and thoughtful contributions of attendees made InMarc 2025 a stimulating and enriching academic forum. It is hoped that the conversations and insights generated through the conference will continue to inspire future research and contribute to more responsible and innovative marketing practices.

### **Dr Debankur Saha**

Assistant Professor and Area Chair, Marketing  
InMarc 2025 Chair  
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## Organising Committee



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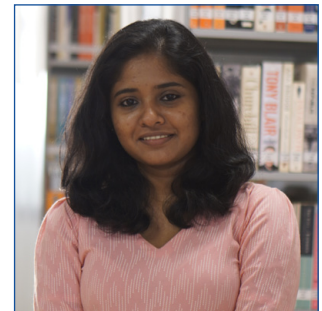
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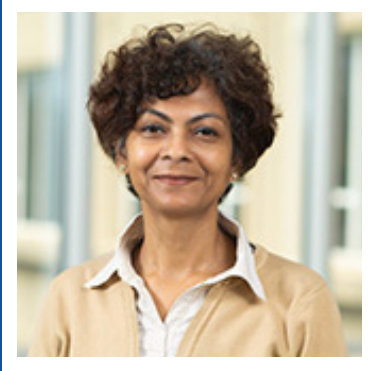
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### **Dr Vani Haridasan**

Associate Professor, SSN School of Management,  
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## Keynote Speakers



### **Dr Moutusy Maity**

Professor of Marketing at the Harrison College of Business and Computing, Southeast Missouri State University, USA.

She delivered a keynote address titled 'Toward a Responsive and Responsible Digital Society', examining the implications of digital technologies for consumers, businesses, and society, emphasising the need for responsibility, responsiveness, and ethical considerations in digital environments.



### **Dr Anoop Bhogal-Nair (FRSA)**

Associate Professor of Marketing and Consumption at Leicester Castle Business School, De Montfort University.

She delivered a keynote address titled 'Significance of Qualitative Research and Overview of the Qualitative Market Research (QMR) Journal', drawing on her interdisciplinary research on identity, well-being, and the lived experiences of minority and vulnerable groups.



### **Dr Osman Nuri Özdoğan**

Professor and Faculty Dean at the Faculty of Tourism, Aydın Adnan Menderes University, Türkiye

He delivered a keynote address titled 'Sustainable Stays, Superior Marketing: Marketing Sustainability in the Hotel Industry' based on his academic expertise and industry experience in hotel management and sustainability.



### **Dr Anirban Chakraborty**

Professor in the Area of Marketing at the Indian Institute of Management Lucknow.

He delivered a keynote address titled 'Publishing in Top-Tier Journals: From Overview to Ethical Consideration' drawing on his extensive research experience in consumer behaviour within the services sector and his strong publication record in leading international journals.



### **Dr Mainak Sarkar**

Assistant Professor of Marketing at the University of Michigan-Dearborn, USA

He delivered a keynote address on 'AI for Marketing Research' highlighting recent advancements in artificial intelligence and demonstrated how AI-driven methods can be optimally leveraged in marketing research.



## Workshop Sessions – Resource persons

### Storytelling with Power BI



**Speaker**

**Dr Shouvik Bhattacharyya**

Assistant Professor, Data Science and Information Systems

The workshop guided participants through the complete journey of transforming raw data into impactful insights. It began with Data Cleaning and Transformation, where attendees learned essential techniques to prepare messy datasets for accurate analysis. Building on this foundation, Dr Bhattacharyya introduced Data Modelling, highlighting how dimension and fact tables are connected to create a strong analytical framework. The session concluded with a hands-on Dashboard Creation exercise in which participants developed a marketing analytics dashboard focused on actionable insights. By the end of the workshop, attendees had gained practical skills to turn complex data into clear, compelling visual stories that support strategic decision-making.

### Mastering the Art of Case Study Writing



**Speaker**

**Dr Sathya Saminadan**

Associate Professor of Practice, Marketing

The workshop provided a comprehensive roadmap for crafting impactful educational narratives. The session emphasised that the primary purpose of a case study is to bridge the gap between theoretical frameworks and real-world applications, requiring a commitment to clarity and logical flow to maintain reader engagement. By highlighting the importance of avoiding common mistakes such as including biased perspectives or failing to establish a clear decision point, Dr Saminadan offered practical tips and best practices centred on structured storytelling. The discussion underscored that a well-converted case study relies on rigorous data, a compelling protagonist, and a strategic focus that challenges the learner’s analytical skills.

## Pathways to Publishing in Top-Tier Journals



**Speaker**

**Dr Jyoti Prasad Mukhopadhyay**

Associate Professor, Economics and Chairperson PhD Programme



**Speaker**

**Dr Praveen Bhagawan M**

Associate Professor, Finance, Accounting and Quantitative Finance and Area Chair - Finance, Accounting and Quantitative Finance

The workshop on “Pathways to Publishing in Top-Tier Journals,” led by Dr Jyoti Prasad Mukhopadhyay and Dr Praveen Bhagwan M., offered detailed, practice-oriented guidance on the academic publishing process. The session covered key aspects of manuscript development, including selecting appropriate journals, adhering to author guidelines, and structuring each section—from crafting precise titles and focused introductions to presenting clear results and meaningful conclusions. Emphasis was placed on articulating novelty and contribution, engaging with both recent and seminal literature, and ensuring clarity and coherence throughout the paper. The speakers also highlighted the importance of peer feedback, strategic journal targeting, conference presentations, and resilience in navigating rejections.

## Index of papers- paper titles and authors based on each track

Authors	Paper Title	Page No
<b>Marketing Ethics</b>		
Dr D Vimala, Dr Saikumari	Marketing Ethics for Social Good and Sustainability: Bridging Theory and Practice for Lasting Change	17
Jyothis Maria Franklin, Dr Pallavi Pandey	Unmasking Cyberbullying: A Study on Firms	17
Rajesh Kumar Maurya, Dr Joyeeta Chatterjee	Ethical AI in Global Fashion Marketing: Balancing Innovation, Transparency, and Consumer Trust	18
<b>Consumer Behaviour</b>		
Aquina, Dr Jayasankar Ramanathan	A Proposal to Study Consumer Behaviour on Indian Currency Notes	18
Sumit Kumar Tripathy	The Influence of Parameterized Nutritional Awareness on Consumer Purchasing Habits	19
Prashant Kumar	Why We Choose Trendy Baby Names: The Psychology and Marketing Behind Modern Naming Trends	19
Miniskar Praveena Bai	The Role of Social Stigma Driving Consumer Behaviour Towards Healthcare Products	20
Anju Elizabeth John, Srinithi M	Exploring Functional, Emotional, and Social Drivers of Premium Music Streaming Adoption	20
Janga Nihal	Retro Revival: Exploring Gen Z's Perception of Nostalgic Fashion Through the Lenses of Identity, Sustainability, and National Campaigns in Post-2020 India	21
Sai Sundara Darahas Dolla, Lakshmana Teja Kode	Is Indian tradition being forgotten by the new generation kids? Are companies taking advantage of Gen Z's Mindset and Understanding by using their Marketing techniques?	21
Vani Haridasan, Oviyapriya K, Dr Kavitha M	Rekindling Childhood Memories: The Impact of Nostalgic Labelling and Music on Adult Purchase Behaviour	22
Prerona Jana	Decoding the Vibe: A Qualitative Exploration of Emotion, Atmosphere, and Brand Meaning	23
Selvakumar B	An Empirical Study of Consumer Buying Behaviour Toward Private Label Apparel Brands: The Influence of Store Image	23
Rishab Prasad Soni, Dr MP Ganesh	A Mixed Method Exploration Towards Understanding Consumer Perceptions of Moment Marketing	24
Poorani.D, Anitha.A, Aartheeswari.E	Exploring the Role of Influencer Credibility in Shaping Gen Z Buying Behavior	24
Dipti S Mahajan, Dr Shailesh P Kasande	Attitude and behaviour of Millennials in Maharashtra towards Organic Food	25

<b>Sourav Kumar Samanta, Dr Krishnan Jeesha</b>	Discerning Misinformation: Exploring citizens' ability to build resilience in the era of Media and Institutional Fragmentation, a PLS SEM approach	26
<b>Dr Anicar D Manavi, Darpan</b>	Repurchase Intention for Scented Candles: The Role of In-use Experience, Belief, and Altruism through product awareness	26
<b>Thomas Dominic</b>	Significance of consumers' beliefs in regulations in countering privacy fatigue	27
<b>K Rajalakshmi, K Guru</b>	From Experience to Loyalty: Understanding Online Shoppers In Emerging Markets	28
<b>Sasikala M, Shobhana N</b>	An Integrated TCV-TRA Model of Functional Food Consumption	29
<b>Kompalli Sasi Kumar, Shesadri Kiran Tharimala, Reddygari Tejaswini</b>	From Conversations to Conversions: Investigating the eWOM among Branding Tribes through a Dual-Model Approach of Information Adoption and Acceptance Theories on Consumer Purchase Intentions	29
<b>Kalpak K Kulkarni</b>	The Cognitive-Entropy Model of Price Sensitivity in Algorithmic Markets	30
<b>Dr Sourabh Arora, Kartikeya Ashok</b>	Riding the Current or Unplugging the Journey: Anatomy of E2W Post Adoption Behaviour	30
<b>Dr Guninder Pal Singh, Dr Vikram Choudhary</b>	From Instant Satisfaction to Post-Desire Fulfilment Pause	31
<b>Digital Marketing, Advertising and Social Media</b>		
<b>Yogesh Waran K</b>	From Roads to Reels: Exploring the Rise of Motorcycle Vlogging Culture	32
<b>Sehar Khursheed, Dr Guru Raj Pathak</b>	Role of Influencer Marketing in Shaping Consumer Behaviour in Beauty Industry	32
<b>Chendi Krishna Priya, S Shireesha, Dr T Vara Lakshmi</b>	Personalized Digital Marketing Strategies: Amazon India vs. Nykaa	33
<b>Mohammad Waseem</b>	Consumer Perception Towards Social Media-Based Sales Promotion	34
<b>S Purushothaman, Dr B Kalaiyaran, Dr V Kalaiselvam</b>	Analyses on celebrity endorsement having their impact on consumer purchase and retention	34
<b>Dr M Shalini, Dr Joseph Paul, Chandana Valluripalli</b>	Emerging Trends in Future Directions of Social Media Influencer Marketing	35
<b>Vikramman Na</b>	Post-Attention Advertising: Content Analysis of Minimalist Ads	35
<b>Dr V Vijay Anandh, Srinisha S</b>	Quality of Content in Social Media Advertising Influence of Fake Content	36

<b>R Cynthia Sheeba Cathrin, S Sridevi</b>	Evaluating Social Media and Direct Marketing Strategies	36
<b>Sustainability and Green Marketing</b>		
<b>T M Suresh Kumar, Thirumoorthi P</b>	Decoding Consumer Perceptions Toward Organic Marketing	37
<b>Pavithra V, Dr Kavitha Muthukumara, M Micheal Rashma, Magemybindo C, Ravi Kumar R</b>	Study on Consumer Preferences for Sustainable and Eco-Friendly Products: An Analytical Perspective	38
<b>Mitrajit Biswas</b>	Sustainability and Nation Branding: Integrating Environmental Responsibility	38
<b>Nayan Bharadwaj R, Dr Gururaj Phatak</b>	Sustainable Luxury Consumption in the Apparel Sector: An Empirical Study on Consumer Attitudes and Purchase Intentions	39
<b>V Jhansi, Dr Kavitha Muthukumar</b>	The Role of Emotions in Ethical Consumption Decisions: Exploring the Emotional Drivers of Sustainable Consumer Behavior.	39
<b>Shivam Pratapwar, Deepika Ambade</b>	Culturally Inclusive Sustainability Marketing: ML Approach to Bias Detection	40
<b>Prerona Jana</b>	Mindless Consumption: The Modern Consumer's Blind Spot	41
<b>Arijit Ghosh</b>	Psychological Antecedents of Circular Product Adoption	41
<b>Tejeswari Allada</b>	The Power of Fame in Green Consumption: Understanding the Role of Celebrity Endorsement in Promoting Organic Food Products	42
<b>Shankari Sakhi A, Dr G Barani</b>	A Review of Eco-conscious Consumerism in EV And I.C.E Two Wheelers: Aessing The Impact of Regulatory Frameworks	42
<b>R Ravi, Dr M.Sivakumar</b>	Green Marketing: Strategies, Challenges and Sustainable Consumerism	43
<b>Priya Krishnan, Dr Nisha Ashokan, Dr Seema Lall</b>	Mapping a Sustainable Future: Innovation Driven Marketing of Mappls and Zoho Mail	44
<b>Sony Varghese</b>	Impact of Sustainable Brand Practices in Customer Trust and Retention	44
<b>AI/ML, Metaverse and Big Data</b>		
<b>Sowmiya A, Dr Kavitha M</b>	From Virtual Experience to Real Purchase: Effect of AR Try-On Features	45
<b>Agnes Dominic</b>	Bridging the Trust Gap: Generational Perceptions of AI Ethics	46

<b>Neethu Satheesh</b>	AI-Powered Personalization on Customer Experience in Online Retail	48
<b>Booma S, Dr Kavitha M, Jenitha Karthiga S, Dr Kavitha M</b>	Traditional Methods and AI-Based Tools for Mental Health Monitoring	48
<b>Dr V P Seena</b>	AI Integrated Neuromarketing in Predicting Purchase of High-end Watches	49
<b>Dr Shreya Sangal, Achint Nigam</b>	Paradoxes in GenAi implementation in MSME. An application of paradox theory	49
<b>Gayathri D, A Balagurusamy, K Soundarraj</b>	Role of AI-Driven Fraud Detection Models in Strengthening E-Commerce Transaction Security: A Comprehensive Review with Empirical Analysis	50
<b>Booma.S, Kavitha M, Jenitha Karthiga S ,M. Micheal Rashma</b>	Role Of Technology (IoT, Blockchain, AI) in Supply Chain Transparency	51
<b>Mohd Faisal Afridi</b>	Turning Service Fault Lines into AI Frontiers: Agentic AI in Retail Banking	51
<b>Byrishetti Pavan Kumar, Dr K Jagannayaki, Dr T Vara Lakshmi</b>	Strategic Human-AI Synergy: Transforming Customer Retention and Loyalty with AI-Driven CRM	52
<b>Dr Kalpana R</b>	Predictive Analytics in the Age of Big Data: Opportunities and Challenges	53
<b>Product and Brand Management</b>		
<b>Jayasimha K R Dr Siva M Kumar</b>	Brand Purpose: An Exploration	53
<b>Dr Theerthaana, Vishal R</b>	From Home to Hybrid: Mapping the Transformation of Mompreneurship	53
<b>S Balasubrahmanyam</b>	Rapid Product Development: Dual Perspectives of Innovation and Sustainability	54
<b>Kartikeya Ashok, Dr Sourabh Arora</b>	Mining App Reviews to Understand Emotions, Sentiments, and Pain Points of Electric Two-Wheeler Users in India	56
<b>Nithin Vedire, Ashritha Maloth, Ankita Sarkar, Dr Balasubramanian Sambasivam, Dr Jose Manu Mashnassery Augustine</b>	EV Transition in Telangana: An Analysis of Market Trends, Infrastructure Gaps, and Policy Challenges	57
<b>Aarya Shrikhande, Neelam Meghashyam, Palatla Manikanta</b>	Understanding India's Beauty Brand Transformation: A New Facet of Indian Beauty	58
<b>Tia Khandelwal</b>	Brand Dilution	58
<b>Lana Junaid</b>	Indian Luxury on the Global Stage: Growth, Sustainability, and Digital Innovation	59

<b>Retail Marketing and Sales</b>		
<b>Shraddha Paliwal, Dr Pallavi Pandey</b>	Why Retail Employees Play Truant? Employee Turnover Intentions	60
<b>Rakesh Kumar, Pankaj Vishwakarma</b>	Value-Based Conceptual Framework for Buy Now Pay Later Adoption	61
<b>Bahavan S, Uma Devi B, Harshita, Ashok M</b>	Market Research Analysis of Retail Fashion Costumes & Apparel Using LLM - A Qualitative Study	61
<b>Navyatha Saarang , Dr Sameera Afroze</b>	Celebrity Power and Gen Z: The Quick Commerce Connection	62
<b>Dr Anicar D Manavi, Udayveer Singh Yadav</b>	Role of Product Cues and Retail Experience in Scented Candle Buying	62
<b>Neuromarketing and Behavioral Economics in Marketing</b>		
<b>Marisha Ani Das</b>	Neuro-Sustain: Emotional Science of Marketing with a Conscience	63
<b>R Jayashree</b>	The Science Behind Buying: Analytical Study on Neuromarketing	64
<b>Aditi Sinha</b>	From Engines to Emotions: Behavioural Economics and Neuromarketing in F1 Sponsorship Strategy	64
<b>Divyansh Jain</b>	When Crisis Meets Capital: Pure Capitalism vs. Social Capitalism	65
<b>Tourism Marketing</b>		
<b>Priya K M</b>	From Fear to Fascination: Flow Experience as a Pathway to Visiting Haunted Tourism Destinations	65
<b>Harshavarthini C</b>	Prospects of Avitourism in India	66
<b>Dr Aishwarya Singh</b>	Tourist Revisit Intention Towards Maritime Tourism Destinations in India	66
<b>Barsha Ghosh, Prof. Anirban Chakraborty</b>	Role of Anticipated Emotions in Tourism and Hospitality Services: Review and Future Research Agenda	67
<b>Dr P Lavanya, Dr T Vara Lakshmi, Bukya Chaitanya Prakash</b>	Exploring the Impact of Social Media and Sustainable Tourism Marketing on Travel Behaviour and Destination Branding	68
<b>Case Studies</b>		
<b>Rida Faiqa</b>	Klin Kaara: Establishing Trust and Authenticity in the Indian Jewellery Industry	68
<b>Priya Vishwanath</b>	BigBasket: Trust vs. Speed in Quick Commerce?A Strategic Dilemma in India's Quick Commerce Revolution	69

<b>Siddhi Arora, Vinayak Ashok</b>	Crisis Management & Agile Response : How Jasos Traders Tackled an Unexpected Surge in Demand	70
<b>Hariharasudhan S</b>	Post-Crisis Tourism Marketing in the Maldives	70
<b>Stephen Ajay J</b>	Viral Marketing: How Social Media Sparked Tourism in Koomapatti?	71
<b>Harveer Singh Virk, Rajni Bala</b>	A Strategic Analysis of Nirma's Decline in Market Share: Understanding Shifts in Consumer Behaviour and Brand Positioning in India	71



# Marketing Ethics for Social Good and Sustainability: Bridging Theory and Practice for Lasting Change

**Dr Saikumari V**, Head & Professor, SRM Easwari Engineering College

**Dr D Vimala**, Assistant Professor, SRM Easwari Engineering College

## Abstract

The emphasis on ethical and sustainable marketing encourages the integration of marketing ethics with social good and sustainability to make positive change last. This study focuses on some theoretical and practical connections to show how ethical marketing spurs responsible entrepreneurship, social innovation, and sustainability over time. This response arises from the need for businesses to balance profitability and environmental stewardship with ethical and social value.

To resolve climate change, inequality, and poverty on a global scale, sustainable businesses focus on the triple bottom line (people, planet, profit). This study stresses the importance of marketing ethics, green technology, and social value systems in preserving social value, entrepreneurship, and ethical business practices.

This study combines social entrepreneurship and ethically responsible innovation and stakeholder management theories to conduct a conceptual analysis to understand how ethical marketing can shape adaptive and resilient entrepreneurial ecosystems. The results show that integrating marketing ethics in entrepreneurial practices builds trust and engagement among stakeholders. It also encourages dynamic social equity and transparency, responsive.

Sustainable entrepreneurship captures the necessary social equity and environmental stewardship alongside economic profitability. Entrepreneurs strengthen social and environmental goals, and positively finance outcomes, by adopting green technologies alongside mission-driven social strategies. These ventures construct social resilience by engaging stakeholders and adapting and flexibly responding to ecosystems and core challenges of climate change, poverty, and inequality.

**Keywords:** Marketing Ethics, Entrepreneurship, Global Change, Social good, Sustainability

# Unmasking Cyberbullying: A Study On Firms

**Jyothis Maria Franklin**, Research Scholar, IFMR GSB, Krea University

**Dr Pallavi Pandey**, Associate Professor, OB & HR, IFMR GSB, Krea University

## Abstract

As brands and consumers heavily rely on digital platforms to strengthen and maintain their relationships with each other, the cases of individuals and brands being victimized are also rising. The effects of aggression on each stakeholder in cyberspace, and thereby the potential for victimization, are to be noted thoroughly. Therefore, the objective of this study is to understand the nature and practice of cyberbullying and its effects on firms and allied agents. The study was conducted through interviews with employees working in the domains of digital marketing, digital advertising, or associated domains in various companies. Findings from the interviews state that there are apprehensions about what all contributes to the definition of cyberbullying. The employees themselves agreed that there should be consistent training for all employees on the mitigation strategies. The contributions and implications of the study are also discussed further in the study.

# Ethical AI in Global Fashion Marketing: Balancing Innovation, Transparency, and Consumer Trust

**Dr Rajesh Kumar Maurya**, Research Scholar, N.L. Dalmia Institute of Management Studies and Research, Mumbai, India

**Dr Joyeeta Chatterjee**, Professor & Dean, N. L. Dalmia Institute of Management Studies and Research, Mumbai, India

## Abstract

The globalization of fashion marketing is being transformed by generative artificial intelligence (AI). Brands now use AI to create realistic and persuasive visual content at scale. Yet, how consumers respond to these synthetic messages is still unclear, especially in emerging markets. This study examines how AI-generated advertising and disclosure transparency influence consumer trust, authenticity, reactance, and cognitive effort. It also explores how these factors shape purchase intention and brand equity. The research is based on the Stimulus–Organism–Response (S–O–R) framework. It proposes that disclosure of AI use signals ethical responsibility and respect for consumer autonomy. A 2 × 2 between-subjects experiment was conducted with 600 Indian online fashion consumers. Participants viewed either human or AI-generated influencer ads, with or without an AI disclosure label. Data were analysed using structural equation modelling (SEM). Results show that AI-generated influencers reduce trust and authenticity while increasing reactance and cognitive load. However, transparent disclosure reduces these negative effects. It helps restore trust and authenticity and lowers feelings of manipulation. Trust and authenticity were found to increase purchase intention, which in turn enhanced brand equity. The effect of disclosure was stronger among Gen Z consumers, who showed greater openness toward AI-generated content compared to older groups. The study adds to global marketing literature by linking AI ethics, transparency, and consumer psychology within an emerging market context. It shows that ethical disclosure is not only good practice but also a strategic tool for building trust and brand credibility. Fashion brands can use this insight to balance innovation with transparency and achieve long-term consumer confidence in AI-driven marketing.

Keywords: Artificial Intelligence in Marketing, Ethical Disclosure, Consumer Trust, Cross-Cultural Marketing, Brand Equity

# A Proposal to Study Consumer Behaviour on Indian Currency Notes

**Aquina**, MBA Student, IFMR GSB, Krea University

**Dr Jayasankar Ramanathan**, Associate Professor, IFMR GSB, Krea University

## Abstract

Currency is more than just a medium of exchange; it represents cultural identity, national heritage, and emotional connections. While past studies have focused on the economic and security aspects of currency, less attention has been paid to how the design, size, colour, and condition of Indian banknotes affect consumer psychology and financial choices. This study aims to understand consumer behaviour on different aspects of Indian currency notes (INR), including their visual, physical, and symbolic traits, and how these factors influence spending and saving patterns. Using secondary data from reviewed journals and policy reports, this research builds on earlier studies that examine how banknote features impact perceived value and decision making. Recent data shows that, as of 2024, cash makes up about 60% of total consumer expenditure in India, according to the Reserve Bank of India (RBI).<sup>1</sup> The Cash Usage Indicator (CUI), which measures cash in private final consumption, has dropped from nearly 81–86% in early 2021 to around 52–60% by early 2024, indicating a significant but gradual shift

toward digital payments.<sup>2</sup> Yet, cash remains pivotal in this country's informal economy and in people's emotive perception of money. The results should indicate how the appearance and aesthetics of cash affect consumers' feelings of trust, pride, and spending. This would underscore the subtle yet powerful non-monetary role of money. This research also tries to provide useful insights for designing notes and aesthetics for currency management and further research into consumer behaviour in India.

## **The Influence of Paraeterized Nutritional Awareness on Consumer Purchasing Habits**

**Sumit Kumar Tripathy**, MBA Student, IFMR GSB, Krea University

The hypothesis testing framework is centred on rejecting the null hypothesis (H0) that nutritional awareness has no effect on purchasing behaviour. The alternative hypothesis (HA) predicts two divergent trends: the purchasing volume of healthy products will show a statistically significant increasing trend (graph in an upward trajectory), while unhealthy items (high in sugar/fat) will show a corresponding decreasing trend (graph in a downward trajectory).

The methodology employs quantitative analysis of the Krea student sample using interrupted time-series and regression analysis to precisely test the change in the slope of these purchasing trends. The results will provide critical evidence that empowering a university demographic with immediate, actionable nutritional data successfully translates a health mindset into predictable shifts in consumer spending and habits.

## **Why We Choose Trendy Baby Names: The Psychology and Marketing Behind Modern Naming Trends and what it tells about consumer behavior.**

**Prashant Kumar**, MBA Student, IFMR GSB, Krea University

This research explores the reasons why parents today are drawn to unique and fashionable baby names like Ira, Raysa, and Reyansh. We want to understand what these choices reveal about parents' psychology, identity, and how they are influenced by modern culture.

The study will use interviews and discussions with new and expecting parents to gather personal stories about their naming process. We see choosing a name as a key consumer decision, similar to picking a brand. It reflects a parent's desire to express individuality, align with a social group, or signal certain values.

This has a direct link to marketing. The thought process behind choosing a baby name—seeking uniqueness, being influenced by trends, or associating a name with certain qualities—mirrors how people choose everyday products. By understanding the motivations for names, we can gain deeper insights into general consumer behavior: how people make choices, what they value, and how they use those choices to build their identity. Ultimately, this research shows that the psychology of naming is a powerful window into the psychology of consumption.

# The Role of Social Stigma Driving Consumer Behaviour Towards Healthcare Products

Miniskar Praveena Bai, MBA Student, IFMR GSB, Krea University

## Abstract

One of the important factors influencing consumer attitudes and behaviors toward healthcare product purchases is social stigma. Stigma, defined as a socially constructed perception that discredits individuals associated with certain conditions or behaviors, can deter or motivate consumers to buy healthcare products depending on their need for privacy, self-image, and social approval (Link and Phelan, 2001). Common types of stigma influencing consumer behavior include public stigma (fear of societal judgment), self-stigma (internalized shame or embarrassment), and associative stigma (concern about being linked to stigmatized conditions such as acne, obesity, or mental health issues).

A mixed-method research design was used. In the exploratory phase, qualitative data were collected through in-depth interviews and focus group discussions to identify key motivators, perceptions, and concerns influencing the purchase decision of healthcare products. Participants expressed hesitation in openly buying products related to sensitive conditions (e.g., skin infections, personal hygiene) due to fear of being judged. Insights from this phase informed the development of a structured questionnaire.

In the explanatory phase, quantitative data were gathered from a diverse consumer sample to empirically test the relationships between antecedents (functional, social, emotional, epistemic, and conditional values) and behavioral consequences. Statistical analyses, including correlation and regression models, were applied to examine the strength of these associations.

# Exploring Functional, Emotional, and Social Drivers of Premium Music Streaming Adoption

Anju Elizabeth John & Srinithi M, MBA Student, IFMR GSB, Krea University

## Abstract

This research investigates user perceptions, motivators, and barriers to premium music streaming services (PMSS) including Spotify, YouTube Music, and Amazon Music. Music is an indispensable emotional and cognitive element of everyday life, and the streaming applications of current technology have unprecedented access and personalization. The study used a qualitative and exploratory design to understand the complex interactiveness between users' functional, emotional, social, conditional, and epistemic values, which determine subscription behavior. Using semi-structured interviews with a purposive sample of students and professionals who were drawn using a snowball sampling technique, the study explored the themes of content availability, price, user experience, technical functionality, switching behaviors, and features wanted on platforms. Data were analyzed inductively and thematically coded for recurring patterns and insights. The results revealed that users value the lack of advertising in premium subscriptions with additional perks such as additional or exclusive content, download ability for offline access, and tailored recommendations designed to improve emotional wellbeing and productivity. However, obstacles related to recommendation algorithms, limited or rare content offered at the regional level, limited podcasts, and poor integration between smart devices reduced user satisfaction with content streaming. Pricing and price transparency was a common theme and particularly among students and low-frequency users of the service were adamant the costs were not worth tapping into their non-frequent delivery. Lack of a loyalty program and so little differentiation between platforms caused low brand commitment in combination with high switching cost. In addition, respondents implied that improvements were necessary associated with the algorithm, search filters, dashboards, and flexible access used for student verification at reasonably priced subscriptions. The

research ends by suggesting that sustainable user retention in the streaming landscape is less reliant on the amount of content provided by the platform and more dependent on overarching personalization, affordability, and emotional attachment. Some limitations within the study design include the small, non-representative sample size, and the temporal orientation of changing streaming platforms. Future research should employ a mixed methods design or a larger-scale quantitative approach to confirm these results and develop practical frameworks for improving loyalty and experiences for users in music streaming platforms.

## **Retro Revival: Exploring Gen Z's Perception of Nostalgic Fashion Through the Lenses of Identity, Sustainability, and National Campaigns in Post-2020 India**

Janga Nihal, MBA Student, IFMR GSB, Krea University

### **Abstract**

In the apparel and accessory markets, Generation Z's passion for retro fashion has increased worldwide over the last couple of years. The proposed study examines how Gen Z consumers in India receive and adopt retro-style fashion during and after 2020. We will look at which kinds of products, such as Y2K-inspired wear, vintage denim, and classic sneakers, drive the retro revival; how brand assortment and designs have changed by incorporating nostalgic touches; and what drives Gen Z to wear these items. With a mixed-methods design that includes surveys of urban Indian Gen Z shoppers, interviews with fashion marketers, and analysis of campaign material, the research will investigate emotional nostalgia, the need for uniqueness, and experiential shopping as drivers of retro preferences. We will also look at the impact of Aatmanirbhar Bharat on retro fashion in India: whether nationalist calls for "Made-in-India" and heritage styling resonate with these young consumers. Further, attitudes toward sustainability will be measured to examine whether eco-consciousness strengthens or weakens retro consumption.

Preliminary expectations are that Gen Z will report high engagement with retro designs and nostalgia marketing, but that pragmatic factors - such as style, identity expression, and social media trends - outweigh purely environmental motives. We expect to find that local campaigns foster pride in domestic vintage-inspired products and that brands can use "self-reliance" messaging when reviving traditional designs. This research seeks to fill a gap by connecting marketing theory and practice: it will provide a conceptual framework that links nostalgia, consumer values, and policy context for Gen Z fashion. The results are expected to inform the development of retro-driven product strategies and campaigns by fashion and retail professionals that capture Gen Z's distinctive mix of nostalgia, sustainability values, and cultural identity.

## **Is Indian tradition being forgotten by the new generation kids? Are companies taking advantage of Gen Z's Mindset and Understanding by using their Marketing techniques?**

Sai Sundara Darahas Dolla, MBA Student, IFMR GSB, Krea University

### **Abstract**

This research traverses about how marketing techniques of companies which are diverting Gen Z's mindset from practices in a country like India where culture and tradition were more important than humanity itself. Here we try to understand what are the reasons for the ignorance in Generation Z and Generation Alpha kids about leaving or taking Indian culture for granted.

The study will be made by conducting interviews with various ages people and considering their personal views and reasons. We Indians see tradition and culture as basic practices and it reflects a person's personality.

Is Generation Z ignoring or actually being more interested towards Indian culture & tradition? How the marketing techniques of companies are affecting their mindset? Ultimately this research shows about the differences in generation-to-generation mindsets, and are Marketing strategies of companies the real reasons behind the change.

## **Rekindling Childhood Memories: The Impact of Nostalgic Labelling and Music on Adult Purchase Behaviour**

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**Dr Kavitha M**, Associate Professor, SSN School of Management, Chennai

**Dr Vani Haridasan**, Associate Professor, SSN School of Management, Chennai

### **Abstract**

Nostalgia marketing has become an increasingly powerful strategy in India's evolving food market, yet there is limited academic research on how nostalgic cues in product relaunch campaigns influence consumer behaviour, particularly among adults aged 30 and above who often act as household decision-makers. This study investigates the impact of retro labelling and nostalgic advertising music on emotional engagement, purchase intention, and household-level consumption for a food product relaunch.

The research focuses on a nostalgic food product strategically relaunched with retro labelling, vintage illustrations, classic symbols, and advertising incorporating nostalgic music or jingles. These multi-sensory cues are designed to evoke childhood memories, emotional resonance, and family associations, providing insight into how nostalgia can trigger strong emotional connections and influence buying behaviour.

A mixed-method research design is employed, combining online surveys and focus group discussions to capture emotional responses, intensity of nostalgia, purchase likelihood, and household influence. Particular attention is given to how adults aged 30 and above act as household decision-makers, extending nostalgia-driven consumption beyond individual choices to influence family-level adoption, highlighting the intergenerational impact of nostalgia marketing.

The novelty and key contribution of this study lie in demonstrating how multi-sensory nostalgic cues can shape both personal and household purchasing behaviour, offering actionable insights for marketers to design emotionally engaging, culturally resonant, and effective relaunch campaigns. Findings are expected to guide marketing practice by showing how nostalgia can be strategically leveraged to enhance emotional engagement and purchase intention across both individual consumers and their families.

**Suggested Keywords:** Nostalgia Marketing, Single Food Product Relaunch, Retro Labelling, Nostalgic Advertising Music, Emotional Engagement

# Decoding the Vibe: A Qualitative Exploration of Emotion, Atmosphere, and Brand Meaning

Prerona Jana, MBA Student, IFMR GSB, Krea University

## Abstract

The concept of vibe has recently gained prominence as a cultural and communicative phenomenon, encapsulating the affective, sensory, and emotional atmospheres surrounding people, places, and brands. Despite its widespread use in everyday discourse, vibe remains conceptually ambiguous and underexplored in scholarly literature. This study aims to investigate the meaning, usage, and significance of vibe in daily contexts, with particular attention to its growing role in marketing and brand storytelling. Employing a qualitative research design, the study utilizes semi-structured interviews and thematic discourse analysis to explore how individuals perceive, articulate, and respond to vibes in both interpersonal and commercial settings. The research also examines how marketers intentionally construct and communicate vibes to evoke emotional engagement, signal authenticity, and cultivate brand communities. Framed within the theoretical lenses of affect theory, consumer culture, and semiotics, this study conceptualizes vibe marketing as an emerging paradigm that emphasizes emotion-driven, experiential, and intuitive modes of brand connection. The findings are expected to enhance understanding of how vibe functions as a mediator between subjective experience and collective meaning-making, contributing new insights to the fields of marketing communication, sensory branding, and cultural studies. By formalizing the notion of vibe marketing, this research seeks to establish it as a distinct and influential dimension of contemporary consumer engagement.

# An Empirical Study of Consumer Buying Behaviour Toward Private Label Apparel Brands: The Influence of Store Image

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## Abstract

Consumer behavior is a wild and interesting field! It looks at all the things that change what people buy, like how they think, who they hang out with, and how much money they have. It covers everything from deciding what to buy to actually buying it, using it, and then getting rid of it. If businesses want to market well, make customers happy, and keep them coming back, they need to get how consumers act.

This study looks into what really drives how people shop, like their culture, what they like, who they listen to, and new tech. It shows how online stores and sites have changed the way we buy things, letting us pick stuff that's just right for us with more info. The study also checks out how our feelings, what we see, and our views affect what we want, pointing out that trust, ease, and getting your money's worth are super important.

This study looks at how people decide what to buy and what makes them tick. It gives marketers ideas on how to make products that fit what people want today. The study also checks out how things like age, gender, how much money you make, and schooling affect what you buy.

**Keywords:** Consumer, buying, marketers.

# A Mixed Method Exploration Towards Understanding Consumer Perceptions of Moment Marketing

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## Abstract

In the rapidly evolving digital landscape, brands are increasingly adopting moment marketing, a strategy that connects real-time events, trending topics, and cultural moments with brand communication to engage audiences instantly. Despite its growing prominence in digital marketing practice, limited scholarly attention has been given to understanding how consumers perceive and respond to such trend-driven communication. This study aims to explore consumer perceptions, engagement, and behavioral responses toward moment marketing, thereby contributing to a deeper understanding of how temporally relevant brand content shapes audience attitudes and interactions.

Using a sequential mixed-method design, the research began with 16 semi-structured interviews with consumers to examine their awareness, attitudes, and gratifications derived from moment marketing content. The qualitative data were analyzed using thematic analysis, which identified key themes including audience characteristics, content attributes, message appeal, social influence, emotional outcomes, and identity reinforcement. These insights guided the development of a structured Likert-scale instrument, which was subsequently validated through expert review and administered to a larger sample for quantitative validation.

The study provides both conceptual and empirical insights into the psychological and behavioral mechanisms underlying consumer engagement with moment marketing. By identifying the antecedents and consequences of trend-based brand communication, it aims to advance theoretical understanding of real-time marketing while offering practical implications for marketers seeking to design timely, emotionally resonant, and sustainable digital engagement strategies.

**Keywords:** Moment Marketing, Consumer Perception, Thematic Analysis, Mixed Methods, Digital Engagement, Real Time Marketing

## Exploring the Role of Influencer Credibility in Shaping Gen Z Buying Behavior

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## Abstract

In today's digital era, social media influencers have become powerful agents of persuasion, shaping consumer perceptions and purchase decisions. This study examines the role of influencer credibility in influencing the buying behavior of Generation Z consumers. As Gen Z values transparency, relatability, and ethical alignment, the perceived trustworthiness and expertise of influencers play a vital role in building brand engagement and purchase intention. The research adopts a descriptive research design using a quantitative survey method to collect primary data from 300 Gen Z respondents aged 18–28 years, who are active social media users in Tamil Nadu and Puducherry. A structured questionnaire was employed to measure key dimensions such as influencer credibility, content quality, trust, and purchase

intention. Data were analyzed using SPSS software, applying descriptive statistics, correlation, and multiple regression analysis to examine variable relationships. The findings are expected to demonstrate that influencer credibility significantly predicts Gen Z's purchase intentions and brand loyalty. The study contributes to the growing body of digital marketing literature by emphasizing credibility as a strategic element in influencer marketing, guiding brands to establish deeper and more authentic connections with the Gen Z audience.

**Keywords:** Influencer Marketing, Credibility, Generation Z, Consumer Behavior, Purchase Intention, Digital Marketing, Social Media

## Attitude and Behaviour of Millennials in Maharashtra Towards Organic Food

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**Dr Shailesh P Kasande**, Professor (Marketing) Suryadatta Institute of Management & Mass Communication (SIMMC) affiliated to SPPU, Pune

### Abstract

This research paper investigates the attitudes and behaviour of millennials in Maharashtra toward organic food consumption. The research aims to understand the key factors shaping their perceptions, purchasing intentions, preferences, and actual buying behaviour.

**Research Methodology:** Using a quantitative survey approach, data were collected through a detailed, structured questionnaire. In this ongoing survey, 210 respondents were covered across major cities of Maharashtra, which ensured geographic coverage and the metro/non-metro factor. Out of the total 210 respondents, a sample of 104 millennials is extracted and studied in the report below.

**Findings:** The findings show that there is a high level of awareness about organic food and its benefits amongst millennials. It also provided details of preferred organic food categories, brands, and purchase channels amongst millennials. It's been revealed that the perceived quality is the major determinant of organic food usage. However, behavioural inconsistencies arise due to factors such as high prices, limited availability, and limited accessibility. Addressing these barriers can increase purchase intention by a significant level.

The results offer valuable insights to policymakers, marketers, and producers for developing targeted strategies that bridge the gap between favourable attitudes and consistent consumer behaviour in the organic food market.

**Keywords:** Organic Food, Consumer behaviour, Attitude, Millennials, Maharashtra

## Discerning Misinformation: Exploring citizens' ability to build resilience in the era of Media and Institutional Fragmentation, a PLS SEM approach

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### Abstract

The rising tide of misinformation, profoundly exacerbated by the proliferation of digital media and technological disruption, constitutes a substantial threat to citizens and the well-being of society. This study conceptualizes misinformation discernment and evaluates its relationship with misinformation resilience. Drawing from Eurobarometer data (N = 27409) across 27 EU nations, we explore how Trust in Media, Legitimacy of National Media, and Trust in Institutions influence an individual's ability to discern misinformation and develop resilience against it. Applying Partial Least Squares Structural Equation Modeling (PLS-SEM), the study reveals that misinformation discernment strongly affects positively on misinformation resilience ( $\beta = 0.072$ ,  $p = 0.000$ ). Trust in Media ( $\beta = -0.088$ ,  $p = 0.000$ ) and Trust in Institution ( $\beta = -0.021$ ,  $p = 0.003$ ) have a negative effect on Misinformation discernment. The legitimacy of National Media has positive effect on Misinformation Discernment ( $\beta = 0.039$ ,  $p = 0.000$ ). Finding underscore reduces Trust in Media and institutions that foster skepticism about any information in individuals, which leads to increased ability to discern misinformation. The result suggested that enhancing critical media literacy and institutional remedies are essential to building societal resilience against misinformation. Theoretically, this study advances the understanding of misinformation resilience by conceptualising misinformation discernment as a key cognitive antecedent. Managerially, implementing media literacy enhances the self-efficacy of individuals, which improves the ability to discern misinformation and misinformation resilience.

**Keywords:** Misinformation discernment, Misinformation resilience, Trust in Media, Trust in Institution, Legitimacy of national media, factor Analysis, PLS SEM

## Repurchase Intention for Scented Candles: The Role of In-use Experience, Belief, and Altruism through product awareness

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Dr Anicar D Manavi, Assistant Professor (Management and Commerce)

M S Ramaiah University of Applied Sciences

### Abstract

This study explores the influence of in-use experience, personal belief, and altruistic nature on scented candle awareness and repurchase intention, using the Stimulus-Organism-Response (S-O-R) theoretical framework as its foundation. The S-O-R framework serves to describe how external stimuli such as product experience and internal psychological factors like belief and altruism shape consumer cognition and behaviour. Based on this framework, a conceptual model was constructed to examine the interrelationships among these antecedent variables, consumer awareness, and repurchase behaviour.

Data were collected from 200 consumers of both scented candles across India through purposive sampling. The research adopted scales from the existing literature and utilized an online questionnaire to gather responses. The proposed hypotheses were checked using Partial Least Squares Structural Equation Modelling (PLS-SEM). Empirical results revealed that in-use experience, personal belief,

and altruistic values significantly and positively affect scented candle awareness. In turn, awareness demonstrated a strong positive influence on repurchase intention. The study further established that candle awareness fully mediates the connection between the three antecedent variables and repurchase intention, confirming its crucial role in transforming consumer perceptions into behavioural loyalty.

From a managerial perspective, the findings highlight the need for scented candle brands to create immersive consumption experiences and educational marketing strategies that emphasize emotional wellbeing, health-related benefits, and social responsibility. Such initiatives can enhance awareness and sustain long-term customer relationships. Theoretically, the study extends the S-O-R framework to the scented candle market by incorporating emotional, ethical, and experiential components into consumer behaviour analysis. It concludes with theoretical contributions, practical implications, and recommendations for future research exploring sensory marketing and consumer loyalty dynamics. These results shows that consumer loyalty in the scented candle market is mainly awareness-driven, meaning that experimental, cognitive, and value-based inspirations translate into repeat purchase actions only when consumers are familiar about product features and profits.

**Keywords:** In-use Experience, Personal Belief, Altruistic Nature, Candle Awareness, Repurchase Intension, Stimulus-Organism-Response theory.

## Significance of consumers' beliefs in regulations in countering privacy fatigue

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### Abstract

Despite the prevalence of varied privacy risks and their associated costs, consumers tend to disengage from undertaking privacy protective measures (Lyu et al., 2024). A predominant cause of this disengagement has been identified as privacy fatigue. Privacy fatigue refers to the emotional exhaustion developed in individuals as they frequently deal with complex privacy issues (Stubenvoll & Binder, 2024; Yu et al., 2025). As an evolving construct, the literature investigating the factors contributing to privacy fatigue is at a nascent stage. The current study attempts to address this research gap by focusing on the role of regulations in mitigating privacy concerns. Since privacy fatigue deters consumers from undertaking privacy protection behaviours, it is important to develop an understanding of the factors that mitigate it.

Guided by the conservation of resources theory (Hobfoll, 1989), this study proposes and empirically tests a moderated mediation model that examines the relationship between regulations, self-efficacy, trust, and privacy fatigue. According to the conservation of resources theory, individuals with fewer resources are more susceptible to resource loss and are less equipped to manage stress situations (Hobfoll et al., 2018). Privacy fatigue represents a state of emotional resource depletion. Those with privacy fatigue are ill-equipped to deal with privacy situations (Choi et al., 2018). The study posits that by improving individuals' beliefs in the effectiveness of privacy regulations, individuals' self-efficacy can be improved. The efficacy of privacy behaviours such as deleting the already shared information or public complaining largely depends on the regulatory measures and their enforcement (Lwin et al., 2007; Quach et al., 2022). Hence, if individuals' beliefs in regulations increase, their beliefs in achieving desirable privacy outcomes also increase. Further, this replenishment of psychological resources in the form of increased self-efficacy negatively influences privacy fatigue. Thus, the study proposes that the effect of regulation on privacy fatigue is mediated by self-efficacy. Furthermore, the study argues that individuals' trusting beliefs in online services in general positively moderate the mediated relationship between regulation and privacy fatigue via self-efficacy.

The study employs a quantitative survey-based research design (N= 195) to collect data and uses the partial least squares structural equation modelling approach to empirically test the model. The findings reveal that self-efficacy mediates the relationship between perceived effectiveness of regulation and privacy fatigue. Regulations play a key role in building self-efficacy, a psychological resource, which, in turn, assuages feelings of privacy fatigue. However, the moderating role of trust was not supported. The findings of the study demonstrate the importance of regulations in empowering consumers. Dealing with privacy issues on a day-to-day basis reduces individuals' psychological resources, which manifests in the form of negative emotions and depleted motivation. Privacy legislation and its enforcement are key to improving individuals' beliefs in their ability to influence privacy outcomes and thereby countering privacy fatigue.

**Keywords:** Conservation of resources theory; Motivation; Privacy fatigue, Regulation

## **From Experience To Loyalty: Understanding The Demographic Dynamics Of Online Shoppers In Emerging Markets**

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**K Guru**, Associate Professor, School of Management Studies, Takshashila University

### **Abstract**

The rapid expansion of e-commerce in emerging markets has significantly reshaped consumer behavior and retail strategies. This study explores how demographic characteristics influence online shopping experiences and customer loyalty in the context of a developing region. Primary data were collected through a structured questionnaire from 70 respondents in Tamil Nadu, India. The sample comprised predominantly postgraduate-educated participants, with a large proportion aged between 18 and 34 years, representing both salaried employees and students. Descriptive and cross-tabulation analyses were employed to examine the relationship between demographic variables—age, gender, education, occupation, and income—and online shopping behavior.

The findings reveal that younger consumers, particularly those aged 18–34, are the most frequent online shoppers, emphasizing convenience and platform reliability. Female respondents tend to prioritize trust and product quality, while male respondents highlight website usability and pricing. Income and education levels also emerged as significant factors shaping shopping frequency and brand loyalty. The results suggest that demographic dynamics play a crucial role in determining not only purchase decisions but also long-term loyalty intentions among online consumers in semi-urban India.

The study contributes to understanding how demographic segmentation can help e-retailers design more targeted marketing and retention strategies in emerging markets, where digital adoption is rapidly expanding but remains uneven across social groups.

**Keywords:** Online shopping experience, customer loyalty, demographic factors, emerging markets, consumer behaviour

# An Integrated TCV-TRA Model of Functional Food Consumption: The Role of Brand Ethicality and Sensory Cues on Sustainable Consumer Behaviour

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**Shobhana N**, Assistant Professor, School of Management, SASTRA Deemed University, Thanjavur

## Abstract

This paper aims to investigate functional food consumption through an extended research framework that integrates the Theory of Consumption Value (TCV) and the Theory of Reasoned Action (TRA). The study explores how consumers' perceptions and values shape their sustainable consumption behaviours toward functional foods, which are products offering additional health benefits beyond basic nutrition. Specifically, the research seeks to identify how the five consumption values proposed in the classic TCV—functional, social, emotional, conditional, and epistemic—affect consumers' decisions to purchase and consume functional food products. These values are examined in relation to perceived brand ethicality, conceptualized as a reflective-reflective second-order latent construct, representing consumers' beliefs about a brand's ethical responsibility, transparency, and sustainability. In an effort to extend the traditional TRA, the study further incorporates sensory cues—such as taste, appearance, texture, and aroma in addition to the traditional constructs of subjective norms, attitude, and behavioural intention. Sensory cues are recognized as powerful determinants of consumer evaluation and decision-making, particularly in the context of food products that emphasize health and ethical consumption. A partial least squares structural equation modelling (PLS-SEM) technique was employed to test the data collected from a sample of 261 respondents. The results indicate that perceived brand ethicality significantly influences consumer attitudes, while both attitude and subjective norms positively affect sustainable consumer behaviour. Moreover, within the extended TRA framework, perceived brand ethicality exerts a significant positive effect on sensory cues, which, in turn, have a strong impact on sustainable consumer behaviour. By integrating TCV and TRA, the study offers meaningful theoretical and managerial implications, highlighting how perceived brand ethicality and sensory experiences jointly shape consumer preferences and promote sustainable functional food consumption.

**Keywords:** Functional food, Perceived Brand Ethicality, Sensory cues, Sustainable Consumer Behaviour, TCV, TRA.

# From Conversations to Conversions: Investigating the eWOM among Branding Tribes through a Dual-Model Approach of Information Adoption and Acceptance Theories on Consumer Purchase Intentions

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## Abstract

This study investigates the influence of electronic word-of-mouth (eWOM) generated by branding tribes on consumer purchase intention towards selection of mobile phone brands, through the lens of the Information Adoption Model (IAM) and Information Acceptance Model (IACM). The study constructed a structured questionnaire, data were collected from 270 respondents and analyzed through CB-SEM

with AMOS. The results reveal that predictors of branding tribes significantly enhance information usefulness, which in turn positively influences information adoption. Furthermore, information adoption was found to significantly strengthen consumer purchase intention. The moderating analysis showed that SNS risk-taking weakens the relationship between information usefulness and adoption, indicating that risk taking individuals rely less on perceived usefulness when adopting information. Overall, the study highlights the central role of eWOM credibility and usefulness in driving consumer behaviour, while also underlining the importance of individual risk-taking traits. The findings contribute to both theory and practice by extending IAM and IACM in the context of branding tribes, offering valuable insights for marketers seeking to leverage social influence and eWOM in the mobile phone market.

**Keywords:** Branding Tribes, Electronic Word of Mouth (e WOM), SNS Risk-taking, Information Adoption Model, Information Acceptance Model

## **The Cognitive-Entropy Model of Price Sensitivity (CEM-PS): Understanding Consumer Response in Algorithmic Markets**

**Dr Kalpak K Kulkarni**, Assistant Professor (Marketing), Department of Management Studies, Indian Institute of Technology Roorkee

### **Abstract**

In an era dominated by algorithmic pricing and personalized recommendations, consumers' price sensitivity is increasingly influenced by cognitive and informational dynamics rather than pure economic rationality. This shift has transformed the psychological meaning of price from a static economic signal to a cognitively demanding information task. Traditional models of price sensitivity—anchored in rational choice and utility theory—fail to capture the mental effort and informational uncertainty consumers face in digital contexts. Building on Cognitive Load Theory and Information Foraging Theory, this paper introduces the Cognitive-Entropy Model of Price Sensitivity (CEM-PS) — a novel framework explaining how individuals' responsiveness to price cues varies with perceived cognitive effort and informational uncertainty. Under high cognitive load, consumers prioritize mental efficiency over economic optimization, displaying nonlinear and asymmetric price responses. The model posits that higher informational entropy in digital environments (e.g., frequent price fluctuations or opaque algorithms) heightens cognitive strain, leading consumers to rely on heuristics, emotional cues, or trust signals instead of rational evaluation. By integrating insights from psychology and information sciences, this study provides a fresh lens to understand digital-age pricing behaviour and proposes testable propositions for empirical validation across e-commerce and subscription contexts.

**Keywords:** Price sensitivity, Cognitive load, Information entropy, Algorithmic pricing, Consumer decision-making, Digital environments

## **Riding the Current or Unplugging the Journey: The Anatomy of E2W Post Adoption Behaviour**

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**Dr Sourabh Arora**, Assistant Professor, Department of Management Studies, IIT Roorkee

### **Abstract**

This research shifts its focus to potential rejectors, consumers who consider abandoning an E2W after sufficient use. It offers a fresh perspective on the slow adoption of E2Ws and the increasing desire among consumers to discontinue using them permanently. The study looks into whether unmet functional,

experiential, and symbolic expectations lead to dissatisfaction and contribute to intentions to discontinue and switch. It also examines whether regret about outcomes and processes strengthens the connection between expectations disconfirmation and dissatisfaction. The impact of subjective, descriptive, and personal norms is analysed to understand their influence on disconfirmation discontinuance and switching intentions. The integrated model combines the expectations disconfirmation analogy with regret theory and normative conduct philosophy. Data from 261 potential rejectors in a major city were collected using purposive sampling, as well as mall and market intercepts, and analysed with PLS-SEM. The results reveal that dissatisfaction with functional expectations mainly stems from issues with after-sales services, repairs, range, and charging. In contrast, functional expectations regarding savings, ease of use, and experiential elements like a relaxing and joyful ride were mainly met. However, symbolic expectations were not fulfilled. Among different types of regret, only outcome regret affected the pathways to dissatisfaction, distinct from process regret. The effects of descriptive and personal norms varied from those of subjective norms. The study discusses critical theoretical insights and practical implications.

**Keywords:** rejectors, expectations disconfirmation, regret, norms, electric two-wheelers

## From instant satisfaction to post-desire fulfilment pause

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**Vikram Choudhary**, Assistant professor, Goa Institute of Management

### Extended abstract

Desire motivates consumption, circulates through fantasies/longings, and attaches to identities and possessions (extended self) (Belk, 1988; Belk et al., 2003). It is socially organized and technologically amplified (Belk et al., 2020; Kozinets et al., 2017). Desire manifests in the consumption of objects and is intensified through scarcity, anticipation, and the effort of acquisition. On the other hand, a constant supply and easy procurement can flatten desire through hedonic adaptation and routinization. In instant fulfilment contexts, desire does not end; rather, it reconfigures (Belk et al., 2003; Kozinets et al., 2017).

This paper theorizes the Post-Desire Fulfilment Pause (PDFP) as a delayed, cumulative meta-cognitive appraisal that arises after repeated, low-effort satisfactions in a consumption domain. Following sensemaking theory (Weick, 1995), PDFP is a retrospective, cue-driven process in which consumers notice and bracket cues (e.g., spend summaries, packaging accumulation, “too-easy” realizations), navigate multiple consumption logics (price/efficiency, care/health, sustainability, fairness, novelty; brand/startup/rider/environment voices), and formulate reconfiguration strategies (rules, rituals, and channel shifts that guide future episodes) (Welté et al., 2022). This process occurs along the trajectory of consumption episodes across weeks and/or months. While navigating this process, the consumer steps back from the ongoing desire stream to reassess and make sense of their motives, object meanings, and desire fulfillment. We use the context of rapid/quick commerce as a site to examine users’ consumption and sensemaking practices. We develop a processual framework (Figure 1) to demonstrate the antecedents, triggers, and reconfiguration strategies, and emergent downstream outcomes of this process as consumers make sense of their consumption practices in instant fulfillment contexts. Conceptually, the framework illustrates the sensemaking journey consumers undertake— noticing cue clusters produced by the ease of rapid/quick commerce, and the emergence and retention of reconfiguration strategies while navigating competing logics—which they retain as rules/rituals that reorient desire trajectories (Weick, 1995; Weick et al., 2005).

Figure 1. Post-Desire Fulfilment Pause (a processual model)

**Keywords:** desire fulfillment, sensemaking, quick commerce, rapid commerce

# From Roads to Reels: Exploring the Rise of Motorcycle Vlogging Culture

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This study investigates the growing trend of motovlogging, a contemporary digital practice that merges motorcycling with video blogging to create a unique form of self-expression and community engagement. Traditionally, blogging was confined to written narratives shared through websites and forums; however, with the evolution of digital technology and the rise of social media platforms, visual storytelling has become the dominant mode of content creation. Among various vlogging genres—such as travel, lifestyle, technology, and food—motovlogging has emerged as a dynamic subculture where riders record and narrate their journeys, sharing them with audiences across platforms like YouTube, Instagram, and Facebook.

The primary objective of this study is to examine the key factors influencing motorbike riders to engage in motovlogging, including their passion for travel and adventure, creative expression, and the pursuit of social recognition. The research also explores audience engagement patterns and how interactions, feedback, and community participation contribute to the credibility and popularity of motovloggers. Additionally, it identifies monetization and branding opportunities—such as sponsorships, advertisements, and merchandise collaborations—that have transformed motovlogging into a viable form of digital entrepreneurship.

Methodologically, this study adopts a qualitative and descriptive research approach, relying on secondary data collected from official social media pages of motovloggers, official websites, newspaper articles, and online publications. A content analysis method is employed to identify recurring themes related to motivation, audience interaction, branding, and identity formation.

While motovlogging offers avenues for self-expression, community building, and financial gain, it also presents challenges such as physical fatigue, mental stress, and safety risks associated with filming while riding. By examining these dimensions, this study contributes to a deeper understanding of motovlogging as an evolving digital media phenomenon situated at the intersection of technology, creativity, lifestyle, and culture in the modern era.

**Keywords:** Motovlogging, Digital media, Social media influencers, Motorcycle community, Visual storytelling, Content creation, YouTube culture, Adventure and travel vlogging, Virtual community, Rider identity

## The Role of Influencer Marketing in Shaping Consumer Behavior in the Beauty Industry

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### Abstract

In the digital era, influencer marketing has emerged as a powerful tool for brands to connect with consumers, particularly in the beauty industry. Platforms such as Instagram and YouTube have transformed the way consumers discover products, form preferences, and make purchase decisions. Unlike traditional advertising, influencers build trust and relatability through authenticity, credibility, and personal engagement. This study explores how different aspects of influencer marketing including influencer credibility, attractiveness, trustworthiness, message credibility, media credibility, perceived authenticity, para-social relationships, and content quality shape consumer behavior in the beauty industry. Grounded in the Source Credibility Theory, the research emphasizes the psychological

and relational factors that make influencers persuasive in driving purchase decisions. A structured questionnaire was used to collect responses from Indian beauty consumers, and the data was analyzed using both SPSS and Smart PLS. Various statistical methods, including correlation, chi-square, t-tests, ANOVA, and Structural Equation Modelling (SEM), were applied to test the relationships between influencer traits and consumer purchase decisions. The findings confirm that influencers act as powerful drivers of consumer behavior when they are seen as credible, authentic, and engaging. High-quality content and emotional connections between influencers and consumers play a central role in shaping purchase intentions. The study contributes to marketing literature by highlighting how influencer traits and content strategies influence buying behavior, while also offering practical insights for brands in the beauty sector to effectively design their influencer marketing campaigns.

**Keywords:** Influencer Marketing, Beauty Industry, Consumer Behavior, Social Media, Purchase Decisions

## **A Comparative Study of Personalized Digital Marketing Strategies in E-Commerce: A Case of Amazon India and Nykaa.**

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**C Krishna Priya**, Student, MBA, Institute of Aeronautical Engineering

### **Abstract**

The e-commerce industry in India has seen tremendous growth in the past ten years due to technology advancement, affordable internet, and changing consumer habits. As a result, customer retention and loyalty have become fundamental for sustainable business performance in a competitive marketplace. More than ever, consumers want to engage with an online platform where they experience more personalization, relevance, and convenience. In response to this demand, e-commerce companies are increasingly using data-driven, digital marketing methods to provide personalized experiences and build brand-customer relationships.

This research provides comparative analysis on personality integrated in marketing for the e-commerce industry, where two major platforms, Amazon India and Nykaa, have adopted personalization in their marketing strategy. This research examines the relationship between personalized digital marketing campaigns, customer loyalty, trust, satisfaction, and the intention to repurchase. A mixed-method approach is utilized, which includes both primary and secondary data. The primary data is collected from an online survey targeting active e-commerce users from all age groups and market segments, and the secondary data is gathered from company reports, marketing databases, and academic literature.

This study utilizes a quantitative approach employing descriptive statistics and correlation analysis to evaluate the impact of personalization initiatives: email marketing, social media advertising, mobile app push notifications, and AI-based recommendation systems. The research will demonstrate which of these personalization strategies result in the most successful engagement, trust, and retention of customers in Indian e-commerce.

This research will add to the existing literature by contributing empirical support for the link between digital personalization and consumer loyalty behavior, while also providing important insights for marketers in developing more consumer-centric campaigns. Overall, this research will endorse the importance of using data-driven personalization as a source of competitive advantage and, ultimately, sustainability in the fast-paced and dynamic nature of e-commerce in India.

**Keywords:** Personalized Digital Marketing, E-commerce, Customer Loyalty, Customer Retention, Amazon India, Nykaa.

# Consumer Perception Towards Social media based sales promotion

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## Abstract

Marketing has been evolving with new strategies , the consumption of social Media content has significantly grown , this gave many business and startup To grow their target audience in the social media . many successful business Started creating content which grabs the attention of the consumer , Consumers interact in social media about business , in comments , likes , Repost , share etc , hence it creates customers trust and reliability , by Getting information about the product . the young audience Are more active in the social media which creates more opportunities for business To get new audience , which creates competitive advantage , managing Trends , explore more strategies by understanding customers needs and Specifications which gives business sales growth and expand their business .

This study “ Consumer perception towards social media based sales Promotions “will helps us understand how consumer behaviour get Influenced , changing purchase pattern , and how consumer perception Changes when they see the , content , visuals , story telling , brand image , Brand loyalty and increasing customer base in the social media , and how it Creates impact for the business and as well of the customer this study will Conclude social media promotions only drives sales but also increase Communities , attracts future customers in digital era .

**Keywords** - Consumer perception , social media , sales promotion , customers startup , purchase pattern

## Analyses on celebrity endorsement having their impact on consumer purchase and retention

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**Dr V Kalaiselvam**, Assistant Professor & HOD, Shree Chandrababhu Jain College

## Abstract

This study helps to understand the relationship on celebrity endorsement with the customer purchase decision and retention of customers. The celebrity endorsement is a marketing strategy used by the marketers to improve the sales of the products. The celebrity endorsement also helps to position the product in the mind of consumers. The celebrity endorsements help to create awareness of products and enhance the brand image in the competitive world of marketing. This study on celebrity endorsement is conducted using questionnaire method with a sample size of 180 in and around Chennai city. All the collected data were analyzed using the percentage analysis and Statistical analysis. Based on the analyses suitable suggestions will given to improve the celebrity endorsement and engage the customers. This study also imparts our understanding on the reasons for using celebrity in promoting the products from the customer point of view. This study also identifies most attractive celebrity advertisements and celebrity. This research brings us the information on customer buying behavior especially the products endorsed by celebrity. Based on the authenticity and genuine belief in the product or service will be the key deciding factors in determining a celebrity endorsement's success or failure.

**Keywords:** celebrity endorsement, brand image, advertisements, customers, engage.

## Emerging Trends in Future Directions of Social Media Influencer Marketing

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**Dr Joseph Paul**, Ms. Chandana Valluripalli, Assistant Professor - OD & HR Area, GITAM School of Business, Vishakhapatnam

### Abstract

In Today's Scenario social media influencers play a vital role for marketing fascinated for all retail marketing. To enhance the growth of this professional and systematic literature review using a bibliometric-content analysis to map the extant literature where consumer behavior, social media, and influencer marketing are intertwined, the review highlighted that the major research streams in social media influencer marketing research involve prosocial interactions and relationships, sponsorship, authenticity and engagement and influence the brand. The review also revealed the prominent role of audience, brand-image, comparative - brands, content-development, influencer- marketing, social media marketing and technology related factors in influencing how consumers react to social media influencer marketing. The insights derived from this one stop, state of the art review this study help social media influencers and marketing scholars and other professionals to recognize key characteristics and trends of social media influencer marketing, that can be derived a new research and social media marketing practices that the social media influencers are employed and leveraged for the marketing activities.

**Keyword:** Social Media Marketing, Influencer, Brand- Image, Customer engagement.

## Post-Attention Advertising: Content analysis of minimalist ads in the digital age

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### Abstract

In today's world, people scroll through hundreds of ads every day and are often tired of constant bright colors, fast cuts, and loud sounds. To stand out, many brands are now using simpler and calmer visuals this idea is known as Post-Attention Advertising. My study will focus on how brands use elements like white space, slow movement, soft music, and minimal design to attract attention in a more peaceful way.

I plan to do a content analysis of advertisements from Instagram, YouTube, and online magazines released between 2022 and 2025. Each ad will be analyzed based on its use of space, colors, speed, sound, and overall message clarity. The goal is to understand whether simpler ads create a stronger feeling of trust or connection with the viewer compared to flashy ones.

This research will help show how brands can communicate better in a world full of digital noise not by doing more, but by doing less. It also connects the idea of sustainable design with marketing creativity, showing that minimal advertising can be both effective and ethical.

## Quality of Content in Social Media Advertising- The Social Media Users are Influenced by Fake Content

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**Dr V Vijay Anandh**, Senior Associate Professor, School of Management, SASTRA Deemed University, Thanjavur

### Abstract

In this digital world, social media marketing and social media platforms have become a central point for brand communication and user engagement. Day by day, fake content is increasing to spread the fake or misleading content in social media advertising has raised significant concerns regarding content authenticity, privacy concerns, and the quality of content. This paper will show how fake content, such as product claims, manipulated images, or fabricated influencer endorsements, affects consumers' trust, engagement, and attitudes toward brands and platforms. This study uses two theories, Source Credibility Theory and the Elaboration Likelihood Model. This research investigates how the content quality influences users' cognitive and emotional responses to advertisements. It will also show the relationship between the fraud information on social media marketing and behavioral concepts such as ad avoidance, trustworthiness, and negative brand perception among users in social media advertising. This study also highlights the social and ethical implications of fake content, emphasizing the responsibility of marketers, advertisers, and media platforms to maintain transparency and truthfulness in advertising practices. By analyzing how digital audiences (users), particularly young users, perceive and evaluate the credibility of online advertisements and this study aims to identify the factors that shape trust formation and message acceptance. The findings and solutions are expected to provide meaningful information on how misleading content in social media advertising, especially on social media platforms, can break consumers' brand relationships and damage the overall trust of digital marketing. The research will show the importance of promoting the brand or products in social media advertising, authentic, privacy-conscious, and verifiable content to enhance social media users' engagement and trust in social media platforms.

**Keywords:** Social Media Advertising, Quality of Content, Consumer Engagement.

## Evaluating Social Media and Direct Marketing Strategies Through The Lens of Customer Perception

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**R Cynthia Sheeba Cathrin**, Assistant Professor, Department of Management Studies, Bishop Heber College

### Abstract

**Purpose:** This study investigates the impact of social media and direct marketing on marketing effectiveness, highlighting the mediating role of customer perception. The aim is to understand how consumer attitudes and perceptions bridges the gap between marketing strategies and business outcomes.

**Methodology:** A quantitative research design was adopted, with data collected from respondent using a structured questionnaire. Statistical tools such as descriptive analysis, correlation, and regression were applied to test the proposed relationships among variables. Data analysis was conducted using SPSS while mediation effects were examined through AMOS.

**Findings:**The results reveal that both social media marketing and direct marketing have a significant positive impact on marketing effectiveness, with social media marketing showing a comparatively stronger influence. Furthermore, customer perception emerged as a key mediating factor, fostering trust, satisfaction, and loyalty, which in turn enhance overall marketing effectiveness.

**Practical Implications:**The study provides insights for marketers and organizations to design communication strategies that prioritize consumer perceptions, trust, and relevance to achieve sustainable effectiveness.

**Keywords:** Customer Loyalty, Customer Perception, Direct Marketing, Marketing Effectiveness, Purchase Intention, Social Media Marketing

## **Decoding Consumer Perceptions Toward Organic Marketing: Insights From Global And Indian Contexts**

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**Dr Thirumoorthi P**, Associate Professor, Department of Management Studies, Periyar University, Salem

### **Abstract**

The rapid evolution of digital ecosystems and heightened consumer awareness of authenticity have transformed the marketing landscape, giving rise to the prominence of organic marketing—a non-paid, trust-driven approach that emphasizes content quality, community engagement, and brand transparency. This review paper explores global and Indian perspectives on how consumers perceive and respond to organic marketing strategies across digital and traditional platforms. Drawing on extensive literature spanning the past two decades, the study synthesizes findings from behavioral, psychological, and cultural lenses to understand how credibility, emotional resonance, and perceived value shape consumer attitudes and purchase intentions. Globally, research highlights the growing importance of authenticity, storytelling, and influencer credibility in fostering long-term brand loyalty without reliance on paid advertising. In the Indian context, studies reveal a hybrid consumer mindset—one that values both digital engagement and ethical responsibility—reflecting the intersection of cultural values, digital literacy, and evolving sustainability concerns. The paper identifies critical gaps in empirical measurement of organic marketing effectiveness, cross-cultural consumer perception models, and the integration of artificial intelligence and data analytics in optimizing organic outreach. The review concludes that organic marketing success depends on strategic alignment between brand authenticity and consumer identity, supported by transparent communication and community co-creation. Future research is encouraged to develop contextual frameworks and metrics tailored to emerging markets like India, where the blend of tradition and digital innovation continues to redefine consumer-brand relationships.

**Keywords:** Organic Marketing, Consumer Perception, Brand Authenticity, Digital Consumer Behavior, Sustainable Branding

## Study on Consumer Preferences for Sustainable and Eco-Friendly Products: An Analytical Perspective

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**Dr Kavitha Muthukumar**, Associate Professor, Department of Management Studies, SSN School of Management.

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**Ravi Kumar R**, II Year MBA, Department of Management Studies, DMI College of Engineering.

### Abstract

Analyzing customer preferences and purchasing patterns for eco-friendly and sustainable items is the aim of this study. Customers are increasingly selecting eco-friendly items due to growing environmental concerns, thus it is critical for businesses to comprehend these preferences. The findings show that most respondents are prepared to pay extra for eco-friendly products, and that price, environmental impact, and product quality, eco-labels all have a major influence on purchasing decisions. The study emphasizes the significance of sustainable marketing tactics and offers insightful information to businesses looking to encourage environmentally friendly purchase.

**Keywords:** impact consumer choices, offers insightful, environmental impact, eco-labels

## Sustainability and Nation Branding: Forging a Competitive Green Identity

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### Abstract

In an era of climate urgency and global competition for soft power, the intersection of sustainability and nation branding has emerged as a powerful strategic domain. This paper explores how environmental stewardship, cultural heritage, and strategic communication collectively shape a nation's brand, enhancing both its global reputation and domestic legitimacy. By integrating theories of soft power, place branding, and the triple bottom line, the analysis highlights how sustainability narratives improve tourism appeal, diplomatic influence, and economic resilience. Through comparative case studies the paper tries to demonstrate the diverse pathways through which sustainability is embedded in national identities. The study concludes with a practical framework for policymakers and branding practitioners to align sustainability goals with brand strategies, while addressing risks such as greenwashing and developmental tensions. What was once a marginal notation has been elevated into a central variable of competitive identity, shaping instruments as diverse as negotiated preferential access clauses, revised diplomatic signaling, and the reinterpretation of national-security paradigms.

# Sustainable Luxury Consumption in the Apparel Sector: An Empirical Study on Consumer Attitudes and Purchase Intentions

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Dr Gururaj Phatak, Assistant Professor, Management Studies, MSRUAS

## Abstract

The global luxury apparel market continues to expand, valued at roughly USD 83 billion in 2024 with a projected CAGR near 4%–4.5% in the coming years. In India, the saree market alone was estimated at USD 5.76 billion in 2024 and is forecast to grow at roughly 6.7% CAGR through 2033, highlighting opportunity for sustainable luxury segments (Grand View Research; IMARC). This study examines determinants of purchase intentions for sustainable luxury sarees across major Indian urban centers (Bengaluru, Mysore, Davangere, Mumbai, Pune, Kolkata). Using a structured Likert questionnaire (measuring Environmental Knowledge, Product Knowledge, and four value dimensions price, quality, social, emotional and Attitude and Purchase Intention), data from 408 respondents were analyzed with PLS-SEM (bootstrapping). Results show Environmental and Product Knowledge significantly shape Attitude, while Emotional and Social values are the strongest value predictors. Attitude strongly predicts Purchase Intention ( $\beta = 0.726$ ,  $p < 0.001$ ); the model explains 55.1% of Attitude variance and 52.6% of Purchase Intention ( $R^2 = 0.551$ ;  $R^2 = 0.526$ ), with good fit (SRMR = 0.049). Findings validate the Knowledge–Attitude–Behavior framework in the context of sustainable luxury sarees and suggest firms should prioritize consumer education, emotional/social positioning, transparent sustainability claims, and value-justified pricing. Policymakers and industry should support certification and market incentives to scale sustainable handloom and luxury saree offerings.

**Keywords:** sustainable luxury, sarees, consumer values, purchase intention, KAB model, PLS-SEM.

# The Role of Emotions in Ethical Consumption Decisions: Exploring the Emotional Drivers of Sustainable Consumer Behavior

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Dr Kavitha Muthukumar, Associate Professor, Department of Management Studies, Sri Sivasubramaniya Nadar College of Engineering.

## Abstract

Nowadays, customers are highly aware of the of products they purchase and the social and environmental effects of the same in the rapidly evolving market today. Buying products that are in line with moral principles, sustainability, and social responsibility is known as ethical consumption, and it has grown to be a major component of modern marketing. Emotional factors, however, frequently serve as the true motivators that convert ethical consciousness into actual consumer behavior, even when rational decision-making models emphasize logic, cost, and utility. The importance of emotions in shaping ethical purchasing decisions is examined in this research, with a focus on how affective responses like empathy, guilt, moral pleasure, and pride influence consumers' preferences for ethical and sustainable products.

The study offers a thorough grasp of how emotional triggers interact with cognitive processes in ethical decision-making because it is founded on ideas from behavioral economics, moral psychology, and emotional marketing. It makes the claim that emotional engagement, particularly empathy for social or environmental challenges, strengthens the sense of moral obligation and increases the desire to purchase ethical goods. On the other hand, emotions such as shame and guilt may serve as corrective motivators, guiding consumers away from unethical consumption practices.

In order to investigate emotional responses to ethical advertising and brand message, a mixed-methods approach will be employed, integrating quantitative surveys with qualitative focus group discussions. In order to assess variations in emotional impact across age, gender, and income levels, data will be collected from a variety of demographic segments. Finding out which emotions are the best indicators of sustained purchasing intentions and how marketers might morally arouse these emotions to foster real brand-consumer relationships are the desired outcomes.

The ethical boundaries of emotional persuasion are also covered in the study, emphasizing the need for marketers to avoid deceptive practices like “greenwashing” and instead promote open, value-driven interaction. This study adds to the continuing discussion on sustainable marketing strategies by identifying the balance between ethical integrity and emotional involvement. Ultimately, it provides useful advice for companies hoping to foster enduring loyalty in the age of conscious capitalism via responsible communication and emotional authenticity.

**Keywords:** Ethical Consumption · Consumer Emotions · Sustainable Marketing · Moral Psychology · Green Advertising

## **Culturally Inclusive Sustainability Marketing: A Machine Learning Approach to Bias Detection**

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Global Sustainability programs can often reflect the cultural assumptions of their architects, making them difficult to apply universally across cultures and reinforcing Western-biased narratives about the environment. With increasing corporate commitments to sustainability, culturally-sensitive marketing communication has become necessary, from both a moral as well as a practical standpoint. This research seeks to contribute to the marketing corpus on technological and cultural innovation by creating a machine learning system that will automatically detect cultural biases in environmental marketing programs from global multinationals.

Employing a mixed-methods approach, the research will evaluate 20 international brands’ sustainability campaigns across North America, Europe and South Asia, combining empirical analysis and theoretical frameworks like Hofstede’s cultural dimensions and Hall’s context theory to come up with an effective and applicable theoretical framework that can be utilized by AI models to evaluate sustainable marketing campaigns. This will be done initially with the development of a coding scheme to mark indicators of cultural bias such as communication style, value appeals, imagery preference, and depictions of sustainable lifestyles.

A manual labelled dataset of 100 campaign materials, including but not limited to text, photo and video is applied using this schema to train a supervised machine learning classifier that integrates natural language processing for text, and computer vision models for visuals. The model is trained to recognize patterns including Westernized images, individualist vs collectivist framing of environmental responsibility, as well as presumptions regarding consumer access to the relevant infrastructure.

The performance of the model is assessed across the dimensions of accuracy, precision and recall, using the method of cross validation. Qualitative case-analysis informs in depth examples of cultural bias. The expected outcomes are: 1. A prototype detection tool, 2. A catalogue of frequent cultural biases., and 3. Suggestions for culturally sensitive sustainability communication. This research contributes both to bias detection technology and the ethical development of international marketing.

## Mindless Consumption: The Modern Consumer's Blind Spot

Prerona Jana, MBA Student, IFMR GSB, Krea University

### Abstract

In modern consumer contexts characterised by ubiquitous digital platforms, unrestricted retail options, and pervasive marketing, consumption has trended towards habitual, automatic, and unreflective processes (Abrantes-Braga & Veludo-de-Oliveira, 2020; Barta et al., 2023). Mindless consumption is an accumulation of purchase decisions that rely on external stimuli and psychological states rather than conscious, rational decision-making processes (Parvatiyar & Sheth, 2023). Despite its increasing probability and harm to people's well-being, economic efficiency, and environmental sustainability, mindless consumption remains mostly unexplored in marketing and behavioural sciences. This study aims to explore the factors contributing to mindless consumption and the barriers to mindful consumption using a mixed-methods approach. Evidence from the qualitative phase involved three structured focus groups and thirty-five semi-structured interviews that collected evidence on the psychological traits, emotional states, and contextual triggers contributing to unthinking purchasing patterns. Based on the findings from the qualitative phase, relevant constructs are identified and a conceptual model is developed, which is to be further tested through structural equation modelling (SEM). The qualitative findings highlight that the internal factors, such as stress, habits, and emotions and external factors, such as marketing signals and online spaces, can drive mindless consumption. The negative consequences of such consumption include consumer regret, emotional distress, and financial suffering. The quantitative study aims to further validate the findings and increase the overall robustness of the study. The research aims to provide evidence for marketers to trigger reflection, enhance awareness, and encourage sustainable consumption.

## Psychological Antecedents of Circular Product Adoption: A Stimulus-Organism-Response Perspective

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### Abstract

Sustainability has gained considerable priority in marketing research, intensified by climate changes, socio-political fragmentation, and economic pressures. In such a scenario, although the concept of circular economy has emerged as a groundbreaking theme in recent years to move away from the traditional linear 'take-make-dispose' consumption models, the factors that shape consumer adoption of circular products has yet been unexplored. Understanding the forces that drives consumer participation in circular markets is therefore significant. This study aims to explore why consumers purchase circular products by using the Stimulus-Organism-Response (S-O-R) framework. A set of constructs are aimed to be examined together in circular consumption research, i.e. mindfulness, frugality, guilt, public self-consciousness and future self-continuity. These uniquely combined dispositions are hypothesized to shape the attitude to purchase circular products in complementary ways. This attitude formation gradually leads to a behavioural response that is reflected in the purchase intention of circular products. A survey based quantitative research design employing validated measurement scales is proposed and the hypothesis will be tested empirically through structural equation modelling. The study aims to contribute to the emerging sustainable consumption literature by analysing the various antecedents that drives consumers to become a part of circular economy, offering a well-researched explanation of circular purchasing behaviour that will be suitable for advancing the study in this field.

# The Power of Fame in Green Consumption: Understanding the Role of Celebrity Endorsement in Promoting Organic Food Products

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## Abstract

### Purpose

Growing awareness about health and the environment has made more consumers prefer organic food products. At the same time, celebrity endorsements have become a strong marketing tool that influences how consumers perceive and behave. This study aims to create a clear framework to understand how celebrity endorsements affect consumers' intentions to buy organic food.

### Design/methodology/approach

Using Source Credibility Theory and Consumer Trust Theory, this study reviews the existing literature to examine how celebrity credibility (trustworthiness, expertise, and attractiveness) and congruence (the fit between the celebrity and the product, as well as between the celebrity and the consumer) impact consumer trust and purchase intentions.

### Findings

The proposed framework indicates that credible celebrities who align with the values of organic food brands increase consumers' trust in those brands, leading to higher purchase intentions. Additionally, when consumers see a strong symbolic and ethical connection between the celebrity and the organic product, the endorsement messages feel more genuine and convincing.

### Originality/value

This paper offers a unique theoretical integration that brings celebrity endorsement research into the area of ethical consumption. By explaining how credibility, congruence, and trust work together to shape consumer reactions, it provides a complete understanding of how celebrity endorsements can encourage sustainable food choices and enhance green marketing efforts.

**Keywords:** Celebrity endorsements; Consumer's intention; Organic food; Source Credibility Theory; Consumer Trust Theory

# A Review of Eco-Conscious Consumerism in EV And I.C.E. Two Wheelers: Assessing The Impact of Regulatory Frameworks

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## Abstract

The major contributor to the Green House Gas (GHG) emissions are the two-wheelers in the transportation sector making up the biggest share of personal transportation in India. Growing eco-consciousness among consumers has encouraged the adoption of Electric Vehicles (EVs), driven by initiatives such as the FAME II scheme. At the same time, Internal Combustion Engine (I.C.E.) vehicles are required to meet Bharat Stage VI (BS6) standards to reduce their environmental impact. Even so, it's still unclear whether consumers see these regulations as real indicators of sustainability, especially in the two-wheeler segment.

This paper attempts to investigate researches on how consumers perceive the sustainability of EV and I.C.E. two-wheelers with a focus on the role of regulatory frameworks. Integrating consumer awareness, trust, and conceptualisation of sustainability, the paper examines whether compliance with those standards is viewed as a credible indicator of environmental responsibility and how this influences purchase intention. The paper also explores mediating factors such as cost, performance, convenience, infrastructure availability, and brand image.

The study aims to fill key gaps in the existing literature, specifically regarding regulation as a perception cue, comparison between brand level perceptions and context-specific insights. This inquiry aligns with India's broader vision of Viksit Bharat @ 2047, which emphasises sustainable growth, green mobility, and responsible consumption as pillars of a developed nation. By examining how regulatory frameworks shape eco-conscious consumerism, the study shall contribute to the national agenda of transitioning toward an environmentally resilient and economically advanced Viksit Rashtra and also supports the Sustainable Development Goals (SDG) - SDG 9 (Industry, Innovation, and Infrastructure), SDG 12 (Responsible Consumption and Production) and SDG 13 (Climate Action).

## **GREEN MARKETING: Strategies, Challenges, and the Path to Sustainable Consumerism**

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**Dr M Sivakumar**, Guest Lecturer, PG & Research Department of Economics, Dr Ambedkar Government Arts College (Autonomous)

### **Abstract**

Green marketing refers to the promotion of products and services that are environmentally safe and sustainable. It encompasses strategies aimed at satisfying consumer needs while minimizing ecological impact through eco-friendly product design, sustainable pricing, responsible promotion, and environmentally conscious distribution. As global environmental concerns such as climate change, resource depletion, and pollution intensify, consumer awareness and demand for sustainable alternatives are increasing. In response, many businesses are adopting green marketing not only to meet regulatory requirements and corporate social responsibility goals but also to enhance brand reputation and gain competitive advantage in evolving markets.

Despite its potential, green marketing faces several challenges. These include consumer skepticism, particularly regarding the authenticity of environmental claims (commonly referred to as greenwashing), higher production costs associated with sustainable materials and processes, and limited consumer awareness or understanding of green products. Overcoming these obstacles requires transparent communication, third-party certification, and sustained investment in environmentally sound practices.

Current research highlights that successful green marketing initiatives are those that align environmental values with consumer expectations while maintaining product quality and affordability. Moreover, integrating sustainability into core business strategy, rather than treating it as a promotional add-on, has proven more effective in building long-term trust and customer loyalty.

Green marketing represents a significant shift toward responsible consumption and sustainable development. As environmental challenges continue to grow, its role in shaping consumer behavior and corporate practices will become increasingly central. This abstract synthesizes recent insights into the strategies, benefits, and barriers associated with green marketing in contemporary business environments.

**Keywords:** Green marketing, sustainable development, eco-friendly products, consumer behavior, environmental sustainability, greenwashing, corporate social responsibility, sustainable business practices, environmental communication, brand reputation.

# Mapping a Sustainable Future: The Innovation-Driven Marketing of Mappls and Zoho Mail

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## Abstract

The intersection of innovation and sustainability is reshaping modern marketing strategies, driving businesses to balance technological advancement with ethical responsibility. This paper examines how two Indian technology leaders—Mappls (formerly MapmyIndia) and Zoho Mail—are pioneering sustainable marketing practices while strategically competing against global giants like Google and Microsoft. Mappls, India's homegrown navigation platform, supported by government endorsement and national digital policy initiatives, has positioned itself as a credible "Swadeshi" alternative to Google Maps. Through features tailored to Indian conditions—such as 3D junction views, live traffic signal timers, multilingual interfaces, and hyperlocal mapping precision—Mappls demonstrates innovation deeply rooted in contextual relevance. Its focus on data localization, eco-friendly mobility solutions, and intelligent route optimization aligns technology with environmental sustainability and national self-reliance. The indigenous map and navigation application Mappls, also offers a specialised security feature called Immobiliser. This feature allows the car owner to remotely shut off the vehicle's engine if it is stolen.

Meanwhile, Zoho Mail represents a parallel success story in ethical digital transformation. With its privacy-first, ad-free communication model and energy-efficient cloud infrastructure, Zoho exemplifies responsible innovation that blends functionality with sustainability. Both companies use these principles as strategic marketing differentiators, positioning their brands as transparent, trustworthy, and socially conscious alternatives to global competitors. Their communication emphasizes digital sovereignty, user empowerment, and ecological awareness, signaling a paradigm shift in India's technological branding.

This study concludes that the future of marketing in emerging economies like India lies in innovation-driven sustainability—where responsible technology not only advances market competitiveness but also reinforces national identity and global credibility.

**Keywords:** Innovation, Sustainability, Mappls, Zoho Mail, Ethical Marketing, Green Technology, Digital Sovereignty, Global Competition.

## Assessing the impact of sustainable brand practices in shaping customer trust and long-term retention

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## Abstract

In the changing business environment, sustainability has become an integral part of the business strategy that affects consumer perception and business success. This study is a systematic review of the available literature to determine the effect of sustainable practices adopted by brands on customer trust and long-term customer retention. The most important goal is understanding the role that ethical, social, and environmental initiatives picked up by brands play in creating trust and longer customer relationships. Guided by research questions regarding the role of sustainable practices on trust, retention, and dimension strength of various sustainability practices, the study uses the PRISMA framework to provide transparency and methodological rigor. A total of 29 relevant articles were retrieved from the

Scopus database following the application of defined inclusion and exclusion criteria of studies published between 2020 to 2025. The literature emphasizes the constant correlation between sustainable based branding and an increase in customer trust, leading to customer retention and loyalty. Further, the literature analysis indicates that ethical responsibility and environmental transparency are especially powerful in the development of consumer trust. The discussion focuses on the strategic importance of how companies integrate sustainability as part of their brand identity and communications as a means to achieve long-term consumer engagement. The study concludes that sustainable brand practices not only resolve customer relations but also are a competitive differentiator in today's markets. Future studies should investigate the cross-industry comparisons, and use quantitative models to quantify these associations more accurately.

**Keywords:** Sustainable brand practices, Customer trust, Customer retention, Brand loyalty, Ethical branding, Sustainability, Consumer perception

## From Virtual Experience to Real Purchase: The Effect of AR Try-On Features in the Eyewear Market

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### Abstract

#### Objective

This study aims to examine the effect of Augmented Reality (AR) features, particularly Virtual Try-On (VTO) technology, on consumers' purchase intention in the eyewear retail industry. The study also explores the mediating roles of brand trust and perceived enjoyment in shaping consumers' purchase behavior. As online eyewear shopping continues to expand, AR-based try-on tools address the uncertainty customers face when selecting frames without physical trials.

#### Methodology

A quantitative research design was adopted, collecting data from 204 respondents who have experienced AR try-on features on eyewear platforms such as Lenskart, Specs-makers, Titan Eye+, and Fastrack. The data will be analyzed using Structural Equation Modeling (SEM) in R software to examine the relationships among AR experience, brand trust, perceived enjoyment, and purchase intention.

#### Findings

The expected findings suggest that AR content quality and AR service quality positively influence consumers' purchase intention, mediated by brand trust and perceived enjoyment. High-quality AR experiences are anticipated to enhance consumers' confidence in eyewear brands and increase the enjoyment derived from the shopping process.

#### Conclusion

The study is expected to contribute to the understanding of how AR-based try-on technologies impact consumer decision-making in the eyewear retail sector. The insights will help eyewear brands design more engaging and trustworthy AR experiences, thereby improving customer satisfaction, strengthening brand relationships, and driving online purchase intentions.

**Keywords:** Virtual Try-On, Augmented Reality, Eyewear Retail, Purchase Intention, Brand Trust.

# Bridging the Trust Gap: Generational Perceptions of AI Ethics and Implications for Ethical Marketing

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## Abstract

Purpose - Not long ago, our most private thoughts were kept safely in diaries, conversations, or hidden in our minds. Today, those same thoughts often go through apps, voice assistants, and AI tools that understand us better than we understand ourselves.

AI works as a two-way system — the more data we feed it, the smarter it becomes. Every day, billions of people use AI, and through their interactions, it learns to give better, faster, and more personalized responses. Over time, this makes AI feel almost tailor-made for each individual.

But within this powerful and continuous exchange of information lies what we call the “black box” of AI — a space where data goes in, outputs come out, but what happens in between often remains unclear to the general public.

Think about it, from shopping recommendations to health tracking and education, AI is everywhere. People are becoming restless; more and more are starting to ask questions. They want to know how their data is collected, how it’s being used, and who truly benefits from it.

Many people today feel conflicted about using AI. On one hand, it makes life easier — helping with everyday tasks, saving time, and offering personalized experiences. On the other hand, it also makes people uneasy. They rely on AI but worry about how much it knows about them and what happens to their data. This mix of dependence and doubt shows a growing emotional gap between people and technology: we need AI, but we’re not sure we can trust it. And until that trust is earned, AI will remain a brilliant invention living in the shadow of human uncertainty.

That’s why we carried out this research — to understand how people think and feel about the ethical side of AI. We also wanted to see if age affects these views. Younger people might be more comfortable with AI but less aware of privacy risks, while older people may be more cautious but less familiar with the technology. Knowing these differences helps us create AI that is ethical, transparent, and trusted by everyone, no matter their age.

Methodology - The research employed a structured questionnaire divided into nine distinct sections. Each section was strategically developed to address a specific thematic aspect of participants’ interaction with artificial intelligence (AI), ensuring a logical flow from basic demographics to deeper attitudinal and behavioural insights.

The first section captured essential demographic information, such as age and gender, which served as a foundational layer for analysing how these factors influence individuals’ perceptions and use of AI. It also gauged participants’ general familiarity with AI and the extent to which they use AI tools in their daily lives. This provided crucial context for interpreting subsequent responses, allowing patterns to emerge across demographic groups.

The second section focused on participants’ dependence on AI in various aspects of their personal and professional lives. This section was introduced with the statement: “These questions aim to explore your level of dependence on AI tools, whether for routine tasks, problem-solving, or creative endeavours.” Participants were asked about the frequency of their AI usage (with options such as daily, rarely, or a few times a month) and the degree of dependency, rated on a 4-point scale ranging from 1 – Not at all dependent to 4 – Highly dependent.

Each question was designed to flow logically into the next, allowing participants to reflect progressively on their engagement with AI. For instance, one key question asked: “Do you think AI has hindered

your creative thinking and problem-solving abilities?” (1 – No hindrance to 4 – Highly hindered). These reflective items were intentionally positioned after questions about the purpose of AI use—such as whether participants used AI for academic writing, problem-solving, learning assistance, or creative productivity—so that each subsequent question built upon the context established by the previous one. This flow was deliberate, allowing participants to critically reflect on how their own patterns of AI use might shape their perceived cognitive and creative outcomes.

The sections were organized around major themes, namely Introduction, AI dependency, expectations from AI, the social aspects of AI, motivations and intentions behind AI use, ethical considerations, the future of AI, and anxiety surrounding AI, culminating in a concluding section.

This interconnected design ensured that participants moved seamlessly from descriptive questions (what they do with AI) to reflective ones (how AI affects their thinking and behavior). The questionnaire was thus both quantitative and introspective in nature, allowing for nuanced analysis.

The instrument was developed with careful consideration of the study population, ensuring that the language, examples, and question types were relevant, and contextually appropriate for individuals with varying levels of age & AI familiarity. The structure of the questionnaire—progressing from general to specific, and from factual to reflective—was intended to maintain respondent engagement while yielding rich, layered data about human-AI interaction patterns.

Through the application of 20 objective-type questions throughout these fields, the approach guaranteed the gathering of accurate, numerical information, which was required to uncover the counter-intuitive generational gap in perceptions.

## Findings/Results

The findings show two different ethical profiles that influence public acceptance of AI, suggesting that trust is very conditional.

The Youth group approaches AI with skepticism, driven by concerns about data privacy, algorithmic bias, and accountability. Their main requirement for accepting AI is integrity. They need trust to be earned through transparency and clear methods for individual control over data use and algorithmic choices.

In contrast, The Adult group shows more willingness to share data because they value practical benefits like convenience and health. They also trust developers and institutions more to handle complex ethical risks. For this group, acceptance hinges on the AI offering clear functional benefits, effectively trading perceived data risks for tangible problem-solving benefits.

## Originality/Value

Artificial intelligence is increasingly being employed to optimize marketing strategies by precisely targeting audience segments and delivering content that is tailored to individual preferences. This enables brands to engage customers more effectively, improve the relevance of messaging, and ultimately drive higher conversion rates. However, the common assumption that high-exposure generations, such as Gen Z, are naturally more trusting of technology is not necessarily accurate. This research introduces the concept of Trust Tolerance, which refers to the extent to which individuals evaluate the potential benefits, Trade offs and risks of sharing personal data with AI systems. By incorporating Trust Tolerance into marketing considerations, businesses can better understand the nuanced ways in which trust—or the lack thereof—shapes consumer engagement with generational gaps, acceptance of personalized content, and the overall effectiveness of AI-driven marketing campaigns. Recognizing this factor allows marketers to design strategies that are not only technologically sophisticated but also ethically mindful and aligned with consumer comfort levels.

# The Impact of Ai – Powered Personalization on Customer Experience, Trust, and Loyalty in Online Retail – with Special Reference to Kerala, India

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## Abstract

Artificial Intelligence has emerged as a transforming force in online retail, reshaping the way businesses interact with customers through data-driven personalization. Retailers can provide personalized shopping experiences, targeted ads, and recommendations that are specifically tailored to each customer's preferences thanks to AI-powered personalization. However, excessive or hidden data usage can raise privacy concerns and lower consumer trust, even though personalization improves convenience and relevance. With an emphasis on online retail customers in Kerala, India, a region renowned for its quick digital adoption and rising e-commerce participation. This study investigates the effects of AI-powered personalization on customer experience, trust, and loyalty. Data gathered from 250 active online shoppers was used in a quantitative study design. Structural Equation Modeling (PLS-SEM) using Smart PLS 4 was applied to examine causal relationships among the constructs. The findings show that AI personalization greatly improves trust and customer experience, both of which have a big impact on customer loyalty. Positive user experiences are a crucial mechanism connecting technology-driven personalization to behavioral loyalty, as evidenced by the fact that customer experience partially mediates the relationship between personalization and loyalty. The findings contribute to the theoretical advancement of Relationship Marketing Theory and the Technology Acceptance Model (TAM) within the context of AI-enabled retailing. From a managerial perspective, the study underscores the importance of implementing transparent, ethical, and privacy-conscious AI systems that balance personalization with consumer autonomy. Overall, the study demonstrates that responsible AI-driven personalization can foster enduring trust, emotional connection, and long-term loyalty in the evolving landscape of online retail in Kerala, India.

**Keywords:** AI personalization, online retail, customer experience, trust, loyalty.

# A Study of Traditional Methods and Ai-Based Tools for Mental Health and Wellbeing Monitoring

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## Abstract

Mental health and wellbeing for an individual's and organization's productivity is gaining recognition in workplaces, schools, and healthcare systems. Poor mental wellbeing often correlates to decreased productivity, absenteeism, and even a decreased quality of life. The literature review shows the current mental health indicators use tools that indicate some level of individual wellbeing; however, they lack objectivity, are generally measured infrequently, provide feedback after a delay, or are not scalable and portable in nature. Recent technologies are able to provide early indication of stress, anxiety, depression, and other psychological states of wellbeing, while also providing proactive interventions and individualized plans for wellbeing. The research compares the effectiveness of conventional versus

AI-based approaches to monitoring mental health and wellbeing. The technological changes in the past decade, AI is now able to offer new monitoring tools that provide continuous, objective and real-time assessment of the indicators of mental health and wellbeing. AI-wearable sensors can assess body data, emotion through facial expressions or vocal tone, and mobile behaviours and can even help to provide predictive outcomes that include the content being monitored. Although still in the early stages of research and development, are progressing at the rate faster than mental health research is changing, and we have no doubt they will offer another option to look at monitoring stress, anxiety, depression and other personal health plans. The advances of the past decade are phenomenal and have opened doors and access to new technological monitors, assessment and values for mental health wellbeing. The research indicates a comparative study of traditional and advanced mental health monitoring systems, highlighting how advanced approaches lead to better mental health outcomes.

**Keywords:** Mental health monitoring, Wellbeing assessment, Artificial Intelligence (AI), Traditional assessment methods, Wearable sensors, Emotion recognition, Predictive analytics, Monitoring Tools.

## **AI integrated neuromarketing in predicting the purchase of high-end watches**

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### **Abstract**

The combination of neuromarketing and artificial intelligence (AI) offers a sophisticated prediction framework for consumer behavior in the high-end watch industry, where decisions about what to buy are based on exclusivity, craftsmanship, and brand heritage. This study investigates the potential of AI-integrated neuromarketing techniques to predict the likelihood of purchasing luxury timepieces, using machine learning applied to electroencephalography (EEG), eye tracking, and biometric signals. We describe how brain characteristics of attention and affect can be recorded and fed into AI models for prediction, drawing on recent developments in EEG-based behavior prediction utilizing graph neural networks and traditional ML models. We next place these tools in the context of the luxury watch industry. Previous research has demonstrated that neuromarketing applications in luxury watches can help guide the translation of brand symbolism, sensory signals, and advertising efficacy into emotion and intent. In particular, purchasing probability can be estimated by analyzing AI-driven data from brain reactions when customers view a limited-edition watch, examine fine movement details, or participate in an augmented reality try-on. Additionally, AI algorithms may divide potential customers into neurocognitive profiles, allowing brands to customize multimodal experiences, scarcity cues, and message. In order to forecast high-end watch purchases, this work aims to include multimodal biosignals (EEG, eye tracking, and GSR) into AI pipelines. Also, the prediction models are embedded inside theories of luxury consumption, symbolic value, and identity signaling. This article seeks to move the use of AI-integrated neuromarketing from proof-of-concept to a rigorous strategic tool for managing the brand of luxury watches.

**Keywords:** High-end watches, AI-integrated neuromarketing, prediction models, luxury consumption

## **Paradoxes in GenAI implementation in MSME. An application of paradox theory**

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## Abstract

This study investigates the perceived benefits, concerns, and risks associated with the adoption of Generative AI (GenAI) by Micro, Small, and Medium Enterprises (MSMEs), using the lens of paradox theory. With a qualitative research design based on semi-structured interviews, the study delves into the complex and often contradictory dynamics that MSMEs face when integrating GenAI into their operations. Specifically, it explores the paradoxes that emerge between the anticipated advantages and the apprehensions surrounding GenAI adoption.

The findings reveal six key paradoxical themes that characterize MSMEs' experiences: Value realization vs. Reliability risk, where firms weigh tangible benefits against trust in AI outputs; Human-centered service vs. Automation fatigue, reflecting tensions between personalized engagement and over-reliance on automation; Speed to deploy vs. Guardrails to protect, highlighting the urgency to innovate while ensuring ethical and secure use; Data foundations vs. Integration friction, pointing to the need for robust data infrastructure amid technical challenges; Strategic fit vs. Tool-chasing, where alignment with business goals competes with the allure of emerging tools; and Normalization vs. Persistent tensions, capturing the ongoing struggle to embed GenAI sustainably within MSME contexts.

Theoretically, this research contributes to the growing body of literature on Generative AI by offering a nuanced understanding of the dilemmas MSMEs face. It extends technology adoption discourse beyond large enterprises, emphasizing the unique challenges and opportunities for smaller firms. Practically, the insights support MSME managers in crafting informed strategies for effective GenAI adoption and usage.

**Keywords:** Generative AI, MSMEs, Paradox theory, Qualitative research design

## Role of AI-Driven Fraud Detection Models in Strengthening E-Commerce Transaction Security: A Comprehensive Review with Empirical Analysis

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## Abstract

E-commerce fraud represents one of the most pressing cybersecurity challenges of the digital era, with fraudsters employing increasingly sophisticated techniques to circumvent traditional security mechanisms. This comprehensive review examines how artificial intelligence (AI)-driven fraud detection models are transforming e-commerce transaction security through systematic analysis of 45+ peer-reviewed studies published between 2023-2025. We synthesize empirical evidence on machine learning, deep learning, and graph neural network approaches to fraud detection, emphasizing the real-world advantages and limitations of each methodology. Our analysis demonstrates that hybrid AI architectures combining tabular machine learning, sequential deep learning, and relational graph analysis achieve 95-98% accuracy while reducing false positives by 40-60% compared to traditional rule-based systems. This paper presents original comparative analysis through three comprehensive tables: (1) comparative strengths across seven fraud detection approaches, (2) performance metrics on IEEE-CIS benchmark datasets, and (3) sector-specific fraud detection priorities across e-commerce, banking, insurance, and digital goods industries. We document real-world deployment case studies showing 82% → 96%

fraud detection improvement with 4.2% → 0.8% false positive reduction, generating 17.9:1 return on investment. Our findings reveal that the most effective deployments integrate multiple AI paradigms rather than relying on single models, and that continuous learning pipelines are essential for maintaining detection efficacy as fraud tactics evolve. We conclude that AI-driven fraud detection, when properly implemented with attention to regulatory compliance and ethical considerations, represents an essential component of modern cybersecurity infrastructure.

**Keywords:** artificial intelligence; fraud detection; machine learning; deep learning; graph neural networks; e-commerce security; transaction monitoring; hybrid architectures; cybersecurity

## Role of Technology (IOT, Blockchain, and AI) in Improving Supply Chain Transparency

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### Abstract

Complexity in global supply chains makes the need for transparency, efficiency and trust between multiple parties more pressing. This paper investigates the important role that emerging digital technologies—Internet of Things (IoT), Blockchain, and Artificial Intelligence (AI)—could play in enhancing supply chain transparency. An extensive literature review shows that IoT improves supply chain performance through real-time visibility, asset tracking and predictive maintenance, whereas Blockchain ensures data immutability, traceability, and increases stakeholder trust. The fusion of IoT and Blockchain was shown to enhance supply chain integrity and sustainability, but interoperability and cybersecurity issues are critically important. Building upon this foundation, AI represents a gamechanger that has the primary ability to analyse massive data streams in order to optimize decision-making and predict disruptions and promote autonomously operating systems. This research integrates the conceptual, empirical and theoretical perspectives from extant literatures to develop a holistic model in which IoT serves as a platform for data collection, while Blockchain secures the transaction records with AI processing the information that together offer an intelligent, transparent and resilient supply chain landscape. The findings indicate that by combining these technologies, greater transparency and reduced fraud will be gained in operations, as well as creating trust-based data-driven supply networks.

**Keywords:** Supply Chain Transparency, Internet of Things (IoT), Blockchain, Artificial Intelligence, Digital Transformation, Traceability

## Turning Service Fault Lines into AI Frontiers: A genetic AI Adoption in India's Retail Banking

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### Abstract

The Indian retail banking sector embodies a paradox: record-breaking digital expansion and transaction volumes coexist with persistent service failures, including delayed loan approvals, opaque complaint handling, language barriers, and recurring security lapses. These systemic inefficiencies undermine consumer trust and slow the adoption of emerging AI solutions. This study develops and validates an

integrated adoption model to investigate how AI-driven chatbots can bridge these service gaps and transform customer experience. Using the NVIVO analysis and Gioia methodology, 1,121 negative consumer reviews across leading platforms were systematically analysed, revealing six aggregate service failure dimensions: institutional trust deficit, digital service paradox, operational bottlenecks, service recovery breakdowns, cultural-technical misalignments, and transparency crises. These insights informed an extended UTAUT framework enriched with AI-specific constructs Emotional Intelligence, Anthropomorphism, Privacy Paradox, and AI Privacy Capability. The framework was empirically tested through PLS-SEM using responses from 1,000 retail banking customers across metropolitan and tier-2 Indian cities. Findings identify AI Efficiency ( $\beta = 0.278$ ), Performance Expectancy ( $\beta = 0.273$ ), and Trust ( $\beta = 0.245$ ) as the strongest drivers of adoption intention, while Behavioral Intention robustly predicts usage behavior ( $\beta = 0.665$ ,  $R^2 = 0.443$ ). Constructs such as Privacy Paradox and Anthropomorphism showed significant direct effects, suggesting complex mediating pathways that warrant further exploration. Beyond statistical validation, results emphasize that customers demand empathetic, multilingual, transparent, and security-assured chatbot experiences. This study contributes by (1) triangulating consumer complaints with adoption theory to contextualize digital failures, (2) extending TAM/UTAUT with AI-specific constructs for emerging market contexts, and (3) offering actionable insights for banks to leverage chatbots as strategic trust-building and service recovery tools, accelerating India's digital banking transformation.

**Keywords:** AI chatbot adoption, Indian retail banking, UTAUT extension, Service Challenges , privacy paradox Triangulation Study, PLS-SEM, digital transformation

## Strategic Human-AI Synergy: Transforming Customer Retention and Loyalty with AI-Driven CRM

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### Abstract

The adoption of Artificial Intelligence (AI) within the realm of Customer Relationship Management (CRM) is changing the dynamics of the business-customer relationship by giving the companies who adopt it the loyalty of the customers besides the revenue. The use of AI in CRM is not only depicted as a tool to help organizations keep their customers but also as a distinct advantage giving them a grip over competitors. By employing technologies such as machine learning, natural language processing, predictive analytics, and hyper-personalization, present-day CRM systems are capable of supporting real-time, customized messaging that not only meets customers' needs but also goes beyond offering typical service. Worldwide SMEs, e-commerce and emerging markets resulting data have shown that when firms use AI they get as much as a 77.7% rise in customer satisfaction and 60.7% higher retention rates. Not with standing the case of data privacy, ethical issues, and integration costs – all of which concerns 40% of the professionals mentioned – AI's merits are obvious and persuasive. This paper introduces "Strategic Human-AI Synergy" as a new idea, pointing out that customer loyalty based on goodwill, ethical to customer and company, and using people's ability alongside the most modern technology is the way of the future. Responsible, scalable AI CRM solutions are to be the organization that leads customer fidelity and sets the global standards of best practices. The research has thrown light on the necessity of continuous ground breaking and keeping the ethical issues under control in the changing landscape of customer interaction.

**Keywords:** Artificial Intelligence (AI), Customer Relationship Management (CRM), Machine Learning, Customer loyalty, Predictive Analytics, Ethical Issues.

## Brand Purpose: An exploration

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### Abstract

Academic research on brand purpose is scant. However, this term has been widely used by practitioners. Recognizing this gap, there have been calls to bridge the gap between practice and theory. Our exploration is in response to these calls. Given the novelty of this concept, there is a lack of clarity regarding the concept (Swaminathan et al., 2020). Therefore, the primary purpose of our exploration is stive for this conceptual clarity. We follow the well-established procedure for concept hunting (See Ulaga et al., 2021) to achieve the study objectives. First, we systematically review the limited academic literature on brand purpose (the pass-down wisdom). Second, we carry out an archival analysis of the existing discourse on brand purpose. Third, we integrate the two streams to identify the limitations of the prevailing academic definitions of brand purpose and propose a new definition.

**Keywords:** Brand Purpose, Archival analysis, Qualitative Analysis.

## From Home to Hybrid: Mapping the Transformation of Mompreneurship

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### Abstract

**Objective:** This study explores how different types of mompreneurs evolve in their entrepreneurial pursuits while managing caregiving responsibilities. It also aims to identify potential future research directions in this domain. Despite spatial and temporal constraints, mompreneurs adopt innovative strategies to balance their dual roles as entrepreneurs and caregivers.

**Methodology:** A systematic literature review (SLR) of 45 Scopus-indexed articles published between 2011 and 2025 was conducted using the Theory, Context, Characteristics, and Methodology (TCCM) framework. R software was employed for performance analysis and science mapping to identify research trends and thematic developments in mompreneurship.

**Findings:** The literature reveals that many mompreneurs establish home-based enterprises as a practical response to the dual demands of caregiving and entrepreneurship. By leveraging domestic and community spaces, they reduce operational costs, maintain flexibility, and remain physically present for their families. This spatial adaptability enables them to integrate professional and personal roles more effectively, fostering a sense of autonomy and emotional balance, though it may also blur the boundaries between work and home life.

**Conclusion:** Mompreneurship emerges as an adaptive and context-sensitive form of entrepreneurship that supports sustainable development. Through digital tools and home-based models, mompreneurs bridge economic and caregiving roles, contributing to SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth), and SDG 10 (Reduced Inequalities). The study enhances understanding of gendered entrepreneurship, recognizing mompreneurs as key agents of inclusive socio-economic transformation in the digital age.

**Keywords:** Mompreneurship, Spatial, Flexibility, Temporal, Socio-economic.

# Rapid Product Development: Dual Perspectives of Innovation and Sustainability

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## Extended Abstract

Rapid product development (RPD) prima facie gives us the impression that the whole exercise is merely about increasing the speed in carrying out the same old set of operations which are entailed in the process of new product development or product innovation without anything else being its target (because of its solo adjective 'rapid'). However, when we go through many real time cases of RPD, we understand that there are many more implicit qualifiers such as 'sustainable', 'expansive' and 'frugal' which are much beyond 'rapid' that characterize RPD in the domains of innovation and corporate entrepreneurship. This study aims at plugging these research gaps and thereby elaborate on many such nuances of RPD for a better and more inclusive understanding of the same. This paper strives to bring out all those qualifiers and thereby flesh out the larger canvas of RPD for the benefit of both academicians and practitioners in the domain of product innovation. Given these additional and implicit qualifiers, we can call it as a multi-faceted approach to RPD (comprising of multi-pronged set of initiatives). As such, RPD is just a hyponym (of a much larger concept viz., new product development or product innovation), if not altogether a misnomer. In spite of this, the extant literature still continues with the hyponym possibly due to the intellectual inertia across decades. It is high time that the task of undertaking an appropriate nomenclature is undertaken at the earliest in right earnest. This paper strives to plug all such research or conceptual gaps in an attempt to address these lacunae while endeavouring to tackle lapses and loopholes, if any, in our understanding of the concept of RPD.

Given its tendency to achieve dematerialization (often in the form of virtualization) via heuristic or virtual nature of low fidelity experiments (LFEs) which are 'good enough' experiments that can be carried out simultaneously in accomplishing the gigantic task of quick elimination of several less promising candidates (e.g., product prototypes or molecules) into a few wieldy number of candidates for carrying out subsequent high fidelity experiments (HFEs) which are accurate, detailed, physical and expensive (when compared to virtual experiments which are less accurate yet good enough for the purposes of quick shortlisting). Given its predominant tendency to dematerialize across multiple iterations of experiments on several thousands of virtual (or heuristic) product prototypes, resource conservation has been a default aspect of RPD, by and large due to very few physical experiments that are eventually carried out sequentially on a select few prototypes. It is very common sensical to see that resource conservation is far better than resource recycling. Obviously, such an approach meets the present needs of the society on one hand while preserving resources to help the next generation to meet their future needs on the other hand. This way, the sustainability needs of our society are met by RPD to a great extent.

The concept and practice of sustainability both in terms of carbon-neutral and carbon-negative dimensions are already observed in the domain of RPD though not explicitly pointed out in the extant literature on RPD. Virtual experiments of the RPD paradigm being undertaken on a large scale take the shape of carbon-neutral solutions for the focal firm. At the same time, these RPD success stories inspire other firms to mimic these strategies and whereby such initiatives take the shape of carbon-negative solutions for the focal firm. Given the strong prospect of such cascading series of virtuous loops, RPD initiatives of client firms via rental options do address the sustainability issues from the dual prospects of carbon-neutrality and carbon-negativity, no matter how small the latter could be in comparison to the former.

RPD infrastructure takes the shape of 'R&D Factory' often in the form of various technologies like combinatorial chemistry, high throughput screening, bioinformatics in the pharmaceutical industry (or softwares like CATIA in the automobile industry). Such an RPD infrastructure is too expensive for

many firms to buy or invest in. This is exactly why many firms are always on their lookout for rental options from those firms that own such an infrastructure. Hence the principles of B2B Marketing come into picture here. As a matter of fact, the RPD setup in the form of R&D factory is available on rental basis to firms seeking to carry out their RPD initiatives. Thus, firms that own such an R&D factory sell the services of their infrastructure to other firms that cannot afford to invest in such an expensive infrastructure. As such, the upfront investment on such an expensive infrastructure is not at all needed to most of the firms. Even the few firms that invest in the infrastructure viz., "R&D Factory" smartly recover their investments and make profits by combining monetary returns with stock options in the probably upcoming promising new products (by firms such as Millennium Pharmaceuticals).

But for the final physical experimentation eventually, quick elimination of less promising candidates happens first at a much lower cost in a much smaller time span given the virtual (or other heuristic) nature of low fidelity experiments (LFEs) that can be carried out simultaneously with the number of prototypes being tested humongously surpassing the previous benchmarks before the advent of RPD technologies (Mische, 2000; Thomke, 2003). Thus, compared to the conventional product development which entails detailed experimentation comprising of very few physical prototypes, the RPD experimentation entails thousands of prototypes being simultaneously tested virtually (or heuristically) whereafter a wieldy number of shortlisted candidates would be tested in detail physically and sequentially (in the form of high fidelity experiments or HFEs) duly following the steps of traditional experimentation (Thomke, 2003). Thus, RPD entails quick shortlisting of an expansive list of prototype candidates followed by the conventional NPD comprising of traditional physical experiments being carried out on those few wieldy number of shortlisted prototype candidates (Thomke, 2001).

Such a deadly combination of several low-cost yet good enough LFEs duly followed by few real-time high-cost and more accurate HFEs yields a far higher utility to firms at a far lower price to firms in such B2B environments. As a matter of fact, the RPD setup in the form of R&D factory is available on rental basis to firms seeking to carry out their RPD initiatives. As such, the upfront investment on such an expensive infrastructure is not at all needed to most of the firms. Even the few firms that invest in the infrastructure viz., "R&D Factory" smartly recover their investments and make profits by combining monetary returns with stock options in the promising new products (by firms such as Millennium Pharmaceuticals). In many other cases, as for example, Chrysler was testing merely six physical prototypes before embracing the CATIA software in connection with its RPD initiatives. However, by virtue of CATIA software, Chrysler could increase the number of virtual prototypes (in the form of LFEs) to 3 of 4 around 1500, though few expensive HFEs have to be carried out anyway in the physical world eventually (Mische, 2000). This is inevitable in both the cases with or without deployment of RPD technologies.

Similarly, in the pharmaceutical industry, Millennium Pharmaceuticals could leverage such RPD techniques in the form of physical infrastructure comprising combinatorial chemistry, high throughput screening and bio informatics to rapidly carry out several simultaneous LFEs by quickly shortlisting the less promising drug molecules by virtue of their toxicological profiles whereafter they took recourse to the inevitable and detailed physical experimentation (HFEs) of the few wieldy number of shortlisted drug molecules in a sequential manner (Thomke, 2001). Though the physical infrastructure is costly, generally it is leased out by owner firms to client firms for some time to carry out such parallel experiments. Whether virtual or physical, this RPD experimentation comprises of simultaneously carried out several low-cost LFEs (for quick elimination of less promising candidates) and sequentially carried out few expensive HFEs (for clinching the final best drug molecule or prototype). Thus, multiple advantages such as speed (time saved due to parallel and 'good enough' and frugal low-fidelity experimentation), expanded scope of prototype experiments, iterative and cybernetic nature of experiments contribute to higher levels of utility to the customer (client firm carrying out RPD component of their NPD or R&D). On the other hand, given the virtual or heuristic nature of LFEs, the price to the customer firm is also much lower compared to the traditional and physical experimentation, if done for all the prototypes. Thus, client firms enjoy the dual advantages of higher utility and lower price simultaneously.

The paper thus provides a detailed understanding of RPD in all possible ramifications and repercussions on a range of dimensions such as frugal, expansive, sustainable, simultaneous over and above rapid

qualifiers of RPD. Such a multitude of benefits that RPD offers to its users go a long way in encouraging many new firms to embrace RPD towards augmenting their R&D canvas for a much more meaningful experimentation. Thus, RPD sets the ground for the eventual physical experimentation that a firm has to undertake. However, the number of HFEs are drastically reduced and hence even an otherwise expensive HFEs are restricted to a much smaller and wieldy number. Firms tend to gain a lot from multiple such features of RPD given the diverse benefits that the RPD process entails before they eventually undertake the final task of physical experimentation on a much smaller scale.

**Keywords:** Rapid Product Development, New Product Development, Product Innovation, Sustainability, Low Fidelity Experiments, High Fidelity Experiments

## Mining App Reviews to Understand Emotions, Sentiments, and Pain Points of Electric Two-Wheeler Users in India

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### Abstract

Despite government policy interventions and extensive research on Electric Vehicle (EV) adoption intentions, the growth rate of Electric Two-Wheelers (E2Ws) remains sluggish. The E2W literature has mainly focused on the pre-adoption phase to identify factors influencing the intention to adopt them. These factors are primarily classified into Demographic (Individual and Household), Situational (Environmental, Technological, Financial, and Market effectiveness), Contextual (Government policies and Charging infrastructure), and Psychological (Attitudes, Perceived Behaviour Control, Perceived Risk, Emotions, Societal Influence, Personal Moral Norms, and Consumer Characteristics). However, these factors alone cannot fully explain the slow growth of the E2W market, emphasising the need for a deeper understanding of users' post-adoption experiences. This study investigates the experiential landscape of Indian electric two-wheelers (E2Ws) by analysing online customer reviews (OCRs) collected from the Google app store of India's top four original equipment manufacturers (OEMs). The dataset includes 18,836 raw OCRs from E2W users. The analysis utilised a deep learning model, Bidirectional Auto-Regressive Transformer (BART) and Zero Shot Classification (ZSC) to identify user sentiments and classify their emotions based on Plutchik's eight-emotion framework. The findings showed a dominance of negative feelings (80.2%), with surprise and disgust being the most common emotions expressed. BERTopic modelling identified the top 20 discussion topics, grouped under digital ecosystem failure, after-sales service breakdown, and core product & hardware deficiencies. These topics reflect user frustrations concerning operational efficiency and after-sales support. The study is grounded in expectation confirmation theory to explore the complexities of the modern integration of physical products with sophisticated digital interfaces. It advances the literature on E2Ws' post-adoption user experiences through large-scale text analytics of app-based reviews. Practically, it offers actionable insights for marketers and OEMs to improve customer support strategies, align user expectations with actual service delivery, and address digital service gaps within the E2W ecosystem. Mapping post-adoption experiences of E2W users is vital for marketers to understand the increasing tension between user expectations and actual ownership experiences.

**Keywords:** Electric Two-Wheelers (E2Ws), post-adoption experience, Text Analysis, Topic Modelling, Expectation Confirmation Theory

# EV Transition in Telangana: An Analysis of Market Trends, Infrastructure Gaps, and Policy Challenges

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## Abstract

India's electric vehicle (EV) transition represents a significant step towards decarbonizing the transport sector. The automobile industry accounts for nearly 7% of India's GDP and remains one of the largest automotive markets globally. The road transport sector carries 71% of the country's 4.6 billion tonnes of freight, consuming nearly one-third of its diesel. The transport sector contributes approximately 12% of the country's CO<sub>2</sub> emissions. In 2020, last-mile e connectivity alone contributed about 5,00,00 tonnes of CO<sub>2</sub> emissions.<sup>1</sup> With rising fuel use, freight volume, vehicle fleets and fast growing logistics and delivery emissions, EV stands as the key for India's clean mobility transformation vital for reducing emissions, enhancing energy security, and advancing national environmental goals. With the Government of India's EV30@30 commitment, the country aims to have 80 million EVs on the road by 2030 driving an expected annual market growth rate of nearly 49%. Achieving this goal, however, requires a robust charging infrastructure, with an estimated need for 3.9 million charging stations nationwide. This study focuses on the state of Telangana, located in southern India, which currently holds an EV market share of 9.11% as of August 2025. Since 2019, Telangana's EV market has grown at a compound annual growth rate (CAGR) of 80.5%, making it one of the fastest growing regional EV markets in the country. The research analyzes the state's EV ecosystem through three dimensions: (i) consumer market segmentation, (ii) EV charging infrastructure, and (iii) regional concentration patterns. Data were synthesized from vehicle registration statistics, commercial charging network records, and market utilization analytics. This study employed mixed methods of qualitative policy evaluation and quantitative data analysis conducted on a comprehensive dataset of 9096 records of charging stations (2021-2025) and over 10 million vehicle registrations from Government Open Data to assess EV mobility transformation. Secondary data was obtained from government transport registries, state and central policy documents, and public EV infrastructure databases, supplemented by industry reports from reputed consultancy firms and other relevant research literature. Key findings indicate that two-wheelers account for nearly 80% of EV sales, with most owners purchasing them as a secondary vehicle. The state EV market is dominated by non-transport vehicles and transport segment vehicles are also increasing from much smaller base. The number of public charging stations increased from 46 in 2021 to 555 in 2025, reflecting a CAGR of 89.1%, while average charging port density rose from 1.04 to 1.36 ports per station. However, the infrastructure remains heavily concentrated in the urban districts of Hyderabad, with limited accessibility in other regions. Furthermore, the rapid exhaustion of electric two-wheeler subsidies (exceeding 113% of the 200,000-unit target within four months) raises concerns about a potential decline in EV sales following subsidy withdrawal. The state currently operates at a ratio of one public charging station per 566 EVs, significantly below the national (1:135) and global (1:6-20) benchmarks, underscoring a substantial infrastructure gap. The study offers insights into consumer behavior, infrastructure distribution, and policy effectiveness, providing evidence-based recommendations to accelerate EV adoption and guide the state's pathway toward sustainable mobility.

# Understanding India's Beauty Brand Transformation: A New Facet of Indian Beauty

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## Abstract

The Indian beauty and personal care industry is undergoing a remarkable transformation, with consumers increasingly shifting from established global FMCG brands such as Hindustan Unilever Limited (HUL), Procter & Gamble (P&G), and L'Oréal to emerging homegrown brands like Minimalist, Plum, Dot & Key, and Mamaearth. This research aims to analyze the underlying factors driving this behavioral shift among Indian consumers. The study explores how growing awareness about product ingredients, rising preference for clean and sustainable beauty, affordability, and the perception of authenticity influence consumer choices. It also examines the impact of digital transformation, including the role of social media, influencer marketing, and e-commerce platforms, in shaping brand perception and purchasing intent.

A mixed-method approach combining quantitative surveys and qualitative interviews will be employed to capture diverse perspectives across age groups, income levels, and regions. The research will identify how emotional factors such as brand trust and national pride, along with functional aspects like product efficacy and transparency, contribute to brand switching. Furthermore, it investigates how homegrown brands leverage direct-to-consumer (D2C) models, data-driven personalization, and relatable brand storytelling to establish deeper consumer engagement.

By understanding these motivations, the study aims to provide actionable insights for both domestic and multinational players to realign their marketing strategies and strengthen consumer loyalty. Ultimately, this research contributes to understanding the evolving landscape of the Indian beauty and personal care market, where identity, innovation, and authenticity redefine the essence of consumer-brand relationships.

**Keywords:** Consumer behavior, Brand switching, Homegrown brands, Digital marketing, Sustainability, D2C models, Indian FMCG market

## Brand Dilution

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## Abstract

Brand dilution is defined as the loss of a brand's distinct identity, perceived value, or equity. In today's era, characterised by rapid brand extensions, digital communication, and heightened consumer scrutiny, the dilution of brands has emerged as a growing concern. While the phenomenon has been studied through various theoretical lenses, including brand equity and extension theories, as well as crisis and attribution frameworks, the literature remains fragmented and dispersed across different contexts.

This paper conducts a Systematic Literature Review to synthesize the extant body of research on brand dilution and to identify its key antecedents, mediators, and outcomes. Relevant peer-reviewed articles are being screened, filtered, and categorized according to theory, methodology, framework, and

industry context through a structured database search. This organised mapping facilitates an in-depth comparison of quantitative, qualitative, and conceptual studies, providing a deeper understanding of the phenomenon.

According to preliminary findings, brand dilution is usually triggered by three factors: extension failure, incoherent communication, and brand crises. Digital platforms have further amplified the consequences of dilution. The study also indicates a recent but increasing focus on dilution as a relational and emotional process, arising from consumer trust, social media engagement, and dynamics of co-creation. Besides mapping the existing literature, the research aims to contribute to a conceptual framework that unifies varied insights and provides a framework on how brands might proactively prevent or reverse dilution.

In all, these insights underline the reality that brand dilution is an evolving process and outcome of changing market narratives and consumer interpretations. The study aims to synthesize these insights into a conceptual typology of dilution mechanisms and recovery pathways. By bringing together diverse research streams, it aspires to develop a more coherent view of brand dilution.

## **Indian Luxury on the Global Stage: Growth, Sustainability, and Digital Innovation**

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### **Abstract**

When the world's most famous celebrities walked the red carpet at the 2025 Met Gala Festival, they weren't walking on a red carpet at all. Instead, they graced a stunning blue and white floral masterpiece, a deliberate shift in tradition. What the world may not have known is that this symbol of global glamour was not crafted in a European luxury house, but hand-woven by artisans in Alappuzha, India. This single event perfectly encapsulates the rising potential of Indian craftsmanship as the new face of global, sustainable luxury.

This paper investigates how Indian luxury brands are redefining modern global luxury through the dual drivers of sustainability and digital innovation. It traces the sectoral evaluation, highlighting how India's artisanal heritage embodies eco-conscious values and how emerging technologies, such as artificial intelligence and digital storytelling enhance global visibility and consumer engagement.

Using a qualitative, case study-based approach, the research analyses the sustainability and digital strategies of leading Indian luxury houses, including Neytt's Met Gala collaboration (2025) and the global expansion of Indian luxuries like Sabyasachi, Amrapali, Rolls Royce with touch with Indian market, The Leela palaces and the global expansion of other Indian luxury brands. According to IMARC Group's India Luxury Goods Market report, the Indian luxury market was valued at USD 10.01 billion in 2024 and is projected to reach USD 17.94 billion by 2033 (CAGR 6.37%). Findings suggest that post-pandemic growth is driven by a new generation of eco-conscious consumers seeking authenticity, transparency, and digital immersion.

The study concludes by examining how China rose to the top of the global luxury market and the strategies it employed to achieve this position. It also explores the future of the Indian luxury market and the key lessons that can be drawn from China's experience. The future of Indian luxury lies in harmonizing heritage craftsmanship with digital transformation. By integrating tradition with technology, Indian brands can not only expand their global influence but also pioneer a new paradigm of responsible, digitally-enabled luxury that resonates with the aspirations of the modern consumer.

# Why Retail Employees Play Truant? A Comprehensive Review on Employee Turnover Intentions

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## Abstract

### Purpose

The article explains the literature on the retail industry employee turnover in a comprehensive way. It identifies the antecedents of employee turnover, the withdrawal cognition, and the quit intention. The retail industry has contributed greatly to the economy; that aside, in our review, we present the contextual knowledge of employee turnover. It focuses on behavioural and organisational determinants that matter with regard to truancy and absenteeism among the employees in the retail sector.

### Design/methodology/approach

The article is guided by empirical and theoretical studies conducted over the past 50 years. Our search strategy included articles from journals covering retail salespeople. The major articles taken into consideration include Journal of Retailing, Academy of Management Review, Journal of Retailing and Consumer Services, Personnel Review, and International Journal of Retail and Distribution Management, etc. The search category also included articles from non-retailing journals that explain employee turnover phenomena pertaining to retail salespeople. To comprehend the article and construct a holistic model of employee turnover in the retail sector, we have found key themes that were discussed in the literature. We followed a thematic analysis approach to the antecedents of employee turnover in the retail industry. Additionally, we also review the extant theory to discuss in the context of employee turnover in retail.

### Findings

The review has shown that employee turnover in the retail industry can be majorly attributed to job satisfaction, organisational commitment and job stress. The sub-factors identified are pay satisfaction, supervisory support, co-worker support and other contextual factors such as realistic job information, polychronic orientation, and perceived unethical climate. Simultaneously, the theories discussed in the context of retailing include role theory, cognitive appraisal theory, and social exchange theory. Hence, the article provides a comprehensive understanding of employee turnover in the retail industry, which is considered a pillar of the global economy. The extant review also reveals contemporary factors such as CSR (Corporate Social Responsibility), the role of leadership, etc., on the employee turnover.

### Practical implications

The article provides retail HR managers with a practical action that can help them achieve the targeted interventions and supportive workplace practices to boost engagement, minimise truancy and achieve employee retention.

### Originality/value

The Article further adds to the dearth of literature on truancy behaviour in the retail environment by combining the behavioural, organisational, and management approaches to the problem and suggesting a context-specific model to the issue regarding presence among the frontline employees.

**Keywords:** Employee turnover, Retail employees, intention to quit, thematic analysis.

## A Value-Based Conceptual Framework for Understanding Buy Now Pay Later Adoption

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### Abstract

This paper proposes a conceptual framework for understanding Buy Now Pay Later (BNPL) adoption as a multidimensional evaluative process grounded in value-based decision-making. Rather than isolating individual factors, the framework emphasizes how the various benefits and sacrifices perceived by an individual shape consumers' interpretations of BNPL as more valuable, which in turn influences their intention to use it. Drawing from Perceived Value Theory, the framework integrates functional utility, moral reasoning, and contextual influences into a unified structure. It illustrates how consumers continuously reassess value through experiential learning and normative feedback within digital ecosystems. The model thus shifts the focus from discrete predictors to the process of meaning construction, explaining how individuals behave while considering such an innovation to be adopted. By positioning BNPL adoption as a reflective value based judgment rather than a reactive behavior, this conceptual framework contributes to theory building in consumer behavior, offering a holistic lens to understand the psychological and contextual underpinnings of financial technology engagement.

**Keywords:** Buy now pay later, Value based adoption

## Market Research Analysis of Retail Fashion Costumes & Apparel Using LLM - A Qualitative Study

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### Abstract

Large Language Models (LLMs) have a transformative effect on market research analysis with enhanced accuracy and efficiency, particularly in sentiment analysis and trend identification. This study explains how LLMs leverage semi-supervised learning and chain-of-thought reasoning to extract valuable insights from unstructured social media data, improving sentiment categorization and predictive analytics with minimal human interaction. The study employs Natural Language Processing (NLP), clustering algorithms, and deep learning architectures for assessing market trends, consumer sentiment, and engagement behaviors. The findings emphasize the effectiveness of LLMs in identifying emerging consumer trends and refining marketing strategies. However, the study also mentions challenges like bias in generated insights, ethical concerns, and limitations in understanding informal and dynamic digital language. Highlighting the abilities of LLMs in streamlining and simplifying market research processes, this study advises the development of data-driven strategies for companies while urging effective ethical frameworks and high-quality labeled datasets for real-world applications.

**Keywords:** LLM, Semantic search, Market analysis, Data-driven insights.

## Celebrity Power and Gen Z: The Quick Commerce Connection

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### Abstract

The quick development of digital technologies has changed how customers interact with brands and companies. Specifically, the growth of online shopping and, more recently, fast shopping. The current study investigates the influence of celebrity endorsement on purchasing decision made by Gen Z who utilises quick commerce for their regular purchase. A sample of 200 Gen Z customers in the age group of 18-25 was collected through online survey across various metro cities. The study looks into how Gen Z consumers' purchasing intentions and brand loyalty are impacted by elements like celebrity credibility, attractiveness, relevance, and social media presence. Primary data was gathered quantitatively by distributing structured questionnaires to Gen Z respondents. According to the research, celebrity endorsements have a big impact on how consumers see brands and make impulsive purchases, especially when those endorsements fit with their values and way of life. According to the study's findings, rapid commerce firms may increase Gen Z customers' engagement, trust, and buy conversion by strategically using celebrity endorsements as a marketing technique.

**Keywords:** Quick Commerce, Gen z Customers, Celebrity Endorsements, Purchase Intention, Brand Loyalty.

## The Role of Product Cues, Retail Experience, and Cultural Beliefs in Scented Candle Buying Behaviour

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### Abstract

The candle industry has evolved from a purely functional product segment into one shaped by lifestyle, culture, and wellbeing. Especially scented Candles are increasingly purchased not only for religious or festive purposes but also for home décor, gifting, and aromatherapy, reflecting a deeper emotional and cultural connection among consumers. The primary objective of this research is to study the influence of product cues, retail experience, and cultural beliefs on consumer attitude and, subsequently, on actual purchase behaviour. The research integrates two theoretical viewpoints - the Stimulus-Organism-Response (SOR) theory to explore how product and retail stimuli shape consumer responses, and the Theory of Planned Behaviour (TPB) to understand how cultural beliefs influence consumer attitudes and behavioural intentions.

Data were collected from 200 consumers of a candle-based micro-enterprise in India using purposive sampling. Employing a quantitative, cross-sectional design, the study utilized Partial Least Squares Structural Equation Modelling (PLS-SEM) to test hypothesized relationships. The results reveal that retail experience and cultural beliefs significantly and positively affect consumer attitude, which in turn strongly predicts actual purchase behaviour. However, product cues were found to have no significant impact on consumer attitude toward scented candles, indicating that experiential and cultural dimensions outweigh tangible product attributes in influencing buying decisions.

From a micro entrepreneur and home business standpoint, the study suggests that emerging candle brands should focus on enhancing sensory-rich retail environments, promoting cultural relevance, and aligning marketing strategies with consumers' emotional and spiritual values. Theoretically, this research extends both S-O-R and TPB frameworks by combining sensory, cultural, and attitudinal factors within a single model of consumer behaviour. Overall, the study contributes to understanding how experiential and cultural elements co-shape consumer attitudes, providing strategic insights for brands seeking to foster candle consumption behaviour, stronger customer engagement and long-term loyalty.

**Keywords:** Scented Candle, Product cues, Retail Experience, Cultural Belief, Consumer Attitude, Actual Purchase behaviour, Stimulus-Organism-Response theory, Theory of Planned Behaviour.

## **Neuro-Sustain, The Emotional Science of Marketing with a Conscience**

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### **Abstract**

The future of marketing is not about louder persuasion, it is about deeper alignment. This paper introduces Neuro-Sustain, a pioneering framework that unites neuroscience, emotional ethics, and sustainable consumer psychology to redefine how brands connect with the conscious mind.

In an age where authenticity is currency, Neuro-Sustain explores how neural empathy, moral cognition, and emotional transparency can transform marketing into an act of ethical resonance rather than manipulation. Through a two-phase mixed methods study, Phase I employs EEG-based neuro-mapping to measure brain activity when consumers experience authentic versus greenwashed brand narratives. Phase II applies behavioural modelling to identify how ethical emotion bridges the gap between cognitive trust and sustained brand loyalty.

Findings uncover a subtle but powerful pattern when brands engage with integrity, they trigger the quiet dopamine effect, where calm satisfaction replaces excitement, and loyalty arises from shared consciousness, not impulse.

The proposed Neuro-Sustain Model frames sustainability as a neural connection between brand purpose and human values, showing that ethical emotion can be scientifically measured and strategically cultivated.

This research challenges traditional persuasion and reimagines marketing as a space where profit meets purpose and influence evolves into empathy. Neuro-Sustain invites marketers to trade performance for presence because the future belongs to brands that not only sell, but also soothe.

**Keywords:** Neuro-Sustain, Emotional Ethics, Conscious Consumerism, Cognitive Resonance, Empathy Marketing, Behavioural Design, Neural Trust, Sustainable Brand Identity, Quiet Dopamine, Ethical Storytelling.

# The Science Behind Buying: An Analytical Study on Neuro marketing

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## Abstract

Neuromarketing integrates neuroscience, psychology, and marketing to analyze a consumer's unfiltered reaction to a marketing initiative. It accommodates marketing psychology with cutting-edge technologies, while traditional approaches -- marketing surveys and focus groups -- offer limited biased self-reported insights. Instead, Neuromarketing employs functional Magnetic Resonance Imaging (fMRI), Electroencephalography (EEG), and biometrics including galvanic skin response, and eye-tracking to study consumer behavior and non-conscious decision making. This research attempts to analyze how brand positioning, advertisement effectiveness, and product design are enhanced through rudimentary behavior modification techniques. It also attempts to address unsought ethical issues including exploitation, consumer manipulation, and emotional distancing. This research focuses on advocating for and prioritizing transparency and responsibility regarding the transmission of sensitive data and emphasizes the game-changing aspects of Neuromarketing to modern marketing techniques.

**Keywords:** Neuromarketing, Consumer Behavior, Neuroscience, Decision-Making, Ethical Issues, Marketing.

# From Engines to Emotions: Behavioural Economics and Neuromarketing in F1 Sponsorship Strategy

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## Abstract

Marketing in motorsports is no longer driven only by visibility and scale, but it relies on how fans think, feel and identify with teams. This paper investigates a focused question – how do neuromarketing cues and behavioural biases influence fan loyalty and sponsorship outcomes in Formula 1? Despite growing investment in digital engagement, immersive branding and loyalty-based monetization, the psychological mechanisms behind Formula 1's marketing strategies remain underexplored.

Sports marketing research (e.g., Biscaia et al, 2013) shows that team loyalty influences how consumers view sponsors and whether they intend on purchasing from them, with sponsorship working best when fans emotionally associate with the team. Adding to this, studies on digital engagement show how Formula 1 teams use documentaries, short-form content and brand storytelling to deepen attachment. However, there is a clear gap in connecting these insights with behavioural economics and neuromarketing within specific team sponsorship strategies.

Using a comparative conceptual case analysis focused on Ferrari, Mercedes and Red Bull, this study examines how elements like colour psychology, sound design and identity signaling connect to behavioral economics concepts such as loss aversion, anchoring bias and the endowment effect.

Preliminary analysis suggests that sponsorship in Formula 1 is shifting from transactional visibility to behavioural influence. When teams design branding strategies around identity, memory and emotion, fan loyalty becomes a long-term economic asset rather than a passive following. In this context, sustainability refers to not only ethical retention but also long-term credibility and audience trust. This study argues that competitive advantage in Formula 1 sponsorship will increasingly depend on identity-centric engagement, brand authenticity and data-informed strategy.

## When Crisis Meets Capital: Pure Capitalism vs. Social Capitalism

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### Abstract

Crises, whether it is a pandemic, war, financial crisis, or any other crisis, are often considered moments of rupture. However, these crises are often exploited to fulfil the economic agendas that are beneficial to the government and the big corporations. This benefit is advanced to them at the cost of the public welfare; this concept of exploitation of the crises is known as Disaster Capitalism. This paper explores the concept of Disaster Capitalism and focuses on the two models of Pure Capitalism as against the Social Capitalism. There are several corporate actors, such as Tata and Birla, which are more inclined towards Social Capitalism, which shows that there is scope for better, equitable crisis responses.

The concept of Disaster Capitalism is broadly explained in Naomi Klein's *The Shock Doctrine*, wherein the author has argued that the crises/emergencies are often used as a tool to push reforms that are in favour of the government and the big corporations indirectly allied to the government. The paper uses additional articles which provide for the ways in which the exploitation of the crises is done.

The paper will utilize the Case Study Method of Research. The case studies shall contribute to the proof of the theory as discussed in the paper. The paper shall discuss the case studies such as Pfizer's Covid-19 vaccine pricing disparity in the crisis capitalism. This case study talks about the capitalist move undertaken during the time of crisis. While on the other hand, the other case study can be of Tata contributing to the Pulse Polio initiative which can be seen as a Social Capitalist move. The comparison of both these cases underline the difference between the capitalist and Social Capitalist models of function under the crisis conditions.

The paper can potentially contribute by elaborating an alternative model to capitalism, that of social capitalism. The paper can potentially highlight that it is fair to consider that social capitalism can help mitigate the exploitation caused by a capitalist model and associated business practices by aligning with the public interest with that of the corporations/businesses.

## From Fear to Fascination: Flow Experience as a Pathway to Visiting Haunted Tourism Destinations

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### Abstract

Haunted tourism has emerged as a niche yet rapidly expanding segment within experiential and cultural tourism, attracting visitors through a blend of risk, thrill, and nostalgia. This study investigates how perceived risk, sensation seeking, immersion, and nostalgia emotion shape visitors' flow experience, and how these dynamics influence their intention to visit haunted tourism destinations. Building upon flow theory, we conceptualize flow as a multidimensional construct encompassing challenge-skill balance, affect, and self-affirmation. Using a structural equation modeling approach, survey data were collected from potential haunted tourism visitors. The findings reveal that perceived risk, sensation seeking, immersion, and nostalgia emotion significantly enhance flow experience, which in turn positively predicts intention to visit haunted tourism. Moreover, flow experience mediates the relationships between all four antecedents and revisit intention, highlighting its central role in transforming emotional and psychological drivers into behavioral outcomes. This research extends the theoretical application of flow theory in dark tourism and offers practical insights for tourism marketers and destination managers to design immersive and affect-driven experiences that foster repeat visitation.

**Keywords:** Haunted tourism, Flow experience, Perceived risk, Sensation seeking, Nostalgia emotion, Behavioral intention

## Prospects of Avitourism in India

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### Abstract

Avitourism, commonly referred to as birdwatching tourism, has emerged as a rapidly growing niche within the global ecotourism industry. Rooted in the appreciation of avian species in their natural habitats, avitourism not only supports biodiversity conservation but also contributes significantly to sustainable livelihoods and rural development. This study investigates the prospects, challenges, and motivations surrounding avitourism in India, a nation ranked among the top ten globally for avian diversity, hosting over 1,370 bird species, including 79 endemics. Using an exploratory qualitative research design, the study combines secondary data on bird diversity and tourism trends with primary data collected through semi-structured interviews involving birdwatchers, tour operators, and government officials engaged in avitourism initiatives.

Thematic analysis of interview transcripts revealed several barriers to avitourism development, including limited infrastructure, remote and inaccessible birding sites, prices for travel and equipment, inadequate accommodation, continuity of permits, and difficult weather. Concerns for habitat degradation, environmental concerns, and inappropriate tourist behavior were significant issues as well. However, we still found that participants felt the sector could be a tremendous vehicle for awareness for conservation, generate jobs, promote local entrepreneurship, and diversify India's tourism for non-traditional experiences. Tour operators recognized opportunities to develop high-value eco-friendly packages, market the local experiences globally using social media and bird watching apps, and build partnerships with NGOs for responsible tourism experiences.

Government representatives also acknowledged the economic and ecological benefits of avitourism, which included funding for conservation, and increased policy attention on sustainable infrastructure. Findings indicate that avitourism can lead to inclusive and environmentally responsible tourism in India, by bolstering logistical support, streamlining permit systems, providing guide training, and involving community-based models. Overall, the research concluded avitourism has great potential to balance economic development with biodiversity sustainability, and that India has the potential to be on the forefront of sustainable nature-based tourism globally.

## Tourist Revisit Intention towards Maritime Tourism Destinations in India

Dr Aishwarya Singh, Assistant Professor, School of Management Studies, Swami Rama Himalayan University

### Abstract

India's Blue Economy sector attracts a lot of foreign investment and makes a substantial contribution to the nation's economic revenue creation with a focus on leisure tourism and coastal maritime investments. The maritime sector thus provides jobs and focuses on India's economic development like restructuring aquaculture, fisheries, bio-prospecting, oil and gas renewable energy, and other businesses. The maritime tourism sector contributes to India's GDP by around 9.4%. The concept of maritime tourism includes sea-based activities such as boating, yachting, cruising, and nautical sports, along with their land-based services. These maritime habitats are becoming more and more important from an environmental, social, and economic standpoint on account of the increasing number of tourists and the resulting infrastructural development of Indian beaches. The current study focuses on examining the tourist's intention towards revisiting the Indian maritime tourism destinations. The study examines how the following three variables namely Water sports activities, facilities for tourists and safety impact the tourists' intention to revisit a particular destination. The age of the tourists has

been considered as a moderating factor as well. 447 tourists who had visited either one of the six prominent Indian beaches have been surveyed in order to draw conclusions. It has been identified from the primary data analysis that facilities and safety aspects highly impact the revisit intention of tourists and age moderates the relationship between water sports activities and the intention of the tourist to revisit a particular beach destination.

**Keywords:** Blue Economy, Maritime, Indian tourism sector, water sports, beach, tourists' intention.

## **Role of Anticipated Emotions in Tourism and Hospitality Services: Review and Future Research Agenda**

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### **Abstract**

Tourism and hospitality offer a particularly relevant context for examining anticipated emotions. These emotions refer to the future feelings consumers expect when deciding whether to engage in a behaviour. They can be positive, such as pride and enjoyment, or negative, like guilt and regret. The tourism and hospitality domain is both experiential and service-based, often driven by hedonic motives. In such contexts, emotions play a central role, as tourism experiences are usually purchased in pursuit of pleasure, enjoyment, and meaningful engagement. Even before actual consumption, consumers plan trips, make bookings, and savor the feeling of an upcoming holiday or culinary experience. Moreover, the intangible nature of service offerings allows greater room for emotional anticipation. The anticipation of an upcoming tour or dining experience can heighten anticipatory affect, leading consumers to experience a rich spectrum of emotions. Furthermore, as consumer awareness of responsible and sustainable consumption grows, it is essential to understand how anticipated emotions shape such behaviour within these sectors. Additionally, technological advancements in tourism and hospitality raise questions about whether anticipated emotions may facilitate or deter acceptance of innovations. As anticipated emotions also serve as a motivator for pursuing or not pursuing a behavior. Given this backdrop, the review seeks to answer questions like a) What are the research trends in tourism and hospitality literature concerning anticipated emotions? b) What are the broader themes and context that emerge from the literature? c) What are the gaps that persist that limit the application and understanding of anticipated emotion in the tourism and hospitality research? The review aims to contribute to establishing the relevance of anticipated emotions in the tourism and hospitality domain. It also has the potential to spark interdisciplinary interest between consumer psychology and tourism studies.

This review has numerous critical implications for management and practice. Marketing communications should strategically evoke these emotions while simultaneously setting realistic expectations. For example, hospitality services (such as hotels and airlines) can craft emotionally engaging narratives to evoke anticipation of relaxation and enjoyment, thereby reinforcing booking decisions. Second, the rise of digital platforms and AI-enabled technologies offers firms new ways to tap into these emotions. For example, destination marketing organisations can utilise AI-enabled chatbots with empathetic language to mitigate anticipated anxiety during the travel planning process. Similarly, online travel booking platforms can send personalised nudges to users, such as "Your dream trip awaits - 50% off just for you," which can trigger anticipated regret and prompt quicker action on the part of the consumers. Third, our findings underscore the crucial role of anticipated emotions in the service context, rendering them instrumental to consumer engagement. Taking a cue, brands can design immersive experiences for their customers. For example, tourism services can integrate mixed reality (MR) to provide a virtual preview of a destination, allowing consumers to anticipate positive emotions about visiting that place. Fine-dining restaurants can create enticing images of unique items to stimulate anticipated savouring and enhance pre-dining excitement.

**Keywords:** Anticipated emotion, Tourism, Hospitality, Review

# Exploring the Impact of Social Media and Sustainable Tourism Marketing on Travel Behaviour and Destination Branding

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## Abstract

The tourism sector has been transformed in recent years due to technological advancements, increasing concerns about sustainability, and emerging health priorities following the COVID-19 outbreak. This study examines how digital promotion, sustainability-oriented initiatives, destination branding, social media, and tourist behaviour all interrelate to create visitor satisfaction and loyalty. With concerns about health and the environment taking centre stage in travel, tourism businesses are rebranding their marketing using digital platforms and sustainable branding to assure tourists. Whole picture of contemporary tourism promotion, the research employed both qualitative and quantitative approaches. Survey information based on opinions and experiences of with some tourists was collected in comprehensive questionnaires, and figures were taken from reliable sources such as United Nations World Tourism Organisation (UNWTO), Statistic, and tourism reports for countries. In this finding there is a significant influence from digital marketing and social media on the way individuals select their holiday destinations, raising awareness and interaction. Attempts at promoting sustainable tourism not only enhance the reputation of the destination but also enhance the satisfaction of tourists. Effective, careful branding leads to repeat visits and Word-of-mouth recommendations. As a response to the pandemic, the most effective strategies of the industry have been the adoption of digital technologies, one-to-one communication, and green policies, which all contribute to rebuilt trust among travellers and drive demand. Overall, the study proves that combining digital innovation, sustainability, and robust destination branding results in higher satisfaction among tourists and long-term gains for destinations. These results offer valuable insights to tourism marketers and leaders in their effort to create competitive, responsible, and resilient tourism in an ever-evolving world.

**Keywords:** Tourism marketing, destination branding, digital marketing, sustainable tourism, social media, post-COVID, travel behaviour.

## Klin Kaara: Establishing Trust and Authenticity in the Indian Jewellery Industry

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The popularity of lab-grown diamonds has grown by 8% in the last three years in the Indian jewellery industry<sup>1</sup>. It offers consumers an ethical and cheaper alternative to diamonds. Yet in India, where diamonds are tied to status, rarity, and carry emotional value, the concept of a “man-made” diamond faces skepticism. This case study examines Klin Kaara<sup>2</sup>, an emerging Indian jewellery brand, as it navigates the challenge of building trust and authenticity for its lab-grown diamonds.

Klin Kaara markets itself as an “affordable luxury,” whilst attempting to maintain the preciousness associated with traditional diamonds. However, promoting affordability alongside novelty presents a challenge; it risks lessening the exclusivity appeal that stems from diamonds being a rare commodity. The case examines how Klin Kaara’s brand communication, pricing, and consumer engagement strategies address perceptions of lab-grown diamonds as “artificial,” instead attempting to position them as a valuable and credible category of jewellery in the Indian market.

This case will discuss how brands can communicate authenticity through positioning and storytelling

strategies in markets where consumer values differ. The paper will analyse the effectiveness of Klin Kaara’s marketing approach, identify gaps in trust-building, and propose recommendations for enhancing consumer confidence. Ultimately, this case will unpack the concept of “affordable luxury” to explore how new entrants can establish credibility and position themselves against legacy Indian jewellers that are rooted in tradition and trust.

## **BigBasket: Trust vs. Speed in Quick Commerce? A Strategic Dilemma in India’s Quick Commerce Revolution**

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**Dr Debankur Saha**, Assistant Professor and Area Chair - Marketing, IFMR GSB, Krea University

### **Abstract**

India’s digital retail ecosystem underwent drastic development, and quick commerce took a major share of retail value, where speed was the main factor influencing consumers’ decision-making. BigBasket’s case study examines its strategic issues in 2025, where, on one hand, it was competing with Zepto and Blinkit for the fastest delivery of ten minutes, and on the other hand, an IPO was approaching, and the market was becoming saturated. Thus, BigBasket chose either to grow its quick commerce initiative (BB Now) or continue holding its financial discipline and brand trust, which were the foundations of its earlier success.

The year 2011 saw the birth of BigBasket, which not only introduced the grocery delivery service by inventory but also made India its first customer-oriented and quality-based service in that line. With its well-managed supply chain and data-led processes, the company became a champion during the pandemic. However, the post-pandemic consumer’s instant delivery demand forced the company to rethink its operational and promotional strategies. BigBasket’s innovation went through AI-driven personalisation, dark-store logistics, and eco-friendly warehousing, making the profits still possible with the regulations of sustainability in mind.

This case explores a core marketing paradox—whether innovation can remain sustainable when consumer expectations are accelerating beyond economic logic. BigBasket’s dual-brand plan to sync its traditional way with the fast approach of BB Now is one of the good illustrations of the marketing mindset that has changed and now combines quick ownership with long-term brand value. The scenario emphasises that the future of marketing in the emerging markets can be redrawn through innovation rooted in consumer trust, operational efficiency, and sustainable value creation.

# Crisis Management & Agile Response How Jasos Traders Tackled an Unexpected Surge in Demand

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Dr Debankur Saha , Assistant Professor and Area Chair - Marketing, IFMR GSB, Krea University

## Abstract

This case study, "Crisis Management and Agile Response: How Jasos Traders Overcame an Unexpected Spike in Demand," presents a detailed exploration of how a mid-sized manufacturing enterprise successfully navigated an unforeseen operational crisis through strategic agility, resource optimization, and collaborative problem-solving. Set in Kollam, Kerala, during October 2023, the study focuses on Jasos Traders, a well-established manufacturer of premium cinema seating led by its owner, Mr. Ajith Ashok. The firm, known for its high-quality craftsmanship, reliable production systems, and disciplined operations, was suddenly challenged when Rohini Silver Screens Theatre in Chennai experienced massive property damage during the "Leo" trailer launch event. Within a week of the film's release, hundreds of theatre seats had to be replaced, forcing Jasos Traders to execute what was typically a month long delivery cycle within only seven days.

The abstract examines the crisis management strategies adopted by the firm, detailing how Jasos Traders overcame a chain of interconnected operational barriers, ranging from manufacturing delays and raw material shortages to supply chain disruptions, transportation issues, and site-level customization challenges. Through dynamic prioritization, streamlined workflow restructuring, and close coordination among cross-functional teams, the company was able to compress production timelines without compromising on product quality, safety standards, or aesthetic consistency. The study also highlights the role of long-term supplier relationships and the decisive leadership of Mr. Ashok in fostering a culture of accountability and resilience under extreme pressure.

By transforming adversity into opportunity, Jasos Traders not only fulfilled its contractual obligations but also reinforced its reputation for dependability and adaptability in the Indian manufacturing sector. The case demonstrates how a combination of foresight, organizational discipline, and rapid decision-making can convert crisis into a proving ground for innovation. Furthermore, it provides valuable insights into the importance of agile management practices in small and medium-sized enterprises (SMEs), particularly in sectors where time-sensitive production and client trust are critical determinants of success. The case of Jasos Traders thus stands as a model of how operational flexibility and stakeholder collaboration can sustain business continuity and strengthen brand credibility during periods of disruption.

# Diversifying Markets and Repairing Destination Image: Post-Crisis Tourism Marketing in the Maldives

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## Abstract

In early 2024, the Maldives, an island nation that depends on tourism, experienced a major drop in tourist arrivals after a breakdown in diplomatic relations with India. This study explores how the nation responded through multiple destination marketing strategies and image repair strategies to stimulate visitation and diversify away from a single market. This study utilizes Destination Image Repair Theory and elements from Tourism Crisis Recovery and conducts a qualitative content analysis of government documents, marketing strategies, and media coverage from 2024 to 2025. Overall, the analysis identified two major strategies: the first was to rebuild goodwill and repair trust with tourism from India through approaches such as a "Welcome India" campaign and a series of promotional roadshows

to Delhi, Mumbai, and Bengaluru. The second strategy was focused on exploring and replenishing the Maldives tourism market to other markets, specifically China, and developing new tourism segments, such as adventure and cultural tours. Overall, this is indicative of a strategy to seek a balance between repairing market relationships while exploring alternative markets to build resilience against geopolitical events. This adds to the destination branding and tourism diplomacy literature by illustrating how small island economies can reposition themselves in an ever-changing political climate. It also offers practical insights for policymakers and destination marketers to remain competitive and manage destination reputation during geopolitical events.

**Keywords:** Destination marketing, Tourism crisis recovery, Destination image repair, Market diversification, Tourism diplomacy, Maldives tourism, Geopolitical influences on tourism

## **Viral Marketing: How Social Media Sparked Tourism in Koomapatti?**

**Stephen Ajay J**, MBA Student, IFMR GSB, Krea University

### **Abstract**

My study analyses how a viral social media post transformed Koomapatti into a sudden tourist hotspot in Tamilnadu, demonstrating the powerful role of digital platforms in influencing travel behaviour. While the online hype generated increased footfall and short-term economic opportunities for locals, it also revealed a disconnect between digital promotion and on-ground preparedness, as key attractions remained inaccessible.

## **A Strategic Analysis of Nirma's Decline in Market Share: Understanding Shifts in Consumer Behaviour and Brand Positioning in India**

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**Rajni Bala**, Associate Professor, Chitkara Business School, Chitkara University, Punjab, India

### **Abstract**

The evolution of detergent market in India reflects the country's broader journey from traditional cleaning practices to organized, brand product consumption. In the beginning, the detergent market was dominated by premium brands like Surf, Det & Magic etc. But Nirma revolutionized detergent consumption in India with its affordable pricing and relatable advertisement. Its catchy jingle, bright packaging and low pricing made Nirma household name overtaking premium brands. However, over time the brand lost significant market share. Nirma began to experience a decline in early 2000s driven by changing consumer preferences toward premium detergent that offered better quality, fragrance and gentler formulas. The study focusses on the decline of Nirma in the Indian detergent industry and examines how changing consumer preferences and competitive strategies have affected its market position. The study aims to understand the reasons behind Nirma's loss of market share and how factors such as quality, packaging, and advertising influenced consumers to shift towards other brands. To achieve this, primary data was collected through a structured questionnaire, supported by secondary data from verified sources to analyze consumer behaviour and Nirma's present standing. The findings reveal that most respondents discontinued Nirma, however, many still hold an emotional attachment to the brand, indicating a strong potential for revival through improved strategies.

**Keywords:** Consumer Preferences, Brand Decline, Market Shift, Advertising Strategy, Nirma, Brand Positioning

# Predictive Analytics in the Age of Big Data: Opportunities and Challenges

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## Abstract

Big Data has changed the ways companies analyze, understand, and use information collect for strategic purposes. One of the important aspects of data science, predictive analytics, analyzes large and complicated data sets to predict future trends and behavior with great precision. This piece of research looks at the impact of Big Data on the use of predictive analytics and talks about the transformative changes it can bring into various fields such as business, medicine, education, and public administration. The paper analyses the opportunities offered by predictive analytics to improve the quality of decisions, increase efficiency, accelerate innovation, and customize services to the customer, as well as the challenges of large scale data, such as data quality, privacy, bias in algorithms, and other ethical issues. The paper also discusses the predictive technologies such as artificial intelligence and machine learning. Having integrated the theoretical and the practical aspects, the paper has sought to emphasize the appropriate data governance and the tactical action plans necessary to leverage the power of predictive analytics in the age of Big Data.

**Keywords:** Big Data, Predictive Analytics, Machine Learning, Data Governance, Ethical Challenges.

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