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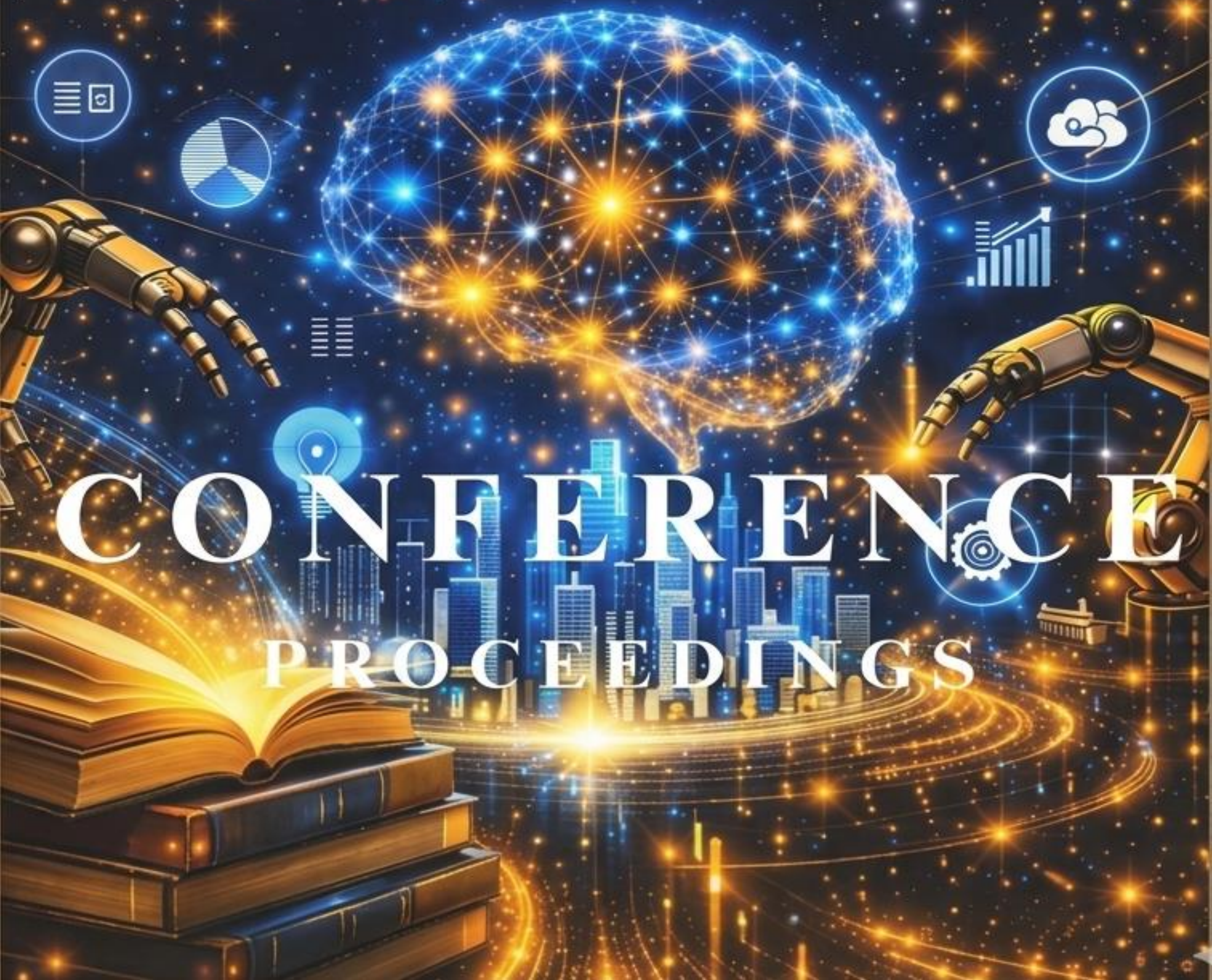
SIES College of Management Studies

RISE WITH EDUCATION

SANSHODHAN

MANAGEMENT PERSPECTIVE 2026

NATION-BUILDING THROUGH INNOVATION, TECHNOLOGY & SUSTAINABILITY



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PROCEEDINGS

SIES College of Management Studies
RISE WITH EDUCATION

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About South Indian Education Society (SIES)

The **South Indian Education Society (SIES)** is a prestigious and time-honored educational trust, widely recognized as one of the oldest and most respected institutions in **Mumbai**. Established in the year **1932**, SIES has built a strong legacy of excellence in education, fostering intellectual growth, cultural enrichment, and ethical development among its students. Over the decades, it has remained steadfast in its mission to provide **quality education** while continuously evolving to meet the demands of a rapidly changing academic and professional landscape. At the same time, it remains deeply rooted in its rich cultural values and traditional ethos.

About SIES College of Management Studies (SIESCOMS)

The SIES College of Management Studies, an integral part of the well-established South Indian Education Society, started in the year 1995, is located amidst the educational hub of Navi Mumbai. It is situated in a sprawling campus at Sri Chandrasekarendra Saraswathy Vidyapuram, Nerul, providing an ideal setting for academic pursuits. It is one of the premier institutes in imparting quality Management and Technical Education. The institute is approved by the All India Council for Technical Education (AICTE), the Directorate of Technical Education (DTE), Government of Maharashtra, and affiliated to the University of Mumbai. The institute has excellent infrastructure and start of the art fully equipped laboratories and classrooms.

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Sanshodhan 2026 Nation-Building Through Innovation, Technology and Sustainability provides a unique opportunity for students and young researchers to present their findings, exchange knowledge, and engage in intellectual discourse on emerging trends in management and technology. The conference will feature a diverse array of research papers, case studies, and innovative projects that address contemporary challenges and opportunities in various domains, including digital transformation, artificial intelligence, blockchain, sustainable business practices, fintech, and data-driven decision-making.

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Director's Message

It is with great pride and enthusiasm that I welcome you all to the **Sanshodhan - Student Research Conference** centered around the theme **"Nation-Building Through Innovation, Technology and Sustainability"** This theme reflects the dynamic and ever-evolving landscape of innovation, leadership, and digital transformation that is shaping the future of industries and societies worldwide.

At **SIES College of Management Studies,** we recognize the critical role of research and knowledge-sharing in preparing the next generation of leaders and innovators. The intersection of management and technology presents limitless opportunities to address global challenges, enhance efficiency, and drive meaningful change. In today's context, Artificial Intelligence (AI) has emerged as a transformative force, revolutionizing decision-making, automation, and innovation across sectors. It is imperative that young minds leverage AI and sustainable technological advancements to create inclusive growth, strengthen economic resilience, and contribute meaningfully to societal progress. This conference serves as a platform for young scholars to explore groundbreaking ideas, discuss emerging trends, and contribute to shaping a smarter and more sustainable future.

I extend my sincere gratitude to our Chief Guests **Mr. Ramaswamy Ranganathan, Founder, CoinFlipper, Hedge Fund (USA) & C Suite Leader and Mr. Nayab Falke, Senior Manager - IT Automation, Stock Holding Corporation of India Limited,** whose presence and insights have greatly enriched this event. A special thanks to the Track Chairs for their guidance in ensuring the academic rigor of the sessions, the Conference Team for their unwavering dedication in organizing this event, and the SIES Management for their continuous support in fostering an environment of research and innovation.

I also commend all the **students and faculty mentors** whose dedication and intellectual curiosity have brought forth the insightful papers and presentations featured in these proceedings. Additionally, I extend my gratitude to the **Conference Convenors Dr Christina Shiju (Management) and Dr Swasthimathi L.S and Organizing committee** for their invaluable guidance and support in making this initiative a success.

I encourage you all to embrace this opportunity to collaborate, exchange ideas, and broaden your perspectives. May this conference serve as a stepping stone for greater achievements in your academic and professional journeys.

Wishing you all a thought-provoking and successful conference experience!

Dr. Madhavi Dhole
Director In-Charge , SIES College of Management Studies

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INFLUENCE OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION AMONG INDIAN YOUTH: THE ROLE OF CUSTOMER TRUST

[1]Dr. Madhavi Dhole, [2]Shristi Agrawal, [3]Amogh Aiyar, [4]Amita Joseph, [5]Ashak Abinu, [6]Aswajith Mohandas, [7]Prajwal Bankar

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ABSTRACT

This study examines the influence of social media marketing on purchase intention among Indian youth, focusing on the mediating role of customer trust. With the rapid growth of digital platforms, social media has become a key channel for consumer engagement and product discovery. However, high engagement does not always translate into purchase behaviour. The study adopts a quantitative approach, collecting primary data from 143 respondents using a structured questionnaire based on a 5-point Likert scale. The findings reveal strong positive relationships between social media marketing and customer trust ($r = 0.74$), customer trust and purchase intention ($r = 0.79$), and social media marketing and purchase intention ($r = 0.71$). The results confirm that customer trust plays a crucial mediating role in converting social media engagement into purchase intention.

Keywords: Social Media Marketing, Purchase Intention, Customer Trust, Consumer Behaviour

INTRODUCTION

The growth of social media platforms such as Instagram, Facebook, and YouTube have transformed consumer behaviour in India. Among Indian youth, social media is a primary medium for product discovery and brand interaction. Despite high engagement in the form of likes and shares, a gap exists between interaction and actual purchase behaviour. This highlights the importance of underlying factors influencing consumer decisions. Customer trust plays a critical role by reducing perceived risk and enhancing confidence in digital transactions. This study examines the relationship between social media marketing, customer trust, and purchase intention within the Indian digital ecosystem.

REVIEW OF LITERATURE

Prior research highlights the role of social media in influencing consumer behaviour. Hajli (2014) found that social media interactions enhance perceived value and decision-making. McKnight et al. (2002) emphasized the importance of trust in reducing perceived risk in online transactions. Schivinski and Dabrowski (2016) further established that customer trust mediates the relationship between social media communication and purchase intention, indicating that trust is essential for conversion.

RESEARCH GAP

Although existing literature discusses social media marketing and consumer behaviour, limited empirical evidence explains the gap between high engagement and low purchase conversion in the Indian youth context. This study addresses this gap by examining the mediating role of customer trust within the Indian digital ecosystem.

SCOPE

The study focuses on Indian youth who actively use social media platforms, analysing their perceptions of social media marketing, customer trust, and purchase intentions. However, the findings are based on a specific sample and self-reported data, which may limit generalizability.

OBJECTIVES

- To examine the influence of social media marketing on purchase intention.
- To analyse the relationship between social media marketing and customer trust.
- To determine the impact of customer trust on purchase intention.
- To evaluate the mediating role of customer trust.

RESEARCH METHODOLOGY

The study adopts a quantitative research design. Primary data was collected from 143 respondents using a structured questionnaire based on a 5-point Likert scale through convenience sampling. Data was analysed using descriptive statistics and correlation analysis to examine relationships between variables.

DATA ANALYSIS & INTERPRETATION

The data analysis reveals the following key findings: The study is based on 143 respondents, offering a reasonable basis for analysing trends. Mean scores for social media marketing variables ranged between 3.6 and 4.0, indicating a positive perception among respondents. Customer trust recorded mean values between 3.7 and 4.0, reflecting moderate to high trust levels. A strong positive correlation ($r = 0.74$) exists between social media marketing and customer trust. Customer trust shows a very strong positive relationship with purchase intention ($r = 0.79$). Social media marketing also demonstrates a strong influence on purchase intention ($r = 0.71$). Additionally, 75.5% of respondents reported purchasing products due to social media marketing.

CONCLUSION

The study concludes that social media marketing significantly influences consumer behaviour among Indian youth. However, its effectiveness in driving purchase intention depends on the level of trust established with consumers. Customer trust acts as a key mediating factor that converts engagement into actual purchase decisions. Therefore, brands must focus on authenticity, transparency, and meaningful engagement to enhance trust and improve conversion outcomes.

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SUSTAINABLE BIOPLASTIC PRODUCTION USING BANANA PEEL

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ABSTRACT

The rising environmental issues caused by non-biodegradable plastics have increased the demand for sustainable alternatives. This study focuses on the development of biodegradable bioplastic using banana peel waste combined with starch and glycerol. The objective of the study is to produce an eco-friendly, cost-effective material that can potentially replace conventional plastic. The methodology involves drying and powdering banana peels, followed by mixing with starch, glycerol, water, and heating the mixture to form a uniform solution. The prepared solution is then cast into films and dried to obtain bioplastic sheets. The findings indicate that the addition of starch enhances the strength and flexibility of the bioplastic, with optimal performance observed at specific concentrations. The developed material also shows biodegradable properties, decomposing naturally through microbial activity. The study concludes that banana peel-based bioplastics offer a promising solution for replacing plastic pollution and promoting sustainable development.

Keywords: Bioplastic, Banana peel, Starch, Biodegradable, Sustainability

INTRODUCTION

Plastic pollution has become a major environmental concern due to its non-biodegradable nature and excessive usage. Conventional plastics derived from petroleum-based products take hundreds of years to decompose, causing harm to ecosystems. In recent years, researchers have focused on developing biodegradable plastics from natural and renewable resources. Banana peels, which are commonly discarded as agricultural waste, contain a high amount of starch and cellulose, making them suitable for bioplastic production. This study explores the use of banana peel and corn starch in the preparation of biodegradable plastic as an eco-friendly alternative.

REVIEW OF LITERATURE

Various studies have highlighted the potential of using agricultural waste for bioplastic production. Research indicates that banana peel contains natural polymers that can be converted into bioplastics. Previous studies have also shown that the addition of plasticizers like glycerol improves flexibility, while starch enhances mechanical strength. Many researchers have concluded that such bioplastics are biodegradable and environmentally friendly, making them a suitable replacement for conventional plastics in packaging applications.

RESEARCH GAP

Although several studies have been conducted on bioplastics, there is limited research focusing on the combined effect of banana peel and varying concentrations of starch on the mechanical properties of bioplastics. Additionally, there is a need to explore cost-effective production methods for large scale applications.

SCOPE

The study has wide scope in the field of sustainable materials and waste management. It can be applied in packaging industries, eco-friendly products, and reducing environmental pollution. The use of agricultural waste also promotes resource utilization and cost efficiency.

OBJECTIVES

- To develop bioplastic using banana peel waste
- To study the effect of starch on bioplastic properties
- To analyze the biodegradability of the prepared material
- To promote eco-friendly alternatives to conventional plastics

RESEARCH METHODOLOGY

The study follows an experimental approach. Banana peels are collected, cleaned, dried, and ground into powder. The powder is mixed with starch, glycerol, water. The mixture is heated and stirred continuously to obtain a homogeneous solution. The solution is then poured into Molds and allowed to dry, forming bioplastic sheets. Different concentrations of starch are tested to evaluate their effect on strength and flexibility.

DATA ANALYSIS & INTERPRETATION

The prepared bioplastic samples are analyzed based on their physical and mechanical properties such as flexibility, strength, and texture. It is observed that samples with added starch show improved tensile strength compared to those without it. The material also demonstrates good flexibility due to the presence of glycerol. The biodegradability test indicates that the bioplastic decomposes naturally over time when exposed to environmental conditions.

CONCLUSION

The study concludes that banana peel waste can be effectively utilized to produce biodegradable bioplastic. The addition of starch significantly improves the strength and usability of the material. This eco-friendly alternative can help reduce plastic pollution and promote sustainable practices. Further research can focus on improving durability and scaling up production for industrial use.

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IMPACT OF DIGITAL PAYMENT INCENTIVES ON CONSUMER PURCHASE BEHAVIOUR

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ABSTRACT

The widespread adoption of digital payment systems, including UPI, mobile wallets, and cards, has transformed consumer purchasing behaviour. To encourage usage, firms offer incentives such as cashback, discounts, and reward points. This study investigates the effects of these incentives on customer retention, loyalty, and impulse buying. Based on primary and secondary data analysed through a descriptive research design, the findings indicate that incentives boost transaction frequency, trigger impulsive purchases, and enhance short-term retention, although their effectiveness varies across consumer segments. The study recommends that firms implement balanced incentive strategies to ensure long-term sustainability.

Keywords: Digital payments, Cashback, Customer loyalty, Impulse buying, Incentives

INTRODUCTION

The digital payment ecosystem has grown rapidly with the rise of UPI, mobile wallets, and card-based transactions, making purchases faster and more convenient. To stay competitive, firms offer incentives such as cashback, discounts, and reward points to attract users. These incentives influence consumer behaviour by encouraging repeat transactions, building customer loyalty, and often triggering impulse buying. However, their effectiveness varies depending on factors such as income, preferences, and usage patterns. Therefore, it is important to study their impact on customer retention, loyalty, and impulse buying.

REVIEW OF LITERATURE

Recent studies indicate that digital payment incentives have a substantial impact on consumer behaviour. Kharbanda and Chawla (2025) demonstrated that cashback and reward programs enhance customer engagement and loyalty, with effects differing across demographic groups. Djamhari, Mustika, Sjabadhyni, and Ndaru (2024) found that digital promotions combined with flexible payment options stimulate impulsive purchasing. Faraz and Anjum (2025) emphasized that individual characteristics, such as gender, moderate the influence of these incentives on spending behaviour.

RESEARCH GAP

Existing studies show that digital payment incentives boost usage and impulsive buying but focus mostly on short-term effects. Limited research examines whether they foster long-term loyalty or just attract incentive-driven users, and the role of moderating factors like income, preferences, and usage patterns remains underexplored in the Indian context. This study aims to analyze the relationship between incentives, retention, loyalty, and impulse buying more comprehensively.

SCOPE

This study focuses on the impact of digital payment incentives such as cashback, discounts, and rewards on consumer behaviour. It examines their role in customer retention, loyalty, and impulse buying, along with key moderating factors like income and usage patterns. The study is limited to digital payment users and is based on primary and secondary data, aiming to provide insights for effective incentive strategies.

OBJECTIVES

- To assess the impact of payment incentives on customer retention and loyalty.
- To evaluate the influence of rewards on impulse buying behaviour.
- To identify the moderating factors affecting the effectiveness of payment incentives.

RESEARCH METHODOLOGY

This study uses a descriptive and analytical design to examine the impact of digital payment incentives on retention, loyalty, and impulse buying. Primary data were collected via structured questionnaires from digital payment users, supplemented by secondary sources, and analysed using basic statistical techniques with convenience sampling.

DATA ANALYSIS AND INTERPRETATION

The findings indicate that digital payment incentives positively influence consumer behaviour. Most respondents reported that cashback and rewards enhance their experience, with nearly 70% noting increased preference and loyalty. About 47% acknowledged that promotions encourage impulse purchases, and users often compare platforms based on offers. Although responses regarding the direct impact on spending were varied, the overall, incentives effectively drive adoption, engagement, and frequent usage of digital payment systems.

CONCLUSION

In conclusion, digital payment incentives play a key role in shaping consumer behaviour by promoting adoption, enhancing satisfaction, and fostering loyalty. Cashback, rewards, and promotions encourage frequent use, influence decision-making, and can stimulate impulse purchases. Well-designed incentive programs are therefore essential for increasing engagement and sustaining long-term customer loyalty.

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USER PERCEPTIONS AND PHYSICAL IMPLICATIONS OF CONTINUOUS WEARABLE TECHNOLOGY: A STUDY OF COMFORT, HEALTH PERCEPTION, AND FEEDBACK ALIGNMENT

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[6]Mayuresh Kadam, [7]Sharayu Karne

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ABSTRACT

This study examines at how wearable devices can change preventive healthcare by keeping an eye on activity, heart rate and sleep all the time. Users continue to engage with a product due to its perceived usefulness and behavioural incentives such as gamification and goal tracking. Users perceive devices as useful for monitoring physiological parameters and safety, their willingness to share data increases, paving the way for better integration with professional healthcare systems. By fostering a sense of reward and social competition, wearable technology successfully transforms routine health monitoring into an interactive and health-conscious lifestyle.

Keywords: Wearables, User Perception, Health Monitoring, Comfort, User Trust

INTRODUCTION

Wearable technologies for health tracking (smart watches, fitness bands) have changed how people actively engage and monitor their health status. These devices collect data about physiological and physical activity from users on an ongoing basis (heart rates, sleep pattern, exercise, etc.) and offer their users real-time monitoring of that data. There is a direct impact on the way a user views their health and encourages them to take a proactive approach to manage their health. The effectiveness of the Wearable Technology depends on the comfort level of the user, trust in the accuracy of the data collected, and quality of the user experience to date with the device usage.

REVIEW OF LITERATURE

Wearable technology perceptions are based on motivation, trust, and privacy-related issues, all of which have crucial implications for ongoing use and long-term adoption. The use of wearables like self-tracking increases anxiety about self-monitoring, thus negatively impacting overall health, resulting in a mental conflict in the way we accept digital technologies to monitor health. Many aspects of trust in technology vary across users, and the easiest to use a wearable provides the greatest levels of trust and, therefore, affects behaviour with regards to the wearable

RESEARCH GAP

There is a lack of research on combined perspective on wearable benefits, risks and behavioural impact. Lack of study on identifying motivation and barriers to wearable usage including usability, trust, health and behavioural impact.

SCOPE

Real-time wearing mapping integrations to support healthcare systems to provide patient care and improve the health care system. The need for further research on the long-term health outcomes from wearables, diverse populations using wearables, and the accuracy of wearable health metrics.

OBJECTIVES

- To assess the effect of the regular use of wearables on physical comfort and perceived health.
- To investigate how users, perceive continuous health monitoring as well as the moderating variables (e.g., comfort level, skin irritation) that affect comfort and health perceptions.

RESEARCH METHODOLOGY

The research design adopts a quantitative methodology using both Primary & Secondary sources of data. The background of this study was developed through reviewing the literature on 24 scholarly articles/ research papers. The primary data is collected by a structured questionnaire distributed via Google Forms as convenience sampling having 127 individuals as respondents who use wearable devices, for collecting both descriptive & statistical analyses.

DATA ANALYSIS & INTERPRETATION

Statistical analysis revealed strong reliability (Cronbach's $\alpha = 0.851$). Multiple linear regression indicated age, duration, and usage hours did not significantly predict awareness ($p = 0.0219$), with ownership duration emerging as the strongest predictor. Simple regression showed comfort significantly predicts future intention ($p < 0.001$), explaining 15% variance.

CONCLUSION

The study concludes that wearable technology adoption is primarily influenced by user comfort, perceived usefulness, and engagement features rather than demographic factors. While awareness remains moderate, sustained usage is driven by experiential factors. These insights emphasize the need for user-centric design and strategic integration with healthcare systems to enhance long-term adoption and value.

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DARK PATTERNS IN E-COMMERCE: MANIPULATION vs. MARKETING

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ABSTRACT

Dark patterns manipulative interface design strategies embedded in e-commerce platforms systematically exploit consumer cognitive vulnerabilities to drive revenue at the expense of informed choice. This study investigates the prevalence, mechanisms and behavioural impact of dark patterns among Indian online shoppers through a cross-sectional quantitative survey. Grounded in behavioural economics and consumer protection law, the research examines seven dark pattern categories: urgency, scarcity, misdirection, social proof, sneaking, obstruction, and forced action. Findings are expected to reveal significant associations between dark pattern exposure and impulse buying tendency, weakened purchase intention quality and reduced consumer trust. The study further tests whether dark pattern awareness meaningfully moderates manipulation effectiveness, contributing empirical and contextual novelty to an emerging body of regulatory and academic literature.

Keywords: E-Commerce Interface Design, Consumer Decision-Making, Online Consumer Behaviour, Deceptive Digital Marketing Practices

INTRODUCTION

The volume of electronic commerce has increased rapidly in recent years, the ways in which consumers interact with electronic shopping platforms have changed significantly. Besides personalization in marketing and advertising, electronic shopping platforms often utilize various interface designs that affect the decision-making of consumers. These interface designs include dark patterns, which refer to manipulative interface designs that affect the decision-making of consumers in unintended ways. The distinction between ethical marketing and manipulative interface designs is essential in understanding the behaviour of consumers.

LITERATURE REVIEW

Brignull (2010) identified dark patterns as deceptive designs exploiting cognitive biases, while Luguri and Strahilevitz (2021) showed they significantly increase unwanted user actions. Common tactics like urgency cues and hidden costs strongly influence behaviour and reduce user trust. These practices violate transparency norms and are increasingly regulated, with the EU and India introducing legal restrictions on such patterns.

RESEARCH GAP

Most studies on dark patterns focus on their identification and classification, with limited research on their real impact on consumer behaviour and decision-making. Additionally, there is a lack of empirical evidence on consumer awareness and its effect on reducing these manipulative practices.

SCOPE OF STUDY

This research explores how B2C e-commerce platforms use manipulative “dark patterns” like hidden costs and countdown timers in their UI/UX designs to influence everyday adult shoppers. The primary goal is to understand the psychological impacts of these tactics, such as impulse buying, buyer’s regret, and the loss of brand trust. To keep the focus strictly on consumer behaviour, the study intentionally excludes backend coding and non-retail platforms.

OBJECTIVES

- To understand the concept mechanism of dark patterns in e commerce.
- To identify common type of dark patterns, use on shopping platform.
- To examine impact of dark pattern on consumer decision making and behaviour.

RESEARCH METHODOLOGY

This study uses a descriptive research design to examine the impact of dark patterns in e-commerce. Primary data was collected through a structured questionnaire from online shoppers, along with secondary data from academic and online sources. The data was analysed using basic statistical tools like percentages and frequency analysis to understand consumer behaviour.

DATA ANALYSIS & INTERPRETATION

The study indicates that dark patterns in e-commerce are very common but not fully recognized. Most of the respondents are between the ages of 18 and 25 and have an average of once-a-month online shopping experiences. Though most of the respondents were able to identify dark patterns in e-commerce as manipulative design strategies, a significant number of them were not aware of them. Likert scale is used as survey tool to measure attitude, opinions or behaviour of respondents. Most of the respondents have encountered hidden costs during the checkout process, and a large majority have also encountered deceptive visual design patterns. The difficulty of cancelling a subscription is also a very common problem.

CONCLUSION

The conclusion of the study is that manipulative dark patterns, including hidden costs and deceptive visual designs in e-commerce, are highly prevalent but not yet fully recognized by consumers. Most importantly, when consumers are exposed to these manipulative dark patterns, it has a significant impact on their brand loyalty. Therefore, there is a high demand from consumers for legislation to control e-commerce sites and protect online consumers.

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INVESTING THE IMPACT OF AUGMENTED REALITY (AR) ON CUSTOMER PURCHASE INTENTION IN E-COMMERCE PLATFORMS

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ABSTRACT

Retailers are implementing Augmented Reality (AR) to improve customer experience and obtain a competitive advantage as e-commerce expands. This study uses a quantitative Google Forms survey of online shoppers to investigate consumer perceptions of augmented reality, its effects on engagement, purchase intention, and uncertainty reduction. The results show that although AR can boost confidence and loyalty, its efficacy is dependent on accuracy, realism, and dependability. AR serves as an additional tool at the moment, but as technology advances, it is expected to have a greater influence on consumer behaviour.

Keywords: Augmented Reality, E-commerce, Purchase Intention, Virtual Shopping, Consumer Behaviour

INTRODUCTION

Online shopping has become more convenient due to the quick expansion of e-commerce, but customers are hesitant and uncertain because they cannot physically inspect the products. Businesses are using Augmented Reality (AR) to provide virtual and interactive product experiences in order to address this. Customers can see products in real-world environments with augmented reality (AR), which lowers uncertainty, improves confidence, and increases engagement and purchase intention.

REVIEW OF LITERATURE

By producing an immersive and interactive experience, augmented reality (AR) improves online shopping by boosting user engagement and platform time. It lowers perceived risk and uncertainty by giving a realistic picture of products. Virtual try-ons and 3D visualization are examples of features that assist customers in making well-informed choices. Customers' confidence, intention to buy, and emotional bond with retailers are all positively impacted by augmented reality.

RESEARCH GAP

Previous study on augmented reality (AR) has mainly focused on its technological features and retail applications, paying little attention to consumer experiences and perceptions. Also, there is a lack of primary research using real user data. In addition, little is known about the combined effects of augmented reality on engagement, purchase intention, and uncertainty reduction among a variety of online shoppers. By examining real consumer attitudes and behaviour regarding augmented reality in online shopping, this study fills in these gaps.

SCOPE

This study looks at how Augmented Reality (AR) affects consumers' e-commerce purchase intentions. It analyses the experiences and factors influencing the decisions of online shoppers who are familiar with augmented reality.

The results demonstrate how augmented reality influences consumer behaviour and adds value by helping people make better buying decisions.

OBJECTIVES

- To examine online shoppers' awareness of Augmented Reality (AR) technology and its influence on customer engagement.
- To evaluate the way AR affects consumers' intentions to make purchases and how it reduces uncertainty in the online shopping environment.

RESEARCH METHODOLOGY

The impact of Augmented Reality (AR) on online shopping behaviour is investigated in this study using a quantitative research design. A wide range of e-commerce users in the study area are represented by the population of online shoppers of all age groups.

The data collected from 105 respondents using a structured questionnaire with multiple-choice and Likert scale questions on awareness, engagement, and purchase intention was used to gather data via Google Forms. To find trends and insights, the data was examined using descriptive statistics and a convenience sampling method.

DATA ANALYSIS AND INTERPRETATION

The findings reveal that the majority of the people are moderate online buyers who purchase according to their need. Though the awareness of AR is high, its impact on customer engagement is low due to the absence of realism and technical problems. Interest is seen among the younger population, but engagement depends on the reliability and smooth functioning of AR. Currently, the influence of AR on purchase intention is minimal since the consumer is not entirely convinced of the role of AR in reducing uncertainty. Issues like "unrealistic visuals" and "technical glitches" affect consumer trust and usage of AR, but as accuracy improves, AR can build consumer confidence and increase its influence on future decisions.

CONCLUSION

The findings show that online shoppers are aware of augmented reality, its influence on engagement and purchase intention is currently restricted because of problems like technical errors and lack of realism. By lowering uncertainty and boosting confidence in decision-making, AR continues to serve as a helpful tool. AR has the potential to revolutionize online shopping in the future and improve the entire e-commerce experience through improvements in accuracy and usability.

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4. Yang (2024) – It looks at how Augmented Reality can get people engaged

CHALLENGES OF SEMICONDUCTOR MARKET IN INDIA

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ABSTRACT

The semiconductor industry is an important part of the digital economy, supporting sectors such as electronics, telecommunications, automotive, and defense. India is one of the fastest-growing markets for semiconductor consumption; however, it depends heavily on imports to meet its demand. This study examines the major challenges affecting the growth of the semiconductor industry in India using secondary data from government reports, industry publications, and trade databases. The findings show that India imports more than 90 percent of its semiconductor requirements, resulting in a significant trade deficit. In addition, rising demand for semiconductor-based products is widening this gap. The study highlights that high investment requirements, infrastructure constraints, and lack of skilled workforce must be addressed through consistent policy support and long-term planning.

Keywords: Semiconductor Industry, Import Dependence, Trade Deficit, Structural Challenges, India

INTRODUCTION

Semiconductors play an important role in modern technology, enabling electronic devices across sectors such as consumer electronics, telecommunications, automotive, and defense. India is one of the fastest-growing semiconductor markets; however, domestic manufacturing remains limited. The COVID-19 pandemic exposed vulnerabilities in the global semiconductor supply chain, highlighting risks of import dependence. In response, India shifted focus towards developing a self-reliant semiconductor ecosystem. This study identifies key challenges affecting the semiconductor industry in India in the post-COVID period.

REVIEW OF LITERATURE

Literature on the semiconductor industry largely focuses on global supply chains, technological advancements, and the dominance of major players such as Taiwan, South Korea, and the United States. Reports by Deloitte and IBEF highlight growing demand and the need for government support in developing domestic capabilities. Studies also emphasize investment in capital, infrastructure, and skilled workforce. However, most literature is global, with limited focus on India-specific challenges, particularly in the post-COVID context.

RESEARCH GAP

Literature on the semiconductor industry mainly focuses on global trends, technological advancements, and policy frameworks, with limited attention to India-specific challenges. Most studies highlight policy initiatives but do not address implementation or link trade dependence with structural issues such as capital, infrastructure, and skill gaps.

Research on the Indian semiconductor industry in the post-COVID context is also limited. This study addresses this gap by analysing trade trends and structural challenges in India

SCOPE

The research focuses on the semiconductor industry in India, specifically in the post-COVID-19 period, which began in 2020. The study examines trends in imports and exports, demand, and issues in the semiconductor industry in India. The research will be a macroeconomic analysis, and there will be no primary data collection.

OBJECTIVES

- To analyse the key challenges affecting the semiconductor market in India.
- To examine import dependence, trade deficit, demand growth, structural barriers, and India's global position.

RESEARCH METHODOLOGY

The study adopts a descriptive and analytical research design and is exploratory in nature. It is based entirely on secondary data collected from government reports, industry publications, and trade databases such as MeitY, PIB, IBEF, Deloitte, NASSCOM, and UN Comtrade. Data analysis has been carried out using descriptive, comparative, and thematic methods. The study is limited by the absence of primary data and reliance on estimated figures for recent years.

DATA ANALYSIS & INTERPRETATION

India imports over 90 percent of its semiconductor requirements, indicating strong dependence on foreign suppliers. Although demand has increased across electronics, telecommunications, and automotive sectors, domestic production remains limited, widening the gap between demand and supply. Exports are lower than imports, resulting in a trade deficit and reflecting India's position as a consumer in the global value chain. Post-COVID developments such as digitalization and 5G expansion have increased demand. Key challenges include high capital requirements, infrastructure limitations, skilled workforce shortage.

CONCLUSION

India's semiconductor industry shows strong demand growth but limited domestic production, leading to high import dependence and trade deficit. Structural challenges such as capital intensity, infrastructure gaps, and skill shortages continue to hinder development. Achieving self-reliance will require sustained investment, effective policy implementation, and long-term planning.

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IMPACT OF ARTIFICIAL INTELLIGENCE IN MBA EDUCATION

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ABSTRACT

Artificial Intelligence (AI) is revolutionizing the education sector by incorporating new technologies to improve the quality of teaching, learning, and overall efficiency. The present study explores the integration and impact of AI specifically within the rigorous context of MBA education, adapting the broader need to explore the impact of AI in the education sector. It provides specific emphasis on the adoption, efficacy, and challenges of AI-based education tools among management students. The primary objectives are to examine the current use of generative AI tools in MBA programs, analyze their impact on students' learning experiences and academic performance and identify the strategic benefits and ethical challenges of this integration. The study has employed a descriptive and analytical research design, with a mixed-method approach. The outcomes of this research include a clearer understanding of AI adoption levels specifically in business schools, insights into the attitudes of MBA students toward AI technologies, and the practical benefits and challenges associated with their use.

Keywords: Artificial Intelligence, MBA Education, Academic Performance, Learning Experience, Generative AI

INTRODUCTION

The rapid growth of digital technologies has transformed higher education, with Artificial Intelligence (AI) playing a key role in this shift. Tools like adaptive learning platforms, automated assessments, and personalized learning systems are enhancing the quality of education. In MBA programs, where data analysis and strategic thinking are essential, the use of generative AI has significantly increased. Understanding its usage and impact on learning outcomes is crucial for modernizing business education.

REVIEW OF LITERATURE

Existing literature suggests that AI can significantly improve personalized learning, assessment accuracy, and administrative productivity. While current frameworks acknowledge that AI holds the potential to significantly improve teaching–learning effectiveness and student engagement compared to traditional methods, recent discussions highlight a dual narrative. AI can boost efficiency, but it also raises concerns regarding over-reliance, critical thinking degradation, and academic integrity in rigorous management programs.

RESEARCH GAP

While existing literature highlights the broad operational improvements brought by AI in general higher education, there is a distinct lack of focused empirical research on its specific impact within MBA education. There is a need to deeply analyze how AI affects the unique learning experiences of management students, balancing the perceived efficiency benefits against the practical and ethical challenges of its integration.

SCOPE

This study is exclusively focused on MBA education. The scope encompasses the evaluation of AI tool adoption among management students, assessing their impact on academic performance, and identifying the associated benefits and operational challenges within the MBA curriculum.

OBJECTIVES

- To analyse the impact of AI on students' learning experience and academic performance.
- To examine the current use of AI tools in MBA education.

RESEARCH METHODOLOGY

The study adopts a descriptive and analytical research design using a mixed-method approach. Primary data is collected through questionnaire surveys conducted among MBA students, while secondary data is obtained from journals, reports, and online sources. This approach helps in understanding the adoption, impact, and challenges of AI in education. The research is guided by a hypothesis that Artificial Intelligence improves teaching–learning effectiveness and student engagement compared to traditional methods.

DATA ANALYSIS & INTERPRETATION

The study shows that Artificial Intelligence (AI) is widely used and positively perceived among MBA students, with most using it frequently for academic tasks. It is mainly used for summarizing, idea generation, and assignment drafting, while its use in technical areas remains limited. AI is considered moderately helpful in improving conceptual understanding and has a positive but not highly transformative impact on academic performance. Timesaving is identified as the key benefit, while concerns about over-reliance and ethical issues highlight a cautious approach.

CONCLUSION

The study concludes that Artificial Intelligence (AI) has a considerable and developing impact on business education, particularly among MBA students at SIES College of Management Studies. AI has become an important supportive tool in MBA education, widely used for academic tasks. Its lower use in coding shows students view AI mainly as an assistance tool rather than a technical skill builder.

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A STUDY ON IMPACT OF FINANCIAL LITERACY ON INVESTMENT DECISIONS OF YOUNG PROFESSIONALS

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ABSTRACT

Financial literacy is very important today. Young professionals need it to make decisions about saving, investing, and planning their future. This study examines how financial literacy affects their investment choices, knowledge, and risk-taking behavior. It also looks at how social media and digital platforms influence their decisions. People with good financial knowledge make better investment choices, while others may depend on ads or peer opinions. Financial literacy helps in achieving long-term financial goals.

INTRODUCTION

In recent years, the financial sector has become more accessible through apps and online platforms. Young professionals have many investment options but need proper knowledge to use them wisely. Financial literacy involves understanding and managing money, including saving, investing, and planning. It is important for long-term goals. However, many young people rely on social media, ads, or others for advice, which influences their decisions

REVIEW OF LITERATURE

Past studies show that financial literacy is important for investment decisions and long-term financial stability. People with better knowledge are more likely to make informed choices and participate in investments. Financially aware individuals often choose diverse options like mutual funds and equities. Research also shows that social media and financial influencers impact young investors, especially those with limited knowledge. Overall, financial literacy helps individuals make smarter and more confident investment decisions

RESEARCH GAP

Even though many studies have explored literacy and investment behavior some areas still require attention. There is research on how digital marketing strategies and financial influencers affect professional's investment decisions. However, the link between literacy and how much individuals are swayed by promotions or advertisements remains less explored. The effects of trust, credibility and brand reputation of investment platforms on investment decisions also need investigation.

SCOPE

This research studies the relationship between financial literacy and investment behavior among young professionals. It also examines how media, and influencers affect their investment decisions. The study focuses on individuals aged 22–35 and analyses how financial literacy influences their preferences and risk-taking.

OBJECTIVES

- Evaluate financial literacy among young professionals
- Analyze its impact on their investment decisions

RESEARCH METHODOLOGY

This study is based on primary data collected through a structured survey of 133 respondents. There was also a secondary data collection through different research articles on the topic. A financial literacy score (which was out of 7) was calculated. It was based on the responses on the questions of inflation, diversification, compounding, liquidity and insurance. This data was analysed using statistical tools such as correlation and regression which led to identifying patterns and relationships.

DATA ANALYSIS & INTERPRETATION

The average financial literacy score is 5.92, with 85% scoring 6 or 7. Finance professionals have the highest literacy at 6.2. Mutual funds (81 responses) are most preferred, followed by stocks (53) and gold (44), while FD (40) is less preferred. There is a very low correlation (0.046) between self-assessed and actual knowledge. High-risk individuals have slightly lower literacy, showing risk-taking is not always knowledge based. Digital platforms and social media strongly influence financial decisions.

CONCLUSION

Young professionals think they have good financial knowledge, but there is a gap between what they believe and what they actually know. They are now more interested in market-based investments like stocks and mutual funds. However, their decisions are influenced by emotions and online content. So, there is a need for better financial education and proper control over digital financial information.

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THE REEL DEAL: Role of Short-Form Video Marketing in Influencing Financial Product Awareness Among Gen Z

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ABSTRACT

This study examines the influence of short-form video platforms such as Instagram Reels and YouTube Shorts on financial product awareness among Generation Z in India. Using primary data collected from 164 respondents, the study evaluates whether such content significantly improves financial understanding. A one-sample t-test was conducted to assess whether respondents' perceived learning differs from a neutral level. The results indicate a statistically significant improvement in financial awareness through short-form video content. However, the level of trust in influencers and their impact on decision-making remains moderate. The study highlights that while short-form videos serve as an accessible entry point for financial learning, users rely on additional verification before making financial decisions.

Keywords: Short-form video, Gen Z, financial awareness, finfluencers, hypothesis testing

INTRODUCTION

The rapid growth of short-form video platforms has transformed how information is consumed, especially among Generation Z. Platforms such as Instagram Reels and YouTube Shorts deliver quick, engaging, and easily digestible content, making them increasingly popular for educational purposes, including finance. In recent years, financial content creators, often referred to as "finfluencers," have begun simplifying complex financial concepts into short videos. This has made financial topics more accessible to young audiences who may otherwise lack formal financial education. However, the reliability and depth of such content remain uncertain. This study aims to examine whether short-form financial content genuinely enhances financial product awareness among Gen Z or merely creates a perception of knowledge without substantial understanding.

REVIEW OF LITERATURE

Existing studies indicate that Generation Z prefers short, visually engaging content formats and spends a significant amount of time on social media platforms. Research also suggests that influencer-driven content can affect financial attitudes and investment intentions. However, prior literature primarily focuses on behavioural outcomes such as investment decisions or influencer marketing effectiveness. Limited research has quantitatively assessed whether such content improves financial awareness itself, particularly in the Indian context. Additionally, concerns regarding misinformation and lack of regulation in financial content have been widely discussed but not empirically tested alongside awareness levels.

RESEARCH GAP

From the existing literature, the following gaps were identified: Lack of empirical measurement of financial product awareness resulting from short-form video content. Very few studies concentrated on identifying whether perceived learning has significant impact on financial awareness. Insufficient focus on the Indian Gen Z population combining awareness, trust, and learning outcomes. This study addresses these gaps by applying hypothesis testing to evaluate whether short-form videos significantly influence financial awareness.

OBJECTIVES

- To measure the level of financial product awareness among Gen Z exposed to short-form video content
- To test whether short-form videos significantly improve financial understanding
- To examine the role of influencer credibility in shaping perceived learning

SCOPE OF THE STUDY

The study focuses on Indian Gen Z individuals and their exposure to financial content on short-form video platforms. It evaluates awareness related to financial products such as savings, investments, and basic financial planning.

METHODOLOGY

Research Design: Descriptive research

Sample Size: 164 respondents

Sampling Technique: Convenience sampling

Data Collection Tool: Structured questionnaire

Scale Used: 5-point Likert scale (1 = strongly disagree, 5 = strongly agree)

Statistical Tools: Mean, standard deviation, and one-sample t-test

DATA ANALYSIS & RESULTS

The mean response for the statement "Short-form videos improve my financial knowledge" was found to be 3.30, indicating a moderate level of agreement among respondents. This suggests that participants perceive some level of learning from such content, though not strongly. Hypothesis: H_0: Short-form video content has no significant impact on financial awareness. H_1: Short-form video content has a significant impact on financial awareness. A one-sample t-test was conducted using a test value of 3 (neutral point). The statistical results concluded that short form videos have significant impact on Gen z taking financial decisions.

FINDINGS

Short-form videos contribute to a statistically significant increase in financial awareness The overall level of learning is moderate, not highly impactful, Influencer credibility influences perception, but trust levels are not very high , Respondents tend to verify financial information, indicating cautious behaviour , Short-form content acts more as an introductory learning tool rather than a complete source of financial knowledge.

CONCLUSION

The study concludes that short-form video platforms play a meaningful role in improving financial awareness among Generation Z. The statistical results confirm that such content has a significant impact on perceived learning. However, the extent of this impact remains moderate, suggesting that while these platforms are effective in introducing financial concepts, they do not replace deeper learning sources. Users demonstrate awareness of potential misinformation and often verify content before making financial decisions. Therefore, short-form financial content should be considered a supplementary educational tool rather than a primary or fully reliable source of financial knowledge.

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MICRO-ATTENTION SPAN OF GEN Z: VIEWING, AD TOLERANCE, AND SCROLLING BEHAVIOUR

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ABSTRACT

The rapid shift toward mobile-first content consumption has fundamentally altered how users interact with digital advertisements. As platforms like Instagram and YouTube dominate the daily routines of younger demographics, the window for capturing consumer attention has narrowed significantly. This study investigates the digital advertising preferences, engagement triggers, and avoidance behaviors of young consumers primarily aged 19–27. A primary survey was conducted among a diverse group of students and working professionals to identify platform usage habits, time-to-skip thresholds, and the influence of interactive ad structures. The findings reveal a critical 3 to 5-second window for attention; most users skip immediately if relevance is not established. Short vertical videos and meme-based content emerged as the most engaging formats, while unskippable ads remain a primary source of user annoyance.

Keywords: Digital Marketing, Consumer Behavior, Ad Skipping, Short-form Video, Attention Economy

INTRODUCTION

In the current digital landscape, the “attention economy” dictates the success of marketing strategies. For the Gen Z and Millennial demographic, traditional advertising methods are often met with immediate resistance. This research explores the friction between platform-driven advertising and user experience, specifically focusing on why and when users choose to engage with or skip content.

REVIEW OF LITERATURE

Recent studies in digital pedagogy and mobile technology usage, such as Cakir (2015), suggest that while mobile devices are ubiquitous, user attitudes toward their utility vary based on context and perceived intrusiveness. Furthermore, established research methodologies by Kothari (2004) emphasize the importance of quantitative analysis in understanding behavioral patterns in emerging markets.

RESEARCH GAP

While significant research exists on general social media usage, there is a lack of specific data regarding the “micro-moments” of decision-making (1–3 seconds) that determine ad success among management students and young professionals in the Indian urban context. This study was conducted over a period of 1.5 months to understand user behaviour, advertisement engagement, and the factors that influence decisions during these micro-moments.

SCOPE

The study is limited to users primarily within the 19–27 age bracket, focusing on their interactions with Instagram, YouTube, and OTT platforms.

OBJECTIVES

- To identify the primary platform touchpoints for young consumers upon unlocking their devices.
- To determine the average time elapsed before a user decides to skip a digital advertisement.
- To evaluate the effectiveness of humorous or meme-style content versus traditional ad formats.

RESEARCH METHODOLOGY

The study followed a descriptive research design and a quantitative approach. Data was collected from over 100 students and young working professionals aged 19–27 years through an online questionnaire using convenience sampling. The questionnaire included multiple-choice and close-ended questions related to platform usage and advertisement behavior.

DATA ANALYSIS & INTERPRETATION

Most respondents reported that they open Instagram first after unlocking their phones, followed by YouTube, which shows that Instagram acts as the main digital touchpoint for young consumers.

The survey also shows that many users skip advertisements within 1–2 seconds, while some watch for 3–5 seconds before skipping, mainly because the ads are not relevant, appear repeatedly, or are Too long. The findings further indicate that meme-style ads, short vertical video ads, and interactive ads are more engaging compared to traditional advertisement formats, making creative and interactive advertising more effective for engaging Gen Z audiences.

CONCLUSION

The study shows that Gen Z users have a very short attention span when it comes to digital advertisements and often decide within a few seconds whether to watch or skip an ad. Instagram is the first platform most users open after unlocking their phones, making it an important platform for digital marketing. Many users skip ads because they find them irrelevant, repetitive, or too long. The study also found that meme-style ads, short videos, and interactive ads are more engaging than traditional advertisements. Therefore, advertisers should focus on creating short, creative, and engaging content to capture the attention of Gen Z consumers.

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USE OF PREDICTIVE ANALYTICS FOR CUSTOMER CHURN PREDICTION IN OTT AND TELECOM MARKETING CAMPAIGNS

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ABSTRACT

Customer churn is a major challenge in the OTT and telecom sectors due to high competition. This study explores how predictive analytics can help identify customers who may switch services. Based on primary data from 141 respondents, the findings show that pricing, service quality, and personalised experience strongly influence customer retention. The study highlights the importance of using customer data to improve loyalty and reduce churn. *Keywords: Customer churn, Predictive analytics, OTT, Telecom, Machine learning*

INTRODUCTION

OTT platforms and telecom services are now a part of everyday life. With many options available, customers can easily switch between services. This makes it difficult for companies to retain users. Customer churn directly affects revenue and growth, so companies need better ways to understand customer behaviour. Predictive analytics helps in identifying customers who may leave and allows businesses to take timely action.

REVIEW OF LITERATURE

Alotaibi et al (2024) examined the role of predictive analytics in telecom companies and highlighted that data-driven models significantly improve the ability to detect churn early. The study also emphasized that personalized strategies based on customer data can enhance retention. Imani et al. (2025) conducted a systematic review on customer churn prediction and concluded that modern predictive models, when combined with customer behavioural data, help organizations improve decision-making and design effective marketing strategies to reduce churn.

RESEARCH GAP

Many companies still follow general marketing approaches instead of focusing on individual customer behaviour. Even though data is available, it is not fully used to predict churn or take timely action.

SCOPE

The study focuses on users of telecom and OTT services and examines their preferences, satisfaction, and reasons for switching. It helps in understanding how companies can improve retention strategies.

OBJECTIVES

- To identify key factors influencing customer churn in OTT/telecom sectors using predictive analytics on historical usage and demographic data.
- To develop and evaluate machine learning models for accurate churn prediction to support targeted marketing retention strategies.

RESEARCH METHODOLOGY

The study is based on primary data collected through a structured questionnaire. Responses were gathered from 141 participants. The questions were designed to understand customer behaviour, usage patterns, and factors influencing their decisions to continue or switch services.

DATA ANALYSIS & INTERPRETATION

The responses were analysed to identify common patterns and trends. It was observed that customers are highly influenced by pricing, service quality, and available offers. Many respondents showed a tendency to switch when better alternatives are available. Personalised services and good user experience were found to positively impact customer retention.

FINDINGS

The study reveals that pricing and service quality are the most important factors affecting customer decisions. Exclusive content and attractive offers also play a key role in retaining users. Customers prefer services that provide value for money and a smooth experience. Additionally, personalised recommendations increase customer satisfaction and loyalty.

CONCLUSION

Customer churn remains a major challenge in the OTT and telecom sectors. Factors like pricing, service quality, and personalised experience influence customer decisions. Using customer data effectively can help companies take timely actions and improve retention. A focused and data-driven approach can help businesses stay competitive.

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ROLE OF EMOTIONAL BRANDING IN FMCG BUYING DECISIONS SIES COLLEGE OF MANAGEMENT STUDIES, UNIVERSITY OF MUMBAI

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ABSTRACT

In the fast-moving consumer goods (FMCG) sector, buying choices are typically influenced by logical factors such as affordability and convenience. Nevertheless, Maggi breaks this pattern by cultivating a profound emotional bond that elevates a simple ₹15 product into an indispensable experience. This research investigates the influence of nostalgia-driven emotional branding on consumer purchase choices, assessing its effects on brand recall, price sensitivity, and repeat buying behavior through a structured survey conducted with 132 participants, mainly postgraduate students and young professionals aged 22–26. The results indicate that more than 93% of purchasing decisions are significantly influenced by emotions, with consumers referring to Maggi as "a warm hug that quietly fixed everything. More than 72% declined to make a permanent switch, even when presented with a cheaper identical option at 20% less. After the 2015 crisis, it was primarily emotional nostalgia, rather than Nestlé's safety measures, that drove the brand's recovery. Statistical analyses indicated that this emotional connection resonates universally across different ages, genders, and occupations, making demographic segmentation unnecessary. The study concludes that while emotional branding forms a strong loyalty barrier and price defense, retail distribution is equally vital, demonstrating that for long-term market success, emotional equity must be paired with product availability.

Keywords: Emotional Branding, Consumer Buying Behavior, Nostalgia Marketing, Brand Loyalty, FMCG Marketing

INTRODUCTION

In the FMCG sector, purchases are typically driven by rational factors like price and convenience the 'Brain.' Maggi, however, defies this norm by tapping into pure sentiment the 'Heart.' For consumers, it represents far more than a quick snack; it evokes childhood memories, hostel late nights, and rainy-day comfort moments that no competitor has been able to replicate. This emotional identity transforms an ordinary ₹15 product into an irreplaceable experience, making consumers actively seek it out rather than simply settling for what is available. This study investigates the interplay between Heart and Brain in consumer purchasing behavior, demonstrating through survey data that this emotional bond is consistent across all demographics, creates a strong 'Loyalty Shield,' and ultimately causes emotional reassurance to overshadow logical purchasing patterns.

REVIEW OF LITERATURE

FMCG products are generally treated as low-involvement purchases driven by habit, price, and availability rather than deliberate decision-making. However, nostalgia marketing literature shows that linking a product to positive autobiographical memories elevates it from a commodity to an emotional companion embedded in personal rituals. Holbrook and Schindler (1991) established nostalgia as a powerful predictor of brand loyalty, while Fournier and Yao (1997) found that strong emotional bonds reduce competitive vulnerability by suppressing price sensitivity. Together, these streams confirm that emotional branding can effectively override economic logic in FMCG purchasing decisions.

RESEARCH GAP

Although the emotional resonance of Maggi in the Indian market is widely recognized by the public and professionals, there are few empirical studies that have quantified the impact of Maggi on actual purchasing behavior. Most studies that treat FMCG products as logic-driven purchases do not isolate or measure the extent to which nostalgia specifically inhibits switching to competitors. This study fills this gap by using primary research data and statistical tests to translate subjective emotional involvement into measurable behavioral outcomes, such as brand search effort during out-of-stock times and price resistance to cheaper alternatives.

SCOPE

The study is confined to the instant noodle's category with exclusive focus on the Maggi brand. The target population is young adults aged 22–26, specifically postgraduate students and early-career professionals in India. This demographic was selected because their formative brand experiences with Maggi during childhood and hostel life make them an ideal segment for testing the nostalgia-loyalty link. The study does not extend to other FMCG categories, older age cohorts, or geographies beyond the primary sample.

OBJECTIVES

- To examine the impact of emotional branding on consumer buying decisions in the FMCG sector
- To analyze how nostalgia-based emotional branding influences brand recall, brand attachment, and repeat purchase behavior in FMCG products.
- To study whether emotional branding can reduce consumer price sensitivity and increase willingness to choose a brand even in the presence of discounts from competitors.

RESEARCH METHODOLOGY

The study employs a descriptive, quantitative methodology by administering a structured online survey to 132 participants, consisting of 13 questions that examine demographics, emotional reactions on a Likert scale, consumption scenarios, and evaluations of price sensitivity. The connections between emotional factors and behavioral outcomes were analyzed using Chi-Square (χ^2) tests. The gender distribution of the sample was equal, with 50% of participants identifying as male and 50% as female; moreover, 53% of respondents were aged between 22 and 26, and 37.1% were postgraduate students, which correlates accurately with the target population for this research.

DATA ANALYSIS & INTERPRETATION

After surveying 132 respondents, mostly postgraduates aged 22–26, Maggi's strong, nostalgia-driven loyalty is confirmed. Described as 'a warm hug,' the brand lives in consumers' memories, not just on shelves. This emotional bond creates a significant price barrier: over 72% refuse to switch to a 20% cheaper alternative, and 93% of purchases are emotionally motivated. Strikingly, childhood nostalgia, rather than Nestlé's safety messaging, brought consumers back after the 2015 crisis, proving emotional equity saved the brand. Statistical tests show this appeal is universal across all demographics. The only vulnerability is physical availability; even highly nostalgic buyers will switch if Maggi is out of stock, proving distribution remains as critical as emotional marketing.

CONCLUSION

This study confirms that nostalgia-driven emotional branding plays a measurable role in FMCG buying behavior. Maggi functions less as a product and more as an emotional archive universal across age, gender, and occupation, making it a rare case of undifferentiated brand love in a commoditized category. Nearly three-quarters of consumers rejected permanently switching to a cheaper, identical alternative, proving emotional branding creates a real price barrier. However, nostalgia alone cannot substitute for distribution; even deeply nostalgic consumers risk switching while the shelf is empty. Ultimately, for sustained market dominance, emotional equity and retail availability must go hand in hand.

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RISING TRENDS OF INFLUENCER MARKETING IN INDIA AND ITS IMPACT ON CONSUMERS

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ABSTRACT

Influencer marketing has become an important part of digital marketing in India, driven by the growing use of platforms like Instagram, YouTube, and Facebook. Influencers engage strongly with their audiences and can shape customer opinions and buying behaviour. This research aims to study the rise of influencer marketing and understand how it affects purchasing decisions. The study is based on a descriptive research approach using primary data collected from 400 participants. The data was analyzed to evaluate the impact of influencer marketing on consumer awareness, brand perception, and purchase intentions. The findings show that influencer marketing significantly influences consumer preferences, especially among younger audiences. Authentic and relatable content builds trust and helps consumers discover products, leading to higher chances of purchase. Overall, influencer marketing is an effective and growing strategy in India.

Keywords: Influencer Marketing, Consumer Behaviour, Social-Media, Digital Marketing, Brand Influence

INTRODUCTION

The rapid growth of digital technology and social media has transformed marketing in India, with widespread smartphone use and affordable internet enabling constant consumer engagement. As a result, businesses are shifting from traditional advertising to digital strategies that allow direct interaction with consumers. Influencer marketing has become a key approach, where social media personalities promote products through relatable content like reviews and tutorials. In India, this industry has grown rapidly, reaching around ₹3,600 crore in 2024, with many consumers relying on influencer recommendations for purchase decisions. Therefore, understanding the impact of influencer marketing on consumer behavior is crucial, and this study focuses on its trends and influence in India.

REVIEW OF LITERATURE

According to studies, social media influencers help to increase brand awareness by delivering interesting and informative material with their audience. Consumers frequently regard influencer recommendations as more legitimate than traditional marketing because they offer personal experiences and views about things. This notion increases trust and improves the bond between influencers and their followers. Research also highlights the growing impact of micro-influencers in marketing campaigns. Micro-influencers typically have smaller but more engaged audiences, which can contribute to increased consumer trust and engagement rates. These data show that influencer marketing is effective at influencing consumer decisions.

RESEARCH GAP

Although influencer marketing has been widely discussed in global marketing literature, limited research focuses specifically on the Indian consumer perspective and the behavioural impact of influencer marketing. There is a need to explore how influencer marketing influences different stages of the consumer decision-making process in the Indian market.

SCOPE

The scope of this study is limited to analysing the growing trends of influencer marketing in India and its influence on consumer behaviour. The study focuses on the role of social media influencers in shaping product awareness, brand perception, and purchasing decisions among consumers.

OBJECTIVES

- To examine the emerging trends of influencer marketing in India.
- To analyse the impact of influencer marketing on consumer purchasing behaviour.
- To identify factors that influence consumer trust in social media influencers.
- To examine the role of social media platforms in influencing consumer decisions.

RESEARCH METHODOLOGY

The study adopts a descriptive research design to analyse the influence of influencer marketing on consumer behaviour. The research is based on primary data sources.

Primary data was collected via google forms from 400 participants where they were questioned related to influencer marketing and digital consumer behaviour, the influence of an influencer, and the product category. These sources provide insights into the growth of influencer marketing and its impact on consumer decision-making.

The collected information was analysed to identify patterns related to consumer awareness, brand perception, and purchasing behaviour influenced by social media influencers.

DATA ANALYSIS & INTERPRETATION

The findings show that most respondents are young, urban, and highly active online, with Instagram as the main platform for influencer content. Awareness of influencer marketing is high, and over half have made purchases based on influencer recommendations, especially working professionals. While trust remains moderate, influencer marketing still has a noticeable impact on buying decisions and is generally preferred over traditional advertising. Product reviews are the most effective content type. Overall, the future of influencer marketing in India looks strong, with growing demand for authenticity and transparency.

CONCLUSION

Influencer marketing is a powerful channel in India, especially among young, urban, and digitally active users. While Instagram leads in reach, working professionals show higher purchase intent than other groups. Despite strong awareness and conversion rates, trust remains moderate, indicating a credibility gap. Product reviews are the most effective content type, and future growth will depend on authenticity, transparency, and honest promotion.

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AN EMPIRICAL STUDY ON AWARENESS OF INVESTMENT INSTRUMENTS AMONG COLLEGE STUDENTS

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ABSTRACT

This study explores the level of awareness regarding various investment instruments among college students in India. With 202 respondents drawn primarily from the 21–23 age group, the study finds that while a significant majority of students are broadly aware of investment options, their understanding of specific instruments such as mutual funds and bonds remains shallow. Friends, family and social media emerge as the dominant sources of financial knowledge, far outpacing formal college education. An overwhelming 94.5% of respondents believe investment education is essential for students and 87% feel colleges should actively offer financial literacy programs. The findings highlight a critical gap between awareness and actionable financial knowledge, underscoring the urgent need for structured investment education within academic institutions.

Keywords: Investment Awareness, Financial Literacy, College Students, Investment Instruments, Empirical Study

INTRODUCTION

Financial literacy is increasingly recognized as a life skill that shapes an individual's long-term economic well-being. In India, where the investment landscape has expanded rapidly with the proliferation of mutual funds, digital brokerage platforms and a growing interest in equity markets, young adults entering the workforce are faced with a complex array of financial choices. College students, in particular, represent a generation that is both digitally connected and financially impressionable. Despite this, very little formal education is directed toward developing investment awareness at the undergraduate level.

This study examines the extent to which college students are aware of commonly available investment instruments including fixed deposits, mutual funds, stocks and equity, bonds, and gold and identifies the channels through which they acquire such knowledge. Given that students will soon be active economic participants, understanding their investment awareness is not merely academic; it carries practical implications for financial institutions, policymakers and educational administrators alike.

REVIEW OF LITERATURE

Existing research on financial literacy among young adults consistently points to a significant gap between exposure to financial information and actual financial decision-making competence. Studies have shown that informal sources such as peer networks and social media tend to dominate over institutional education as channels of financial learning. Research on mutual fund awareness, for example, indicates that while urban youth show greater familiarity with market linked instruments, their understanding of risk-return trade-offs remains limited. The role of financial education programs in academic curricula has been increasingly advocated as a corrective measure. However, empirical evidence on the specific awareness levels among Indian college students with respect to a range of investment instruments remains limited.

RESEARCH GAP

While studies on financial literacy and investment behavior exist broadly, there is a lack of focused empirical research capturing the awareness levels of college students across multiple investment instruments simultaneously, alongside the informal and formal learning channels that influence this awareness. This study addresses that gap by collecting primary data through a structured questionnaire and analyzing response patterns across demographic variables such as age, gender, and occupation.

SCOPE

The study is limited to college students and young adults in the age bracket of 18 to 26 years, primarily from urban settings. A total of 202 respondents participated in the survey. The investment instruments examined include fixed deposits, mutual funds, stocks and equity, bonds and debentures and gold. The study assesses awareness levels, preferred learning sources, monthly investment appetite and attitudes toward financial literacy programs in colleges.

OBJECTIVES

- To assess the level of awareness of different investment instruments among college students.
- To identify the primary sources through which students acquire investment knowledge.
- To understand students' attitudes toward financial literacy education and their preferred investment behavior.

RESEARCH METHODOLOGY

The study uses a descriptive and quantitative research design. It employed a structured online questionnaire, which was given to 202 respondents, mainly college students and young adults. The survey asked multiple questions about demographics, awareness of investment options, sources of financial knowledge, investment behavior, and views on financial literacy. Responses were collected using structured options and scaled formats where needed. Researchers analyzed the connections between key variables, including awareness, investment behavior, sources of information, and learning attitude, through Chi-Square (χ^2) tests. The sample had a balanced representation of gender and mostly included respondents aged 21 to 23, which matched the target group of college students.

DATA ANALYSIS & INTERPRETATION

From the study conducted among 202 participants, it can be seen that the findings show how a majority of students are aware of investment instruments, but this is only at a basic level. It is seen that awareness is independent of demographics but is affected by willingness to learn, investment purpose, and importance of knowledge. It is also seen how this awareness does not directly affect investment amounts, but it is more related to individual financial goals. In terms of information sources, it can be seen how informal sources like social media and social sources have a low impact on awareness, while credible sources like news platforms and financial advisors have a high impact. It is also seen how students who show high levels of awareness also show high levels of importance for investment knowledge and have a better understanding of financial risk and return.

CONCLUSION

The study establishes that investment awareness among college students is influenced more by motivation, financial intent, and availability of information than demographic characteristics and informal exposure. The students are found to have a positive inclination towards investment awareness, but there is a gap that exists between investment awareness and investment behavior. The study emphasizes the need for formal financial literacy among students to improve investment awareness and behavior.

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LUXURY TO ACCESSIBLE: UNDERSTANDING CONSUMER PERCEPTION WHEN PREMIUM BRANDS BECOME AFFORDABLE

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ABSTRACT

Luxury brands traditionally rely on exclusivity and premium pricing to signal prestige and quality. However, the rise of affordable premiumization has enabled brands to expand reach while maintaining luxury cues. This study examines consumer perception toward accessible premium brands, focusing on the impact of affordability on exclusivity, quality, and purchase intention. Using a quantitative approach, primary data was collected through structured questionnaires, supported by secondary literature. Findings indicate that while affordability enhances engagement and trust, it may dilute perceived exclusivity. The study highlights the need to balance accessibility with core luxury attributes to sustain brand equity.

Keywords: Affordable luxury, Consumer perception, Premium branding, Price perception, Brand equity

INTRODUCTION

Luxury brands have long been associated with exclusivity, superior quality, and premium pricing, signalling prestige and status. However, evolving market dynamics, rising middle-class purchasing power, and digital expansion have led brands to introduce accessible premium offerings. While this strategy broadens market reach, it raises concerns regarding how affordability influences consumer perception of luxury identity. This study explores these changing perceptions.

REVIEW OF LITERATURE

Existing studies show that luxury brands are strongly associated with high price signals, prestige, and perceived quality, with consumers linking premium pricing to status (Kapferer & Valette-Florence, 2021). Brand equity, emotional attachment, and experiential value further influence luxury purchase decisions (Raut et al., 2025).

Recent research highlights the rise of affordable luxury, driven by increasing aspirations and digital accessibility (Thomas, 2019; Jaiswal, 2025). However, limited attention has been given to how reduced pricing impacts the perceived exclusivity of luxury brands.

RESEARCH GAP

While existing studies establish the link between luxury branding and premium pricing, limited research examines how price accessibility influences consumer perception of luxury identity. Most studies focus on market expansion rather than the impact on perceived exclusivity and prestige, highlighting a gap in understanding this relationship.

SCOPE

This study examines consumer perception of premium brands offering accessible pricing, focusing on its impact on exclusivity, prestige, and brand value among consumers familiar with luxury categories.

OBJECTIVES

- To analyze the impact of affordable premiumization on consumer perception.
- To assess how affordability influences exclusivity and quality of premium brands.
- To evaluate how accessible pricing strategies influence brand equity dimensions such as exclusivity, prestige, authenticity, and perceived quality.

RESEARCH METHODOLOGY

This study adopts a descriptive and exploratory research design using a quantitative approach to examine consumer perception toward accessible premium brands. A sample of 175 respondents was selected through convenience sampling, with data collected using a structured, close-ended Likert scale questionnaire measuring affordability, exclusivity, perceived quality, and purchase intention. Both primary and secondary data were utilized, and regression analysis was applied to assess the relationship between affordable pricing and consumer perception variables. The study is subject to time and financial constraints, with potential sampling bias.

DATA ANALYSIS & INTERPRETATION

The findings indicate that approximately 70% of respondents are willing to switch to premium brands at accessible price points, highlighting price as a key barrier. Around 60% trust the quality of lower-priced offerings due to brand reputation, while a majority believe that premium brands can maintain quality despite reduced pricing.

Additionally, nearly 65% of respondents perceive multi-tier pricing as beneficial for strengthening brand relationships. However, more than 54% believe that increased affordability reduces the brand's perceived exclusivity.

CONCLUSION

The study demonstrates that affordable premiumization serves as an effective growth strategy, enabling luxury brands to expand their reach and enhance consumer engagement, as affordability significantly influences purchase decisions. However, increased accessibility also risks diluting the perceived exclusivity of luxury brands, highlighting a critical trade-off. Therefore, brands must balance accessibility with the preservation of core luxury attributes such as quality, differentiation, and brand image to sustain perceived prestige while broadening their consumer base.

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"FROM STARDOM TO SOCIAL TRUST: A COMPARATIVE ANALYSIS OF CELEBRITY ENDORSEMENTS AND INFLUENCER MARKETING IN INDIA'S FMCG SECTOR"

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ABSTRACT

Advertising in India's FMCG sector is rapidly shifting from glossy celebrity endorsements to influencer-driven campaigns that feel more authentic to consumers. Younger audiences aged 20–30, who grew up with both Bollywood star ads and relatable social media promotions, now respond more strongly to influencers who spark viral trends and mirror their lifestyles. Recent launches such as Vaseline's Cloud Moisturizer, Colgate's Visible White Purple Toothpaste, and Set Wet's styling products highlight this transition, showing how brands use approachable voices to connect with everyday buyers. This study compares the impact of celebrity versus influencer endorsements, revealing that while celebrities still carry aspirational appeal, influencers often generate greater trust and engagement. By analysing these campaigns, the research provides practical insights for brands to optimize advertising budgets and decide when star power or influencer credibility will deliver the strongest consumer connection.

Keywords: FMCG advertising, Celebrity endorsements, Influencer marketing, Consumer trust, Marketing transition, Campaign analysis

INTRODUCTION

India's FMCG advertising is evolving: Gen Z and Millennials prefer relatable digital influencers over Bollywood or sports icons. Colgate's 2026 launch used Kriti Sanon and Abhishek Sharma, while Set Wet's 2023 campaign with comedian Zakir Khan showcased humor-driven grooming. Micro-influencers, with local credibility and interactive engagement, are redefining ROI and driving growth, making vibe-based marketing central to FMCG's future.

REVIEW OF LITERATURE

This study draws on McCracken's Meaning Transfer Model (1989), which explains how celebrities lend cultural meaning to brands, shaping consumer perceptions. Erdogan (1999) expanded this by highlighting both the risks and effectiveness of celebrity endorsements in crowded markets. Bergkvist and Zhou's meta-analysis (2016) further showed that while celebrity presence significantly boosts brand awareness, its persuasive impact differs across product categories. Recent Indian data underscores a shift: influencer authenticity now strongly drives purchase intent, as consumers increasingly value honesty over scripted fame.

RESEARCH GAP

Despite extensive studies on celebrity endorsements, limited comparative research exists on the shift toward influencer-driven marketing in India's FMCG sector. Current analyses often overlook viral trends, evolving trust metrics, and performance-linked influencer contracts, leaving a gap in understanding how campaigns targeting 20–30-year-olds—such as Vaseline, Colgate, and Set Wet—reshape consumer trust and ROI.

SCOPE

This research focuses on urban Indian consumers aged 20–30. It examines the personal care segment of the FMCG sector using campaign data and social media metrics from 2023 to 2026.

OBJECTIVES

- To assess consumer trust in celebrity endorsements versus influencer marketing
- To analyze how these strategies affect brand visibility, recall, and purchase intent

RESEARCH METHODOLOGY

This study employs a Mixed-Methods Research Design, combining secondary data from campaign metrics like Instagram and YouTube engagement rates with post-launch sales figures, and primary data from a structured Google Forms survey of 200–300 urban consumers aged 20–30 measuring brand recall and trust. Statistical tools, including Chi-square tests, were applied to analyze preferences and correlations between trust and purchasing behavior.

DATA ANALYSIS AND INTEPRETATION

The chi-square test in Jamovi showed 68% of respondents aged 19–30 trust influencers over celebrities for everyday FMCG ($p < 0.05$). Influencers, seen as authentic and relatable, boosted recall and purchase intent in campaigns like Vaseline's Cloud Moisturizer and Set Wet's collaborations. Celebrities remained effective for premium products, sustaining aspirational appeal and visibility, as seen in Colgate's promotions. Overall, influencers outperform celebrities in everyday adoption, while celebrities retain value for premium positioning, confirming differences in trust, visibility, recall, and purchase intent.

CONCLUSION

Celebrity endorsements remain crucial for mass awareness and premium appeal, but influencer marketing,favored by 68% of India's 20–30 demographic for everyday FMCG due to authenticity and relatability, drives stronger trust, conversions, and engagement. Celebrities still sustain aspirational positioning and visibility, making a hybrid strategy the most effective path for FMCG brands to maximize ROI and build lasting consumer connections in 2026 and beyond.

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RETAIL TRANSFORMATION IN URBAN INDIA: ASSESSING THE DECLINE OF KIRANA STORES AMID THE RISE OF QUICK-COMMERCE

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ABSTRACT

The retail sector in urban India is undergoing rapid transformation due to the emergence of quick-commerce platforms offering ultra-fast delivery of groceries and daily essentials. Traditionally, kirana stores have been central to the retail ecosystem due to their proximity, personalized services, and informal credit systems. However, platforms such as Blinkit, Zepto, and Swiggy Instamart are reshaping consumer purchasing behavior.

This study aims to analyse the impact of quick commerce on kirana stores' sales and revenue, evaluate competitive advantages of digital platforms, and understand consumer perceptions. A quantitative descriptive research design was adopted using primary data collected through structured questionnaires (Google Forms) from 200 urban respondents. Data was analysed using percentage analysis.

Findings reveal that convenience, delivery speed, and discounts are the key drivers of quick-commerce adoption. While kirana stores face declining footfall, they continue to retain advantages such as trust and personalized service. The study concludes that a hybrid retail ecosystem is emerging where both formats coexist.

Keywords: Quick commerce, Kirana stores, Retail transformation, Consumer behavior, Urban India

INTRODUCTION

Kirana stores have historically formed the backbone of India's retail sector, offering localized, relationship-driven services. Their strength lies in accessibility, familiarity with customers, and flexible credit systems. However, the rise of quick-commerce platforms has significantly disrupted this landscape. These platforms provide delivery within 10–30 minutes using advanced logistics, digital payments, and inventory systems. Increasing smartphone penetration, digital literacy, and time-conscious urban lifestyles have accelerated their adoption. This shift has created intense competition for kirana stores, which often lack technological infrastructure and pricing flexibility. The study examines whether quick commerce is replacing kirana stores or leading to coexistence in a transformed retail ecosystem.

REVIEW OF LITERATURE

Existing research highlights the evolution of retail due to technology and consumer behaviour changes. Parasuraman et al. (1988) introduced service quality dimensions influencing customer satisfaction. Dawar and Parker (1994) emphasized retailer reputation as a key decision factor.

Studies on organized retail (Kalhan, 2005; Guruswamy, 2005–07) indicate competitive pressure on small retailers, while Joseph et al. (2008) argue that both formats can coexist due to rising demand. Overall, literature suggests increasing competition but also potential coexistence between traditional and modern retail formats.

RESEARCH GAP

Limited sample size (200 respondents) may not represent all urban consumers, Convenience sampling introduces bias, Lack of direct input from kirana store owners, Focus restricted to urban areas, Short-term behavioural trends analysed; long-term effects not studied, Future research should include diverse samples, retailer perspectives, and advanced analytical techniques.

SCOPE

The study focuses on urban consumers and their grocery purchasing behavior, comparing quick-commerce platforms and kirana stores. It evaluates consumer preferences, perceived advantages, and retail transformation trends.

OBJECTIVES

- To analyse the impact of quick commerce on kirana store sales and revenue
- To evaluate competitive advantages of quick-commerce platforms
- To study consumer perceptions regarding retail transformation

RESEARCH METHODOLOGY

The study adopts a quantitative descriptive approach. Data Collection: Primary data: Structured questionnaire (Google Forms), Secondary data: Journals, reports, and articles, Sampling Method: Convenience sampling, Sample Size: 200 urban respondents, Target Population: Urban consumers purchasing groceries, Data Analysis: Percentage analysis and graphical interpretation. This methodology enables identification of consumer trends and behavioral patterns.

DATA ANALYSIS & INTERPRETATION

The analysis reveals a clear shift toward quick-commerce platforms: Convenience and speed are the primary drivers of adoption, Around 150 respondents prefer quick commerce due to time-saving benefits, Discounts and offers influence ~145 consumers, increasing platform usage, decline in kirana store visits observed by a majority of respondents, Quick-commerce platforms benefit from technology-driven logistics and inventory systems However, kirana stores continue to hold relevance: Strong customer relationships and trust, Immediate product availability, Flexible credit facility. A key insight is the emergence of hybrid consumer behavior, where users alternate between quick-commerce platforms and kirana stores depending on needs.

CONCLUSION

The study concludes that quick-commerce platforms are significantly transforming urban retail in India. Their advantages in convenience, speed, and pricing are reshaping consumer purchasing habits and reducing dependence on physical stores. However, kirana stores are not disappearing. Their strengths in trust, personalization, and accessibility ensure continued relevance. The future of retail lies in a dual or hybrid ecosystem, where both formats coexist and cater to different consumer needs. For long-term sustainability, kirana stores must adopt digital tools such as online ordering, digital payments, and local delivery services.

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TRANSFORMATION IN TRADITIONAL ADVERTISING PRACTICES IN THE ADVENT OF SOCIAL MEDIA

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ABSTRACT

Using a mixed-methods strategy that blends quantitative marketing data with qualitative case studies, this study examines how social media has changed traditional advertising (TV, radio, print, and outdoor), comparing reach, cost, engagement, and overall effectiveness. According to research, social media's two-way, interactive communication model allows brands to reach a wider audience while cultivating more genuine connections through influencer partnerships, user-generated content, and customized content driving higher engagement and immediacy than traditional channels. The study also highlights the difficulties legacy media face in matching the targeted and real-time capabilities of social platforms, and it makes the case that marketers need to change by combining traditional and digital strategies. Overall, the study comes to the conclusion that successful modern advertising necessitates a hybrid strategy that combines the advantages of traditional media with the interactivity and targeting of social media.

Keywords: Traditional Advertising, Social Media, Consumer Behaviour, Digital Marketing, Advertising Transformation.

INTRODUCTION

Traditional media outlets, including print, radio, television, and outdoor billboards, controlled the advertising sector for many years. These techniques used a one-way broadcast approach in which companies sent out messages to a large audience with little chance of receiving a quick response from customers. However, social media sites like Facebook and Twitter quickly proliferated in the late 2000s and early 2010s, radically upending this long-standing paradigm. In addition to creating new channels, this technological revolution has significantly changed consumer expectations, transforming them from passive consumers to active participants in brand narratives. The necessity to methodically record and examine this continuous change, addressing how companies and consumers are adjusting to the digital ascendancy, is what drives our research.

REVIEW OF LITERATURE:

Kaplan & Haenlein (2010) — Argue that social media shifts communication from a onetomany broadcast models to a dialogic, relationshipbuilding model; foundational for studies on engagement and participatory marketing.

Kotler & Keller (2020) — Provide a broad marketing framework showing that while digital channels enable targeting and measurement, traditional media still deliver brand salience and storytelling advantages.

RESEARCH GAP

The shift from traditional to digital advertising has been studied, but little is known about social media advertising's long-term viability or how companies might successfully combine traditional and digital tactics. Furthermore, there is still a lack of research on consumer trust issues, especially those pertaining to data usage and privacy. By examining how conventional advertising techniques are changing and adapting in the era of social media, this study seeks to close these gaps.

SCOPE

This study focuses on how the emergence of social media platforms has changed conventional advertising methods. It looks at how companies have switched to more focused and engaging digital platforms from mass media outlets including print, radio, and television. Analyzing shifts in customer behavior, engagement trends, and personalization tactics are all included in the scope. It also looks at how real-time communication, influencer marketing, and data analytics are used in contemporary advertising. The study also takes into account the affordability and worldwide reach made possible by social media.

OBJECTIVE

- To examine how consumer behaviour has changed due to social media advertising.
- To compare traditional advertising channels (TV, radio, print, outdoor) with social media advertising in terms of reach, cost, engagement, and effectiveness.

RESEARCH METHODOLOGY:

This study adopts a mixed-methods approach using two analytical lenses to examine the shift in advertising. It focuses on three key objectives: analyzing consumer behavior, which shows a growing preference for personalized and interactive communication over traditional mass media. It also assesses the driving factors behind this shift, highlighting social media's cost-efficiency, measurability, and precise targeting. Lastly, it conducts a comparative analysis of traditional and social media channels, revealing that social platforms often deliver higher engagement and return on investment.

DATA ANALYSIS AND INTERPRETATION:

Brand-focused advertising has given way to digital, engagement-driven approaches that are dominated by social media. In terms of product discovery (94%) and attention (90.3%), social media currently hold the top spot. They prioritize immediate interaction above long-term brand memory, though. Despite loving advertisements, about 80.6% of consumers are unable to recall brands. Online reviews (74.4%) are becoming a more important source of trust than traditional advertisements or influencers. This illustrates a shift in decision-making from brand-driven to consumer-driven. Because of information saturation, modern advertisements are thought to be only somewhat effective.

CONCLUSION

Social media has caused a fundamental shift in marketing strategy, leading to relationship marketing and customer-centric storytelling, rather than just a change in medium. conventional advertising still contributes to widespread brand recognition, despite social media's superiority in engagement, cost-effectiveness, and targeting. This suggests that the most effective approach combines both digital and conventional efforts in a comprehensive, well-planned manner. To be competitive, businesses must keep incorporating digital innovation while utilizing the creative advantages of well-established advertising ideas.

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STUDY ON EXCESSIVE SHORT-FORM VIDEO SCROLLING LEADING TO IMPULSE BUYING BEHAVIOUR AMONG CONSUMERS

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ABSTRACT

This study examines the relationship between excessive short-form video scrolling and the emergence of impulse buying behaviour among consumers. With the rapid rise of platforms featuring short, engaging video content, users are increasingly exposed to algorithm-driven, personalized advertisements and product promotions. This continuous exposure, combined with reduced attention spans, may significantly influence purchasing decisions. The research explores key psychological triggers such as emotional arousal and fear of missing out (FOMO), which often leads some consumers to regret their purchases after buying products under its influence. The findings are expected to offer insights for marketers and consumers, highlighting both the commercial implications and the need for awareness of digital consumption habits.

Keywords: Short form video, Impulse buying behaviour, Social Media Marketing, Algorithmic Influence.

INTRODUCTION

The growth of digital technology has changed how people shop and spend their time online. One of the biggest changes is the rise of short-form video platforms, where users watch quick and entertaining videos one after another. These platforms use smart algorithms to show content based on interests of the users, keeping them engaged for long periods.

When people scroll through these videos for a long time, they are often exposed to many product ads and promotions.

REVIEW OF LITERATURE

The foundational basis for this study is the Stimulus-Organism-Response (S-O-R) Model (Mehrabian & Russell, 1974), which explains how external stimuli influence consumer behaviour. In the context of short-form video platforms, these act as high-intensity stimuli through rapid visual transitions, autoplay features, and engaging content formats. Such stimuli affect the organism, representing the consumer's internal emotional and cognitive state. This often leads to a behavioural response in the form of impulse buying.

RESEARCH GAP

The study observers that a significant amount of research has been done on social media marketing and consumer behaviour but there is still a lack of clear understanding regarding how continuous scrolling on short-form video platforms affects self-control in consumers. Existing studies have not fully explored how the immersive "flow experience" created by these platforms influences user's ability to make rational purchasing decisions.

SCOPE

This study focuses on the influence of short-form video platforms like Instagram Reels and YouTube Shorts on impulse buying behaviour among consumers. It examines how continuous exposure to engaging, algorithm-driven content and advertisement triggers unplanned purchases.

OBJECTIVES

- To understand relationship between time spent on video scrolling and impulse purchase.
- To evaluate how algorithm-driven content and targeted advertisements in short-form videos affect consumer's purchase decisions.
- To identify the psychological factors that affect the relationship between short-form video consumption and impulse purchasing decisions.

RESEARCH METHODOLOGY

The study employed a descriptive and analytical research design. Primary data was collected through a structured questionnaire from 100+ respondents. The sampling focused on young adults aged 18–35 years, including students and working professionals.

DATA ANALYSIS & INTERPRETATION

The survey, conducted across 90+ respondents, reveals that short-form video platforms particularly Instagram Reels (~70%) — have become powerful drivers of consumer purchasing behaviour. The sample skews predominantly young (18–27 years, ~89%) and student-heavy (~65%), with most users spending 1–2 hours daily on these platforms. A striking 63% reported having purchased a product after seeing it in a short video, with fashion & clothing, beauty/skincare, and gadgets topping the list.

CONCLUSION

The study concludes that excessive short-form video scrolling significantly influences impulse buying behaviour among consumers. Continuous exposure to engaging, personalized content, along with psychological triggers like FOMO and emotional arousal, encourages spontaneous purchasing decisions and reduces self-control.

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FROM PRIME TIME TO ANYTIME: A STUDY OF SHIFTING AUDIENCE ATTENTION BEHAVIOURS AND THEIR IMPACT ON ADVERTISING RECALL AND EFFECTIVENESS

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ABSTRACT

The growth of digital media and OTT platforms has changed how people watch content, shifting from fixed TV schedules to flexible, on-demand viewing, especially on mobile devices. Habits like binge-watching, multi-screen usage, and ad-skipping make it harder for advertisers to capture attention and improve brand recall. This study explores how these changing viewing patterns affect advertisement recall and highlights the need for more personalised and cross-platform advertising strategies in today's digital media environment.

Keywords: OTT platforms, Binge-watching, Multi-screen usage, Advertisement recall, Digital advertising

INTRODUCTION

Over the past decade, the way people watch content has changed significantly with the rise of smartphones, digital technology, and OTT platforms. Earlier, television was the main source of entertainment during fixed prime-time hours, but today audiences prefer watching content anytime and anywhere, especially on mobile devices. This shift has led to habits like binge-watching, multi-screen usage, and ad-skipping, making it harder for advertisers to capture attention and ensure brand recall.

REVIEW OF LITERATURE

Modern viewing habits like binge-watching, multiscreening, and ad-skipping are eroding traditional advertising's impact. Schweidel and Moe (2016) show that binge-watchers are less responsive to ads due to content immersion. Lang's (2020) research on multiscreening reveals that divided attention lowers recall, though complementary secondary screens help somewhat. Romberg et al. (2020) note that ad-skipping (73–83% of sessions) wipes out doubled recall from repeat views. Advertisers must adapt to fragmented digital attention.

RESEARCH GAP

Although several studies have explored changing media consumption patterns and digital advertising effectiveness, there is still limited research comparing the effectiveness of advertisements between traditional prime-time television and on-demand OTT platforms. In addition, there is a lack of clear understanding of how emerging viewing habits such as binge-watching, multi-screen usage, and advertisement-skipping affect audience attention and advertisement recall in today's digital viewing environment.

SCOPE

This study explores how changing viewing habits affects how people remember ads. With the rise of OTT platforms, viewers now prefer watching content anytime instead of traditional TV. Behaviours like binge-watching, multi-screen use, and ad-skipping play a key role. The goal is to help advertisers create more effective and relatable strategies.

OBJECTIVES

- To examine the shift in audience viewing behaviour from traditional prime-time television to on-demand OTT platforms and compare the effectiveness of advertising across these platforms.
- To analyse the impact of emerging viewing habits such as binge-watching, multi-screen usage, and advertisement-skipping on audience attention and advertisement recall.

RESEARCH METHODOLOGY

This study uses a mixed-method approach to understand how changing viewing habits affects advertisement recall. Data was collected through an online survey of 50 respondents aged 18 and above, focusing on behaviours like binge-watching, multi-screen use, and ad-skipping. It also uses insights from research papers and online sources. Using simple percentage analysis, the study shows how these habits impact audience attention and overall advertising effectiveness.

DATA ANALYSIS & INTERPRETATION

The analysis shows that as viewing habits become more flexible and on-demand, advertising effectiveness is also changing. With shorter attention spans, traditional interruptive ads are less effective. Advertisers now need to focus on engaging, audience-friendly content that fits naturally into what people are watching. Using data, personalization, and interactive formats can help capture attention and improve brand recall. Overall, adapting to these new patterns is key in today's competitive digital space.

CONCLUSION

This study shows that viewers are moving away from fixed TV schedules to flexible, on-demand platforms like OTT and mobile. Habits like binge-watching and skipping ads make it harder for traditional ads to grab attention. However, advertising isn't losing its impact—it just needs to adapt. Short, personalised, and less intrusive ads can still connect well with today's audience.

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RESILIENCE AND STRATEGIC EVOLUTION IN THE GLOBAL AUTOMOTIVE INDUSTRY: A MULTI-DIMENSIONAL ANALYSIS OF OPERATIONAL, AND HUMAN CAPITAL ADAPTABILITY

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ABSTRACT

This research examines automotive resilience strategies over a century of global disruptions, from post-WWII resource scarcity to the modern semiconductor shortage. By analysing firms like Toyota, Honda, GM, VW, and Tesla, the paper demonstrates that superior recovery stems from deep structural reconfiguration; such as operational flexibility and supply chain robustness; rather than short-term financial fixes. Utilizing a standardized framework of metrics for economic output and labour productivity, the study quantitatively assesses recovery trajectories across the T-1 to T+2 temporal window. Ultimately, the findings highlight how leading OEMs transition from reactive crisis management to proactive strategic resilience by prioritizing long-term human capital and supply chain continuity.

Keywords: Automotive Industry; Operational Resilience; Supply Chain Resilience (SCRES); T-1 to T+2 Analysis

INTRODUCTION

The automotive industry's reliance on high capital intensity and Just-In-Time (JIT) systems creates extreme efficiency but leaves it vulnerable to "black swan" events. Traditional risk management often fails to account for these low-probability, high-consequence disruptions. As a result, the sector has shifted toward a resilience-centred paradigm, focusing on the ability to absorb shocks and adapt rather than just predicting hazards. Resilience is defined by maintaining production continuity and stabilizing the broader economic security tied to large-scale manufacturing.

REVIEW OF LITERATURE

Automotive resilience requires balancing vulnerabilities (external shocks) against capabilities (internal strengths). Achieving "balanced resilience" is critical: under-preparing invites catastrophic risk, while over-preparing erodes profits through high overhead. The primary goal of supply chain resilience (SCRES) is operational continuity to prevent the regional economic fallout caused by production halts. This is achieved through five core capabilities: flexibility, agility, adaptability, visibility, and collaboration.

RESEARCH GAP

Despite extensive study, supply chain resilience research contains several critical gaps: it favors short-term disruptions over long-term "ripple effects," overlooks the impact of corporate culture, and lacks function-specific frameworks (e.g., Logistics vs. HR). Methodologically, resilience is often treated as a reactive fix rather than a design-phase requirement. Furthermore, the strategic role of human capital remains under-explored. This study addresses these gaps by using a T-1 to T+2 framework to analyse multi-dimensional recovery trajectories over an extended timeline.

SCOPE

This study analyzes the resilience of five major automotive OEMs; Toyota, GM, Honda, Volkswagen, and Tesla; across North America, Europe, and Asia. Using a longitudinal approach from 1945 to 2025, it evaluates recovery by comparing three periods: the pre-crisis baseline (T-1), the crisis peak (T0), and the adaptation phase (T+2). The research focuses on two core dimensions: 1) Operational Resilience: Structural production shifts. 2) Human Capital: The impact of employee tenure and adaptability on crisis survival.

OBJECTIVES

- To identify the specific methodologies used to survive crises.
- To identify and document the specific operational and strategic recovery methodologies.
- To define operational resilience within the automotive industry

RESEARCH METHODOLOGY

The study employs a multi-methodological approach that integrates financial data, theoretical modeling, and qualitative insights to analyze resilience trajectories. The primary tool is the T-1 to T+2 framework, which measures key variables like market share and debt-to-equity, Average Employee Tenure, Human Capital Investment, Inventory Turnover Ratio, Lead Time at three critical points: the pre-crisis baseline, the crisis peak, and the recovery state two years later.

DATA ANALYSIS & INTERPRETATION

True resilience is defined as a trajectory toward a competitive "new state" rather than a mere return to pre-crisis baselines. Data reveals a rebound effect in firms like Tesla and Toyota, where T+2 margins significantly exceeded T-1 levels; Tesla, for instance, moved from -3.1% to 16.8% via software-driven agility. Other firms demonstrated a stabilization effect, where structural overhauls; such as GM's reorganization and Volkswagen's EV pivot; successfully restored profitability. To mitigate supply chain disruptions, the industry has shifted toward operational buffering, prioritizing vertical integration and "Just-in-Case" inventory over traditional models.

CONCLUSION

The automotive industry's evolution confirms that resilience is a fundamental competitive advantage when capabilities are properly balanced against inherent vulnerabilities. As the sector transitions to electrification and digitalization, success depends on a holistic framework integrating human sustainability, technological agility, and geopolitical strategy. Ultimately, resilient firms treat every disruption as an action-forcing event to drive genuine strategic transformation.

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THE PARADOX OF SOCIAL MEDIA HYPER-CONNECTIVITY: HOW CONSTANT ONLINE ENGAGEMENT DRIVES SOCIAL ISOLATION IN GENERATION Z

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ABSTRACT

This study investigates the correlation between social media usage and perceived isolation in Generation Z. Utilizing a quantitative survey of 80–100 students, it examines how factors like FOMO and personality traits impact digital habits. Findings indicate that while fostering connectivity, excessive use often diminishes the quality of in-person relationships.

Keywords: Gen Z, Social Isolation, Hyper-connectivity, FOMO, Quantitative Survey.

INTRODUCTION

This study examines the relationship between frequent use of social media and feelings of loneliness in people between the ages of 18 and 25. The study aims to determine how online engagement impacts the quality of in-person relationships by looking at important variables like FOMO, personality traits like introversion and extroversion, and their effect on digital habits.

REVIEW OF LITERATURE

Recent literature highlights how digital hyper-connectivity paradoxically diminishes real-world interpersonal skills. Dr. Anil Kumar establishes a broad societal context by noting a significant decline in traditional face-to-face communication. This trend is further examined by Skinner (2025), who links ubiquitous smartphone usage directly to the degradation of college students' in-person communication abilities. Additionally, Giancola (2025) demonstrates that the Fear of Missing Out (FOMO) heavily drives this continuous social media engagement, negatively impacting students' psychological well-being.

RESEARCH GAP

Despite growing concerns, there is limited research examining the paradoxical effect of social media increasing social isolation specifically among Generation Z college students aged 18–25. Furthermore, existing literature fails to adequately analyze how personality traits, such as introversion and extroversion, and the Fear of Missing Out (FoMO) interact to drive this continuous online engagement and subsequent loneliness.

SCOPE

This quantitative study focuses on Generation Z college students (aged 18–25) to examine how frequent engagement on major social media platforms, such as Instagram and Snapchat, influences feelings of social isolation and loneliness by surveying them.

OBJECTIVES

- To examine the relationship between social media usage frequency and perceived social isolation among Generation Z.

- To understand the role of personality traits (introversion and extroversion) in social media usage.
- To analyze the impact of Fear of Missing Out (FoMO) on continuous social media engagement.
- To study how constant online engagement affects attention span and face-to-face communication.

RESEARCH METHODOLOGY

This study utilizes a descriptive and correlational research design to analyze social media usage patterns and their connection to social isolation in Generation Z. Targeting college students aged 18–25, the research relies on convenience sampling to gather between 80 and 120 responses. Primary data will be collected through an online Google Forms questionnaire using Likert-scale items to measure internet engagement, time spent online, FoMO, and perceived loneliness.

DATA ANALYSIS & INTREPRETATION

Platform Dominance: Instagram is the most popular platform, used by 75% of respondents, followed by Reddit (25%). Personality Distribution: Ambiverts represent the largest group (43%), followed by somewhat extroverted (23%) and somewhat introverted (20%) individuals. Usage vs. Well-being: High social media usage (over 5 hours daily) correlates with significantly higher loneliness scores (3.82/5) compared to moderate usage (1-2 hours). Psychological Impact: Moderate usage (1-2 hours) appears to be a "sweet spot," showing the lowest average levels of FOMO and anxiety when disconnected. Overall Trend: There is a clear upward trajectory in psychological distress including loneliness, FOMO, and anxiety as daily screen time increases beyond two hours.

CONCLUSION

The study confirms that constant social media engagement among Generation Z paradoxically drives social isolation, with daily usage exceeding two hours leading to a marked increase in loneliness, anxiety, and the Fear of Missing Out (FOMO). However, a psychological "sweet spot" exists for individuals who limit their usage to one to two hours daily, demonstrating the lowest levels of digital distress and psychological strain.

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MEME MARKETING AND CULTURAL CAPITAL: EXAMINING BRAND ENGAGEMENT IN APPAREL BRANDS

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ABSTRACT

In this study regarding the function of meme marketing in the development of cultural capital and the enhancement of brand equity for Gen Z and Millennials within the apparel industry, a quantitative methodology was used to collect responses from 101 individuals via an online survey. Overall, the results of the study illustrate that meme marketing increases brand relatability to their target audiences, raises awareness of brands, and drives digital engagement with brands, to the extent that many people visit a brand's website after seeing or interacting with their meme advertisement.

Keywords: Meme Marketing, Apparel Brands, Cultural Capital, Consumer Engagement, Brand Equity.

INTRODUCTION

This study investigates the role of meme marketing in fashion brands' social media strategies, especially targeting Gen Z and Millennials. By leveraging memes as a shared digital language, brands enhance their cultural relevance and build cultural capital, fostering stronger, more authentic connections with their audiences. The research highlights how meme marketing drives engagement and cultivates genuine brand relationships, extending beyond conventional advertising methods.

REVIEW OF LITERATURE

Tala Almaghrabi (2023) demonstrated that internet memes serve as cultural tools and opportunistic utilization results in negative reactions, genuine brand interaction increases acceptance; Razzaq, Muhammad Ali (2023) highlighted how narrative transmission and meme literacy influence marketing's emotional, social, and epistemic significance that affects engagement; R Raasib Ahmed (2025) found that influencer marketing increases brand visibility, trust, and loyalty, particularly when authenticity and brand alignment remain intact.

RESEARCH GAP

While digital marketing is well-studied, there remains a clear gap in academic literature when it comes to meme marketing in the context of cultural capital building. Most research sticks to basic ads or influencers, overlooking how a good joke can create long-term status for a clothing brand. Existing studies rarely investigate cultural capital as a mediating variable between meme marketing and brand engagement.

SCOPE

This research explores how the fashion world uses memes and viral culture to connect with consumers in urban India. Our primary focus is on the 15-34 age bracket; Gen Z and younger Millennials, who drive both internet trends and clothing sales. By sticking strictly to digital content and ignoring traditional offline or B2B ads, the study highlights how memes have become a primary tool for brand engagement in the modern market.

OBJECTIVES

- To analyse how meme marketing contributes to the creation and enhancement of cultural capital for apparel brands.
- To study consumer perception of meme-based marketing content used by apparel brands.
- To understand the cultural relevance in mediating the relationship between meme marketing and brand engagement.

RESEARCH METHODOLOGY

The study examines how meme marketing in apparel brands influences cultural capital and brand engagement. It follows a quantitative descriptive research approach. Primary data was collected through online surveys targeting Gen Z and millennials and secondary data includes articles for theoretical support. Convenience sampling was used, and 101 responses were collected through google form survey. The questionnaire included demographic questions and questions related to the research.

DATA ANALYSIS & INTERPRETATION

The demographic surveyed is mostly male, 72.3%, and ranges in age from 15 to 24, 67.3%. They also tend to be active on Instagram, 91.1%. Meme marketing has a strong presence, with 49.5% frequently being exposed to brand memes. This is also the most effective at gaining people's attention, with 32.7% finding them humanizing, making them appear more relevant than corporate. This form of marketing is particularly effective at generating brand awareness and traffic to a brand's digital presence, with 60.4% visiting a brand's site after being exposed to a meme. Although an effective form of engagement, conversion to sales is a gradual process, with 74.2% "definitely" or "maybe" considering a sale.

CONCLUSION

The data indicates that meme marketing is an effective top-of-funnel strategy for clothing brands targeting Gen Z and younger Millennials in India. It makes brands more relatable and culturally relevant, helping bridge passive scrolling and active shopping, as reflected in increased website visits (60.4%). To maximize effectiveness, brands should focus on Instagram, use local cultural references, and prioritize relatability over direct selling.

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WHEN ALGORITHMS INVEST FOR US- THE INFLUENCE OF AI DRIVEN PERSONALISATION ON YOUNG INDIANS INVESTMENT BEHAVIOUR

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ABSTRACT

The aim of this study is to examine the influence of AI driven personalization on the investment behaviour of young investors in India. The study will be based on the young investors in India between the age group of 18 to 28 years and will examine the influence of algorithmic recommendations and alerts on the investment behaviour of young investors in India while taking into consideration the aspect of financial literacy as well. The study will be based on the quantitative research methodology in which the required data will be collected through a structured questionnaire and analysed using statistical tools such as Excel and SPSS. The study aims at concluding that the AI driven personalisation has a significant influence on the investment behaviour of young investors in India while considering the aspect of financial literacy as well.

Keywords: AI, FinTech, Investment Behaviour, Financial Literacy, Young Investors

INTRODUCTION

AI has been increasingly used by digital investment platforms to provide users with advisory services, personalisation, and notifications to aid their investment decisions. Young Indians, belonging to the age group of 18- 28, are a significant segment of users of digital investment platforms due to their high level of technology adoption and growing interest in investing. While AI has the potential to make financial services more accessible to the users, there are considerable concerns about the influence of algorithmic personalisation on the level of risk taking and the initiation of investments. In the context of developing nations like India, the adoption of digital investment platform has recorded a rapid rise, it is important to understand the relationship between the two.

REVIEW OF LITERATURE

The impact of financial knowledge, risk tolerance, and social aspects has been considered to be substantial in investment behaviour, according to earlier behavioural finance studies. The recent literature on algorithmic decision-making has seen a significant impact of recommendation on preference formation, cognitive load reduction and herding effect. However, in the context of Indian market, there are fewer empirical studies that have considered the impact of AI-driven personalization on behavioural finance models.

RESEARCH GAP

The literature has focused on the role of demographic/psychological factors on investment. The emphasis on the role of AI-driven personalization systems on investment initiation and risk-taking behaviour has been relatively less. In the context of emerging markets like India, the role of AI driven personalisation systems on the investment initiation and risk-taking behaviour of young investors has received scant attention.

SCOPE

The current study aims to focus on the impact of AI driven personalisation feature on investment initiations among young Indians. The study aims to cover the population of young individuals between the ages of 18-28 years who use digital investment platforms like stock trading applications or mutual fund applications.

OBJECTIVES

- To examine the relationship between exposure to AI driven personalization features and investment initiation among young Indians.
- To analyse the effect of AI-driven personalization on risk-taking behaviour in investing.
- To study whether financial literacy moderates the relationship between AI-driven personalization and investment behaviour.

RESEARCH METHODOLOGY

The research to be done through structured online questionnaire to collect primary data, which falls into the quantitative research methodology. The proposed research aims to cover 300 Indian citizens of age group of 18-28 years, investing through any app. The students and young working professionals in Tier 1-3 cities would participate in the online questionnaire. Demographic information, the use of fintech platforms, the use of AI-driven personalization features, investments, risk-taker level, financial literacy, etc., would be collected through the online questionnaire.

DATA ANALYSIS & INTERPRETATION

Through analysis it can be concluded that the respondents utilize digital investment platforms significantly, with many having been exposed to AI-driven recommendations and alerts, and a moderate number of respondents were influenced by the features in their investment decisions. The Cronbach's Alpha was found to be 0.26 which indicates low internal consistency, which means that the variables do not create a unified construct; rather, the respondents perceive different AI features.

CONCLUSION

The conclusion from the study is that, AI assisted personalization has a moderate impact on the investment behaviour. Though there is a high-level usage of digital platforms, AI assisted decisions play a supplementary role. The effectiveness of these facilities is subject to the level of financial literacy; therefore, financial literacy is a significant factor in making balanced investment decisions.

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UNDERSTANDING CUSTOMER PERCEPTION: EXPLORING THE ROLE OF ARTIFICIAL INTELLIGENCE IN PERSONALIZED SERVICES IN Q-COMMERCE PLATFORMS

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ABSTRACT

India's quick commerce platforms — Blinkit, Zepto, and Swiggy Instamart — now deliver groceries in under 30 minutes. This paper asks a simple question: do Indian urban consumers actually notice AI-driven personalization on these apps, and does it change what they buy? We surveyed 112 respondents aged 18–45 using a structured questionnaire. Around 65–70% noticed personalized recommendations, roughly 55% said they buy suggested products at least sometimes, and about 60% felt AI improved their shopping experience. Trust was moderate and data-sharing comfort was split — patterns consistent with early-stage technology adoption in the Indian market.

Keywords: Q-commerce, AI personalization, customer satisfaction, purchase decisions, quick delivery

INTRODUCTION

India's Q-commerce sector has grown quickly. Blinkit, Zepto, and Swiggy Instamart together handle thousands of daily orders across Tier-1 and Tier-2 cities. The market stood at $3.65 billion in 2026 and is projected to reach $6.64 billion by 2031 (CAGR: 12.74%). Speed gets the headlines — but behind every 15-minute delivery is a system predicting what a customer wants before they open the app. This study looks at whether Indian consumers notice this personalization, what they think of it, and whether it actually shapes their purchases.

REVIEW OF LITERATURE

Verma and Sharma (2021) found that ML-based recommendation engines improved retention and conversions in e-commerce — but their work did not cover hyperlocal or time-sensitive demand. Rao (2022) showed ML outperforms statistical models for inventory forecasting, without accounting for India's gig workforce or traffic conditions. Gupta and Bhatia (2023) documented 40% throughput gains from warehouse automation in Indian fulfilment centres, with no analysis of small Q-commerce hubs. Across all of this, customer-facing AI personalization in the Indian Q-commerce context is consistently absent.

RESEARCH GAP

The existing literature covers demand forecasting, route optimization, and warehouse automation fairly well. What it misses is how urban Indian consumers experience AI-driven personalization on platforms where delivery windows are minutes long and purchase decisions are often impulsive. This study addresses that directly.

SCOPE

The study covers urban users aged 18–45 who regularly use at least one Q-commerce platform (Blinkit, Zepto, Swiggy Instamart, or BigBasket). It does not extend to the technical design of recommendation algorithms.

OBJECTIVES

- (i) Analyze the impact of AI personalization on customer satisfaction and shopping experience.
- (ii) Examine how AI-driven recommendations influence purchase decisions.
- (iii) Study customer perception of AI-based personalized services in Q-commerce.

RESEARCH METHODOLOGY

The study uses a descriptive and exploratory design. Primary data were collected via a structured Google Forms questionnaire circulated among regular Q-commerce users. The final sample was 112 respondents (convenience sampling), all urban residents aged 18–45 on at least one app. The questionnaire covered demographics, awareness of AI recommendations, satisfaction on a 5-point Likert scale, purchase influence, and general AI opinions. Data were analyzed in MS Excel using percentage analysis, mean Likert scores, and graphical distributions.

DATA ANALYSIS AND INTERPRETATION

The sample skewed young: 60–70% were aged 18–25, with students making up over 50% and working professionals 30–40%. Male respondents were roughly 55–60% of the sample — a profile that closely mirrors actual Q-commerce users in India. Zepto was the most-used platform (68.8%), followed by Blinkit (60.2%), Swiggy Instamart (31.2%), and BigBasket (17.2%). About 18–20% of respondents use Q-commerce apps daily, 35–40% weekly. A clear majority — 65–70% — said they notice personalized recommendations. When asked how often they buy suggested products, 15% said very often, 40% sometimes, 30% rarely, and 10% never: roughly 55% buy recommendations at least sometimes. About 60% agreed that recommendations help discover new products. Trust was moderate: ~50% said they trust AI recommendations.

CONCLUSION

Most respondents notice AI personalization, find it useful, and buy recommended products at least occasionally. Satisfaction sits around 55% and forward-looking optimism around 60–65%. These are reasonable numbers for a technology that has been in use only a few years in India. The gaps are real too. Trust is moderate. A quarter of users are uncomfortable sharing data. The match between algorithm and actual preference is still imperfect — about 25% of respondents were neutral on whether recommendations reflect what they want. Platforms have room to close that gap.

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ADOPTION OF AGENTIC AI AND ITS IMPACT ON STRATEGIC MANAGERIAL DECISION-MAKING IN INDIA

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ABSTRACT

This study explores how Agentic AI's transition from a passive tool to an autonomous agent impacts Indian corporate strategy. Using a mixed-methods approach and SEM analysis, the research finds that while AI boosts decision speed in Fintech and IT, it forces a reconfiguration of executive accountability. The resulting framework helps Indian firms align autonomous agents with strategic goals to maintain a global competitive advantage.

Keywords: Agentic AI, Strategic Decision-Making, India, Digital Transformation, Agency Theory.

INTRODUCTION

Agentic AI marks a shift from decision-support tools to autonomous agents that perceive, learn, and act on behalf of organizations. In India, this evolution is spearheaded by various metropolitan IT, Fintech, and Healthcare sectors to drive performance and innovation. By integrating these systems into strategic workflows like risk modelling, firms are redefining traditional managerial roles, necessitating new investigations into augmented capabilities and the resulting governance challenges.

REVIEW OF LITERATURE

Academic discourse has evolved from simple automation to autonomous agency, with research by Shahzaib et al. (2025) highlighting improved decision quality and reduced information asymmetry. This shift necessitates an extension of Agency Theory, as scholars like Humberd and Latham (2025) argue that autonomous AI must be managed as a formal "firm agent" requiring new oversight and incentive alignment. Practically, Indian IT and startups—particularly in Bangalore's Fintech and Healthcare sectors—are already leveraging these agents to drive significant performance gains and entrepreneurial innovation.

RESEARCH GAP

Despite extensive global AI literature, India-specific research lacks empirical evidence on how Agentic AI impacts decision rights and real-time strategic pivots. Current studies focus on technical implementation rather than the managerial consequences and governance frameworks unique to Indian organizational culture. This research addresses these gaps by analyzing how autonomous systems reshape strategic management and accountability within Indian firms.

SCOPE

The research focuses on Indian sectors with high digital maturity: IT, Fintech, Healthcare, Retail, and Manufacturing. The study analyses organizations from startups to large enterprises across India. Strategic processes investigated include sensing, strategy formulation, and real-time operational adjustments enabled by agentic systems.

OBJECTIVES

- Assess how Agentic AI adoption alters managerial decision rights and accountability in Indian organizations.
- Quantify Agentic AI's impact on strategic decision quality, speed, and agility.
- Evaluate governance and alignment mechanisms used by Indian firms for autonomous agents.
- Compare adoption patterns and strategic outcomes across different firm sizes in India.

RESEARCH METHODOLOGY

This research adopts a mixed-methods approach, combining a quantitative survey of Indian management students and professionals with secondary analysis of firm disclosures and industry reports. Stratified sampling ensures diverse industry representation, measuring AI exposure, decision-making impact, and governance. Data analysis utilizes Structural Equation Modelling (SEM) and regression to test theoretical relationships, while open-ended qualitative responses undergo thematic analysis to triangulate findings on AI integration trends.

DATA ANALYSIS & INTERPRETATION

Research shows a significant generational gap in AI adoption, with 85% of young professionals using AI daily compared to only occasional use by students. While 68% of respondents understand basic AI, only 42% comprehend "Agentic" autonomous systems, despite high confidence in their ability to improve trend identification (95%), accuracy (92%), and speed (88%). This shift toward autonomy is reflected in projected market growth from $5.4B to $50B by 2030, with sectors like Fintech, Healthcare, and Manufacturing moving from simple automation to independent "Clinical" and "Supply Chain" agents. Statistical analysis identifies Perceived Utility ($P = 0.003$) as the primary driver of positive sentiment, though a strong correlation ($r = 0.59$) exists between trusting AI accuracy and its strategic insights. Despite these benefits, adoption is hindered by major concerns regarding data privacy (44%) and the perceived lack of human intuition (43%).

CONCLUSION

Agentic AI has evolved from a concept into a core strategic tool, enhancing efficiency and accuracy while shifting managers from active executors to supervisors of AI output. In India, Fintech and IT sectors lead this adoption for real-time risk management and strategic planning. However, as these systems redefine organizational structures, companies must establish urgent governance and ethical frameworks to manage accountability and remain competitive.

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MERGERS AND ACQUISITIONS IN EMERGING MARKETS: TRENDS, DRIVERS, AND PERFORMANCE IMPLICATIONS

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ABSTRACT

Mergers and acquisitions (M&A) have become a pivotal strategy for corporate growth in emerging economies, enabling faster expansion, resource access, cost savings, and diversification. This study aims to assess value creation and risk factors in M&A deals, analyse post-merger financial and operational performance, and compare the effectiveness of domestic versus cross-border transactions. A descriptive and analytical research design is adopted, drawing on secondary data from peer-reviewed journals and reputed business publications, using trend analysis, comparative analysis, and content synthesis. Findings reveal significant uncertainty in value creation across both deal types, with technology, pharmaceuticals, and financial services dominating activity. Cross-border M&A offers broader market access while domestic transactions yield more stable integration outcomes. Acquirer experience, strategic alignment, and cultural proximity emerge as consistent determinants of sustainable merger success.

Keywords: Mergers & Acquisitions, emerging markets, value creation, post-merger performance, cross-border M&A, domestic M&A.

INTRODUCTION

The globalization of capital markets has made M&A one of the most consequential modes of international market entry and expansion. Emerging markets have witnessed a dramatic surge in both inbound and outbound M&A activity, driven by liberalized FDI policies, rapid economic growth, and the strategic ambitions of domestic conglomerates. While M&A transactions offer faster growth, superior resources, cost synergies, and diversification, research consistently shows that a significant proportion fail to deliver promised value. Empirical literature on M&A outcomes in emerging market contexts remains fragmented and inconclusive, underscoring the need for a structured investigation.

REVIEW OF LITERATURE

Shimizu et al. (2004) provided foundational theoretical grounding for cross-border M&A research, arguing that knowledge transfer barriers, institutional distance, and organisational complexity are primary impediments to realising synergies in international transactions. Their work established that acquirer learning, and prior international experience are crucial moderators of deal performance. Kohli and Mann (2012), examining the Indian context specifically, found that acquiring firms experience short-term negative abnormal returns around deal announcements, a pattern consistent with the 'winner's curse' hypothesis, wherein competitive bidding leads acquirers to overpay relative to the target's intrinsic value.

Their study highlighted the importance of deal pricing discipline and due diligence rigour in emerging market acquisitions. Kogut and Singh (1988) demonstrated that cultural distance — the degree of difference in national cultural values between acquirer and target home countries — significantly influences both the choice of entry mode and the likelihood of successful post-merger integration, with greater cultural distance associated with higher integration costs and lower performance outcomes.

RESEARCH GAP

Despite a growing body of M&A research, three critical gaps persist. First, the question of value creation uncertainty remains inadequately resolved — existing studies offer conflicting evidence on whether M&A transactions genuinely create or destroy shareholder value, particularly in emerging markets where institutional environments are more volatile. Second, there is a limited focus on long-term post-merger operational performance, with most studies concentrating on short-term announcement-period stock returns rather than sustained financial and operational outcomes. Third, the comparative question of whether domestic M&A outperforms cross-border transactions in terms of integration success and value creation within emerging market settings remains insufficiently explored. This study directly addresses all three gaps.

SCOPE

This study covers M&A transactions involving firms operating in emerging markets, with data drawn from peer-reviewed academic journals and reputed business publications. The scope encompasses both domestic and cross-border deals, with a focus on publicly listed entities to ensure the availability of verifiable financial and operational performance data for analysis.

OBJECTIVES

The study aims to:

- assess value creation and risk factors in M&A deals across emerging markets
- analyse post-merger financial and operational performance
- compare the effectiveness of domestic versus cross-border M&A to identify success factors for sustainable merger outcomes.

RESEARCH METHODOLOGY

The study adopts a descriptive and analytical research design relying on secondary data from peer-reviewed journal articles, historical newspapers, and reputed business publications including the Financial Times, The Business Journal, and The Middle Market. The methodology combines trend analysis to map M&A patterns across emerging markets, comparative analysis to evaluate domestic versus cross-border performance, and content synthesis to identify key success and risk determinants.

DATA ANALYSIS & INTERPRETATION

Analysis of secondary data reveals a consistent upward trend in M&A activity across emerging markets, with notable acceleration during periods of strong GDP growth and post-pandemic digital investment. Technology, pharmaceuticals, and financial services consistently dominate deal volumes, reflecting the strategic priorities of both domestic consolidators and foreign acquirers seeking growth in high-potential sectors. Comparative analysis indicates that while cross-border M&A offers acquirers access to new markets, proprietary technologies, and global talent pools, domestic transactions tend to demonstrate more stable post-merger integration outcomes owing to lower institutional and cultural distance. Value creation remains uncertain across both transaction types, with acquirer experience, pre-deal due diligence quality, and post-merger integration planning identified as the most consistent differentiators between successful and unsuccessful deals.

CONCLUSION

This study underscores the growing strategic importance of M&A activity in emerging markets while reinforcing that increased deal volume does not inherently translate into value creation. The evidence drawn from literature and secondary data synthesis suggests that success in M&A is highly contingent on acquirer experience, cultural and institutional proximity between merging entities, and the quality of post-merger integration planning and execution. Domestic transactions, while offering fewer growth opportunities compared to cross-border deals, tend to deliver more predictable integration outcomes.

These findings carry meaningful implications for corporate managers tasked with designing M&A strategies, as well as for policymakers in emerging economies seeking to attract productive foreign investment and foster sustainable corporate growth through well-regulated M&A frameworks.

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OPERATIONAL STRESS, SERVICE QUALITY DRIFT, AND REVENUE LEAKAGE IN HIGH-VELOCITY SERVICE SYSTEMS

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ABSTRACT

This study investigates how employee stress leads to procedural mistakes, lower service quality, and eventually, financial loss in fast-paced industries. Among 187 frontline employees surveyed across 20+ service sectors, 75% report heavy workload pressure, 81% take shortcuts to meet deadlines, 78% make errors requiring rework, and 62% receive customer complaints. These findings clearly demonstrate a strong causal chain linking stress to quality drift and financial losses. Managers should implement workload balancing, process simplification, and quality checkpoints to prevent revenue leakage.

Keywords: operational stress, service quality drift, revenue leakage, high-velocity services, employee workload

INTRODUCTION

High-velocity service sectors like IT, banking, healthcare, and logistics process massive transaction volumes under intense time pressure. This creates operational stress on frontline employees, who often resort to shortcuts that erode service quality standards. These quality lapses lead to costly errors and revenue leakage for organizations. This study uses survey data from 187 Indian service employees to examine this critical stress-quality-revenue chain.

REVIEW OF LITERATURE

Numerous studies have examined the effects of operational pressure on service performance, which indicate a cause-and-effect relationship between operational pressure and service performance. Studies show that work pressure impacts service quality. When employees face heavy workloads and tight deadlines, they take shortcuts that lower service standards. Revenue research confirms these errors and inefficiencies cause significant financial losses.

RESEARCH GAP

Though previous studies have examined operational pressure, service quality, and revenue loss in service industries, most research has analysed these concepts independently. Limited research has explored the integrated relationship between operational stress, service quality drift, and revenue leakage, particularly in high-velocity service environments.

SCOPE

This study examines correlations between operational stress, service quality drift, and revenue leakage among 187 frontline employees from 20+ high-velocity service sectors in India. Using a one-time survey focusing on workload pressure, process inefficiencies, and service errors, it employs primary data and secondary literature. The scope is limited to operational-level analysis, excluding strategic or macroeconomic factors.

OBJECTIVES

- To examine how operational stress affects service quality and revenue leakage in high-velocity systems.
- To assess stress levels and sources among frontline employees.
- To identify key indicators and causes of stress leading to service quality drift.
- To investigate revenue leakage caused by stress and quality drift.
- To recommend managerial practices to reduce stress, control quality drift, and minimise revenue leakage.

RESEARCH METHODOLOGY

This study employed a quantitative and descriptive research design. Valid data from 187 employees in fast-paced service industries were gathered through a structured questionnaire. The sampling method implemented was convenience sampling. The questionnaire assessed work pressure, time constraints, and service errors using a Likert scale. The study employed descriptive statistics like frequency and percentage distributions.

DATA ANALYSIS AND INTERPRETATION

The study surveyed working professionals working in fast-paced industries, and our analysis reveals that 75% of employees work under heavy workload and time pressure, often requiring overtime. This leads 76% to lose attention to detail, 81% to rush through shortcuts to meet deadlines, and 83% to end their day mentally exhausted. These pressures result in 78% making errors that require costly rework and corrections. Ultimately, poor service quality causes customer dissatisfaction, with 62% of employees receiving complaints for the same.

CONCLUSION

Findings confirm that factors such as operational stress, which are workload, time pressure, and mental tiredness, significantly impact service quality. Higher stress leads to less attention to detail, more errors, and frequent rework, resulting in customer complaints and revenue loss through refunds. Therefore, it is important to control the employee's workload & stress for the reasons of improving service efficacy and reducing financial losses.

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IMPACT OF SOCIAL MEDIA INFLUENCERS ON BUYING DECISIONS OF STUDENTS

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ABSTRACT

Social media has become an integral part of students' daily lives, influencing their opinions, preferences, and purchasing behaviour. Social media influencers, through platforms such as Instagram, YouTube, and other digital channels, play a significant role in shaping consumer attitudes and purchase intentions. Influencers often promote products through engaging content, reviews, and personal recommendations, which can strongly affect the buying decisions of young consumers.

This study aims to examine the impact of social media influencers on the buying behaviour of students. It focuses on factors such as influencer credibility, trust, content quality, and frequency of exposure. The research seeks to understand how these elements influence students' perception of brands and their purchase intentions. The findings of this study will provide insights into the effectiveness of influencer marketing strategies among student consumers.

Keywords: Social Media Influencers, Buying Behaviour, Students, Influencer Marketing, Purchase Intention

INTRODUCTION

With the rapid development of digital technology, social media platforms have transformed the way consumers interact with brands. Platforms such as Instagram, YouTube, Snapchat, and TikTok have created new opportunities for marketers to reach their target audience through influencer marketing. Social media influencers are individuals who have built a strong online presence and credibility among their followers. Their opinions, reviews, and recommendations often influence the purchasing behaviour of their audience. Students represent a major segment of social media users. They spend a considerable amount of time on digital platforms, where they are exposed to influencer content promoting various products such as fashion, gadgets, cosmetics, and lifestyle products. Due to the relatability and perceived authenticity of influencers, students often trust their recommendations more than traditional advertisements.

REVIEW OF LITERATURE

Previous studies have shown that social media influencers play a crucial role in shaping consumer attitudes and purchase intentions. Research indicates that influencer credibility, authenticity, and expertise significantly affect consumer trust and engagement. Studies on influencer marketing suggest that young consumers are more likely to trust recommendations from influencers who appear relatable and genuine. Content quality, storytelling, and product demonstrations also contribute to influencing purchase decisions. Additionally, the concept of parasocial relationships—where followers feel emotionally connected to influencers—has been identified as a key factor driving consumer engagement.

RESEARCH GAP

Limited research focusing specifically on the impact of social media influencers on students' buying behaviour. Lack of studies examining the combined role of influencer credibility, trust, and exposure frequency in shaping purchase intentions. Insufficient research analyzing how different types of influencer content influence student consumers.

SCOPE

The study focuses on students aged 18–25 who actively use social media platforms. It examines how influencers on platforms such as Instagram and YouTube affect students' purchase decisions. The research will help marketers understand the effectiveness of influencer marketing strategies among student consumers.

OBJECTIVES

- To analyze the impact of social media influencers on students' buying decisions.
- To identify the types of products most influenced by social media promotions.
- To examine the role of trust and credibility of influencers in influencing purchase intentions.

RESEARCH METHODOLOGY

The research adopts a quantitative research approach using both primary and secondary sources of data. Primary data will be collected through a structured questionnaire distributed through Google Forms among approximately 100–150 college students aged between 18 and 25 years who actively use social media platforms and follow at least one influencer. The collected data will be analyzed using descriptive statistical techniques such as percentage analysis, mean, and graphical representation (charts and graphs). This methodology will help identify patterns and relationships between influencer marketing and students' buying decisions.

DATA ANALYSIS AND INTERPRETATION

The analysis of primary data shows that most students actively use social media and follow influencers, leading to high exposure to promotional content. A significant number of respondents have made purchases based on influencer recommendations, indicating a strong impact on buying behaviour. Factors such as credibility, authenticity, and content quality play a key role in influencing decisions, while excessive promotions may reduce trust. Overall, influencer marketing is effective among students, especially when it is genuine and engaging.

CONCLUSION

Based on the analysis of the primary data collected, it can be concluded that social media influencers have a significant impact on the buying decisions of students. The responses indicate that factors such as influencer credibility, relatability, and the quality of content play a crucial role in shaping students' perceptions and purchase intentions. A majority of students tend to trust recommendations from influencers they follow, especially when the content appears authentic and engaging. However, the findings also suggest that excessive promotional content may reduce trust and lead to skepticism among some respondents. Overall, influencer marketing proves to be an effective strategy in influencing student consumers, particularly when influencers maintain transparency and authenticity in their endorsements

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IMPACT OF ETHICAL BRANDING ON PURCHASE DECISIONS IN FAST FASHION

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ABSTRACT

In the context of ethical branding in fast fashion, ethical branding through sustainability initiatives and CSR communication can positively influence consumer trust, brand perception, and purchase intention. However, its effectiveness is constrained by factors such as price sensitivity, dependence on simple cues, and scepticism towards greenwashing. The study reveals that while consumers appreciate ethical practices, affordability and style often take precedence, leading to an ethical consumption gap. Overall, ethical branding is most effective when it is authentic, clearly communicated, and reasonably priced.

Keywords: Fast fashion, Ethical branding, Sustainability, CSR, Purchase intention.

INTRODUCTION

The apparel market has been transformed because of trendy and affordable clothing offered by fast fashion industry but has raised serious ethical concerns related to labour practices, sustainability, environment. Although brands are adopting ethical branding strategies, consumers still prioritize price and style, leading to an attitude behaviour gap. This study examines how ethical branding influences consumer purchase decisions.

REVIEW OF LITERATURE

Ethical branding in fast fashion tends to increase purchase intention, but effects are constrained by price, values, and consumer scepticism. Many consumers state sustainability matters but still prioritize style, trend and price at the moment of purchase (A., 2025; Bläse et al., 2023; McNeill & Moore, 2015). Women and "sacrifice" or valuedriven segments respond more to sustainability, while hedonic/FOMOdriven segments are less swayed by ethical cues (McNeill & Moore, 2015; Bläse et al., 2023; Hageman et al., 2023).

RESEARCH GAP

Existing studies highlights the importance of ethical branding and sustainability, but there is limited research on the direct impact on consumer purchase decisions in fast fashion sector in Indian context. Additionally, factors like price sensitivity, brand transparency remains unexplored in influencing behaviour. This study aims to analyse how these factors affect the effectiveness of ethical branding

SCOPE

This study examines the impact of ethical branding on purchase decisions in the fast fashion industry, based on responses from around 140 young consumers. It focuses on awareness, perception, and the role of ethical factors in buying behaviours, while considering influences like price and style. The study is limited to fast fashion and the selected sample, and its findings reflect current trends within this group.

OBJECTIVES

- To examine the impact of ethical branding on consumer purchase decision in fast fashion industry
- To analyse the level of consumer awareness regarding ethical practices in fast fashion brands

- To identify the key factors influencing purchase decisions, such as price, trust, and transparency

RESEARCH METHODOLOGY

This study uses a quantitative research design to examine the impact of ethical branding on consumer purchase decisions in fast fashion. Data was collected from 139 respondents aged 18–45 through a structured questionnaire covering awareness, trust, price sensitivity, and purchase behaviour. The study highlights the attitude–behaviour gap, where consumers value sustainability but still prioritize price and trends and is supported by secondary research.

DATA ANALYSIS & INTERPRETATION

The primary data from 139 respondents shows that most are young consumers, with a balanced gender mix and a majority being students. Fast fashion purchases are generally occasional to monthly, with both online and offline channels preferred. Awareness of ethical fashion is relatively high (~72%), mainly driven by social media. Most respondents expect brands to adopt ethical practices such as sustainability and transparency. While over half have checked brand ethics before purchasing, actual buying decisions are still largely influenced by price and style, highlighting a gap between awareness and behaviour. Although willingness to switch to ethical brands and pay a premium exists, it is conditional. Overall, ethical branding positively shapes consumer attitudes, but its impact on final purchase decisions remains moderated by price sensitivity and fashion preferences.

CONCLUSION

Ethical branding positively influences consumer awareness and perception in fast fashion. However, purchase decisions are still largely driven by price and style, creating an attitude–behaviour gap. Its impact is stronger when practices are authentic and affordable, and it is likely to become more important in the future.

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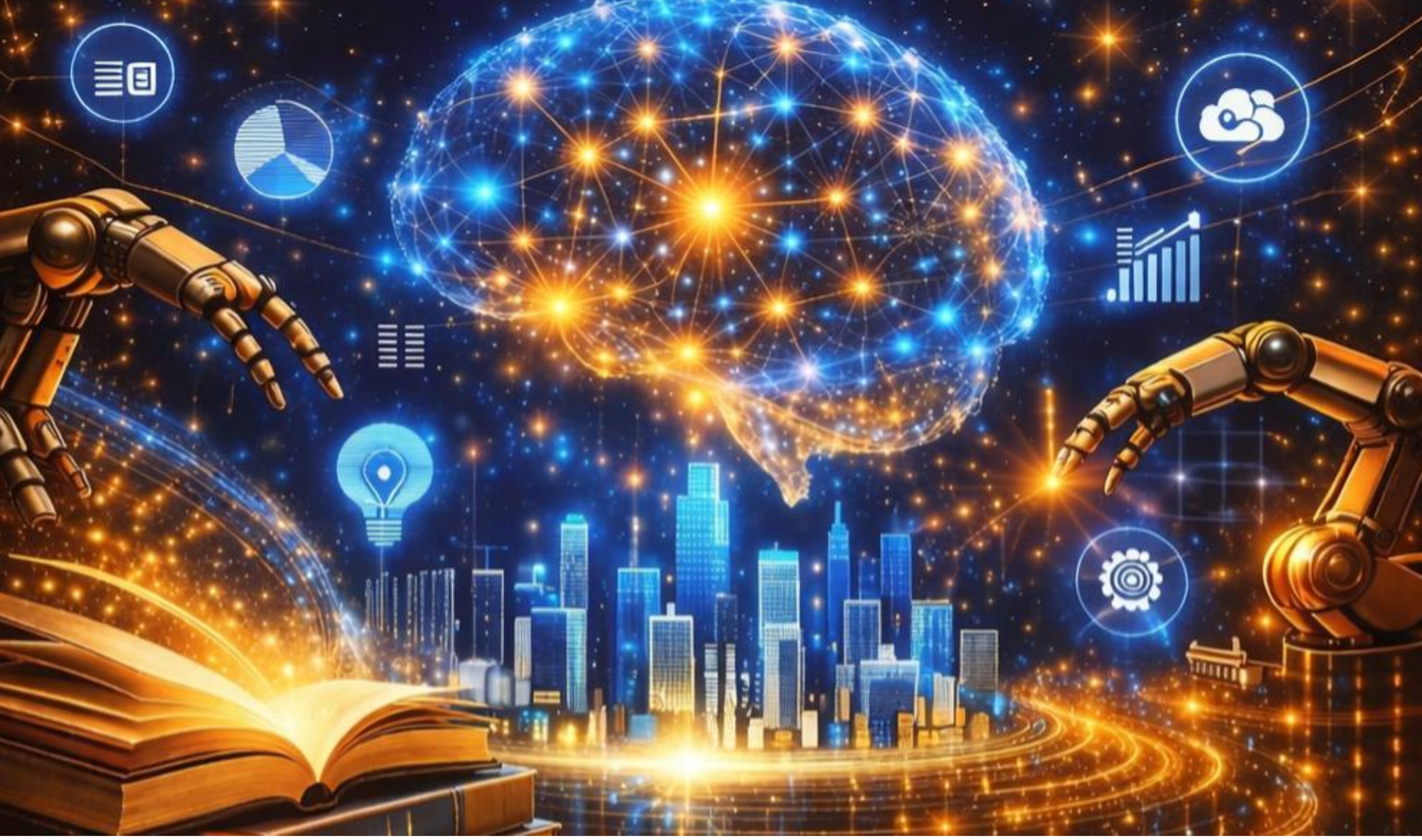

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