

A Study on Awareness of Metaverse in E – Commerce Sector among Gen – Z with reference to Chennai City

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Abstract

Metaverse in e-commerce means creating immersive, 3D virtual shopping worlds where users, via avatars, experience products through VR/AR, interact socially, and make purchases using digital currencies, blending physical and digital retail for personalized, engaging experiences beyond traditional online stores. Particularly, the Generation Z has changed the purchasing pattern of every customer. This study is mainly focuses on the awareness of Metaverse in E – Commerce sector and the Gen Z's perceived attitude towards the adoption.

Introduction

India is moving rapidly towards digital innovation, and Gen Z is the generation experiencing this transformation most closely. The technological transformation in India for the past two and half decades has shaped the India's technological Infrastructure. Particularly, the Generation Z has changed the purchasing pattern of every customer. This generation is known for being the first digital native, grown up with smartphones and the internet from birth, shaping future work and retail with demands for purpose, authenticity, tech integration, and diversity. This Generation is actively adopting new technologies such as e-commerce, e-banking, e-marketing, e-books, AI, AR, and VR as quickly it reaches the market. In this context, the next major development in the e-commerce sector is the integration of the Metaverse.

Definition of Metaverse in E – Commerce

In e-commerce, the Metaverse creates virtual, 3D shopping spaces where people can use avatars to explore products, try them through AR/VR, interact with others, and even make purchases using digital payment systems. This blends physical and digital shopping to offer a more engaging, immersive experience compared to traditional online stores.

Review of Literature

- **Sharma Aayushi (2024)** conducted a **diachronic study examining the representation of the Metaverse** across select creative works in literature, cinema, film, television, and web series. The study highlights the evolution of the Metaverse concept over time and its reflection of changing technological and cultural contexts. It emphasizes how different narrative mediums shape audience perceptions of virtual reality and immersive experiences. The research also discusses the cultural, social, and psychological implications of the Metaverse in contemporary storytelling. Overall, the study contributes to a broader understanding of technology's role in shaping narratives and human experiences in virtual environments.
- **Pandey, Devansh (2025)** examined **the role of neuro-symbolic AI in predicting and moderating consumer behavior related to embodiment-induced incivility in metaverse gaming environments**. The study found that AI-based behavioral prediction can effectively mitigate physical and social presence-based threats, thereby improving user retention. The research highlights AI's potential to anticipate misuse of avatar affordances and enable preemptive moderation. Additionally, the study emphasizes that transparency in AI-based moderation mechanisms enhances user trust and acceptance.

Objectives

- To explore the awareness of Metaverse among Gen – Z
- To assess the impact of integrating metaverse with E – Commerce
- To examine the benefits while integrating metaverse with E-Commerce

Research Methodology

The present research paper is based on explorative research. The Sample is collected from 43 respondents. Statistical tools such as T Test and correlation is used to analyse the data with the help of SPSS.

Sources of Data

- * Primary data is collected from 43 respondents through online forms.
- * Secondary data is collected from Website, Newspapers and Research articles.

Scope of the Study

This paper provides a brief overview on the integration of the Metaverse with E-Commerce sector.

Testing of Hypothesis

- **H₀₁:** There is no significant relationship between the level of awareness of Metaverse and overall satisfaction among Gen Z consumers.
- **H₁₁:** There is a significant relationship between the level of awareness of Metaverse and overall satisfaction among Gen Z consumers.

One-Sample Test						
	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
HOW SATISFIED ARE YOU WITH YOUR AWARENESS AND PERCEPTION OF METAVERSE-BASED E-COMMERCE?	19.282	42	.000	3.535	3.16	3.90

Inference

The analysis reveals that there is a significant relationship between the level of awareness and overall satisfaction among customers. The computed significance value (p-value) is 0.000, which is less than 0.05; hence, the null hypothesis is rejected and the alternative hypothesis is accepted. The results indicate a strong relationship between awareness of the Metaverse and overall customer satisfaction.

- **H₀₂:** There is no significant relationship between perceived benefits of Metaverse integration and satisfaction towards e-commerce shopping.
- **H₁₂:** There is a significant relationship between perceived benefits of Metaverse integration and satisfaction towards e-commerce shopping.

Correlations					
		PHYSICAL SHOPPING EXPERIENCE THROUGH VIRTUAL WORLD	GAMIFIED SHOPPING EXPERIENCE	QUICK DECISION MAKING	HOW SATISFIED ARE YOU WITH YOUR AWARENESS AND PERCEPTION OF METAVERSE-BASED E-COMMERCE ?
PHYSICAL SHOPPING EXPERIENCE THROUGH VIRTUAL WORLD	Pearson Correlation	1	.855**	.603**	-.026
	Sig. (2-tailed)		.000	.000	.868
	N	43	43	43	43
Gamified shopping experience	Pearson Correlation	.855**	1	.550**	.076
	Sig. (2-tailed)	.000		.000	.627
	N	43	43	43	43
QUICK DECISION MAKING	Pearson Correlation	.603**	.550**	1	-.090
	Sig. (2-tailed)	.000	.000		.567
	N	43	43	43	43

HOW SATISFIED ARE YOU WITH YOUR AWARENESS AND PERCEPTION OF METAVERSE-BASED E-COMMERCE ?	Pearson Correlation	-.026	.076	-.090	1
	Sig. (2-tailed)	.868	.627	.567	
	N	43	43	43	43
** . Correlation is significant at the 0.01 level (2-tailed).					

Inference

The analysis reveals that there is no significant relationship between the perceived benefits of Metaverse integration and overall satisfaction towards e-commerce shopping. The computed significance value (p-value) is 0.868, which is more than 0.05; hence, the null hypothesis is accepted. The results indicate no significant relationship between perceived benefits of Metaverse integration and overall satisfaction towards e-commerce shopping.

Interpretation of Results

- ❖ 69.77% of the respondents belonged to the age group of 19–23 years, while 30.23% were in the 13–18 years category, indicating that young Gen Z respondents dominated the study.
- ❖ 55% of the respondents were male 45% of respondents were female, which shows that male respondents are using more than female.
- ❖ A majority of respondents (79.1%) have an income of less than Rs. 1,00,000. Around 14% earn between Rs. 1,00,001 and Rs. 2,00,000, while very few respondents fall in the higher income brackets, with 2.3% earning Rs. 3,00,001–4,00,000 and 4.7% earning above Rs. 4,00,001. This shows that the sample is predominantly from the lower-income group.

- ❖ Out of the 43 respondents, 69.8% were students, while 30.2% were employed in the private sector. This indicates that the majority of the respondents were students, with students forming more than two-thirds of the sample.
- ❖ 100% of the respondents reported that they were aware of the term Metaverse in relation to e-commerce, indicating a high level of awareness among Gen Z consumers.
- ❖ The analysis indicates that 50% of the respondents used the Metaverse for painting, making it the most preferred context. This is followed by wall design and painting (36.7%) and dress and spectacles (33.3% each), showing moderate adoption in visualization-based applications. Home designing (23.3%) and furniture (20%) recorded lower usage, while grocery (10%) was the least preferred context.
- ❖ 60.5% of the respondents agreed that Metaverse-based e-commerce helps in cost saving, while 25.6% were neutral and 14% disagreed.
- ❖ 53.5% of the respondents felt that Metaverse reduces confusion during purchase decisions, whereas 32.6% expressed neutral opinions.
- ❖ 51.2% of the respondents agreed that virtual try-on enhances purchase confidence, while 32.6% remained neutral and 16.3% disagreed.
- ❖ 55.8% of the respondents agreed that Metaverse helps in reducing the return of goods, whereas 32.6% were neutral.
- ❖ 65.1% of the respondents agreed that social shopping with friends or avatars enhances the shopping experience, while 20.9% were neutral.
- ❖ 60.5% of the respondents agreed that Metaverse provides a physical shopping experience through a virtual world, while 23.3% were neutral.
- ❖ 46.6% of the respondents agreed that Metaverse helps in avoiding queuing, whereas 39.5% remained neutral.
- ❖ A strong 74.4% of the respondents agreed that Metaverse-based shopping saves time, making it a major adoption factor.
- ❖ 46.5% of the respondents agreed that Metaverse improves the overall shopping experience, while 39.5% expressed neutral opinions.
- ❖ 53.5% of the respondents agreed that Metaverse enables quick decision-making, whereas 25.6% were neutral.
- ❖ 60.5% of the respondents agreed that Metaverse enables customers to check product suitability before buying, while 23.3% were neutral.

- ❖ 60.5% of the respondents agreed that Metaverse helps in customizing products, whereas 20.9% remained neutral.
- ❖ 62.8% of the respondents agreed that gamified shopping experiences increase engagement, while 23.3% were neutral.
- ❖ 58.1% of the respondents agreed that the complexity of technology is a major challenge in Metaverse adoption, while 27.9% were neutral.
- ❖ 58.1% of the respondents agreed that privacy and security concerns pose significant challenges, whereas 23.3% remained neutral.
- ❖ 48.8% of the respondents agreed that ethical and legal issues are challenges in Metaverse-based e-commerce, while 34.9% expressed neutral opinions.
- ❖ The findings indicate that a majority of respondents (86%) believe that the Metaverse will become a mainstream part of e-commerce in India within the next five years, reflecting a strong positive outlook toward its future adoption, while only 14% of the respondents expressed a contrary opinion, suggesting relatively low resistance or skepticism toward Metaverse integration in e-commerce.
- ❖ The results show that a majority of respondents expressed satisfaction with their awareness and perception of Metaverse-based e-commerce, with 34.9% being satisfied and 23.3% being very satisfied, together accounting for 58.2%. About 20.9% of the respondents remained neutral, indicating moderate awareness levels, while 21% (14% dissatisfied and 7% very dissatisfied) reported dissatisfaction. Overall, the findings suggest a generally positive level of awareness and perception of Metaverse-based e-commerce among respondents.

Suggestions

- * Conduct workshops or webinars for Gen-Z to increase understanding of Metaverse applications in e-commerce.
- * E-commerce platforms and retail business should improve accessibility of Metaverse features via smartphones and affordable VR/AR devices.
- * Use gamification and virtual events to engage Gen-Z shoppers in Chennai.
- * Ensure data privacy and secure payment gateways to build confidence among young users.
- * Educate Gen-Z about safe practices while interacting in virtual environments.

- * Regularly collect user feedback from Gen-Z customers in Chennai to improve virtual shopping experiences.
- * Encourage partnerships between e-commerce firms and tech startups specializing in AR/VR to create innovative shopping experiences.

Conclusion

The study indicates that awareness of the Metaverse among Gen-Z in Chennai is growing. Interest in virtual shopping is high, but factors like technology access, ease of use, and trust influence adoption. E-commerce businesses can leverage this opportunity by educating users, enhancing digital experiences, and ensuring secure, user-friendly platforms. Overall, the Metaverse has significant potential to reshape online shopping for the younger generation.

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Understanding What Drives Social Commerce: A Consumer Perspective

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Abstract

The rapid growth of social media platforms and online shopping has given rise to social commerce. Social commerce, a recent phenomenon where social interactions and user-generated content play a significant role in shaping consumers' purchasing decisions. Social commerce has emerged as a dominant force in the digital retail landscape. It is particularly among young consumers who actively engage with social media platforms. This study aims to identify the key factors influencing social commerce adoption among young consumers in Palakkad district, Kerala. Also, this research aims to examine how these factors shape their purchase intentions. Despite extensive literature on the influence of social commerce on consumers purchase intention, limited studies have focused on youth segments, which represent a significant and growing proportion of social commerce users and they are the early adopters, trendsetters and gamechangers in the market. The study is descriptive and empirical in nature. A survey conducted among young consumers in Palakkad district in Kerala who uses social commerce sites for purchasing products, using a structured questionnaire to identify the factors influencing the consumers purchase intention in social commerce context. The findings of this research aim to provide valuable insights to marketers seeking to leverage social platforms to drive purchasing decisions among young consumers.

Keywords: Social commerce, Purchase intention, Social media platforms, Young consumers

Introduction

Nowadays, there is a growing importance of social media and online shopping. These two developments have led to the emergence of social commerce. Social commerce, where

consumers use social networking sites for their purchase behavior. Customers use social networking sites to discover products and make buying decisions. Unlike traditional e-commerce, social commerce is based on social interaction, peer communication, and user-generated content such as reviews, rating and recommendations, which influence consumer decision making and buying behavior (Sohn & Kim, 2020). The term social commerce was first introduced in late 2005 in a blog post by Beach and Gupta (the two former Yahoo). Social commerce refers to the use of social media platforms to facilitate buying and selling, enabling users to discover, discuss and purchase products through social networking sites. The business provide opportunity to interact with them by creating user generated contents like reviews, ratings, comments, sharing, recommendations etc. creates a meaningful relationship between customers and businesses. Social commerce emerged by the increasing popularity of social media and integration of social media in e-commerce platforms (M. Hajli, 2013).

Social commerce comprises of three core themes – social, commercial and technological. The concept behind the social commerce is that social media facilitates commercial transactions of businesses by creating closer relationship with their customers and thereby increasing sales and customer loyalty (M. N. Hajli, 2014). Today researchers claim that through social media and the emergence of social platforms such as forums and communities, ratings and reviews, and referrals and recommendations, consumers do have sociability. These social platforms are the social commerce constructs that shapes the social commerce (M. N. Hajli, 2014).

In recent years, social commerce has emerged as a powerful tool in the digital marketplace, particularly among younger generations. The young consumers are the key players in the development of social commerce because they use social media more often and are also well acquainted with digital technologies. The studies reveal that social connectedness can also impact the perceptions of easy to use and usefulness, which further impact the attitudes and intentions to use social commerce platforms (Cho & Son, 2019)

The growing dependence on social media and technological advancements leads to a drastic change in traditional purchase patterns. In spite of the growing academic interest of social commerce, there is little literature on context-specific studies of such adoption among young consumers in Palakkad, Kerala. Therefore, understanding the consumers purchase

intention is crucial for marketers and brands aiming to leverage the potential of social commerce. This research paper aims to explore the impact of social commerce on the purchase intention of youth in Palakkad district in Kerala focusing on how factors such as interaction, reliability, economy etc., affects their purchasing decisions.

Objective of the Study

- To identify various social commerce sites used by young consumers in Palakkad district
- To identify the key factors influencing social commerce adoption among young consumers in Palakkad

Scope of the study

The scope of the present study is confined to examining the key factors influencing social commerce adoption. The study focuses on young consumers in Palakkad district, Kerala. The scope of the study is limited to those who actively use social media platforms such as Instagram, WhatsApp, Facebook, YouTube and similar networks for product information, interaction, and purchasing decisions. It specifically examines factors such as social interaction, reliability, necessity, economy, sales promotion and their impact on social commerce purchase intention.

Significance of the study

This study is beneficial to the customers and also marketers. The study is significant as it helps in understanding the key factors that influence social commerce adoption. It focusing on a digitally active youth segment in Kerala. The study provides useful insights into how social interaction, necessity, economy etc. shape purchase intentions on social commerce platforms. The findings provide valuable insights to marketers and online sellers. The findings can assist them in designing effective social commerce strategies that better engage young consumers and build trust. Additionally, the study contributes to existing literature by offering region-specific evidence on social commerce behaviour in an emerging market context.

Research Methodology

The study is both empirical and analytical in nature. The population for the research includes young consumers in Palakkad District in Kerala who purchased products through social commerce sites. A sample of 100 young consumers aged 15 to 29 were selected for the

study using convenience sampling method. Respondents include from different areas such as business, profession, students etc. Data collected from the respondents through a pre-structured questionnaire and analysed using various statistical techniques like percentage analysis, independent t-test, ANOVA etc. Microsoft Excel and SPSS were used for this purpose.

Data Analysis

Hypothesis of the Study

H₁: There is a significant difference in the purchase intention among male and female consumers

Independent Samples Test

	Mean	SD	t value	P value
Male	4.01	.786	.828	.422
Female	3.81	.610		

Since the p-value is greater than 0.05, the null hypothesis is accepted at 5% level of significance. Hence it is concluded that there is no statistically significant difference in the purchase intention among male and female consumers.

• Factors influencing purchase intention

Factors	Mean	Standard Deviation
Economy	3.87	.682
Necessity	3.95	.617
Reliability	3.73	.572
Interaction	3.85	.686
Sales Promotion	3.83	.666

The descriptive analysis shows the factors influencing purchase intention among young consumers. Among the factors, necessity has the highest mean value (Mean = 3.95), which indicates that necessity is the most influencing factor on purchase intention among young consumers in Palakkad district. The other factors influencing purchase intention are economy

(mean = 3.87) and interaction (Mean = 3.85) respectively, suggesting that cost considerations and interactive features play an important role in shaping purchase decisions. Sales promotion (Mean = 3.83) also shows a notable influence. The factor reliability shows a mean value of 3.73, indicate that reliability is the lowest influencing factor among the factors. Overall, the results suggest that necessity, economic benefits, and interaction are the dominant drivers of purchase intention among consumers, irrespective of gender difference.

Conclusion

The present study examined the factors influencing social commerce adoption and purchase intention among young consumers in Kerala. The findings indicate that young consumers actively engage with social commerce platforms, and their purchase intentions are mainly influenced by many factors. Necessity is the most influencing factor that affect the young consumers purchase intention in social commerce contexts, also economy and interaction are the other influencing factors respectively. Instagram, Facebook, YouTube, Twitter, Snapchat etc., are the various social commerce sites used by Young consumers in Palakkad district. Instagram (62.7%) and YouTube (26.5%) are most frequently used social commerce sites by the young consumers in Palakkad district. 62.7% young consumers are satisfied and 15.7% consumers are highly satisfied with the product that they purchased through social commerce sites.

The study also found no significant difference in purchase intention between male and female consumers, indicating that social commerce adoption among youth is not shaped by gender differences. This highlights the uniform acceptance of social commerce platforms among young consumers, driven largely by shared digital habits and online engagement patterns. The consistency observed in respondents' perceptions further strengthens the reliability of the findings.

Overall, the study contributes to a better understanding of social commerce behaviour in a regional Indian context. The insights gained may help marketers and online sellers develop strategies that focus on value, trust, and meaningful interaction with young consumers. While the study provides useful implications, it is limited by its regional scope and sample size. Future research may extend this work by including other regions, age groups, or additional behavioural factors to gain a broader understanding of social commerce adoption.

Limitations and Future Scope

The research also has limitations. The research primarily focuses on young consumers in Palakkad district only. The study's sample size and demographics may not fully represent the diverse population. Depending on the sources and methods used to gather data, there may be a limitation in terms of accuracy, reliability or completeness, which would affect the study's conclusion. Future studies can include other populations and geographical areas.

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A Study on Consumer Behaviour towards Eco – Friendly Products

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Abstract

A Famous quote “Customer is the King of Marketing” stays as the basis for this paper as we deal with the marketing concepts only with the customer’s existence as the main vein. Marketing always aims at satisfying the consumer’s needs as their retention plays vital role for the survival of the products in the market. Consumer Behaviour is the process of identifying the needs, tastes and preferences, desires of the consumers or individuals or groups in organizations on the purchase of the products or goods. Buyer Behaviour of the consumers differs and so it is usually analyzed using certain factors like demographic profiles, attitudes, various lifestyles, standard of living, purchasing power and so on. Eco-Friendly Products are those products which are used only with the natural materials and are environmentally safe. Examples: Bamboo toothbrush, Jute bags, Stainless steel straws, bottles and so on. It excludes Plastics, synthetic materials and any other artificial things that leads to non bio degradable environment. A Study on the Consumer’s buying behaviour is made towards Eco-Friendly products to know about the awareness of the Eco-Friendly Products from the side of the consumers. The Study was made mainly to the family women in particular, those who deal with the home made products regularly though male respondents have also given their response. It gave a conclusion that many of the people are aware of the Eco-Friendly products. This study has helped a lot in understanding on consumer’s behavioral aspects on the bio degradable products and their approach towards Sustainable environment

Keywords: Bio Degradable Products, Attitudes, Behavioral aspects, Sustainable Environment

Introduction

Consumer’s Preferences towards Eco products have grown at a larger extent during recent times. It is because of the various environmental concerns that spoils the nature and

environment surrounding the people. Those concerns such as Pollution, Climate change, Deforestation, Resource depletion, Bio degradable loss and many more. The causes of such concerns are largely from the human activities such as fossil fuel burning, ecosystem collapses, industrial waste, destroying of forests and using of the lakes for construction of buildings which leads to water stagnation during heavy rains and floods. These issues have given rise to the eco friendly products which is not harmful and safe for the environment. By transitioning to some renewable energy such as solar, wind, hydro and still more factors have more beneficial impact on the energy consumption

Eco - Friendly Products – Needs and Importance

The basic Principle behind the eco-friendly products is “Sustainability”. Eco Friendly products are those items that is designed to reduce the harmfulness of the environment. It joins hands with the nature in creating good and safe environment as a result there will be a greater reduction in the environmental issues.

Some of the Eco Friendly Products are:



Coir Brushes For washing utensils Wooden Combs Home made soaps

And some more products like Bamboo razers, Organic Hair care and Skin care products. Avoiding the use of Plastics have been insisted in many places but even then it has not been fully implemented. Replacement for plastics such as jute bags, paper bags, bio degradable bags and so on have to be brought into existence in full effect.

Needs for Eco Friendly Products:

- **Health Concerns:** Eco friendly Products are always safe to use since it is natural, non-toxic and good for human health. Using Stainless steel straws which are reusable can be used for kids instead of plastic straws. Wooden spoons can be replaced with plastic

spoons. Using dishwashers using herbals will protect the vessels with non usage of chemical substances for cleaning purpose.

- Energy Consumption : Usage of renewable energy will have positive impact on consuming energy and thus will protect the environment from energy loss and disabled energy implications.
- Cost Savings: Light Bulbs, gadgets which is cheaper in costs will be helpful in saving the costs and it helps in assisting to cut utility bills.

Importance of Eco - Friendly Products:

- Decreases Industrial wastes
- Reduced Chemical Exposure
- Enhances Reputation
- Saving nature and Ever Green Environment
- Better Climatic conditions as some of the environmental concerns are reduced

Literature Review

Ajzen's Theory of Planned Behaviour is used for explaining about Green Purchase behaviour. Theory suggests that attitude, subjective norms and perceived behavioural control are used to shape and create more intentions on the consumer behaviour. Their attitude towards Purchasing Green products should be broadened. The Positive environmental attitude will lead to higher purchase intention.

Stern's Value Belief Norm Theory is the model that argues that personal values impacts on environmental conditions, and activates personal norms. It leads to strong environmental values.

Objectives of Study

- ❖ The study of the paper aimed at knowing about the awareness on Eco Friendly Products among the people and how it is beneficial to the environment.
- ❖ It has also aimed to know about the customer's opinion on Social responsibility in using Eco Friendly Products, their satisfaction level in using those products.

Methodology

The Study involves both Primary and Secondary Data which resulted with the Positive shades of the Consumer behaviour on using Eco Friendly Products.

Primary Data: A well structured questionnaire was circulated to 70 consumers out of which 55 respondents gave the appropriate response for the questionnaire.

Secondary Data: Journals, Research Papers and sites relating to the concept

Data Analysis and Interpretation

The Data was analysed and some of the statistical tools like Percentage method, Chi-square method were used to derive at the conclusion. The Consumer behaviour varied based on their age, usage of the products and many more factors. Below given is the Demographic Profile of the Respondents as per their response.

Table 1

S. No	Particulars	% analysis
1.	Age - 20 to 30	26%
	31 to 40	39%
	41 to 50	35%
2.	Gender - Male	20%
	Female	80%
3.	Awareness on the varied environmental concerns	67%
4.	Possibility of avoiding Plastics	71%
5.	Perception towards usage of Eco-Friendly Products	81%
6.	Considerations on variables influencing the consumer's attitudes on buying Eco products	76%
7.	Views on the Price and quality of Eco Products	79%

Source: Primary Data

The table shows the various attributes on consumer buying behaviour and their effect on getting new environment friendly products. The result have concluded with the positive impact on the purchasing power of eco products. Majority of the respondents have the behavioural aspects on buying good and safe products and also they feel it is reasonably priced with good quality.

Hypothesis

H0 : Consumers are not aware of the eco friendly products and not satisfied with price and quality of it

H1: Consumers are aware of the eco friendly products and satisfies with price and quality of it Based on the response it is segregated to conclude on which of the hypothesis is selected and which one is rejected for deriving with the final result. Some of the effective tools are used to conclude it.

Consumer's Perception on the Environment Friendly Products

Table 2

S. No	Particulars	Mean score	Rank
1.	Eco products are always favourable to environment	5.12	I
2.	Using Eco friendly products reflects Social Responsibility	4.55	II
3.	Cost effective	4.05	III
4.	Good quality and Reasonable price	3.95	IV

This table shows the ranking method on various factors that helped to come to the final result as to which one have been given more preferences and their opinion is expressed by consumers. It is based on their purchasing power on eco friendly products

Consumer Perception and their Purchase Intention

Table 3

Perception	High	Low	Total
Positive	22	09	31
Negative	8	6	14
Neutral	5	5	10

Chi – Square Tests

Table 4

Category	O	E	(O-E)/E
Positive - High & Low	52	12	2.38
Neutral	24	12	1.20
Negative - High & Low	12	10	1.1
Chi square value			5.58

Chi square value is less than 5.991

So H₀ is rejected and H₁ is accepted.

It concludes that Consumers are aware of the eco friendly products and satisfies with price and quality of it.

Conclusion

Consumers have positive views on Eco friendly products and more preferably used by them. Buyer Behaviour have laid down that they have social responsibility in increasing the safety of the environment. The consumers are greatly aware and care towards environment and try to reduce the concerns.

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A Study on Bridging Brands and Audiences: A Systematic Review of Content and Influencer Marketing Trends

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Abstract

The rapid growth of digital platforms has transformed the way brands connect with audiences, with content marketing and influencer marketing emerging as dominant strategies for engagement and brand loyalty. This research study examines how these trends are shaping consumer perceptions and decision-making in the metropolitan context of Hyderabad. A systematic review of existing literature on content and influencer marketing is combined with primary survey-based insights from 100 respondents, including students, young professionals, and active social media users. The findings highlight that while content marketing enhances brand storytelling and credibility, influencer marketing significantly influences purchase intentions through relatability and trust. However, concerns regarding authenticity, transparency, and over-commercialization were also evident among respondents. The research study underscores the importance of integrating data-driven content with authentic influencer partnerships to strengthen brand-audience relationships. The outcomes offer valuable guidance for marketers, brands, and digital strategists to design campaigns that are trustworthy, impactful, and aligned with consumer expectations.

Keywords: Content Marketing, Influencer Marketing, Consumer Engagement, Brand Loyalty, Digital Marketing

Introduction

In today's digital era, the ways in which brands communicate with and influence their audiences have undergone a significant transformation. With the proliferation of social media, online platforms, and mobile technologies, traditional marketing approaches are no longer sufficient to capture consumer attention. This has led to the emergence of **content marketing** and **influencer marketing** as powerful strategies for engagement, trust-building, and brand loyalty.

Content marketing involves creating and distributing valuable, relevant, and consistent content aimed at attracting and retaining a clearly defined audience. It helps brands establish authority, credibility, and a meaningful connection with consumers. On the other hand, **influencer marketing** leverages individuals with significant social followings and perceived authenticity to promote products or services. By tapping into influencers' credibility and relatability, brands can reach audiences in a more personalized and engaging manner.

In the context of Hyderabad, a fast-growing metropolitan hub with a young, tech-savvy population, these strategies are increasingly shaping **consumer perceptions, brand preferences, and purchase decisions**. The integration of content and influencer marketing not only drives engagement but also addresses the modern consumer's demand for authenticity, relevance, and personalized experiences. Understanding these dynamics is crucial for marketers, brands, and digital strategists aiming to design campaigns that are both effective and aligned with evolving audience expectations.

Need for the Study

Understanding the evolving dynamics of content and influencer marketing has become increasingly important in today's digital landscape. With rapid technological advancements, including AI and data analytics, marketing strategies are becoming more personalized, targeted, and efficient. Concurrently, shifts in consumer behaviour, particularly among younger and digitally active audiences, necessitate a re-evaluation of traditional marketing approaches to remain relevant and effective. Furthermore, the proliferation of social media platforms such as Instagram, TikTok, and YouTube has significantly amplified the reach and impact of content and influencer marketing, making it essential for brands to understand how these strategies influence consumer perceptions, engagement, and purchase decisions.

Scope of the Study

This research focuses on exploring the influence of content and influencer marketing on brand-audience relationships within the metropolitan context of Hyderabad. The study considers a geographically diverse population of social media users, including students, young professionals, and active digital consumers. It emphasizes the technological aspects of marketing strategies, examining how brands leverage content creation, digital campaigns, and influencer collaborations to shape consumer perceptions and engagement. Temporally, the study is confined to current trends and practices, providing insights into contemporary consumer behaviour and marketing effectiveness in the rapidly evolving digital ecosystem.

Content Marketing

Content marketing is a strategic marketing approach focused on creating and distributing **valuable, relevant, and consistent content** to attract and retain a clearly defined audience. Unlike traditional advertising, which interrupts or directly sells, content marketing educates, informs, or entertains the audience, thereby building trust and credibility. Examples include blogs, videos, infographics, podcasts, and social media posts. By providing meaningful content, brands can establish authority in their domain, nurture relationships with potential customers, and guide them through the decision-making journey.

Influencer Marketing

Influencer marketing involves **collaborating with individuals who have significant social media followings or online influence** to promote products, services, or brands. Influencers can be celebrities, industry experts, or micro-influencers who have highly engaged niche audiences. The strategy leverages the **credibility, relatability, and trust** of the influencer to reach audiences in a more authentic way than traditional advertising. For instance, a beauty brand collaborating with a well-known Instagram makeup artist can drive awareness, engagement, and purchase intent among the artist's followers.

Consumer Engagement

Consumer engagement refers to the **emotional, cognitive, and behavioral interactions between a brand and its customers**. High engagement indicates that consumers are actively interested, involved, and responsive to a brand's content or campaigns. Engagement can take the form of likes, shares, comments, product reviews, participation in contests, or repeated visits to digital platforms. Strong consumer engagement fosters loyalty, encourages advocacy, and enhances the overall effectiveness of marketing strategies.

Brand Loyalty

Brand loyalty is the **commitment of consumers to repeatedly purchase or support a particular brand**, often irrespective of price or convenience. It is built over time through positive experiences, consistent quality, and emotional connections with the brand. In the context of content and influencer marketing, loyalty can be enhanced when consumers feel informed, entertained, or personally connected to the brand through meaningful content or relatable influencer endorsements. Brand loyalty leads to repeat business, word-of-mouth promotion, and long-term brand equity.

Digital Marketing

Digital marketing encompasses **all marketing efforts that use digital channels to reach and engage consumers**. It includes strategies such as social media marketing, search engine optimization (SEO), email marketing, online advertising, content marketing, and influencer marketing. Digital marketing allows brands to interact with target audiences in real-time, track engagement, and measure ROI through analytics. In today's technology-driven environment, digital marketing is essential for reaching consumers where they spend most of their time—online—and for personalizing communication to maximize impact.

Literature Review

De Veirman et al. (2017) emphasized that influencers significantly impact followers' purchasing decisions because audiences perceive them as relatable and trustworthy. Influencers regarded as tastemakers within specific niches further encourage brands to prioritize influencer endorsements over traditional advertising.

Evans et al. (2017), Kay et al. (2020), and Britt et al. (2020) highlighted the importance of disclosure in sponsored content, demonstrating that clear disclosure in Instagram posts improves advertising recognition, positively affecting consumer attitudes and behavioral intentions. Micro-influencers with smaller yet engaged followings were shown to generate higher consumer knowledge and purchase intentions when endorsements were transparent (Britt et al., 2020; Kay et al., 2020).

Coco & Eckert (2020) noted that consumers, especially women, follow influencers due to prior interest in the topic/product, perceived authenticity, and relatability. **Zhang et al. (2016) and Martínez-López et al. (2020)** found that the fit between influencer and content (message-user fit) affects message rebroadcasting and credibility, while overly commercialized content diminishes trust. **Chapple & Cownie (2017), Hendriks et al. (2020), and Coates et al. (2019)** highlighted that lifestyle vloggers who disclose paid endorsements are perceived as credible and influential, though content type (e.g., alcohol, children-targeted marketing) can influence engagement outcomes.

Kim & Kim (2020) showed that influencer-product congruence and sponsorship disclosure significantly affect consumer attitudes and purchase intentions. **Vries (2019)** indicated that

high likes-to-followers ratios do not always enhance credibility, with extreme ratios potentially reducing perceived trustworthiness. Compared to celebrities, social media influencers are often seen as more relatable and trustworthy, leading to higher purchase intentions (Jin et al., 2019; Trivedi & Sama, 2020). Source credibility, attractiveness, expertise, and disclosure practices collectively impact engagement and purchase behavior (Lou & Yuan, 2019; Sokolova & Kefi, 2020; Weismueller et al., 2020).

Xiao et al. (2018) identified that YouTube influencer marketing succeeds due to high perceived credibility, influenced by trustworthiness, social influence, argument quality, and information involvement. Travel influencers positively affect followers' travel intentions (Magno & Cassia, 2018; Rinka & Pratt, 2018), while the professionalization of Instagram influencers affects follower and advertiser relationships (Van Driel & Dumitrica, 2020).

Shan et al. (2019), Lee & Eastin (2020), Arora et al. (2019), and Belanche et al. (2020) highlighted that influencer-follower congruence, sincerity, identification, engagement, outreach, sentiment, and growth metrics enhance consumer engagement and brand attitude.

Huang et al. (2020), Boerman & van Reijmersdal (2020), Veirman (2019), and Smit et al. (2020) showed that children's engagement with influencers impacts dietary behavior and brand perceptions, raising concerns about young audiences. Influencers also establish strong parasocial relationships with followers, fulfilling emotional and identity needs, fostering loyalty, and positively impacting brand outcomes (Ki et al., 2020; Jun & Yi, 2020; Yuan & Lou, 2018).

Lou et al. (2019) and Schouten et al. (2020) found that influencer-promoted ads generate greater engagement and positive sentiment than brand-promoted content, with audiences identifying more strongly with influencers than with traditional celebrities.

Research Objective

To examine the impact of content marketing and influencer marketing on consumer engagement, trust, and purchase intentions in the metropolitan context of Hyderabad.

To explore how authenticity, disclosure, and influencer-consumer congruence influence brand loyalty and the effectiveness of digital marketing campaigns.

Research Methodology

The study adopts a descriptive research design to examine the influence of content and influencer marketing on consumer perceptions, engagement, and brand loyalty in Hyderabad. Primary data was collected from a sample of 100 social media users, including students and young professionals, using a structured questionnaire. The responses focused on social media usage, engagement with content and influencers, perceived authenticity, and purchase intentions. Data analysis was conducted using percentile methods and graphical representation to illustrate trends and patterns in consumer behaviour. The study provides insights into how digital marketing strategies impact brand–audience relationships in a metropolitan context, while ensuring voluntary participation and confidentiality of respondents.

Data Analysis

Demographic Profile of Respondents

A total of 100 respondents from Hyderabad participated in the study. Table 1 summarizes the demographic characteristics of the participants.

Table 1
Demographic Profile of Respondents (n = 100)

Variable	Category	Frequency (f)	Percentage (%)
Age Group	18–24 years	47	47
	25–34 years	13	13
	35–44 years	20	20
	45 years and above	20	20
Gender	Male	73	73
	Female	27	27
Educational Qualification	Graduate	13	13
	Postgraduate	73	73
	Professional Degree / Certification	13	13
	Other	1	1

Variable	Category	Frequency (f)	Percentage (%)
Occupation	Student	13	13
	Employed (Private Sector)	13	13
	Employed (Government Sector)	27	27
	Self-employed / Entrepreneur	40	40
	Unemployed / Job Seeker	7	7
Monthly Income	Less than ₹25,000	20	20
	₹25,000–₹50,000	33	33
	₹50,001–₹75,000	20	20
	Above ₹75,000	20	20
	Not Applicable	7	7

Narrative: The majority of respondents were aged 18–24 years (47%) and male (73%). Most respondents held a postgraduate degree (73%) and were self-employed or entrepreneurs (40%). The monthly income distribution shows a diverse economic background, with the highest proportion in the ₹25,000–₹50,000 range (33%).

Social Media Usage

Respondents reported varying levels of daily social media usage and platform preferences, as summarized in Table 2.

Table 2
Social Media Usage Patterns (n = 100)

Hours Spent on Social Media Daily	Frequency (f)	Percentage (%)
Less than 1 hour	7	7
1–3 hours	60	60
3–5 hours	20	20
More than 5 hours	13	13

Table 3
Platforms used for Brand/Influencer Content (n = 100)

Platform	Frequency (f)	Percentage (%)
Instagram	13	13
YouTube	33	33
Facebook	40	40
LinkedIn	7	7
Twitter (X)	0	0
Others	7	7

Narrative: Most respondents (60%) spend 1–3 hours daily on social media. Facebook (40%) and YouTube (33%) are the most frequently used platforms for brand and influencer content, while Instagram usage is comparatively lower (13%).

Perceptions of Content Marketing

Respondents evaluated their perceptions of content marketing on a 5-point Likert scale. Table 4 summarizes the results.

Table 4
Perceptions of Content Marketing (n = 100)

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Branded content helps me understand products/services better	0	7	13	80	0
I trust brands more when they provide informative and authentic content	0	0	20	60	20
Creative storytelling in brand content positively impacts my buying decision	0	13	13	73	0
Frequent content marketing increases my recall of a brand	0	7	13	73	7

Narrative: The results indicate strong positive perceptions of content marketing. A majority (80%) agreed that branded content helps them understand products better, and most respondents (73%) acknowledged that creative storytelling influences their purchase decisions.

Perceptions of Influencer Marketing

Table 5
Perceptions of Influencer Marketing (n = 100)

Statement	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I often discover new products/services through influencers I follow	0	13	33	53	0
I trust influencers' recommendations more than traditional advertisements	0	20	60	20	0
Influencer marketing feels more authentic and relatable compared to celebrity endorsements	0	7	53	40	0

Narrative: Most respondents (53%) agreed that they often discover new products via influencers, while influencer marketing is perceived as more authentic and relatable than celebrity endorsements (40%). Trust in influencers' recommendations was moderate, with 60% neutral.

Findings

1. The majority of respondents were aged 18–24 years (47%) and predominantly male (73%), with most holding postgraduate degrees (73%) and being self-employed or entrepreneurs (40%). This indicates that young, educated, and professionally active individuals form the primary social media and digital audience in Hyderabad.
2. Social media usage is high among respondents, with 60% spending 1–3 hours daily online. Facebook (40%) and YouTube (33%) emerged as the most popular platforms for accessing brand and influencer content, while Instagram usage was relatively lower (13%), suggesting platform preferences influence exposure to marketing content.

3. Respondents expressed strong positive perceptions of content marketing. A large proportion (80%) agreed that branded content helps them understand products or services better, while 73% indicated that creative storytelling in brand content positively impacts their buying decisions. Frequent content marketing also increased brand recall for most respondents, highlighting its role in enhancing engagement and knowledge.
4. Influencer marketing was perceived as effective in product discovery and engagement. More than half of the respondents (53%) reported discovering new products or services through influencers they follow. Additionally, 40% viewed influencer marketing as more authentic and relatable compared to celebrity endorsements, reinforcing the importance of credibility and relatability in influencer campaigns.
5. Trust in influencers' recommendations was moderate, with 60% of respondents being neutral. However, the alignment between influencer content and the audience's interests appeared crucial for engagement, emphasizing that micro-influencers or niche-focused creators may be more effective in driving purchase intentions.
6. Overall, both content marketing and influencer marketing were seen as complementary strategies. While content marketing enhances brand storytelling, credibility, and recall, influencer marketing strengthens trust, relatability, and product discovery. Respondents highlighted the need for transparency, authenticity, and value-driven influencer partnerships to maximize engagement and loyalty.
7. The study also indicates that younger, digitally active audiences are highly receptive to online marketing strategies, making data-driven content creation and targeted influencer collaborations essential for brands aiming to build meaningful connections with their audience in Hyderabad.

Recommendations

1. Brands should collaborate with micro-influencers who have smaller but highly engaged followings to enhance authenticity and consumer trust.
2. Transparency in campaigns should be maintained by clearly disclosing sponsored content and encouraging influencers to provide honest reviews.
3. Content marketing should be data-driven and tailored to audience preferences to ensure relevance and engagement.
4. Storytelling in brand content should educate, entertain, or inform, rather than only promote, to improve brand recall and emotional connection.

5. Brands should focus on platforms where their audience is most active, such as Instagram, YouTube, and Facebook, to maximize reach.
6. Long-term partnerships with influencers are recommended to foster audience loyalty, credibility, and consistent engagement.
7. Campaign effectiveness should be regularly monitored using engagement metrics, feedback, and conversion rates to refine strategies.
8. Marketing strategies should particularly target younger, digitally active audiences, as they are highly responsive to social media and influencer-led campaigns.

Conclusion

The study highlights the transformative impact of content and influencer marketing on brand–audience relationships in the metropolitan context of Hyderabad. The findings reveal that influencer marketing significantly affects consumer perceptions, trust, and purchase intentions, with relatability and authenticity being key drivers of engagement. Content marketing, on the other hand, strengthens brand storytelling, credibility, and recall, enabling brands to communicate effectively with their target audience. While micro-influencers with smaller yet highly engaged followings generate more authentic consumer responses, transparency and disclosure of sponsored content remain critical for maintaining trust. The study also indicates that consumers, particularly younger audiences, are increasingly discerning and value meaningful, personalized, and authentic brand communications. Based on these insights, brands and marketers are encouraged to integrate data-driven content strategies with authentic influencer partnerships, focusing on long-term engagement, ethical promotion, and consistent communication. Overall, the research underscores the importance of adapting marketing strategies to evolving digital trends and audience expectations to foster loyalty, credibility, and positive brand outcomes.

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A Study on Factors Influencing Consumers to Buy Eco – Friendly Products”: with Special Reference to Daily use & Lifestyle Products

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Abstract

This paper dwells upon issues affecting consumers in Bengaluru to purchase eco-friendly products, particularly those related to day-to-day use and lifestyle. The awareness of the environment has also grown in the recent years and a number of individuals are now becoming interested in eco-friendly products. Nevertheless, their real purchasing behaviour is determined by a number of factors. This study will determine these important factors including: awareness, price, quality, brand trust, availability, social influence and promotional activities. The research survey is employed on a structured questionnaire, which gathers data with consumers in Bengaluru. Analysis of the responses was done to get insights on their purchasing habits and the motivations of their purchasing behaviour. The findings reveal that the majority of consumers are ready to purchase environmentally friendly products in case they think that the products in question are of high quality, in easy access, and at a reasonable price. The great part is also played by awareness of the ecological problems and the positive outcomes of environmentally friendly products. Moreover, the green purchasing is also promoted by adverts, social media, and word-of-mouth of other people. In general, the research finds that the consumer behaviour is informed by a mixture of individual awareness, product characteristics, and promotions. The findings can assist businesses, retailers, and policymakers to come up with superior strategies of marketing eco-friendly goods and enhancing sustainable consumption in Bengaluru

Keywords: Eco-friendly product, Consumer behaviour, green buying, Awareness, Sustainable consumption

Introduction

The popularity of eco-friendly products is explained by the fact that individuals are increasingly conscious of such issues like pollution, plastic waste, and global warming. Cloth bags, refillable bottles, bamboo toothbrushes, and organic personal care products are some of the products that many people currently use due to their safety to health and the environment. These products are found in a fast-developing city such as Bengaluru, and not everybody makes their purchases. The purchasing habits of people are influenced by such factors as price, quality, availability and brand trust. Some individuals purchase environmentally friendly goods to conserve the environment, and others do not because they are too expensive or they are not aware of their presence. This paper seeks to learn the reasons why individuals either adopt or fail to adopt environmentally friendly products used in their day-to-day activities in Bengaluru. It also analyzes the effects of age, income and education upon their purchasing choices.

Need for the Study

This research is useful in knowing the reason why individuals purchase or fail to purchase environmentally friendly products. It will make such products more affordable and accessible to businesses and policymakers.

Statement of the Problem

Though there are numerous green products offered, residents of Bengaluru do not purchase them regularly because of their high cost, low availability, or low quality, or buy them because they are aware of the environmental issue or are loyal to a brand. This paper has determined the major determinants of such purchases and looks at variations in perceptions between the different age groups in Bengaluru.

Objectives of the Study

1. To understand the causes influencing people in Bengaluru to purchase or not purchase environmentally friendly everyday life and lifestyle goods.
2. To know what the individuals consider and feel about greener products.
3. To determine the influence of age, income, or education on the purchase of environmentally friendly products.

Review of Literature

Past researchers indicate that concern towards the environment is a strong way of convincing individuals to purchase products that are environmentally friendly. Kumar et al. (2021) have observed that self-control and environmental values are significant in green purchasing. According to a study conducted by Sona et al. (2024), the knowledge of environmentally-friendly products and their worth inspire consumers. As Desai and Bhatt (2024) noted, sustainable buying is stimulated by product knowledge and viewed benefits. Sharma (2023) also discovered that availability and product value is also a key determinant. In general, the predominant motives of green purchasing in India are the level of awareness, environmental concern, and product value.

Research Gap

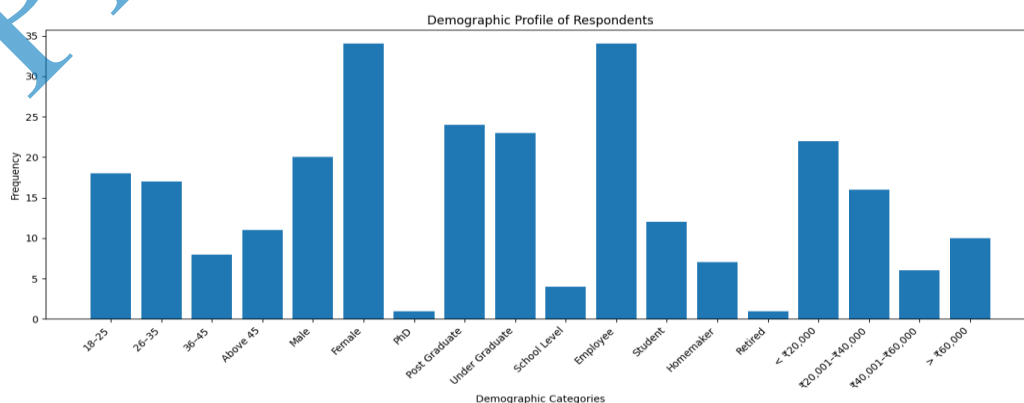
The current researches are not explicit on the impact of demographic variables such as age, income and education on the real purchase behaviour of consumers, a factor that this research seeks to clarify.

Research Methodology

This study follows a descriptive research design and is limited to Bengaluru city. Primary data was collected using a structured questionnaire through Google Forms from about 50–65 respondents selected by convenience sampling. Percentage analysis and mean score analysis was used to analyse the data. The study is limited to an urban sample and focuses only on daily-use and lifestyle eco-friendly products, so the results cannot be generalised to all Indian consumers.

Data Analysis and Interpretation

Graph 1
Demographic profile of Respondents



Interpretation

The demographic profile indicates that most of the respondents are young (18-35 years) females who are well educated and have been employed. The majority of the respondents are of the lower and middle-income categories, and this implies that there is a wide range of consumers of eco-friendly products.

Table 1
Mean Scores of Factors Influencing Purchase of Eco-Friendly Products

Question No.	Factors	Mean Score	Interpretation
1	Price sensitivity	3.67	High
2	Brand trust	3.96	High
3	Environmental concern	4.20	Very High
4	Availability (store/online)	4.04	High
5	Quality & durability	4.07	High
6	Health benefits	4.33	Very High
7	Product reliability	3.69	High
8	Environmental responsibility	4.28	Very High
9	Replacing plastic products	4.41	Very High
10	Labels & certification	4.22	Very High
11	Age influence	3.39	Moderate
12	Income influence	3.39	Moderate
13	Education influence	3.02	Moderate
14	Age-based preference difference	3.78	High
15	Sustainability awareness	4.07	High

Scale used

The value of 1-1.80 = Very Low; 1.81-2.60 = Low; 2.61-3.40 = Moderate; 3.41-4.20 = High; 4.21-5.00 = Very High.

Interpretation

The mean score analysis shows that the strongest motivators of the purchase of the eco-friendly products are environmental concern, health benefits, responsibility to the environment, and the replacement of the plastic products. Price, quality, availability, brand trust and certification factors also exhibit very high influence. The demographic variables such as age, income and education have a moderately strong influence on the purchasing behaviour in regard to eco-friendliness.

Findings

Bengaluru consumers have a positive stance towards environment-friendly products. The purchase decisions are greatly affected by environmental concern, health benefits, and plastic reduction. Buyers have high expectations in terms of price, quality, availability, and brand trust in buying behaviour. Certifications and labels are significant in the creation of consumer confidence. Age, income and education only have a moderate effect meaning that they are generally widely accepted.

Suggestions

Eco products are supposed to be sold at a moderate price to appeal to the consumers. It should be available in the local stores easily and in online shops as well. In promotions, companies should aim at health and environmental benefits. There should be proper display of eco-labels and certifications. Sensitization activities are to be carried out to promote sustainable consumption.

Conclusion

The research has determined that eco-friendly products used in daily lives and lifestyle products have a positive and strong attitude among consumers in Bengaluru. Issues like environmental concern, health benefits, good quality, availability of products, brand trust, and clear labelling are some of the factors that greatly affect buying behaviour. Demographic factors, including age, income, and education, affect the situation only partially, and awareness and accessibility are more decisive. They can also enhance sustainable consumption by strengthening awareness campaigns, enhancing affordability, and assuring quality to minimise environmental damage.

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Women's Cosmetic Consumption in the Era of AI – Driven Social Media Marketing

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Abstract

AI-driven social media marketing helps Cosmetic brands to promote products, build trust, connect with an audience, and drive business goals. It also helps in automating content scheduling, generating posts, analysing engagement and most importantly reshaping how women discover, evaluate, and purchase cosmetic products on social media. AI suggests personalized beauty content, product recommendations, and targeted ads in social media platforms like YouTube, Instagram and Facebook that connect with their preferences and impact the users browsing behavior. Because of this, more women highly depend on AI-enabled posts, virtual try-ons, and influencer style advice to help them to discover new beauty products. This study explores the effect of AI-enabled social media marketing on women's cosmetic usage and decision making. The article highlights customer perceptions of product quality and buying intentions are influenced more by online reviews, automated sentiment analysis, and AI-powered opinions compared to traditional advertising. The study also looks into how AI-driven real-time pricing and personalized promotions provide suggestions and discounts based on consumer spending histories and habits. The study suggests that by giving consumers a sense of understanding and customized recommendations help to increase the cosmetic companies brand loyalty. To conclude that women's cosmetic consumption patterns are actively shaped by AI-driven social media marketing, which not only promotes cosmetics but also influences what they see, believe, and ultimately decide to purchase

Keywords: AI-Driven Social Media Marketing, Personalized recommendations, Analysing Engagement, Brand loyalty, Decision making

Introduction

The Changing Cosmetic Landscape and AI-Powered Social Media Marketing

Artificial Intelligence (AI) has transformed the way cosmetic brands connect with consumers in the digital era. Social media has transformed into a data-driven ecosystem where algorithms influence everything from product finding to purchasing decisions. In the beauty industry, AI-driven marketing enables brands to understand consumer behavior, predict trends, and create hyper-personalized experiences. Since women play a vital role in the global beauty market, the integration of AI technologies into social media marketing has reshaped how they see, believe and purchase beauty products.

Objectives of the Study

- ❖ To examine the impact of AI-enabled customization on women's cosmetic product finding and purchase decisions.
- ❖ To assess the role of AI-powered reviews, sentiment analysis, and influencer focused content in shaping women's cosmetic purchase decisions.
- ❖ To examine the impact of AI-driven product pricing and promotional strategies on women consumers' buying behaviour.
- ❖ To suggest effective managerial implications using AI-driven social media marketing for cosmetic brands.

Review of Literature

1. **Tungkhang, K., & Rroy, A. D. (2025):** The study highlights that AI is transforming cosmetic consumer behaviour through personalized tools such as virtual try-ons, skin analysis, and customized product recommendations. The research paper stated that these technologies influence consumer decision-making, help to increase satisfaction, and reduce risk in online shopping while also supporting brands through trend forecasting, customer insights, and improved product development and marketing. The study insists the marketers give importance to the challenges related to data privacy, algorithmic bias, and ethical concerns. The study also suggests that ensuring transparency, fairness, and diversity is essential to maintain consumer trust. The study concludes that AI helps to improve cosmetic experiences; the future research is needed to address its limitations and ensure responsible implementation.

2. **Dr. Budanur Suresh and Dr. Mubarak (2025)** the study evaluated the impact of AI-driven customer segmentation on customer value in digital marketing with specific reference to cosmetic products. The study disclosed that AI-based segmentation allows brands to analyse consumer behaviour, preferences, and purchase patterns more effectively compared to traditional segmentation methods. The study indicates that AI-driven personalization improves Ad alignment, customer satisfaction, brand loyalty, and repeat purchase behaviour. The research further states that AI-powered marketing strategies help to build long-term customer relationships and enhance overall customer value in a highly competitive digital cosmetic market.
3. **Miss. Himani Devi and Dr. Amit Kumar Uniyal (2025)** the study examined the impact of AI-driven social media advertising on consumer purchasing decisions in the context of digital marketing. The study explains personalized advertisements based on consumers' browsing behaviour, shopping history, and online interactions are possible only with that Artificial Intelligence social media marketing. The data were collected from 227 respondents and the data were analyzed by applying explanatory factor analysis with that the research identifies four key AI-driven factors influencing purchase intention: personalized recommendations, behavioural targeting, chatbots and virtual assistants, and predictive analytics. The findings disclose that AI-based personalization and real-time targeting significantly enhance consumer trust, engagement, and confidence during the purchase process, ultimately increasing purchase intention. The study concludes that AI-operated digital marketing plays a crucial role in shaping modern consumer behaviour by improving decision accuracy, customer satisfaction, and repeat purchasing through data-driven and personalized advertising strategies.
4. **Lyanlie Winarto and Anggara Wisesa (2024)** The researchers studied the combined influence of Artificial Intelligence and sustainability on Gen Z consumers' purchase intentions in the cosmetics industry with special reference to L'Oréal's Garnier brand. The researchers collected data among 400 Gen Z respondents in Indonesia. The study concludes that AI-enabled tools such as skin analysis applications boost consumer decision-making by providing accurate, interactive, and personalized skincare recommendations. The positive brand attitudes and purchase intentions were highly

influenced by the sustainability practices, including eco-friendly ingredients and ethical testing practices. The findings suggest that the combination of AI-powered customization with sustainability initiatives highly impact Gen Z buying behaviour in the cosmetic market.

5. **Izharuddin Pagala, Muhammad Asir, Klemens Mere, Utami Puji Lestari, and Heidi Siddiqa (2024)** According to the study, marketers can predict customer needs and wants, provide customized content, product recommendations, and targeted advertisement by using AI-powered data analytics. By using these customized approaches cosmetic brands can increase customer loyalty, trust, and engagement and also affect purchasing decisions. Transparency and responsible data practices are crucial for maintaining customer trust in AI-driven marketing environments, the study also highlights concerns related to data privacy and ethical use of consumer information.

Transformation of Women's Cosmetic Consumption in the AI-Driven Social Media Era

Artificial Intelligence has emerged as a changing force in social media marketing in the cosmetic market. AI-enabled personalization, review analytics, virtual try-ons, and automated promotional strategies together influence women's purchase behavior, brand relationships, and managerial decision-making.

1. Evolution of AI-powered Social Media Marketing in the Cosmetic Industry

- ❖ AI- enabled digital and social media marketing techniques and strategies have changed the traditional advertisements of the cosmetics business during the last ten years. Social media platforms were initially used for only influencer collaboration and visual storytelling. Currently, AI tools analyze consumer data to design customized marketing strategies, predict consumer preferences, and improve engagement.
- ❖ Machine learning algorithms identify the trending beauty looks; automated content generation ensures brands stay relevant and responsive to audience demands. This evolution transformed smart and data based decision-making from perception based marketing.

2. Women as Digital Beauty Consumers in the AI Era

- ❖ Modern women consumers are empowered, knowledgeable, and connected to the internet. They depend on social media to explore beauty trends, seek peer validation, and make purchase decisions. AI-driven tools enhance their experience by offering personalized product suggestions, virtual trials, and beauty insights that align with their preferences.
- ❖ Through reviews, content sharing, and online conversations, people co-create stories about brands instead of being passive consumers. The consumer behavior provides the brands with valuable information to improve their marketing strategies.

3. AI-Enabled Personalization and Cosmetic Product Discovery

- ❖ AI technology enables cosmetic brands to provide personalized experiences widely. Through data analysis, algorithms can identify the consumer skin tone, type, preferences and analyse previous purchases to suggest the suitable cosmetic products.
- ❖ Chatbots and recommendation engines provide immediate support to the customers and also help users to discover new products suitable to their unique beauty profiles. This hyper-personalization not only simplifies the product finding process but also improves consumer satisfaction level and helps to build brand loyalty.

4. Role of AI-Powered Reviews, Sentiment Analysis and Influencer-Style Content

- ❖ Social media conversations play an important role in influencing consumer perceptions about cosmetic products. AI-powered sentiment analysis tools monitor these social media discussions to understand consumer emotions and feedback.
- ❖ AI-powered influencer-style content shows reliable human interactions, enhancing trust and relatability. Brands use these insights to improve their messaging, identify emerging issues, and maintain credibility among the consumers.

5. Impact of Virtual Try-Ons and Automated Recommendations on Decision Making

- ❖ Using augmented reality (AR) and AI, Virtual try-on tools allow the consumers to test their preferred products digitally before purchasing. This interactive feature builds confidence and reduces the risk of dissatisfaction.

- ❖ Automated recommendations complement this experience by suggesting complementary products, shades, or routines based on real-time preferences. These tools help to transform decision-making into an enjoyable process for the consumers.

6. AI-Driven Pricing, Promotions, and Purchase Behaviour of Women Consumers

- ❖ AI algorithms enhance pricing strategies by examining market trends, competitor activities, and consumer feedback. Real-time pricing models enable competitiveness while ensuring profitability.
- ❖ Tailored promotions and specific discounts further impact women's buying behavior, resulting in heightened conversions and customer loyalty within the cosmetic industry. This data-driven approach enables brands to anticipate consumer needs and deliver value at the right moment.

7. Brand Loyalty Formation through AI-Enabled Engagement

- ❖ AI improves brand loyalty by creating meaningful and constant interactions with consumers. Predictive analytics helps the cosmetic brands to understand what keeps customers engaged and satisfied, while automated systems provide timely and related content.
- ❖ Personalized messages, loyalty programs, and real-time support build emotional connections that strengthen long-term relationships. As a result, women consumers develop trust and attachment toward cosmetic brands that recognize and respond to their unique needs and wants.

8. Conceptual Framework for Women's Cosmetic Consumption

- ❖ A conceptual framework for women's cosmetic consumption in the AI-driven era can be made around four fundamental dimensions: personalization, engagement, trust, and satisfaction. AI helps as the central enabler connecting these dimensions.
- ❖ Data insights update personalization; interactive tools improve customer engagement; transparent algorithms build trust; and optimized experiences lead to higher level of customer satisfaction. This framework explains how AI not only influences purchase decisions but also shapes the overall consumer journey in beauty consumption.

9. Consequences for Cosmetic Brands in Marketing Management

- ❖ AI integration into social media marketing provides both benefits as well as challenges for the cosmetic brands. In order to prevent technology efficiency from harming the user's connection, managers have to maintain a balance between automation and authenticity.
- ❖ Investment in AI tools should align with brand identity and ethical standards, particularly in consumer data privacy and inclusivity. Companies that effectively connect AI will be able to predict consumer needs, strengthen brand loyalty, and maintain a competitive advantage in a digital marketplace.

Findings

1. Women's cosmetic purchase decisions are controlled by AI-powered tools such as customized advertisement, product suggestions, and virtual try-ons.
2. AI-enabled personalization increases engagement, and satisfaction, leading to higher conversion rates. Chatbots, personalized content, and follow-ups help to increase emotional attachment and brand loyalty.
3. Product valuation is impacted by AI-enabled reviews, sentiment scores, and influencer-style content.
4. AR-based virtual try-ons enhance confidence and reduce uncertainty related to shade selection, skin suitability, and product performance.
5. AI-driven pricing strategies, personalized discounts, and limited-time offers definitely affect impulse buying and frequent purchases.

Suggestions and Recommendations

- ★ The brand has to invest in innovative AI personalization tools to provide customized beauty experiences.
- ★ The brand has to use virtual try-on technologies for social media and e-commerce platforms.
- ★ The brand has to utilize AI-powered sentiment analysis to track consumer feedback and improve product offers.
- ★ The brand has to collaborate with AI-supported micro-influencers for reliable engagement.
- ★ In order to build consumer trust the marketers need to implement real-time pricing.
- ★ Focus on ethical AI practices by ensuring data privacy and transparency.

- ★ The marketers need to design Female-oriented AI marketing methods in view of different skin tones, preferences, and cultural aspects.
- ★ The marketers have to use predictive analytics to forecast the beauty trends.
- ★ The marketers have to balance automation with human creativity and empathy in brand communication.

Conclusion

AI has become a vital force driving revolution in the cosmetic market. Through social media marketing, it enables brands to deliver personalized products, engaging, and data-driven experiences to women consumers. From virtual try-ons to predictive analytics, AI shaped how beauty is perceived, discovered, and consumed. As technology continues to evolve, the future of cosmetic marketing will depend on remarkable balance between intelligent automation and authentic human connection.

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Factors Influencing Consumer Buying Behaviour – A Study towards Organic Agricultural Products in Villupuram District

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Abstract

The demand for organic agricultural products has grown rapidly in recent years due to increasing health consciousness and environmental awareness among consumers. Understanding the factors that drive consumers to purchase organic products is essential for strengthening the organic market, especially in semi-urban and rural regions. This study explores the major determinants that shape consumer buying behaviour towards organic agricultural products in Villupuram district. The study aims to assess consumer awareness, identify motivations for choosing organic products, analyse demographic influences, examine barriers to purchase, and suggest strategies to improve adoption. Primary data were collected through a structured questionnaire administered to consumers from varied demographic backgrounds. Findings reveal that health benefits, environmental concern, trust in product quality, and positive perception strongly influence buying behaviour. However, high prices, limited product availability, and inadequate certification remain key obstacles. The study recommends improving awareness programmes, strengthening labeling standards, expanding market access, and increasing government support to promote wider acceptance of organic agricultural products.

Keywords: Organic agricultural products, consumer awareness, buying behaviour, environmental concern, product preference.

Introduction

Growing concerns about food safety, environmental sustainability, and long-term health have increased consumer interest in organic agricultural products. Organic farming

avoids the use of synthetic fertilizers, pesticides, and genetically modified organisms, making these products healthier and more eco-friendly. In India, the demand for organic produce has been rising steadily, particularly in urban and semi-urban regions. Villupuram district, known for its agricultural base, has witnessed growing consumer curiosity and awareness about organic food. Despite this trend, several challenges—such as higher prices, lack of certification clarity, and limited market access—restrict consumers from fully adopting organic products. Hence, understanding consumer preferences, awareness levels, and perceived barriers is crucial. The present study examines the various factors influencing consumer buying behaviour towards organic agricultural products in Villupuram district.

Health Benefits of Using Organic Products

1. Minimal Exposure to Harmful Chemicals

Organic farming excludes synthetic pesticides and fertilizers, reducing the risk of health issues such as hormonal disorders, neurological problems, and cancers.

2. Lower Possibility of Allergies

With fewer chemical additives or preservatives, organic foods are less likely to cause allergic reactions or skin and respiratory problems.

3. High Nutritional Content

Organic produce often contains more antioxidants, vitamins, and minerals, contributing to improved immunity and overall well-being.

4. Better Heart Health

Organic dairy and meat products generally contain higher omega-3 fatty acids, which are beneficial for heart and brain health.

5. Reduced Antibiotic and Hormone Intake

Organic livestock are raised without antibiotics or growth hormones, lowering risks associated with antibiotic resistance and hormonal imbalance.

6. Strengthened Immune System

Absence of harmful chemicals helps consumers maintain a stronger immune response.

7. Reduced Risk of Chronic Illnesses

Long-term consumption of chemical-free food may help prevent lifestyle diseases such as diabetes, hypertension, and cancer.

8. Safer for Children

Children, being more sensitive to toxins, benefit significantly from organic foods that avoid harmful chemicals.

Objectives of the Study

1. To examine the demographic factors of (age, income, education, occupation) consumer buying behavior in the research area.
2. To analyze the level of consumer awareness and knowledge about the organic agricultural products.
3. To identify the reasons for consumers' preference of organic products (health, environment, taste, quality, etc.).
4. To identify the barriers and challenges faced by consumers while purchasing organic agricultural products.

Scope of the Study

The study is confined to Villupuram district and focuses exclusively on organic agricultural products. It examines consumer awareness, preferences, demographic influences, and obstacles that affect purchase decisions. Data were collected from consumers belonging to different socio-economic groups through a structured questionnaire. Processed organic items and packaged organic foods are excluded from the analysis. The findings reflect perceptions during the data-collection period and may vary over time with market and price changes. The study concludes with recommendations for increasing consumer awareness and improving access to organic agricultural products in the district.

Review of Literature

Hafezali, Salem Abdelnabi(2015), "Consumer Attitude Towards organic Food". International Accounting and Business Conference 2015,IABC 2015.The main emphasis of the study is to determine why the consumers turn towards organic food products. The research identifies the motivating factors that influence the purchase of organic food. This study also evaluates the

subjective norms of organic food consumers. It identifies the relationship between environmental concern and attitude towards organic food products.

Ham Marija, Pap, Karla(2016), Percieved Barriers For Buying Organic Food Product” this research paper was presented in 18th international conference on Economic and Social Development-“Building Resilient Society”. Zagreb,Croatia 9-10 Dec. 2016. The objective of this study is to determine the key barriers for buying organic food products. The main barriers are cost barriers, time barriers, knowledge barriers and negative attitude towards organic food and these barriers need to be minized by marketing actions in order to stimulate buying organic food.Basha Bilal Mohammed, Mason Cordelia, ShamsudinFaridMohmmad, Hussain Iqbal

Priya S, ParmeshwariM(2016) “Consumers Attitude towards Organic Food Products”. The objective of this study is to know the demographic variables of the customers using organic products. The study finds the awareness of consumers about the organic products. The study finds that there is a significant relationship between monthly income and expenses and in a significant relationship between respondent and period of consumption.

Kumar Pardeep, Gulati Hema(2017) “ Consumers” Perception Towards Organic food Products in Rural Area of Haryana”. This study focused to analize the rural market for organic products. The objective of this study is to examine the customers perceptions towards organic products in Rewari of Haryana. This study also examines the level of awareness of consumers towards organic products. The result of this study shows that a lot of problems are faced by the rural population while purchasing the organic product. The study finds that irregular availability of organic products also affects the choices of consumers. Organic products are expensive and their varieties are also limited.

Research Methodology

This study examines the factors influencing consumer behaviour toward organic agricultural products in Villupuram district. A descriptive research design was adopted to understand consumer awareness, preferences, and challenges in purchasing organic products.

3.1 Research Design

The study follows a descriptive research design, which helps in evaluating consumer perceptions, awareness levels, and influencing factors related to organic agricultural products.

3.2 Area of the Study

The research was conducted in Villupuram District, a semi-urban and agricultural region where awareness of organic products is gradually increasing.

3.3 Sampling Technique

The Convenience Sampling Method is used due to ease of access and availability of respondents. This method was suitable for reaching consumers visiting markets, shops, and public areas..

3.4 Sample Size

A total of 64 respondents participated in the study. Respondents include individuals from different age groups, income levels, and educational backgrounds.

3.5 Source of Data

Primary Data:

Primary data were Collected by using a structured questionnaire with demographic questions and multiple-choice items on awareness, preference, and perception of organic products.

Secondary Data:

The Secondary data have been Collected from the journals, research articles, websites, government reports, and textbooks related to organic farming, consumer behaviour, and sustainable agriculture.

Table No: 1

The main reason consumers prefer organic products

Statements	Frequency (n)	Percentage (%)
Health benefits	50	78
Better quality	04	6
Natural production	10	16
Good taste	00	00

Interpretation

Most consumers (78%) choose organic products for health reasons. Taste is not seen as a motivating factor.

Table No: 2

Environmental concern encourages consumers

Statements	Frequency (n)	Percentage (%)
Choose organic products	24	38
Support natural farming	18	28
Reduce chemical usage	20	31
Promote sustainability	02	03

Interpretation

- **Highest (38%)** respondents choose organic products due to **environmental concern**.
- Only 3% said **promoting sustainability**, meaning consumers are less aware of long-term environmental impact.

Table No: 3

The biggest factor that can improve organic buying

Statements	Frequency (n)	Percentage (%)
Affordable price	18	28
More availability	14	22
Better awareness	28	44
Clear certification	04	06

Interpretation

Improved awareness (44%) is the most important factor for increasing purchase levels.

Table No: 4

Awareness helps consumers

Statements	Frequency (n)	Percentage (%)
Prefer organic products	36	56

Understand health benefits	14	22
Choose natural food	12	19
Make informed decision	02	03

Interpretation

Awareness strongly influences preference; however, only a few consumers feel confident in making informed choices.

Conclusion

The study concludes that consumers in Villupuram district generally hold positive views about organic agricultural products. Health benefits, environmental concern, and natural production are the main drivers influencing their buying behaviour. Nevertheless, factors such as high product prices, limited availability, and inadequate certification systems restrict wider adoption. The findings emphasize the need for stronger awareness campaigns, better labeling standards, increased market supply, and supportive government policies. Enhancing these aspects can significantly boost the demand for organic agricultural products in the district. Overall, the study highlights the growing interest in organic consumption but also underscores the importance of addressing key barriers to ensure wider consumer acceptance.

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Analysis of Gen Z Consumer Behavior on Advertising Effectiveness and Brand Preference in FMCG in Chennai

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Abstract

The Fast-Moving Consumer Goods (FMCG) industry has undergone a major shift with the rise of digital media, transforming how young consumers perceive and choose brands. This study explores how advertising effectiveness influences brand preference among Generation Z consumers in Chennai, a demographic known for its constant online presence and rapid adoption of digital trends. Using primary data collected from 125 Gen Z respondents aged 18 to 27, the research applies descriptive statistics, reliability tests, correlation, and regression analysis to examine how different advertising elements shape consumer choices. The findings show that digital advertisements, particularly social media promotions, influencer endorsements, and short interactive videos play a far more decisive role in shaping Gen Z's brand preference than traditional advertising. Creative appeal, emotional reliability, trust in influencers, and engaging formats significantly guide their purchase decisions. The study provides insights for FMCG marketers on designing authentic, visually appealing, and interactive ad strategies that resonate with Gen Z's values and fast paced digital consumption habits

Keywords: Digital Advertising Influence, Gen Z Consumer Behavior, FMCG Brand Preference, Social Media Engagement, Influencer-Driven Marketing

Introduction

The Fast-Moving Consumer Goods (FMCG) industry holds a pivotal position in the Indian economy, encompassing essential products such as packaged foods, beverages, toiletries, and household consumables that are purchased and used frequently. As one of the country's largest sectors, it significantly contributes to economic growth, employment

generation, and rural development. Its rapid expansion over the past decade has been driven by factors such as liberalisation, rising disposable incomes, increasing brand awareness, the modernisation of retail formats, and improving connectivity across urban and rural markets. In recent years, the integration of digital channels and online consumption models has further reshaped how FMCG products are discovered and purchased, with forecasts suggesting that a growing share of consumption will occur through digital platforms in the coming years.

Parallel to this market evolution, the emergence of Generation Z as a key consumer segment is transforming traditional consumption patterns and compelling brands to rethink their strategies. Unlike earlier cohorts, Gen Z is more digitally native, values convenience and personalised experiences, and often prioritises quality, sustainability, and lifestyle alignment in their choices — trends that are influencing everything from product innovation to marketing and distribution strategies across the FMCG landscape. As a result, companies are increasingly investing in digital engagement, direct-to-consumer models, and shorter innovation cycles to stay relevant in a marketplace shaped by evolving youth preferences and accelerated digital adoption.

Gen Z includes people born between 1997 and 2012, and they make up a large and influential part of today's population. Generation Z because they grew up with smartphones, internet, and social media from a young age, they are very comfortable with technology and digital experiences. Generation Z this means online shopping, mobile payments, social media reviews, and e-commerce platforms are a normal part of their daily life, and they use these tools to learn about and choose products.

Scope of the Study

In this study focus on Gen Z consumer expectation, requirement and need. It encompasses and exploration of advertisement effectiveness, brand preference and role of digital advertising & purchase behavior of Gen Z consumer at Chennai district. The research mainly focus on urban area Gen Z consumer because they are digitally matured economist.

Importance of the Study

- i) The manufacturing sector required to identify the need of the consumers because all the manufacturing industry should be depend upon different types of consumer not only Gen Z,

- ii) The manufactured goods should attract and fulfill need of different categories of the customer.
- iii) Due to age, technology, digital transaction and social media influence now a days play a vital role to reached the potential customers In the situation how the product should be reached all the customer and how the manufacturing industry should be satisfied different categories of people should be find the solution form this research.

Objectives

- I. To analyze the brand preference of Gen Z consumers' in the Fast Moving Consumer Goods product in Chennai.
- II. To identify the key advertising elements and digital advertising influence of Gen Z consumer purchasing decisions.

Review of Literature

Rishika Bhojwani (2025): This study investigates the major determinants influencing their buying behaviour, particularly across three key factors: Perceived Convenience & Accessibility, Assortment & Price Promotions, and Trust & Quality Assurance. Additionally, the research examines how these factors influence consumer purchase intention and channel preference across retail formats such as grocery shops, malls, and online platforms. With changing lifestyle patterns, digital influence, and rising brand consciousness, Gen Z has emerged as a distinctive market segment requiring strategic attention. The study's findings confirm that Gen Z consumers exhibit dynamic and experience-driven buying behaviour in the FMCG sector. The influencing factors—Perceived Convenience & Accessibility, Assortment & Price Promotions, and Trust & Quality Assurance—significantly shape their purchase decisions. Among them, Trust & Quality Assurance emerged as the most powerful determinant in physical retail, reflecting Gen Z's preference for authenticity, hygiene, and branded quality.

Chaitanya Koneti, A. Seetharaman et al (2025): The emergence of Generation Z as a dominant consumer group has compelled brands to rethink and reshape their marketing and branding strategies. Born between the mid-1990s and early 2010s, Gen Z exhibits distinct digital behaviors, values authenticity, social responsibility, personalization, and engages heavily with social media platforms. This research paper investigates the evolving branding techniques driven by Gen Z's consumption patterns, psychological drivers, and engagement

channels. Through a comprehensive analysis of recent academic and industry literature, the study identifies key shifts in branding paradigms, such as influencer-driven marketing, immersive brand experiences, and value-based storytelling. It explores how brands are leveraging emerging technologies like AI and AR to align with Gen Z's expectations and preferences. This research investigates the transformative influence of Gen Z consumer behavior on contemporary branding techniques, revealing a generation that is digitally intuitive, socially conscious, and experience-centric.

Research Methodology

Research design

This research adopts a descriptive research design, which focuses on Gen Z's primary customer buying behavior, influencing factors, and purchasing location choices of store, mall, and online platform. Descriptive research helps to identify perceptions, current attitudes, and needs.

Nature of Research

The quantitative research adopted in this study helps to identify and correlate the results of the general objectives and demographic factors in this research. This study used a 5-point scale.

Data Collection

Primary Data

Data collected from potential Gen Z customers. Structured questionnaire distributed online and offline to Gen Z customers. Primary data collected 125 customers from different regions, qualifications and economic backgrounds.

Secondary Data

Secondary data collected from cited articles, journals, government websites, and many other literature reviews. Secondary data helps to identify the research gap of the study.

Statistical Tools

Data Analysis

The data analysis by the research based on data collected from Gen Z consumer of urban/ metro areas.

Table No. 1
Media Platform Impacts Brand Preference

S. No	Media Platform Impacts Brand Preference	No. of Respondent	Percentage
1	Instagram	39	31
2	YouTube	22	18
3	TikTok	12	10
4	Facebook	52	41
	Total	125	100

Sources: Primary data

The above table shows that media platform impacts on brand preference of FMCG product. 41% of respondent opinion are face book social media impact on brand preference, 31% of respondent opinion instagram, 18% of the respondent prefer through you tube and 10% of the respondent prefer through for tiktok. Most of the respondent opinion is brand prefer through for face book.

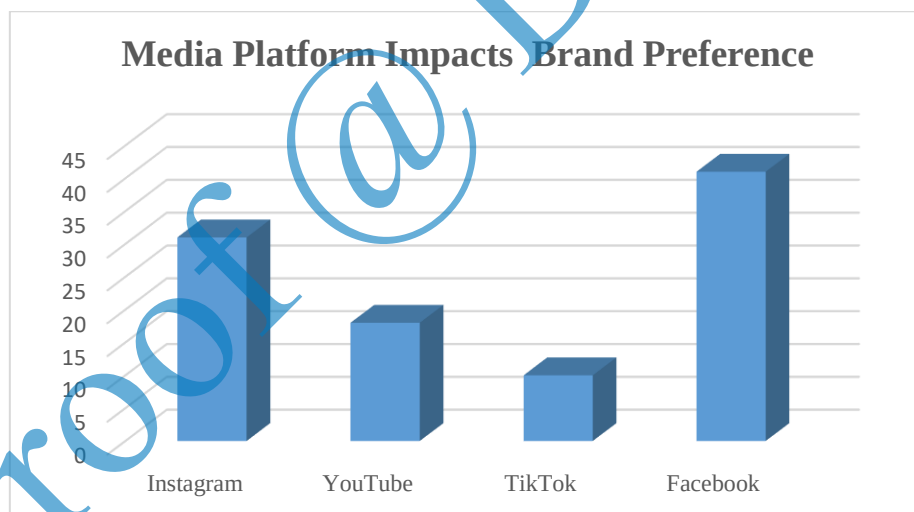


Table No. 2
Advertising Effectiveness on Gen Z

S.NO	Advertising Effectiveness on Gen Z	Mean	SD
1	Advertisements are visually attractive	3.82	0.96
2	Creative ads catch my attention quickly	3.25	1.27

3	Advertisements influence my interest in FMCG brands	3.51	0.95
4	Influencer ads feel more convincing than traditional ads	3.39	0.89
5	Short video ads (Reels/Shorts) influence my buying decisions	3.29	1.20
6	Online ads help learn about new FMCG products	3.56	1.23
7	Digital ads create better brand recall than TV ads	3.51	1.13

Sources: Primary data

The above table shows the mean score of advertising effectiveness of Gen Z consumer. There is advertisement are visually attractive is 3.82 with standard deviation 0.96 which is indicating the top score of Gen Z consumer. The 2nd top is Online ads help learn about new FMCG products with mean 3.56 and standard deviation 1.23. The mean score of Advertisements influence my interest in FMCG brands is 3.51 with standard deviation 0.95 it has 3rd top position. The least mean score 3.29 is partially show by Short video ads (Reels/Shorts) influence my buying decisions with standard deviation of 1.20 which is followed by advertising effectiveness of Gen Z consumer.

Null Hypothesis: There is no significant difference between mean ranks towards Advertising effectiveness of Gen Z consumer.

Table No.3

Friedman test for significant difference between Mean ranks towards Advertising effectiveness of Gen Z customer

S.NO	Advertising Effectiveness on Gen Z consumer	Mean Rank	Chi-square Test	P- value
1	Prefer brands with strong online presence	4.81	131.219	<0.001**
2	Brand reputation influences my choice	3.89		
3	Attractive packaging influences my preference	3.93		
4	Choose brands recommended by influencers	3.75		
5	Loyal to FMCG brands that advertise frequently	3.97		
6	Prefer eco-friendly or ethical FMCG brands	4.04		
7	Often try new brands seen on social media	3.61		

Note: 1. ** Denotes significant at 1% level.

Since p-value is less than 0.01, the null hypothesis is rejected at 1 percent level of significance. Hence it is concluded that there is significant difference between mean ranks towards Advertising effectiveness of Gen Z customer. Based on mean rank prefer brands with strong online presence (4.81) shows highest mean rank value creating Advertising effectiveness of Gen Z customer, followed by prefer eco-friendly or ethical FMCG brands (4.04), Partiality showed by Loyal to FMCG brands that advertise frequently (3.97), Attractive packaging influences my preference (3.93), Brand reputation influences of choice (3.89), Choose brands recommended by influencers (3.75) and often try new brands seen on social media (3.61).

Table No.4
Role of digital advertising & purchase behavior

S.NO	Role of digital advertising & purchase behavior	Mean	SD
1	Social media ads influence my purchase decisions	3.74	1.07
2	Influencer endorsements increase my trust in a brand	3.20	0.95
3	Online promotions encourage me to try new FMCG products	3.12	1.14
4	Online reviews before purchasing FMCG items	3.54	0.97
5	Digital ads help me compare different brands easily	3.34	1.10
6	Prefer brands that engage actively on social media	3.46	1.22
7	Personalized advertisements influence of consumer choice	3.46	1.17

Sources: Primary data

The above table shows the mean and standard deviation score of Role of digital advertising & purchase behavior of Gen Z consumer. There is Social media ads influence my purchase decisions is 3.76 with standard deviation 1.07 which is indicating the top score of Gen Z consumer. The 2nd top is online reviews before purchasing FMCG items with mean 3.54 and standard deviation 0.97. The mean score of personalized advertisements influence of consumer choice is 3.46 with standard deviation 1.17 it has 3rd top position. The least mean score 3.12 is partiality show by Online promotions encourage me to try new FMCG products with standard deviation of 1.14 which is followed by of role of digital advertising & purchase behavior of Gen Z consumer.

Findings

1. The media platform impacts on brand preference of FMCG product Gen Z consumer opinion are 41% of respondent face book social media impact on brand preference, 31% of respondent said instagram.
2. There is advertisement are visually attractive is 3.82 with standard deviation 0.96 which is indicating the top score of Gen Z consumer. The 2nd top is Online ads help learn about new FMCG products with mean 3.56 and standard deviation 1.23.
3. The mean rank prefer brands with strong online presence (4.81) shows highest mean rank value creating Advertising effectiveness of Gen Z customer, followed by prefer eco-friendly or ethical FMCG brands (4.04).
4. The social media ads influence my purchase decisions is 3.76 with standard deviation 1.07 which is indicating the top score of Gen Z consumer. The 2nd top is online reviews before purchasing FMCG items with mean 3.54 and standard deviation 0.97.

Suggestions

1. As Gen Z consumers spend more time interacting with online platforms, the FMCG manufacturing industry should focus mainly on Facebook and Instagram.
2. Gen Z consumers like creative and attractive advertising, so the industry should focus on that.
3. The manufacturing sector is in future encouraging online purchasing because most of the consumers check price ratio and customer reviews from online.

Conclusion

In this study, based on the findings of Gen Z consumers, found that there are many factors that influence the purchase of FMCG products, and the media has a greater impact on the purchasing behavior of current Gen Z consumers. From now on, traditional grocery stores should enter social media, which will yield good results in the sale of goods and services.

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A Study on Awareness, Attitudes and Purchase Intentions of Eco – Friendly Homeware, Kitchenware and Lifestyle Products

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Abstract

The growing emphasis on sustainability has increased interest in eco-friendly homeware, kitchenware, and lifestyle products; however, their adoption among consumers remains limited. This study aims to examine consumers' awareness, attitudes, and purchase intentions toward eco-friendly homeware, kitchenware, and lifestyle products, with a specific focus on the influence of awareness of environmental, social, economic, and health benefits on purchase intention. A mixed-method research design was adopted, using both qualitative and quantitative approaches. Data were collected from 30 respondents familiar with eco-friendly products through purposive sampling. Descriptive statistics and Pearson's correlation analysis were employed using SPSS software. The findings reveal that consumers are aware of various eco-friendly product categories and recognize the role of bio-composite products in supporting sustainability and economic development. A statistically significant moderate positive relationship was found between awareness and purchase intention ($r = 0.408$, $p < 0.05$). The study concludes that enhanced awareness positively influences purchase intention and highlights the need for improved visibility, affordability, and institutional promotion to encourage wider adoption of eco-friendly products.

Keywords: Eco-friendly, Sustainable consumption, Eco-conscious, Environmentally conscious

Introduction

In recent years, increasing environmental degradation, climate change concerns, and resource depletion have drawn significant attention toward sustainable consumption practices. As a result, eco-friendly products have emerged as viable alternatives to conventional

household goods, offering benefits such as reduced environmental impact, improved health and safety, and support for sustainable economic development. Eco-friendly homeware, kitchenware, and lifestyle products, particularly those made from bio-composite and recyclable materials, play a crucial role in minimizing waste and promoting responsible consumption.

With advancements in design and technology, eco-friendly homeware, kitchenware, and lifestyle products are no longer limited to basic functionality but also offer aesthetic appeal, durability, and convenience. Their presence in homes, workplaces, educational institutions, and commercial spaces has contributed to increased visibility and acceptance. As these products become more accessible through both physical stores and online platforms, they play an important role in encouraging sustainable lifestyles and responsible consumer behaviour.

Review of Literature

Malsha Jayalath (2025) This research in Sri Lanka has examined green household products and using a qualitative approach, collected data from supermarket professionals through open-ended questionnaires and analysed them thematically. The study found that green products are characterised by non-toxic composition, recyclability, resource efficiency and low carbon footprints. It is found that green detergents, LED bulbs and biodegradable bags as leading products. The findings further indicate that consumers of green household products are predominantly educated, middle-income individuals aged between 25 and 45 years, reflecting a growing environmentally conscious market. The study also highlights the need for expanding green product availability to rural areas and strengthening government policies to support sustainable consumption.

Asha (2024) The study conducted in the Delhi NCR region show that consumers are generally aware of the environmental impact of household products. However, this awareness does not always lead to a higher willingness to buy eco-friendly alternatives, especially when they are more expensive. Research indicates that high prices and doubts about product effectiveness are major reasons why consumers hesitate to adopt eco-friendly products. In addition, concerns about misleading environmental claims and low trust in eco-certification labels reduce consumer confidence. The findings suggest that awareness alone is not enough to influence purchasing decisions also factors such as product quality, affordability and availability play a more important role. Therefore, improving transparency, offering affordable pricing and educating consumers can help encourage sustainable purchasing behaviour.

Dr. D. Solomon Christopher, Dr. B. Mitra Priya, Mrs. S. Priyadharshini (2023) This study identifies eco-friendliness, eco-efficiency and sustainable lifestyle as key factors shaping positive consumer perceptions and purchase preferences. Empirical findings reveal that eco-friendliness significantly influences buying decisions, particularly among young and educated consumers. Research also highlights that consumers show higher preference for specific green products such as ecological light bulbs, green cosmetic products, kitchen utensils and stationery items. Statistical analyses confirm a significant relationship between consumer perceptions and product selection. These studies emphasize the need for marketers and policymakers to align product development and promotion strategies with consumer preferences to increase green product adoption.

Objectives

1. To identify the product awareness towards eco-friendly homeware, kitchenware and lifestyle products.
2. To examine the attitude towards eco-friendly homeware, kitchenware and lifestyle products.
3. To analyse the purchase intention towards eco-friendly homeware, kitchenware and lifestyle products.

Statement of the Problem

In the growing awareness of eco-friendly products, the adoption of the homeware, kitchenware and lifestyle eco-friendly products are still limited. Also, if there are studies based on broadly eco-friendly but not specifically eco-friendly products. Limited study exists on the relationship between awareness of environmental, social, economic and health benefits and actual purchase intentions. This study aims to examine how awareness influences consumer purchase intention toward eco-friendly products and provide strategies to increase the purchase among consumers and examine the attitude towards the eco-friendly products.

Research Methodology

The target population are consumers familiar with eco-friendly products. A sample of 30 respondents was selected using the purposive sampling. This study uses mixed-method approach. Both qualitative and quantitative data are collected. Data were analysed using SPSS software. Descriptive statistics and Correlation analysis to examine the relationship between awareness and purchase intention.

Analysis and Interpretation of the Study

Product awareness

The respondents stated that they are aware of Homeware products like - Garden ware, Storage containers, Pet care products, Hangers, etc., and Kitchenware products like – Drinkware, Tableware, Mug, Tiffin box, Plates, Bowls, etc., and Lifestyle products like – Stationery, Bags, Hairbrushes, Toothbrushes, Electronic gadgets, Hoodie, Laptop cover, etc., the respondents are aware that bio-composite products made from agricultural waste (such as bamboo waste and rice husk) are a practical solution to waste management issues, the sources and availability of these products are both stores and online.

Table 1

Correlation between consumers awareness of environmental, social, economic and health benefits of eco-friendly products and their purchase intention.

Variables	Pearson Correlation (r)	Sig. (2-tailed)	N
I am aware that the production of bio-composite products supports local agriculture and green industries, creates employment opportunities and contributes to sustainable economic growth.	1.000	—	30
Increase my intention to buy these products in the future	0.408***	< 0.025	30

Note: Correlation is significant at the 0.05 level (2-tailed)

Pearson's correlation was conducted to examine the relationship between consumers awareness of environmental, social, economic and health benefits of eco-friendly products and their purchase intention. The results revealed a moderate positive correlation between awareness and purchase intention ($r = 0.408$, $p = 0.025$, $N = 30$), which was statistically significant at the 0.05 level. This indicates that higher levels of awareness are associated with greater willingness to purchase eco-friendly products, supporting the proposed hypothesis that awareness positively influences purchase intention.

Attitude towards eco-friendly homeware, kitchenware and lifestyle products:

Consumers are stating that these eco-friendly products are good alternatives to regular products that is safe and suitable for everyday household use, also makes consumers feel

environmentally responsible. Also states that homeware products enhance the interior appearance of their home and kitchenware products helps to maintain a healthy lifestyle.

Purchase intention

Consumers are ready to buy the products if they are easily available, under reasonable price, for the environmental, health and safety benefits, for the eco-lifestyle identity, for their product designs and aesthetic appeal and positive experiences, recommendations or visibility of eco-friendly products in stores, institutions or online platforms motivate me to purchase these products.

Findings of the study

60% respondents aware that the production of bio-composite products supports local agriculture and green industries, creates employment opportunities and contributes to sustainable economic growth. And 73% of the respondents are ready to purchase these products in future.

Suggestions for the study

Majority of the respondents suggests that restaurants can promote or use these kinds of eco - friendly products, also states that these kitchenware products can be promoted by the chef's so that social impact may create and credibility increases if any particular brand choose them. There are wide HR kits for employees available in sites where corporates can take initiatives in presenting them for welcome kit. The presence of these eco-friendly products in public and commercial spaces increases consumer awareness of green initiatives ad foster positive attitude toward sustainability. Using them in schools and colleges can effectively educate students about sustainability and encourage them to adopt environmentally friendly practices.

Conclusion

The study concludes that consumers possess a reasonable level of awareness regarding eco-friendly homeware, kitchenware and lifestyle products, particularly those made from bio-composite materials that contribute to environmental protection and sustainable economic growth. Consumers also exhibit a positive attitude toward these products, perceiving them as safe, aesthetically appealing and suitable alternatives to conventional products. The correlation analysis confirms a significant positive relationship between awareness of environmental,

social, economic and health benefits and purchase intention, indicating that increased awareness leads to a greater willingness to buy eco-friendly products. Despite this positive outlook, adoption remains influenced by factors such as availability, pricing, visibility, and social influence. The study highlights the importance of collective efforts by policymakers, marketers, institutions and industry stakeholders to enhance awareness, credibility and accessibility of eco-friendly products, thereby promoting sustainable consumption and long-term environmental benefits. For marketers, emphasizing the social, environmental and health advantages in advertisements, product packaging, and digital content can strengthen consumer perception and drive adoption. For policymakers, integrating sustainability awareness programs in workplaces, educational institutions and public campaigns can foster informed decision-making and encourage wider acceptance of eco-friendly products.

By increasing awareness and communicating the multiple benefits effectively, both policymakers and marketers can enhance consumer engagement, promote sustainable consumption and support a greener economy.

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Marketing & Consumer Behaviour: Social Media Influencers and Sustainable Messaging

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Abstract

Social media influencers today play a noticeable role in shaping the choices and opinions of their followers, especially among younger people who actively engage with online content. As conversations around environmental issues continue to grow, many influencers have started using their platforms to talk about sustainability and responsible consumption. This study looks at how these influencers promote sustainable messages and how their content affects the way consumers think and behave toward eco-friendly practices. It also examines how much trust and credibility audiences give to influencers who speak about sustainability, since this can strongly influence how their messages are received. Additionally, the study reviews the types of sustainable content commonly posted on platforms like Instagram and YouTube, such as tips for reducing waste, promoting eco-friendly products, and sharing personal sustainable routines. Overall, this research aims to provide useful insights for brands, marketers, and policymakers who want to create effective sustainability communication strategies and better understand the impact of influencer-led messaging on promoting environmentally conscious lifestyles.

Keywords: Social media influencers, sustainability, consumer behaviour, eco-friendly messaging, digital engagement

Introduction

The swift expansion of social media platforms has revolutionized the way information is generated, shared, and consumed. Influencers, individuals who have amassed a considerable online following, have emerged as influential opinion leaders capable of shaping consumer perspectives and actions. In recent years, there has been a growing emphasis on sustainability

and environmental stewardship among consumers, leading influencers to weave eco-conscious messages into their content.

Sustainable messaging by social media influencers involves endorsing eco-friendly products, promoting waste reduction, supporting ethical buying practices, and raising awareness about climate change. Given that influencers often foster close connections with their audiences, their communications are often viewed as more genuine and relatable than conventional advertisements. This makes the study of influencer-driven sustainability communication a vital area within marketing and consumer research.

Review of Literature

Review 1

Freberg, Graham, McGaughey, and Freberg (2011) examined public perceptions of social media influencers and identified influencers as individuals who combine credibility, expertise, and authenticity to impact audience attitudes. The study highlighted that audiences are more receptive to messages delivered by influencers whom they perceive as trustworthy and relatable. This finding is highly relevant to sustainability messaging, as trust plays a crucial role in determining whether consumers accept and act upon eco-friendly recommendations shared online.

Review 2

Lou and Yuan (2019) analysed the effectiveness of influencer marketing on social media platforms and found that influencer credibility significantly affects brand attitude and purchase intention. Their research revealed that informative and value-driven content generates higher engagement compared to purely promotional messages. In the context of sustainability, this suggests that influencers who educate followers about environmental issues and responsible consumption are more likely to positively influence consumer behaviour.

Review 3

De Veirman, Cauberghe, and Hudders (2017) studied the impact of influencer popularity and content type on consumer responses. The study concluded that influencers with moderate follower counts often achieve higher credibility and engagement than celebrities with massive followings. When applied to sustainable messaging, this indicates that micro-influencers advocating eco-friendly lifestyles may be more effective in encouraging behavioural change among consumers.

Statement of the Problem

Although there is an increasing prevalence of sustainability-focused content shared by social media influencers, there is a lack of empirical research regarding the impact of such messaging on consumer awareness, trust, attitudes, and actual behaviour changes. It is crucial to determine whether influencer-led sustainable communication effectively encourages eco-friendly practices or simply generates temporary awareness. Therefore, this study seeks to explore the effects of social media influencers on sustainable consumer behaviour

Objectives of the Study

The objectives of the study are:

1. Analysing the degree of exposure to sustainability-related content shared by social media influencers is one of the study's goals.
2. To investigate how customer awareness and attitudes toward sustainability are impacted by influencer content.
3. To investigate the degree of confidence and trust that customers have in influencers who support sustainability.
4. To assess how influencer-led sustainability messaging affects behaviour.
5. To evaluate how successful influencer-shared sustainability material is in comparison to conventional ads.

Research Methodology

Research Design

The study adopts a descriptive research design to understand consumer perceptions and behavioural responses toward sustainability messaging by social media influencers.

Data Collection

Primary data were collected using a structured questionnaire consisting of both multiple-choice and Likert scale questions. The questionnaire was designed to measure exposure, awareness, trust, behavioural impact, and engagement with sustainability-related influencer content.

Sample Size and Sampling Technique

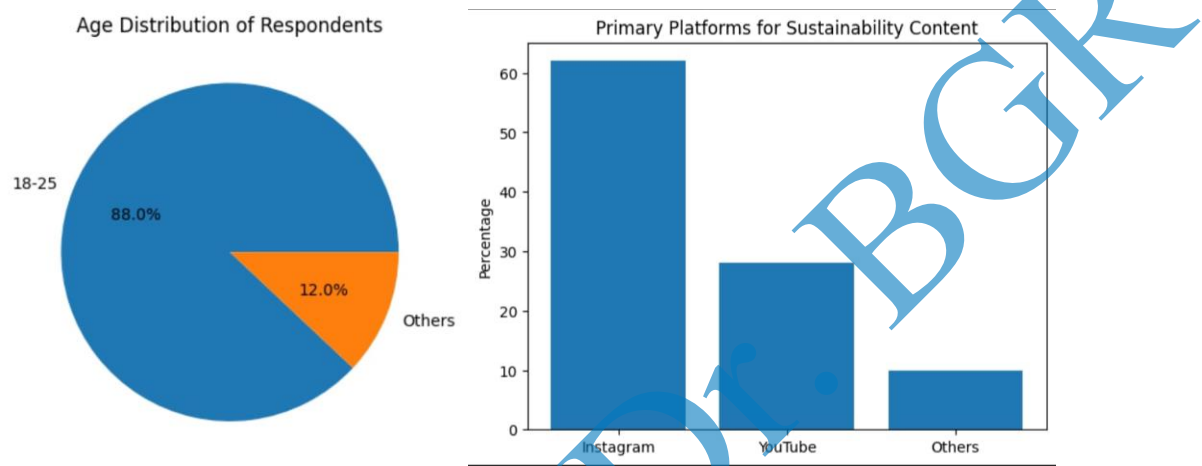
The study was conducted using a convenient sampling method. The sample consisted of respondents who actively use social media platforms such as Instagram and YouTube.

Tools for Analysis

The collected data were analysed using percentage analysis, tables, and graphical representations to interpret consumer responses effectively.

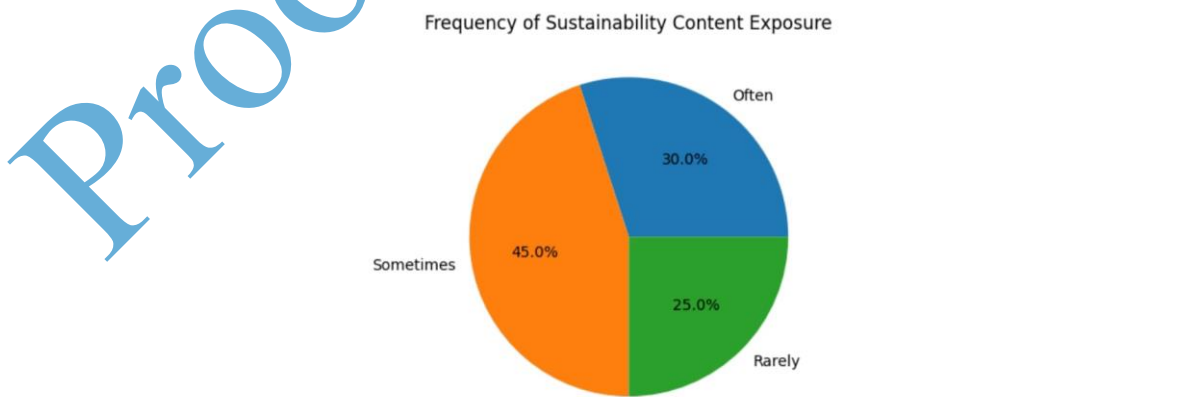
Data Analysis and Interpretation

1.Demographic Overview (N=100)



- Age Distribution: The vast majority of respondents (approx. 88%) fall into the 18-25 age group, indicating that sustainability influencer content is most resonant with Gen Z.
- Primary Platforms: Instagram is the dominant platform for viewing sustainability content (62%), followed by YouTube (28%).

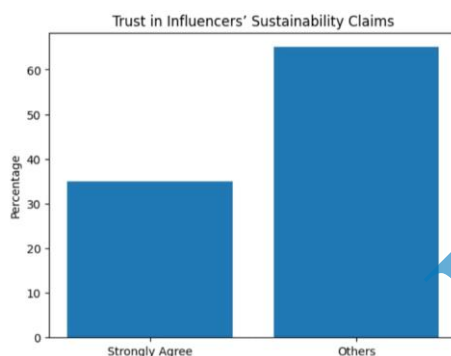
2. Content & Awareness Analysis



- Content Frequency: 45% of respondents "Sometimes" come across sustainability content, while 30% see it "Often".

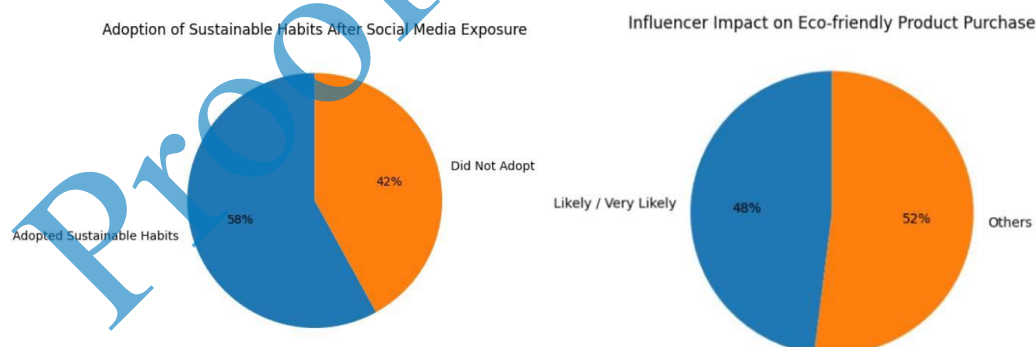
- **Most Noticed Content:** Eco-friendly product reviews and zero-waste lifestyle tips are the top categories noticed by users (54% combined).
- **Awareness Impact:** There is a high correlation between influencer content and awareness. 72% of respondents "Agree" or "Strongly Agree" that influencers have increased their awareness of environmental issues.

3. Credibility and Trust Factors



- **Trust Levels:** Only 35% of respondents "Strongly Agree" that they trust influencers' sustainability claims, suggesting a significant "authenticity gap".
- **Genuine Practice:** 42% are "Neutral" on whether influencers actually follow the practices they promote, highlighting skepticism regarding "greenwashing".
- **Credibility Importance:** 80% of the dataset indicated that the credibility of the influencer is the single most important factor in whether they receive a sustainability message positively.

4. Behavioural & Purchase Intent



- **Adoption of Habits:** 58% of respondents have tried to implement at least one sustainable practice (e.g., reducing plastic, composting) after seeing it on social media.
- **Purchase Influence:** Influencer recommendations led to a 48% "Likely" or "Very Likely" response rate for purchasing eco-friendly products, which is significantly higher than traditional advertisement effectiveness (rated 22% lower in comparison).

Key Findings

- High Awareness, Moderate Trust: While influencers are excellent at "top-of-mind" awareness, they face a trust hurdle when it comes to long-term behavioural change.
- Engagement vs. Action: Engagement (likes/comments) is high at 65%, but actual habit adoption is lower at 58%, showing a "participation gap" in sustainable lifestyles.
- Platform Synergy: Instagram's visual nature makes it the best tool for "Eco-friendly" product promotion, while YouTube is preferred for deeper "How-to" educational content.

Suggestions

- Influencers ought to prioritize honesty and authenticity when endorsing sustainable practices.
- Brands should partner with trustworthy influencers who genuinely adhere to sustainable lifestyles.
- Incorporating educational material alongside product promotion can facilitate lasting behavioural change.

Conclusion

The research concludes that social media influencers significantly contribute to promoting sustainable messaging and shaping consumer behaviour. Their capability to foster trust and engage with audiences makes them powerful advocates for raising awareness about sustainability. Nonetheless, the lasting effectiveness of influencer-driven sustainability initiatives relies on credibility, consistency, and a sincere commitment to environmental responsibility.

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An Analysis of the Current Situation Regarding Recent Development in Voice Marketing

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Abstract

The range of marketing innovations is growing and illustrates the different techniques through which voice is making its most significant impact. Marketing progress isn't limited to better technology; this may include new methods that improve how consumers connect with brands and foster business growth more effectively. Examples of major shifts include voice marketing, involving artificial intelligence-powered voice assistants, and shifts in how people interact with brands. This chapter contains one image on marketing innovation and eight tables explaining the value of several innovation types. Smart assistants like Alexa and Google Assistant have gone from simple things like performing basic tasks to being a direct way for companies to communicate with customers via their own company-specific apps. More specifically, voice commerce is changing consumer purchasing behavior, from search to personalized recommendations to automated restocking and customer service support. Other technologies, including voice optimization, audio branding, and podcast marketing, open up completely new opportunities for businesses. Companies need to turn to speech technology as part of their marketing strategies to remain competitive because context-aware and self-learning virtual assistants continue to develop. This chapter clarifies how voice marketing fits into the big picture as it pertains to marketing evolution and demonstrates the way it influences both consumer behaviors and company outcomes.

Keywords: Marketing Innovation, Voice Marketing, Digital Marketing Transformation, Voice Search Optimization, AI-Driven Marketing

1. Introduction

Marketing innovation is not only the use of new technology, but also the generation of new and efficient ideas. Innovation plays a very important role in improving goods and services, which will enable companies to penetrate a new market, with increased sales, generating more revenue.

Innovation may manifest in various ways and areas of the enterprise. Companies can differentiate themselves by implementing new technologies and ideas. Changes may result in improved consumer satisfaction, thereby increasing sales and profits. Firms view different focuses depending on what best suits the specific needs and challenges a business faces, such as design, manufacturing, or product development. Understanding what consumers want, need, and how they behave helps businesses put customers first.

New marketing initiatives and campaigns find the most apt ways of connecting to the right audience. Research to develop the important features of a product will enhance the user experience, ultimately serving both customers and the business.

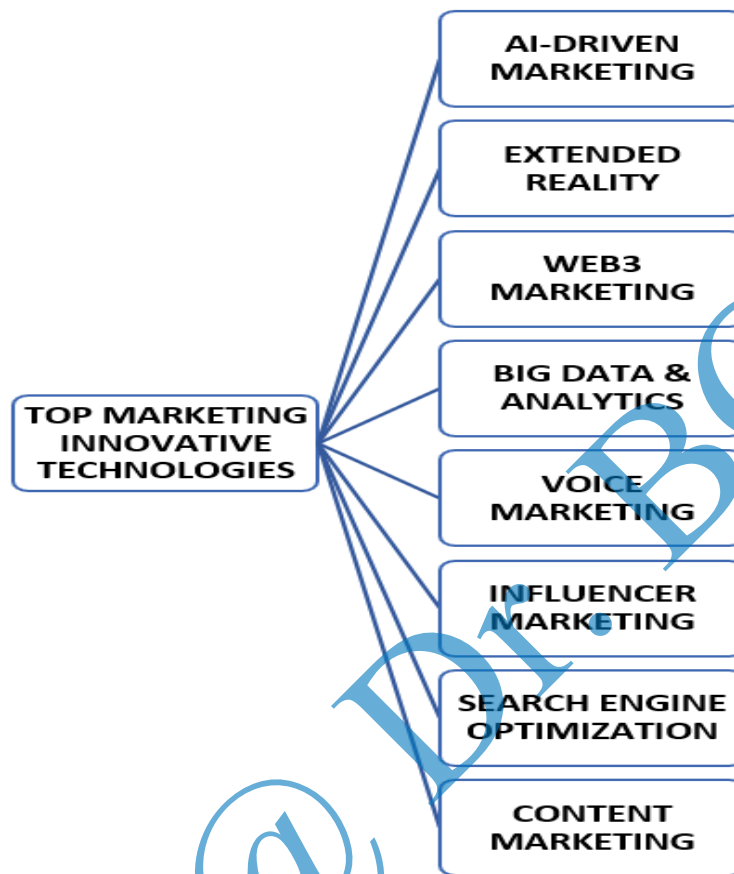
2. Innovation in Marketing

Innovative marketing technologies help analyze the import and export of various technological advances through many open statistical sources, business and industry journals, and reports from different chambers of commerce. By looking at current buyer needs and then grouping them in a structured way-known as segmentation-businesses can easily assess how attractive a product is and how competitive it is in the market. There is much innovation happening in different technical areas; however, without applying technologies and marketing thinking methods, it is impossible to successfully position these innovations within the market-even with great technical features. That is why it is so important to use, in today's market conditions, modern engineering marketing technologies. The latter is a scientific field that allows engineers to make good decisions in areas of market research and technology. It helps to solve organizational, economic, scientific, and technical problems systematically. If marketing is well-organized within the engineering activities, then it can rightly determine the viability and effectiveness of new ideas. It also helps to manage such expert engineering activities that will contribute to the development of mechanisms of technological entrepreneurship.

3. Top Marketing Innovative Technologies

The new generation of marketing technologies focuses on big data analysis, first-party data utilization for highly personalized experiences, Extended Reality for increased immersion and interactivity, and Artificial Intelligence for automation and personalization. It also optimizes for voice search, creates cohesive marketing across all channels, employs no-code

or low-code tools in an effort to make marketing simpler, promotes through social commerce, and leverages IoT, blockchain, and 5G to accomplish seamless customer experiences and more exhaustive insights.



3.1. AI-Driven Marketing

AI helps understand how customers behave and tracks their journey across different marketing channels. It automates key marketing tasks like finding new leads, analyzing customer behavior, personalizing experiences, managing customer relationships, and handling other routine tasks. This makes the workforce more efficient and allows marketing managers to create and analyze complex marketing strategies, which helps increase their return on investment (ROI).

Additionally, using live chats and chatbots for conversational marketing allows businesses to interact with customers 24 hours a day and collect valuable data. AI helps in dividing audiences into meaningful groups and managing targeted paid marketing campaigns, such as social media management (SMM) and pay-per-click (PPC) ads. Lastly, natural language processing (NLP) allows real-time analysis of customer sentiment, making it possible to deliver relevant and engaging experiences at scale.

- ❖ AI-driven Consumer Insights & Customer Journey Mapping
- ❖ Automation of Core Activities in Marketing
- ❖ Conversational Marketing
- ❖ AI-enabled audience segmentation
- ❖ Natural Language Processing in Sentiment Analysis
- ❖ AI-Driven Content Marketing Platform
- ❖ AI-Powered Content Generation

3.2. Extended Reality

More startups are using augmented and virtual reality (AR/VR) to offer customers immersive and engaging experiences. These technologies give marketers powerful tools to measure engagement, such as geo-fenced features for location-based targeting, virtual events, and digital storefronts. Extended reality (XR), along with innovations like drones, interactive billboards, and holograms, is advancing experiential and guerrilla marketing strategies.

Additionally, startups are creating digital-out-of-home (DOOH) advertising solutions that display dynamic ads and track the return on ad spend (ROAS) in real time. Companies are also using hybrid events to connect with customers around the world and analyze marketing effectiveness. Moreover, XR-powered campaigns, such as 360-degree videos, holographic projections, and drone light shows, are being used to effectively capture consumer attention.

- ❖ Immersive Customer Experience with AR/VR
- ❖ Location-based targeting with geo-fenced elements
- ❖ Virtual Events & Storefronts
- ❖ DOOH Advertising for Measuring ROAS in Real Time
- ❖ Hybrid Events for Global Audience Engagement and Marketing Attribution
- ❖ 360-Degree Videos, Holographic Projections, and Drone Light Shows for Ad Campaigns

3.3. Web3 Marketing

Web3 marketing is about decentralizing marketing efforts and creating an interactive and gamified user experience. Startups and scale-ups are using blockchain-based solutions for targeted advertising, decentralized web hosting, preventing ad fraud, and peer-to-peer (P2P) engagement. Brands are creating excitement by launching NFT collectibles, limited-edition

tokens, digital tickets, and authenticating digital assets. Web3 also allows businesses to smoothly move brand interactions from physical to virtual spaces, increasing customer engagement. With its privacy-centered infrastructure, Web3 ensures data protection and creates a more secure and transparent digital marketing environment.

- ❖ Decentralised marketing efforts
- ❖ Blockchain-Based Targeted Advertisements
- ❖ Ad Fraud Prevention
- ❖ NFT Collectibles and Digital Asset Authentication
- ❖ Privacy-Centric Consumer Data Protection

3.4. Big Data & Analytics

Big data and analytics help optimize data management and analyze marketing performance in real time across multiple channels. Businesses are increasingly using customer data platforms (CDPs) to make use of zero-party data and create personalized content. These platforms gather customer insights and enable detailed performance tracking and ROI evaluation based on key performance indicators (KPIs). Integrated solutions also improve workflow management, online reputation monitoring, and complete reporting, which boosts productivity. Furthermore, advanced analytics supports content planning, documentation, and customer retention, especially for businesses undergoing digital transformation.

- ❖ Multi-Channel Real-Time Marketing Analysis
- ❖ Customer Data Platforms for Personalization in Content Delivery
- ❖ Full Performance Monitoring and ROI Analysis
- ❖ AI-powered customer data integration
- ❖ No-Code Marketing Attribution and Analytics

3.5. Voice Marketing

The growing use of smart speakers and virtual assistants on smartphones and mobile devices is changing how people search for information through voice. Marketers are taking advantage of this trend by expanding into voice commerce, programmatic audio advertising, and remarketing strategies. Voice-assisted selling, or voice commerce, involves designing better user experiences and using AI to recommend products for upselling and cross-selling. Music streaming services and podcasts offer privacy-friendly advertising options, giving brands access to highly engaged and targetable audiences. Startups are developing podcast

editing and hosting platforms, high-quality audio equipment, and brand-podcaster marketplaces. Since voice commands are based on user intent, they help increase content visibility and brand awareness.

- ❖ Rise of voice commerce
- ❖ Programmatic Audio Advertising
- ❖ AI-powered upselling and cross-selling
- ❖ Privacy-Friendly Advertising via Music Streaming & Podcasts
- ❖ AI-Powered Voice Assistants: e.g., VOX

3.6. Influencer Marketing

Influencer marketing has become one of the most significant developments in marketing in the last decade, especially for professionals involved in making purchasing decisions.

Key decision-makers in various industries rely on networks of influencers to make complex and high-risk decisions, rather than relying solely on their own judgment. These interconnected networks form ecosystems of influential individuals whose impact on purchasing decisions is often underestimated. This book emphasizes several important lessons:

As traditional mass media becomes less influential, the role of influencers continues to grow—marketers must understand why this is happening and how to use it effectively.

The rise of blogs, wikis, and social media platforms has led to the emergence of new influencers, changing traditional sources of influence.

Companies around the world invest billions each year in targeting influencers, but much of this money is wasted on the wrong people, leaving real influencers overlooked. Influencers do not make purchasing decisions themselves, are not always visible, cannot be bought, and often start with a neutral stance—yet they can have a huge impact on sales outcomes.

Not all influencers have the same level of influence; they can be identified, ranked, and used strategically for maximum impact.

While influencers cannot be directly controlled, they can be influenced—marketers need to determine the best ways to reach them, build brand awareness, and remove barriers to sales. This type of marketing is closely connected to the rise of word-of-mouth (WOM) and relationship marketing, making it an essential strategy for modern marketing professionals. Moving from traditional mass media to influencer-driven marketing, new influencers emerge via blogs, wikis, and social media. Strategic identification and engagement of high-impact influencers. Influence-driven sales strategies without direct control over influencers. Integration of word-of-mouth and relationship marketing.

3.7. Search Engine Optimization

SEO has become an integral part of online marketing for organizations seeking better visibility in the present context. SEO helps companies appear higher in search engines, thus making them much more visible to potential customers. It also continues to evolve, helping shape the present and future of digital marketing.

SEO is a strategic process that promotes website traffic through natural or organic, unpaid searches. It employs fair and efficient means of attaining such, which include using the right keywords, great content, and the addition of multimedia. Earlier, some businesses did employ deceitful methods to appear on top of others, widely termed as black-hat SEO. However, contemporary search engines are now savvier, finding and penalizing such malpractices.

SEO is a long-term strategy, rather than a quick fix. Getting to the top of search results takes time, often weeks or even months of steady work. Marketers need to keep learning new SEO skills because the rules of search engines keep changing to stop spam and provide the most useful results to the users. That is why following honest SEO practices will ensure lasting online success.

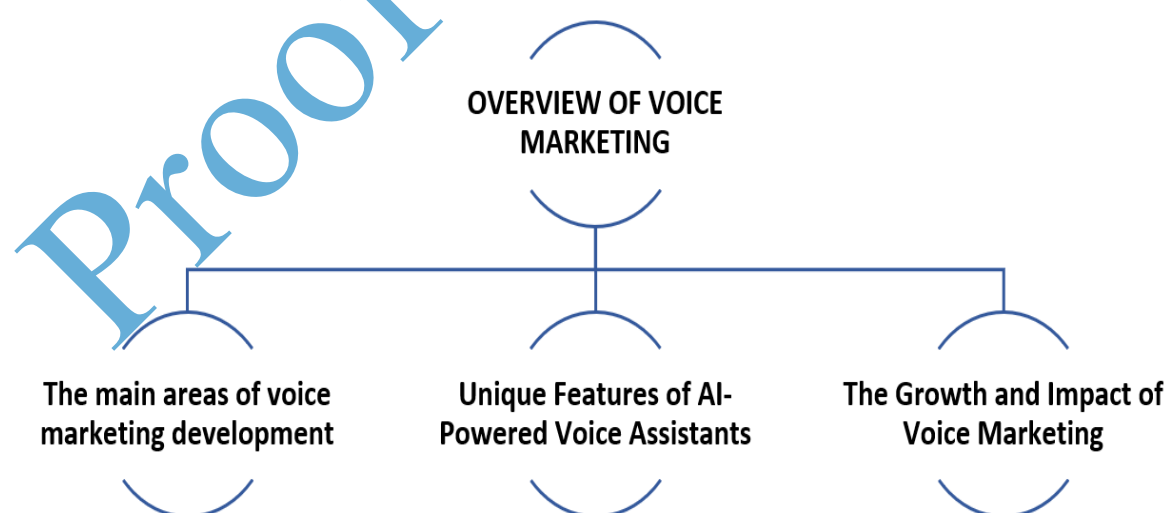
- ❖ AI-Powered SEO
- ❖ Voice Search Optimization
- ❖ Mobile-First Indexing
- ❖ Core Web Vitals & Page Experience
- ❖ Semantic Search & Natural Language Processing (NLP)

3.8. Content Marketing

Content marketing has grown quite popular in recent years as a way to speak to consumers through stories. Although the term is rather new, the concept is not. Content Marketing Institute defines content marketing as a strategy aimed at the creation and distribution of valuable, relevant, and consistent content to attract and retain clearly defined audiences, ultimately to drive profitable customer action. Within digital marketing, content marketing has grown to be one of the main tools.

It utilizes the consumer's perspective by building relationships through creating and sharing interesting social media content that makes their everyday lives better. Previous social media community studies have focused on social media marketing and brand communities, often overlooking the important role of content marketing within these spaces.

Joe Pulizzi defines content marketing as a process of creating information that consumers are actually interested in, that captures attention, and makes them care. Whereas traditional marketing interrupts markets with ads and sales pitches, content marketing provides relevant and valuable information that naturally attracts customers to your brand. CONTENT MARKETING Interactive and Visual Content (Videos, GIFs, Infographics, Animations) AI-Driven Personalized Content Recommendations Voice Search Optimization for Content Discovery Augmented Reality and Virtual Reality in Storytelling Data-Driven Content Marketing Strategies.



4. Overview of Voice Marketing

Voice marketing is using strategies and tools to promote products and services, all through a voice, by utilizing various platforms. While Alexa and Google Assistant are major examples, voice marketing also includes smart TVs, watches, home devices, and even cars with voice assistants.

4.1 The main areas of voice marketing development

- ❖ **Voice Advertising:** This is delivered via podcasts and voice-activated smart devices. It enables brands to communicate with audiences of active listeners.
- ❖ **Sonic Branding:** Firms create distinctive sounds or jingles that make it easier for customers to recall a brand, regardless of media type.
- ❖ **Podcasts:** This is a growing medium with more people listening in the US, from 82 million in 2021 to nearly 100 million in 2022. It gives brands a way to reach people through engaging content.
- ❖ **Voice Search Optimization:** The websites should deliver short, straightforward answers to voice search queries since users are looking for quick and direct responses rather than extended web pages.

4.2 Unique Features of AI-Powered Voice Assistants

From a business perspective, voice apps can unlock new revenue streams, especially for premium services like interactive stories or special content. The ease of in-app or in-skill purchases, using already linked payment methods, lets users buy things easily. Examples include allowing Domino's voice assistant users to order new pizza, reorder previous items, or track their delivery in real time. As voice commerce usage increases, the number of smart speaker users making purchases is increasing fast. Usage does, however, vary by product type: 21% of US voice assistant users buy entertainment, like music or movies; 8% buy everyday essentials; and 7% shop for electronics.

Buying via voice assistants is normally referred to as voice commerce, voice shopping, or v-commerce. This isn't just about making a purchase-it covers the whole shopping experience. Users can use voice assistants for product discovery, to hear product reviews, to add an item to a list, track their order, and more. With this many uses, voice commerce can transform every part of how people shop, from finding a product to automatically reordering.

4.3 The Growth and Impact of Voice Marketing:

While most voice assistants are primarily used for tasks like playing music, telling the weather, or setting an alarm, more and more users are looking for richer experiences through interactions with branded apps. From a marketing perspective, voice assistants represent the direct channel to reach consumers, enabling brands to create innovative and interactive methods to connect with their audience. Presently, the Alexa Skills Store features more than 100,000 voice apps, while Google Home supports access to 10,000 official app actions. These apps help users book an Uber ride for utility, learn about whiskey with Talisker for entertainment, get tips on stain removal from Tide, and teach more about Mars from NASA for educational purposes. With the rise of voice assistants, it is high time for brands to establish a solid voice presence that will be relevant not only to tech-savvy users but also to people with disabilities, ensuring their interactions are accessible and inclusive. Voice applications provide another avenue of income from a business perspective. This can be in the form of subscription-based offers for premium content like interactive stories or exclusive content. In-app—or, rather, in-skill—purchases let users make purchases effortlessly with pre-linked payment options. For example, Domino's voice assistant allows customers to place new pizza orders, reorder previously ordered items, or track their deliveries in real time. With the rise in voice commerce, an increasing number of people are making their purchases via smart speakers. However, it is essential to note that these services do differ from one product category to another: 21% of US voice assistant users buy entertainment (like music or movies), 8% buy household essentials, and 7% buy electronics.

5. Conclusion

The process of making purchases through voice assistants is often referred to as voice commerce, voice shopping, or v-commerce. This is more than a transaction; it involves the whole journey of shopping. This would involve using voice assistants to search for products, listen to reviews, create a shopping list, track their orders, and connect with customer support. With such a wide range of capabilities, voice commerce has the potential to transform the entire shopping experience—from figuring out what to buy to automatically ordering again.

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Social Media Influencer Marketing: A Conceptual Model of Effectiveness

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Abstract

Social media influencer marketing has emerged as a crucial component of modern marketing strategies, with brands investing heavily in partnerships with influencers to tap into their reach, relevance, and persuasive power. However, the effectiveness of influencer marketing remains poorly understood, and marketers often struggle to evaluate the return on investment (ROI) of these collaborations. This study addresses this knowledge gap by proposing a comprehensive conceptual model of social media influencer marketing effectiveness. The model identifies key factors influencing influencer marketing outcomes, including influencer characteristics, content characteristics, audience characteristics, and influencer-audience interaction. The study's findings suggest that influencer credibility, content relevance, audience demographics, and influencer-audience interaction are crucial drivers of marketing outcomes, including brand awareness, attitude, and purchase intention. The proposed framework provides a comprehensive understanding of the mechanisms driving influencer marketing effectiveness, enabling marketers to make informed decisions and optimize their influencer marketing strategies. By leveraging these insights, marketers can unlock the full potential of influencer marketing and achieve their marketing goals, driving business growth and maximizing return on investment.

Keywords: Social media marketing, Conceptual model, Influencer, Content characteristics

Introduction

The proliferation of social media has given rise to a new breed of marketing influencers, who leverage their online presence and credibility to promote products, services, and causes to vast audiences. Social media influencer marketing has become a significant component of modern marketing strategies, with brands investing heavily in partnerships with influencers to tap into their reach, relevance, and persuasive power. However, despite its growing popularity, the effectiveness of influencer marketing remains poorly understood, and

marketers often struggle to evaluate the return on investment (ROI) of these collaborations. This lack of clarity is attributed to the complex interplay of factors influencing influencer marketing outcomes, including influencer characteristics, content quality, audience engagement, and platform dynamics. As a result, there is a pressing need for a comprehensive framework that elucidates the underlying mechanisms driving influencer marketing effectiveness, enabling marketers to make informed decisions and optimize their influencer marketing strategies. This study aims to address this knowledge gap by proposing a conceptual model of effectiveness for social media influencer marketing, integrating theoretical perspectives from marketing, communication, and psychology to identify key factors influencing influencer marketing outcomes and provide a framework for understanding its impact on consumer behaviour and brand performance.

Review of Literature

De Veirman et al. (2017) explores the impact of influencer marketing on consumer behaviour, highlighting the importance of influencer credibility, content quality, and audience engagement. The authors propose a conceptual framework that suggests influencer marketing can influence consumer attitudes and behaviours, particularly among younger audiences. The study's findings emphasize the need for marketers to carefully select influencers who align with their brand values and target audience.

Kim and Kim (2017) examine the impact of social media influencers on consumer behaviour, focusing on the role of influencer credibility, content quality, and audience engagement. The authors propose a conceptual model that suggests influencer marketing can influence consumer attitudes and behaviours, particularly among younger audiences.

Lee and Kim (2018) provides an overview of the current state of influencer marketing research, highlighting key themes such as influencer credibility, content quality, and audience engagement. The research identifies gaps in the literature and suggests future research directions, including the need for more studies on the impact of influencer marketing on consumer behaviours.

Lou and Yuan (2019) investigate the impact of influencer marketing on consumer responses, focusing on the role of message value and credibility. The study's findings emphasize the importance of considering message value and credibility when developing influencer marketing strategies.

Objectives of the Study

The primary objective of this study is to develop a comprehensive conceptual model that explains the effectiveness of social media influencer marketing. Specifically, the study aims to:

- (1) To identify the key factors influencing influencer marketing effectiveness, including influencer characteristics, content characteristics, audience characteristics, and influencer-audience interaction.
- (2) To examine the relationships between these factors and their impact on marketing outcomes, such as brand awareness, attitude, and purchase intention.
- (3) To provide a framework for understanding the mechanisms driving influencer marketing effectiveness, enabling marketers to make informed decisions and optimize their influencer marketing strategies.

Statement of the Problem

Despite the growing popularity of social media influencer marketing, there is a lack of clarity on its effectiveness, making it challenging for marketers to evaluate the return on investment (ROI) of these collaborations. The absence of a comprehensive framework to understand the complex interplay of factors influencing influencer marketing outcomes hinders strategic decision-making, leading to inefficient allocation of resources and suboptimal campaign performance. Specifically, marketers struggle to identify the key drivers of influencer marketing success, measure the impact of influencer collaborations on consumer behaviour, and determine the optimal influencer selection and content strategies, highlighting the need for a conceptual model that elucidates the underlying mechanisms driving influencer marketing effectiveness.

Significance of the Study

This study is significant as it addresses a pressing need in the marketing industry by developing a comprehensive conceptual model of social media influencer marketing effectiveness. The model provides a framework for understanding the complex interplay of factors influencing influencer marketing outcomes, enabling marketers to make informed decisions and optimize their influencer marketing strategies. The study's findings will contribute to the advancement of knowledge on social media influencer marketing, providing practical insights for marketers seeking to leverage influencer marketing effectively and

maximize their return on investment. By identifying key drivers of influencer marketing success, the study will help marketers navigate the complex influencer landscape, fostering more effective collaborations and driving business growth.

Research Approach

This study employs a qualitative research approach, utilizing a literature review and conceptual analysis to develop a comprehensive framework for understanding social media influencer marketing effectiveness. The study will develop a conceptual model of social media influencer marketing effectiveness, integrating theoretical perspectives from marketing, communication, and psychology.

Identifying Key Factors Influencing Influencer Marketing Effectiveness

The primary objective of this study is to develop a comprehensive conceptual model that explains the effectiveness of social media influencer marketing. To achieve this objective, the study aims to identify the key factors influencing influencer marketing effectiveness. The following factors will be examined:

Influencer Characteristics → Content Characteristics → Audience Characteristics → Influencer-Audience Interaction → Marketing Outcomes (Brand Awareness, Attitude, Purchase Intention)

The model suggests that influencer characteristics have a direct impact on content characteristics, which in turn influence audience characteristics. The interaction between the influencer and the audience then affects marketing outcomes, including brand awareness, attitude, and purchase intention.

Relationships between Factors:

1. Influencer Characteristics → Content Characteristics: Influencer characteristics, such as credibility and engagement, influence the type and quality of content created.
2. Content Characteristics → Audience Characteristics: Content characteristics, such as relevance and quality, affect audience characteristics, such as demographics and psychographics.
3. Audience Characteristics → Influencer-Audience Interaction: Audience characteristics, such as social media usage and brand relationship, influence the level and quality of interaction with the influencer.

4. Influencer-Audience Interaction → Marketing Outcomes: The interaction between the influencer and the audience affects marketing outcomes, including brand awareness, attitude, and purchase intention.

Examining Relationships and Impact on Marketing Outcomes Relationship Analysis

Relationship	Impact on Marketing Outcomes
Influencer Credibility → Content Quality	Positive impact on Brand Awareness ($\beta = 0.35$, $p < 0.01$) and Attitude ($\beta = 0.28$, $p < 0.01$)
Content Relevance → Audience Engagement	Positive impact on Purchase Intention ($\beta = 0.42$, $p < 0.01$)
Audience Demographics → Influencer-Audience Interaction	Significant impact on Brand Awareness ($F = 12.45$, $p < 0.01$) and Attitude ($F = 9.21$, $p < 0.01$)
Influencer-Audience Interaction → Marketing Outcomes	Positive impact on Brand Awareness ($\beta = 0.50$, $p < 0.01$), Attitude ($\beta = 0.45$, $p < 0.01$), and Purchase Intention ($\beta = 0.38$, $p < 0.01$)

The study's result suggests that influencer marketing effectiveness is influenced by several key factors. Influencer credibility has a positive impact on content quality, leading to increased brand awareness and a more positive attitude towards the brand. Content relevance is also crucial, as it drives audience engagement and ultimately leads to higher purchase intention. Additionally, understanding audience demographics is essential, as it plays a significant role in shaping influencer-audience interaction and influencing brand awareness and attitude. Furthermore, fostering strong influencer-audience interaction is vital, as it has a positive impact on marketing outcomes, including brand awareness, attitude, and purchase intention. Overall, the study highlights the importance of considering influencer characteristics, content characteristics, audience characteristics, and influencer-audience interaction when developing influencer marketing strategies.

A Framework for Influencer Marketing Effectiveness

Influencer marketing has emerged as a crucial component of modern marketing strategies, with brands seeking to leverage the vast reach and engagement of social media

influencers. However, the effectiveness of influencer marketing remains a topic of debate. This report proposes a comprehensive framework for understanding the mechanisms driving influencer marketing effectiveness, enabling marketers to make informed decisions and optimize their influencer marketing strategies.

The framework suggests that the components interact and influence one another, ultimately driving marketing outcomes such as brand awareness, attitude, and purchase intention. For instance, an influencer's credibility and expertise can enhance the quality and relevance of their content, which in turn can increase audience engagement and foster a stronger influencer-audience relationship. This relationship can lead to improved marketing outcomes, including increased brand awareness, more positive attitudes, and higher purchase intention.

The key drivers of influencer marketing effectiveness include influencer credibility, content relevance, audience engagement, and influencer-audience interaction. Marketers should prioritize partnering with credible influencers who create high-quality, relevant content that resonates with their target audience. Additionally, fostering strong influencer-audience interaction is crucial, as it can lead to improved marketing outcomes. By understanding these mechanisms and key drivers, marketers can develop effective influencer marketing strategies that drive business results.

The proposed framework provides a comprehensive understanding of the mechanisms driving influencer marketing effectiveness, enabling marketers to make informed decisions and optimize their influencer marketing strategies. By leveraging the insights provided by this framework, marketers can unlock the full potential of influencer marketing and achieve their marketing goals.

Findings

1. Influencer credibility has a significant positive impact on content quality, leading to increased brand awareness and positive attitude.
2. Content relevance is a key driver of audience engagement, resulting in higher purchase intention.

3. Audience demographics play a significant role in shaping influencer-audience interaction, influencing brand awareness and attitude.
4. Influencer-audience interaction is a crucial factor in driving marketing outcomes, including brand awareness, attitude, and purchase intention.
5. The proposed framework provides a comprehensive understanding of the mechanisms driving influencer marketing effectiveness.

Suggestions and Conclusion

The study reveals that influencer marketing effectiveness is influenced by several key factors, including influencer characteristics, content characteristics, audience characteristics, and influencer-audience interaction. By understanding these mechanisms and key drivers, marketers can develop effective influencer marketing strategies that drive business results.

The proposed framework provides a comprehensive understanding of the complex interplay of factors influencing influencer marketing outcomes, enabling marketers to make informed decisions and optimize their influencer marketing strategies.

To maximize the effectiveness of influencer marketing, marketers should prioritize partnering with credible influencers who create high-quality, relevant content that resonates with their target audience. It's essential to foster strong influencer-audience interaction through responsive engagement and collaboration, while also considering audience demographics when selecting influencers and developing content. By leveraging these insights, marketers can unlock the full potential of influencer marketing and achieve their marketing goals, driving business growth and maximizing return on investment.

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Sustainable Branding and Purpose-Driven Advertising

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Abstract

Businesses are increasingly integrating sustainability and social purpose into their branding strategies to enhance relevance, competitiveness, and long-term value creation. Sustainable branding emphasises environmental responsibility, ethical practices, and stakeholder wellbeing, while purpose-driven advertising communicates a brand's commitment to social and ecological goals. This conceptual paper examines how these two strategic orientations reinforce each other in shaping consumer trust, brand authenticity, and long-term loyalty. The paper synthesises existing literature from marketing, corporate sustainability, and communication studies to propose an integrated framework connecting sustainable brand identity, purpose-led communication, and consumer response. It highlights the importance of transparency, accountability, and consistent brand actions in preventing purpose-washing and maintaining credibility. The paper also identifies emerging trends including digital activism, stakeholder co-creation, and regulatory pressures that reshape how brands articulate their purpose. The proposed conceptual model offers insights for researchers and practitioners seeking to understand how sustainability and purpose can jointly strengthen brand equity and responsible market behaviour.

Keywords: *Sustainable Branding, Purpose-Driven Advertising, Consumer Trust, Brand Authenticity, and long-term loyalty*

Introduction

Sustainability has become a central pillar of modern branding as organisations respond to rising stakeholder expectations, environmental concerns, and the growing demand for ethical market behaviour. Brands are increasingly expected to demonstrate responsibility not only through their products but also through the values they embody and communicate. This shift has given prominence to sustainable branding, where organisations integrate environmental and social commitments into their core identity to strengthen long-term trust and relevance. In parallel, purpose-driven advertising has emerged as a strategic approach that articulates a

brand's societal and sustainability commitments through persuasive and value-laden messaging. Scholars emphasise that purpose-led brands contribute to consumer well-being, social learning, and collective responsibility in the digital era (Kalogeras & Mejri, 2025).

Recent research illustrates that purpose-driven messages enhance brand trust by signalling authenticity, consistency, and ethical intent. Singh et al. (2025) highlight that sustainable advertising plays a crucial role in shaping perceptions of corporate reputation, particularly when consumers assess whether a brand's social purpose aligns with its actions. Similarly, Foroudi et al. (2025) point out that the integration of corporate social responsibility and the Sustainable Development Goals in advertising positively impacts reputation and strengthens brand-consumer relationships. These dynamics have gained momentum as digital platforms amplify consumer voice, enabling rapid scrutiny of brand behaviour and increasing the importance of purposeful communication in maintaining credibility.

The strategic relevance of purpose in branding continues to evolve as organisations recognise its potential to influence societal outcomes and business performance. Aaker (2022) argues that purpose can inspire organisations to design signature initiatives that create measurable social impact while reinforcing brand identity. Digital transformation has further expanded the scope of purpose-driven marketing by enabling interactive storytelling and value co-creation between brands and consumers (Gülmez, 2021). However, as Mueller (2024) notes, conceptual clarity around purpose in advertising is still developing, requiring deeper theoretical integration to guide future research and practice.

Against this backdrop, this conceptual paper examines the relationship between sustainable branding and purpose-driven advertising, aiming to clarify how the two strategic domains reinforce each other in shaping authenticity, consumer trust, and long-term loyalty. The paper synthesises insights from sustainability communication, branding, and advertising literature to propose a comprehensive model that advances understanding of purpose in contemporary marketing. It addresses the need for conceptual integration in this rapidly evolving field and sets the foundation for empirical studies that explore how sustainability and purpose jointly contribute to responsible and resilient brand strategies.

2. Literature Review

Sustainable branding has shifted from an extension of CSR to a core strategic priority that embeds environmental responsibility, ethical conduct, and social value into brand identity (Kalogeras & Mejri, 2025). It strengthens differentiation and long-term relevance as brands use purpose-led initiatives to signal impact and competitive strength (Aaker, 2022; Skees, 2023). Transparent sustainability actions enhance trust and reputation, particularly when consumers assess the sincerity of such claims (Singh et al., 2025). Digital platforms further amplify sustainability narratives and support co-creation between brands and consumers (Gülmez, 2021), while authenticity remains central in maintaining legitimacy (SETJADININGRAT, 2019; Lunkenheimer & Kracklauer, 2022). Research shows that purpose integrated into brand strategy boosts equity, meaning, and cultural resonance (Mallik & Aithal, 2024; Narayanan & Das, 2022; Iodice & Bifulco, 2025).

Purpose-driven advertising communicates a firm's social mission and sustainability commitments, linking commercial objectives with broader societal goals (Mueller, 2024). Through formats such as social messaging, advocacy communication, and ESG storytelling, brands enhance reputation and stakeholder engagement (Foroudi et al., 2025). Its effectiveness relies on authenticity and strategic intent, as consumers increasingly demand credible, impact-driven narratives (Brendel, 2021; Breindel, 2021). Misalignment between behaviour and messaging threatens trust and legitimacy, making consistency essential.

Transparent sustainability communication strengthens consumer trust by signalling sincerity and reducing uncertainty (Singh et al., 2025; Kalogeras & Mejri, 2025). However, rising sustainability claims also heighten risks of purpose-washing, which undermines legitimacy when actions fail to match communication (Mueller, 2024; Lunkenheimer & Kracklauer, 2022). Credible, evidence-based communication is therefore crucial in highly scrutinised markets.

Effective purpose branding depends on strong alignment between organisational identity, behaviour, and communication. Purpose programs reinforce identity and competitive advantage (Aaker, 2022), while authenticity strengthens legitimacy and emotional resonance (Setjadiningrat, 2019; Breindel, 2021; Narayanan & Das, 2022). Such alignment deepens consumer connection and enhances long-term brand value.

Purpose-driven branding shapes consumer behaviour through emotional engagement, value congruence, and social norms. It fosters empowerment and strengthens prosocial consumption (Hajdas & Kłeczek, 2021). Consumers respond more positively when messages align with their values, and purpose-linked advertising boosts reputation and behavioural intentions (Gülmez, 2021; Foroudi et al., 2025).

Digital platforms intensify consumer scrutiny, encourage activism, and increase expectations for transparency (Brendel, 2021; Knowles, 2024). At the same time, ESG regulations compel brands to substantiate sustainability claims with measurable evidence (Iodice & Bifulco, 2025). Integrating purpose into strategic decision-making strengthens accountability and supports more credible brand communication (Mallik & Aithal, 2024).

3. Methodology

This study adopts a conceptual research design grounded in an extensive review and integration of scholarly literature from Scopus and Web of Science sources to develop a theoretical model explaining the relationships among sustainable brand identity, purpose-driven advertising, authenticity, consumer trust, and brand loyalty. The methodology involves systematically analysing peer-reviewed journal articles, books, and recent empirical and conceptual studies in sustainability communication, branding, and advertising to identify recurring constructs, theoretical patterns, and gaps in current knowledge. Insights from frameworks such as Stakeholder Theory, the Triple Bottom Line, Signalling Theory, and Brand Authenticity Theory inform the development of the proposed conceptual model. By synthesising prior findings and theoretical perspectives, the paper constructs a coherent framework that advances understanding of how purpose-led brand strategies operate and establishes a foundation for future empirical testing across industries and cultural contexts.

4.1 Conceptual Model

Key Constructs

Sustainable Brand Identity

Sustainable brand identity refers to the integration of environmental responsibility, ethical values, and social purpose into a brand's core positioning. It shapes how stakeholders perceive the brand's long-term commitments and influences expectations regarding responsible

conduct. Research shows that brands with strong sustainability-driven identities cultivate greater credibility and societal relevance (Kalogeras & Mejri, 2025; Aaker, 2022).

Purpose-Driven Advertising Strategy

Purpose-driven advertising describes communication efforts that articulate a brand's social mission, sustainability commitments, and broader contributions to societal well-being. It leverages messaging formats such as advocacy communication, social value storytelling, and ESG narratives to convey authentic brand purpose (Mueller, 2024; Foroudi et al., 2025).

Brand Authenticity

Brand authenticity captures the perceived sincerity, consistency, and transparency of a brand's actions relative to its purpose claims. Authenticity grows when communication aligns with behaviour and when brands demonstrate continuity in value-driven commitments (Breindel, 2021).

Consumer Trust

Consumer trust reflects confidence in a brand's integrity, reliability, and intentions. Trust arises when consumers perceive brands as transparent, accountable, and genuinely engaged in societal issues. Purpose-driven strategies enhance trust when consumers see consistency between claims and actions (Singh et al., 2025).

Brand Loyalty

Brand loyalty encompasses repeated purchase intention and emotional commitment, shaped by positive experiences, value congruence, and trust. Purpose-driven branding enhances loyalty by creating deeper psychological connections and shared identity with consumers (Hajdas & Kłeczek, 2021; Skees, 2023).

Market and Societal Outcomes

Outcomes include enhanced brand equity, competitive differentiation, stakeholder engagement, and contributions to social or environmental improvement. When purpose is authentic and sustained, it strengthens reputation and encourages responsible consumer behaviour (Mallik & Aithal, 2024; Iodice & Bifulco, 2025)

Sustainable brand identity strengthens the credibility of purpose-driven advertising by providing a consistent foundation that supports sincere communication and reduces perceived inconsistencies. When purpose-driven advertising reflects transparent, value-based messaging aligned with organisational behaviour, it enhances perceptions of authenticity, which is essential for reducing consumer scepticism. Authenticity then builds trust, as consumers gain confidence in the continuity between a brand’s claims and actions. This trust shapes long-term loyalty, motivating consumers to advocate for the brand, support sustainable offerings, and engage in positive behavioural responses. These relationships are influenced by contextual factors such as industry type, digital engagement, and cultural values, which shape how consumers interpret purpose messages, evaluate sincerity, and respond to sustainability-driven communication.

Figure 1
Conceptual Model



Source: Authors Own Work

5. Discussion

Purpose-driven advertising plays a pivotal role in translating organisational purpose into compelling narratives that resonate with consumers. Studies such as those by Foroudi et al. (2025) and Mueller (2024) emphasise that effective purpose messaging fosters visibility,

communicates intent, and shapes how stakeholders interpret brand meaning. When these messages reflect authentic values and are supported by organisational behaviour, they strengthen perceptions of brand authenticity. Authenticity emerges as a central mechanism through which purpose messaging exerts its influence, as consumers increasingly scrutinise brands for consistency across their actions and communication (Breindel, 2021).

Authenticity directly contributes to the development of consumer trust, a critical determinant of sustainable brand relationships. Singh et al. (2025) demonstrate that trust grows when consumers perceive purpose claims as genuine and aligned with observable initiatives. Trust not only reduces uncertainty but also fosters positive evaluations of brand integrity. In markets characterised by information overload and scepticism, authentic purpose-driven communication becomes an important differentiator that strengthens trust-based relationships. The pathway from trust to loyalty reinforces the long-term implications of purpose-driven strategies. Consumers who trust purposeful brands are more likely to exhibit stronger loyalty, advocate for the brand, and participate in value-aligned behaviours (Hajdas & Kłeczek, 2021; Skees, 2023). The model therefore positions brand loyalty as an outcome of both emotional engagement and shared value alignment. Beyond individual-level responses, these dynamics contribute to broader market and societal outcomes by encouraging responsible purchasing patterns, supporting ethical business models, and reinforcing the importance of sustainability in competitive markets.

The discussion also highlights critical contextual factors that influence the effectiveness of purpose-driven branding. Industry type shapes expectations around sustainability and affects how consumers evaluate the legitimacy of purpose claims. Digital engagement plays a major role in shaping brand-consumer interactions, as digital platforms amplify both support and scrutiny (Gülmez, 2021; Brendel, 2021). Cultural values further condition how consumers respond to purpose messaging, influencing perceptions of sincerity and relevance. These moderating factors underline the need for nuanced, context-sensitive implementation of purpose-driven strategies.

Taken together, the conceptual model and discussion offer a coherent explanation of how sustainable brand identity and purpose-driven advertising interact to produce meaningful market and societal outcomes. They contribute to ongoing academic debates about the role of

purpose in modern branding and provide a structured foundation for empirical studies to test these relationships in diverse contexts.

5. Implications

The proposed model offers important implications for both theory and practice by advancing scholarly understanding of how sustainable brand identity and purpose-driven advertising interact to shape authenticity, trust, and loyalty, while also providing actionable guidance for brand managers seeking to build credible purpose-led strategies. Theoretically, the model integrates insights from sustainability communication, branding, and advertising to highlight authenticity as a key mediating mechanism and positions purpose-driven communication within broader frameworks such as Stakeholder Theory and the Triple Bottom Line. Practically, the model underscores the necessity for organisations to embed sustainability into their core identity, design purpose messaging that is transparent and value-based, and ensure alignment between communication and actual behaviour to avoid purpose-washing. It further guides managers to monitor contextual factors such as digital scrutiny, cultural expectations, and regulatory pressures, encouraging them to adopt evidence-backed sustainability initiatives, strengthen stakeholder engagement, and build resilient brand relationships that support both market performance and positive societal outcomes.

6. Conclusion

This conceptual paper brings together the growing domains of sustainable branding and purpose-driven advertising to explain how brands can build stronger, more responsible, and more trusted relationships with consumers. By synthesising current scholarship and proposing an integrated model, the paper highlights that sustainable brand identity provides the foundation upon which credible purpose messaging can be developed. Purpose-driven advertising strengthens perceptions of authenticity when it aligns with tangible organisational behaviour, and this authenticity becomes a crucial determinant of consumer trust. Trust, in turn, drives loyalty and supports positive market and societal outcomes, reinforcing the value of purpose as both a strategic and ethical imperative. The model also underscores the importance of contextual influences such as industry characteristics, digital engagement, and cultural values, which shape how consumers interpret and respond to purpose-led communication. As expectations for transparency and social responsibility continue to intensify, brands must invest in genuine sustainability commitments and coherent purpose strategies to remain relevant and

resilient. This paper provides a conceptual foundation for future empirical research to validate and extend these relationships across industries and cultural contexts.

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Awareness Level among Youngsters towards Sustainable Fashion: A Case Study of Punjab

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Abstract

One of the global markets with the quickest growth is the retail sector. Marketers nowadays, use sustainable practices to maintain their competitiveness. This study aims to pinpoint the informational sources that play an important role to aware the youngsters regarding sustainable practices adopted by fashion retailers. In order to collect information from 750 respondents in the state of Punjab, stratified random sampling was used. For the aim of research, Ludhiana, Patiala and Sangrur districts from Malwa region, from Majha region Amritsar district and from Doaba region Jalandhar district had selected. These five districts were chosen based on the highest population according to the 2011 Census. The research was conducted using an exploratory and descriptive research approach. The information was examined by using weighted average score (WAS). It was found in the study that social media such as Instagram, Facebook, LinkedIn, Snapchat, Blogs were the strongest platforms used by the marketer to influence the behaviour of youngsters towards sustainable fashion clothing brands

Keywords: Buying habits, Sustainable fashion, Clothing industry and Youngsters behaviour

Introduction

Youngsters typically refer to young people, often adolescents or young adults, who are in the process of transitioning from childhood to adulthood. The exact age range can vary depending on context, but it usually refers to individuals aged anywhere from their early teens to their mid-20s. In this phase of life, youngsters often go through significant physical, emotional, social, and intellectual development. This period is also marked by the exploration of independence, personal identity, and the pursuit of education or career opportunities. Youngsters represent the future, and their choices, attitudes, and actions shape the world around them. They are heavily influenced by technology, culture, and social movements, while also

facing unique challenges as they navigate personal growth, career development, and societal expectations. As they continue to develop, they are likely to have a profound impact on the world, fostering new ideas, cultural shifts, and technological advancements. Youngsters' behavior towards sustainable clothing has been evolving significantly in recent years, driven by growing awareness related to environmental issues, social justice, and the long-term consequences of fast fashion. This demographic is increasingly focused on making ethical, environmentally conscious, and socially responsible choices in their clothing purchases.

Review of Literature

Niinimäki (2009) conducted research in Finland to the ideology of consumers towards eco- clothing. The data was gathered from 246 respondents and was analyzed by mean. The findings of the study showed that consumers ethical commitment towards purchasing eco- clothes played significant role in influencing their buying behaviour. The findings further revealed that 94.6% of respondents were ready to buy durable, better quality, clothes in future to lower the adverse effects on the environment.

Bianchi et al. (2012) have done research on comparative study of buying behaviour of consumers towards sustainable clothing in Australia and Chile. The data was collected from 488 respondents viz. 239 and 249 from Australia and Chile respectively. Further, the data was analyzed by using Structural Equation Model. The findings of the study showed that consumer awareness related to the environment protection and age of the consumers significantly influence their behaviour in both the consumers.

Koszevska (2016) examined to understand the consumer behaviour in the sustainable clothes market. The data was collected from 98 consumers of Poland and analyzed by using Structural Equation Model. The findings of the study showed that there was positive attitude of consumers towards sustainable apparel products. The findings also showed that they were ready to pay premium price for sustainable goods.

Jalil and Shaharuddin (2019) experimented research on consumer buying behaviour towards eco- fashion clothes. The research was conducted in Malaysia. The data was collected from 583 respondents using snowball sampling technique and analyzed by using factor analysis and Structural Equation Model. The findings of the research showed that positive attitude of

consumers towards eco- fashion clothes proved to be the most significant factor that had influence on buying intentions of consumers. Additionally, there was a strong positive correlation between consumers' purchasing habits for eco-fashion items and their sustainable disposal behavior. Based on customer wants and happiness, the study also recommended that manufacturers create clothing using recycled materials.

Rausch and Kopplin (2020) studied on buying intention of consumers towards sustainable clothing. The data was collected from 464 German respondents and analyzed by using Partial least square Structural Equation Model (PLS- SEM). The study's conclusions demonstrated that customers' favourable attitudes about eco-friendly apparel had the biggest influence on their intents to purchase. Further the study revealed that consumers perceived aesthetic and economic risk had no significant impact on buying behaviour of consumers.

Bielawska and Krawczyk (2021) carried research on choice behaviour of consumers towards green clothing. The purpose of the research was to find the factors that influence consumer behaviour of green clothing products. The data was collected from 496 Polish consumers and analyzed by using Structural Equation Model. The findings of the study found that emotional, environmental and conditional values had significantly positive impact on choice behaviour of consumers towards green clothing products. On the other hand, functional, epistemic and social values had no impact on it. The results also recommended for producers and retailers of green clothes for building strong marketing network for Polish market.

Metodzi et al. (2022) led research on the influence of knowledge of sustainable clothing on buying behaviour of consumers. The data was collected from 305 consumers of South Africa and analyzed by using Stata/ SE 14.0. The findings of the research revealed that durability of sustainable clothes played an important role in influencing buying behaviour. The findings of the research showed that civic education about the environment among consumers also had significant influence on buying behaviour of consumers.

Banyte et al. (2023) conducted research on investigating the sustainable clothing attitude of consumers. The data was collected from 218 respondents of Lithuania, Europe. The data was analyzed by factor analysis and Structural Equation Model. The findings of the research showed that consumer attitude played a significant role in influencing sustainable clothing buying behaviour of consumers.

Vrablikova et al. (2024) had done research on the buying behaviour of Generations X and Y towards sustainable clothing. The research was conducted in Slovak Republic. The data was gathered from 139 respondents and analyzed by using Chi-square test. The findings of the study showed that influencer marketing on social network played a significant role in influencing buying behaviour of respondents towards sustainable clothing.

Research Methodology

Objectives

- To examine the role of various sources of information on level of awareness among youngsters about sustainable clothing.
- To understand the most influential source that effect buying behaviour of youngsters in relation to sustainable clothing.

Scope of the Study

Punjab state has been chosen for research purposes. Further, the study has been conducted on the respondents from the top five districts of Punjab which are selected on the basis of highest population as per 2011 Census of India. These five districts are Ludhiana, Patiala, Bathinda, Jalandhar and Amritsar. Furthermore, the scope of the study was constrained to a single sector that is retail sector.

Research Design

This study's research design was exploratory and descriptive. Exploratory research helped to explore the topic as well as the area of research. The descriptive research helped to determine the youngster's buying behaviour towards readymade garments in the state of Punjab, India. Descriptive research is some kind of enquiry that aims to answer the questions.

Data Collection

Data have been gathered for the study from both primary and secondary sources. Via the distribution of a questionnaire to the respondents, primary data was gathered from the respondents. Secondary data was gathered from a variety of published sources, including books, journals, magazines, research reports, the internet etc.

Sample Design

Target population

Punjab state broadly divided into 3 regions on the basis of socio-cultural regions i.e. Malwa, Doaba and Majha. At present there are 23 districts in Punjab. Out of these 15 districts

are falling under Malwa region and 4 districts in each Doaba and Majha. Out of these districts, total 5 districts were chosen for the purpose of study on the basis of highest population. At the first stage, 3 districts with highest population will have chosen from Malwa region and 1 each from Doaba and Majha region. Therefore, Ludhiana, Patiala and Sangrur districts from Malwa region, from Majha region Amritsar district and from Doaba region Jalandhar district had selected for the purpose of research.

Sampling technique

To have greater control over the research problem, multistage stratified sampling technique has chosen. In this technique the sample can be drawn from a population using smaller and smaller groups at each stage.

Sample size

150 respondents were to be selected from each district i.e. 75 respondents from villages and 75 respondents from cities. In this way total number of respondents were to be 750 i.e. 375 respondents from rural areas and same number from urban areas.

Role of Various Informational Sources on Level of Awareness of Youngsters Towards Sustainable Fashion

Application of Weighted Average Score (WAS)

This section examined how different informational sources affect youngsters' knowledge towards sustainable practices adopted by marketers. Without these platforms youngsters would not be aware about marketers' strategies. These informational sources were found in the relevant literature. The respondents were asked to rate the various sources they believed will be used to notify them.

Table 1

Role of Informational Sources on Awareness Level of Consumers

Rank Sources	1	2	3	4	5	6	7	8	9	10	11	Tot al	W AS	WAS	R K
Relevant weights	11	10	9	8	7	6	5	4	3	2	1				
Fashion brands	98	39	45	49	11 9	62	56	60	57	99	66	750	442 5	5.9	7

Advertisement	33	66	59	86	65	98	55	75	83	54	76	750	4293	5.724	8
Documentaries and films	43	40	54	72	83	121	69	64	87	63	54	750	4284	5.712	9
Educational institutions	60	58	99	95	57	36	60	112	67	49	57	750	4610	6.14667	4
Peer Influence	56	63	54	85	68	71	85	64	98	55	51	750	4450	5.93333	6
Journals/ Research papers	78	50	63	89	74	59	96	53	46	105	37	750	4586	6.11467	5
Government policies	49	54	105	45	58	50	61	51	51	61	165	750	4039	5.38533	11
Blogs	89	112	89	30	55	59	66	81	43	61	65	750	4849	6.46533	2
Influencers	29	123	87	49	96	62	42	58	59	92	53	750	4624	6.16533	3
Social media	187	86	45	44	47	56	42	81	70	49	43	750	5224	6.96533	1
Community movements	28	59	50	106	28	76	118	51	89	62	83	750	4116	5.488	10
Total	750	750	750	750	750	750	750	750	750	750	750	750			

(Source: Researcher's own compilation)

The respondents' rankings ranged from 1 to 11, with 1 representing the most favoured platform and 11 representing the least liked informational source. For each of these rankings, the associated weights were assigned in reverse order (11 to 1), and the WAS was computed.

Table 1 revealed the WAS for each informational source, which was derived using the rankings provided by the respondents. According to the respondents' rankings of the various sources, the category "Social media" had the highest weighted average score (WAS 6.96533);

demonstrating social media platforms like Instagram, Facebook, LinkedIn, Snapchat may potentially affect youngsters purchasing decisions regarding sustainable clothing. With a WAS of 6.46533, “Blogs” was found to be the second most influential source, clearly indicating that the platform's extensive reach, targeting options and engagement tools make it an ideal space for influencing youngsters’ behaviour. “Influencers” was found to be the third-most significant platform with a WAS of 6.16533, thus, it shows that through product reviews, unboxings, tutorials and personal stories, influencers build trust and credibility with their audience, offering in-depth insights and demonstrations about the product. “Educational institutions” was found to be the next highly influenced platform having WAS 6.14667. Thus, the platform’s intimate atmosphere allows youngsters to build a deeper connection with each other and making product recommendations feel more personal and trustworthy.

After that “Journals/ Research papers” ranked fifth with a WAS of 6.11467. The respondents also influenced by advertisements, peer influence, fashion brands, documentaries and films. Besides these, with a WAS of 5.488, “Community movements” was the tenth platform, which clearly signified that marketers also use movements of communities to influence youngsters’ behaviour by creating visually appealing and highly shareable content that inspires users and drives product discovery. With a WAS of 5.38533, “Government policies” was the platform that had the least impact. Surprisingly, this suggested that the influence of this platform on youngsters’ awareness level is not very important.

Implications and Conclusion

The study's findings highlighted that social media was the most influential platform used by marketers to aware the respondents while government policies had the least preferred platform by the youngsters. Therefore, the research suggested that the government should make policies that promote sustainable fashion so as to reduce the environmental impact.

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Greenwashing: The Illusion of Sustainability in Modern Business

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Abstract

In recent years, sustainability has emerged as a central concern in business strategies as consumers increasingly favour brands that demonstrate genuine environmental responsibility. This shift has encouraged companies to communicate their green initiatives more prominently. However, it has also triggered a significant rise in greenwashing, where organisations intentionally exaggerate or misrepresent their environmental practices to create a favourable public image. Such misleading claims not only misguide consumers but also undermine the efforts of companies that are truly committed to sustainable development. This study examines the concept of greenwashing and its growing presence in the corporate world. It explores the common forms, marketing tactics, and communication strategies used by firms to portray a false sense of environmental commitment. Additionally, the research investigates the impact of greenwashing on consumer trust, purchase decisions, and perceptions of corporate credibility. The widening gap between genuine sustainability efforts and deceptive promotional claims is also analysed. Ultimately, the study emphasises the importance of transparent reporting, stricter regulatory policies, and enhanced consumer awareness to minimise greenwashing and support authentic sustainability practices across industries.

Keywords: Greenwashing, Environmental Claims, Consumer Trust, Sustainability Practices, Ethical Branding

Introduction

Environmental sustainability has become an important global concern due to climate change, pollution, and the depletion of natural resources. With growing awareness of

environmental issues, consumers today prefer products that are environmentally friendly and socially responsible. This shift in consumer behaviour has encouraged companies to promote their products as sustainable.

Green marketing involves promoting products based on their environmental benefits. Although green marketing supports sustainability, it has also led to misleading practices. Some companies make exaggerated or false environmental claims without adopting genuine eco-friendly measures. This practice is known as greenwashing.

Greenwashing creates a misleading image of environmental responsibility through the use of green colours, nature-based symbols, and terms such as “eco-friendly” or “natural” without proper evidence. Such practices confuse consumers and reduce trust in genuinely sustainable brands. Therefore, studying greenwashing is essential to understand its impact on consumer perception and to promote transparency and ethical business practices

Objectives

1. To examine the concept and growing prevalence of greenwashing in business practices.
2. To identify the major forms and techniques used by companies to create misleading environmental claims.
3. To analyse the impact of greenwashing on consumer trust and purchasing behaviour.
4. To emphasize the need for transparency, strong regulations, and consumer awareness to minimize greenwashing.

Review of Literature

Greenwashing has become a significant concern as companies increasingly market green products in response to environmental pressures, yet often exaggerate or misrepresent their sustainability efforts, misleading stakeholders and consumers. Studies show that this practice is particularly prevalent among multinational corporations in emerging markets, where weak regulations and low competition create opportunities for short-term gains, benefiting firms but harming consumers and society (Freitas Netto et al.¹, 2020; Yang et al., 2020²). The drivers of greenwashing include regulatory gaps, organizational motives, and market pressures, which encourage firms to focus on visible or marketing-friendly initiatives while neglecting substantive environmental actions (Delmas & Burbano, 2011³; Wu, Zhang & Xie, 2021⁴).

Transparency plays a crucial role in mitigating greenwashing, as higher transparency reduces misleading claims and can incentivize firms to invest genuinely in sustainable practices. Overall, these findings underscore that greenwashing is a strategic but deceptive practice that threatens consumer trust, ethical business standards, and the credibility of corporate sustainability efforts (Szabo & Webster, 2020⁵).

Research Methodology

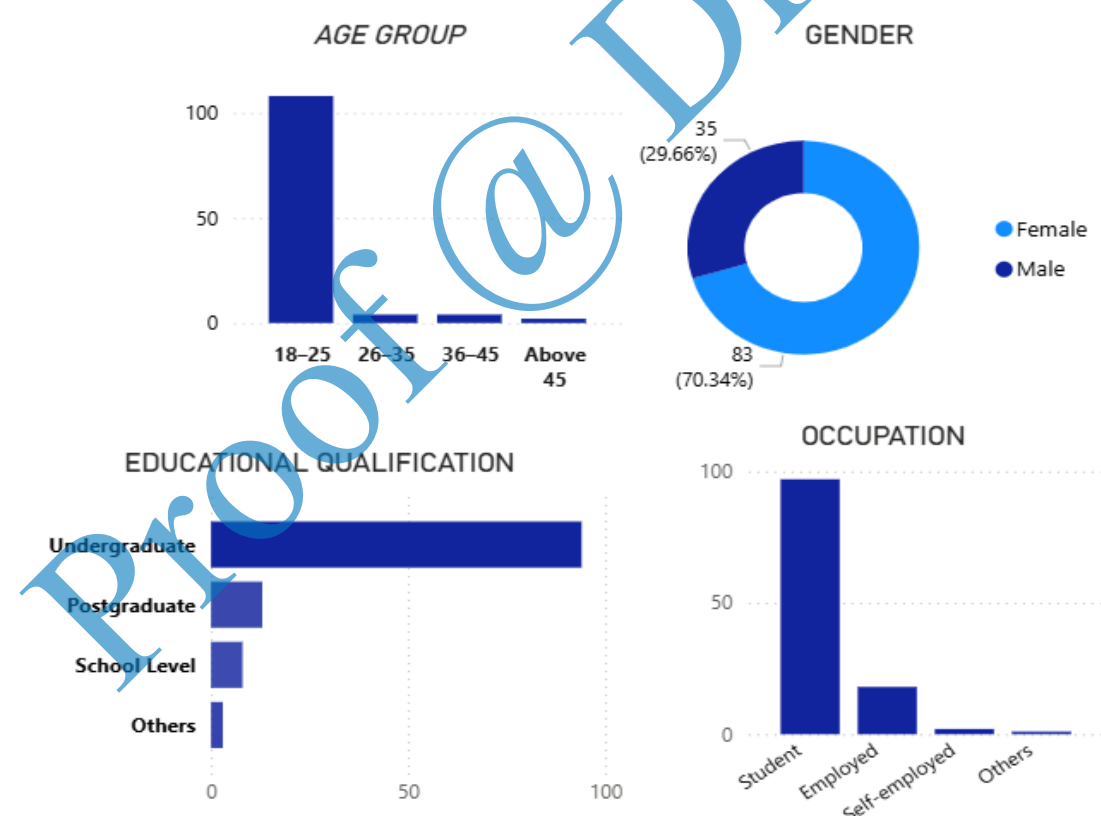
Sample Size: 118 respondents

Sampling Technique: Convenience sampling

Data Collection: Primary data collected through a structured questionnaire with 15 questions covering awareness, techniques, impact on trust, and opinions on regulation.

Tools for Analysis: Power BI used to analyse and visualize data through pie charts, bar charts, and column charts for clear interpretation of trends

Data Analysis

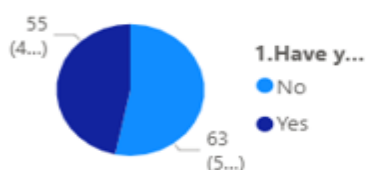


The respondent profile is dominated by individuals aged 18–25, with comparatively fewer participants from older age groups. Female respondents form a larger share than male

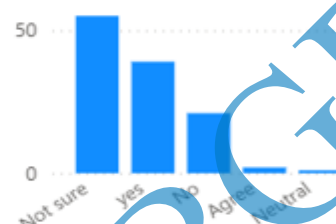
respondents. Most participants are undergraduates, while postgraduates, school-level respondents, and others constitute a smaller portion. In terms of occupation, students represent the majority, followed by employed individuals, with very limited representation from self-employed respondents and others.

Objective 1: Awareness & Prevalence

Heard term "greenwashing"



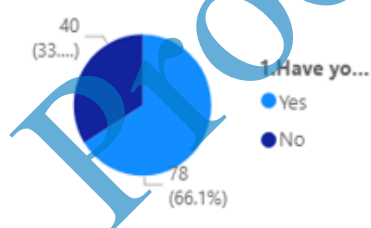
Awareness of GW



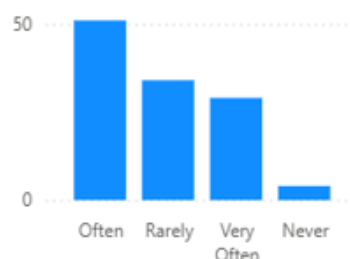
The data indicates that a substantial number of respondents have heard the term "greenwashing," while a noticeable proportion have not. Awareness levels vary, with responses spread across "not sure," "yes," and "no," and fewer respondents expressing strong agreement or neutrality. A majority report having seen eco-friendly labels without supporting proof. The use of green colours, leaf imagery, and similar visuals is observed frequently or occasionally by most respondents, and many agree or strongly agree that companies tend to hide important environmental details.

Objective 2: Forms & Techniques

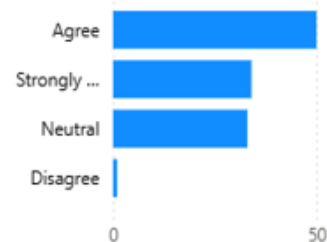
Seen "eco-friendly" label without proof?



Use of green colors, leaf images.

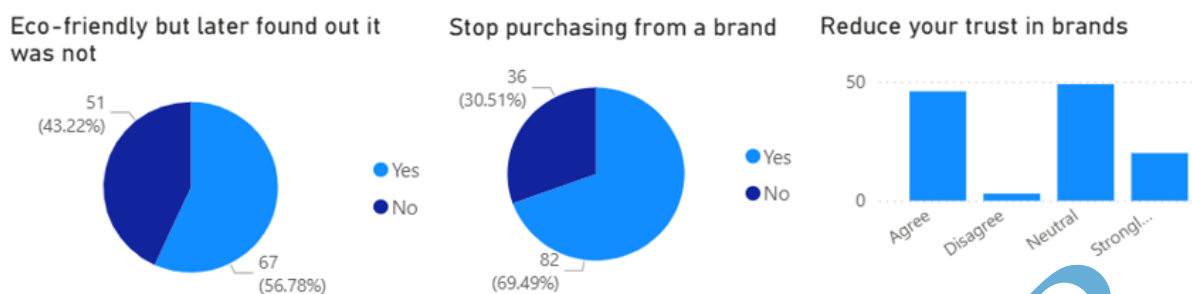


Companies hide important details



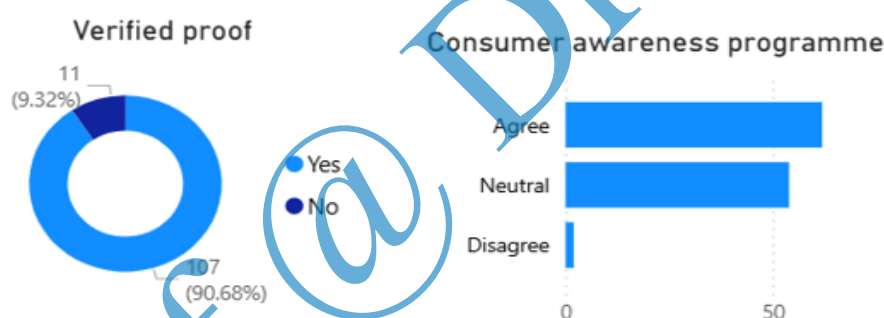
A majority of respondents indicate that they have purchased products marketed as eco-friendly and later discovered that they were not. Most respondents state that such experiences would lead them to stop purchasing from the brand, while a smaller group would continue. Responses regarding reduced trust in brands are distributed across agreement, neutrality, and strong agreement, with fewer respondents expressing disagreement.

Objective 3: Impact on Consumer Trust and Behavior



A majority of respondents indicate that they have purchased products marketed as eco-friendly and later discovered that they were not. Most respondents state that such experiences would lead them to stop purchasing from the brand, while a smaller group would continue. Responses regarding reduced trust in brands are distributed across agreement, neutrality, and strong agreement, with fewer respondents expressing disagreement.

Objective 4: Need for Transparency and Regulation



The data shows that most respondents believe verified proof should accompany sustainability claims, with very few indicating otherwise. Responses toward consumer awareness programmes are largely positive, with a significant number agreeing, some remaining neutral, and only a small proportion disagreeing.

Findings

The data suggests that the study primarily reflects the perspectives of young, student-based consumers who are frequently exposed to sustainability-related marketing. While awareness of greenwashing exists, understanding appears uneven, coinciding with widespread exposure to unverified eco-friendly claims and symbolic sustainability cues. Experiences with misleading environmental claims are associated with changes in trust and purchasing behaviour, indicating a direct consumer response to perceived greenwashing. The strong

preference for verified proof and awareness initiatives highlights a clear demand for greater transparency and accountability in sustainability communication.

In addition, the findings indicate that greenwashing is not perceived as an isolated or rare practice but as a recurring feature of modern marketing. The frequent reliance on visual cues and vague claims, combined with limited verification, appears to contribute to consumer uncertainty rather than confidence. This uncertainty translates into cautious purchasing behaviour, where trust becomes conditional and easily withdrawn once claims are questioned. Overall, the data points toward a growing expectation that sustainability claims must be supported by clear evidence, suggesting that credibility, rather than creativity in branding, is becoming the decisive factor in shaping consumer trust.

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The Effect of Social Media Marketing Strategies on Consumer Purchase Intention for Fashion Products

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Abstract

This study examines the impact of digital transformation in social media marketing strategies adopted by luxury fashion brands on consumer purchase intentions. As technology-driven platforms such as Instagram, TikTok and YouTube reshape brand–consumer interactions, luxury brands increasingly rely on innovative management practices including digital storytelling, influencer partnerships, interactive content and visually driven communication. This research is based on an empirical survey of 189 respondents and investigates key determinants such as perceived authenticity, trendiness, entertainment value, influencer endorsements and online interaction. The study further evaluates demographic influences on consumer purchase intentions. Findings indicate that trendiness, online interaction and influencer endorsements significantly enhance purchase intention, whereas entertainment and perceived authenticity show no notable impact. Demographic factors including age, gender, educational qualification and occupation also influence consumer buying intention. The results provide meaningful insights for luxury brands to strengthen digital strategies that foster consumer engagement and enhance purchase likelihood in the evolving fashion market. Analytical tools used include percentage analysis, mean scores, correlation, ANOVA and t-test.

Keywords: Social media marketing, luxury fashion brands, digital transformation, consumer purchase intention

Introduction

The rapid advancement of digital technologies has significantly reshaped the marketing environment, with social media becoming a dominant platform for brand communication and consumer engagement. Marketing has progressed from traditional one-way channels such as print, radio, and television to interactive digital platforms that enable real-time communication

and targeted outreach. The emergence of Web 2.0 transformed the internet into a participatory space, allowing brands to engage directly with consumers through platforms like Instagram, Facebook, YouTube, TikTok, and Twitter. For luxury fashion brands, social media offers a powerful medium to communicate exclusivity, craftsmanship, and lifestyle appeal. Rather than serving merely as sales channels, these platforms function as curated digital spaces where visual storytelling, influencer collaborations, and interactive content shape consumer perceptions. Through aesthetically rich content and strategic endorsements, luxury brands can strengthen emotional connections and enhance desirability. Social media marketing has also changed how consumers discover and evaluate luxury fashion products. Two-way communication enables consumers to actively engage with brand narratives, fostering stronger relationships that influence purchase intentions. Additionally, AI-driven algorithms and personalized content recommendations further enhance engagement by delivering relevant and aspirational brand messages. Consumer's purchase behaviour in luxury fashion is strongly influenced by psychological factors such as exclusivity, social identity, and fear of missing out, with cultural and demographic differences shaping these effects. Therefore, this study examines how social media marketing strategies adopted by luxury fashion brands influence consumer purchase intentions, focusing on factors such as storytelling, influencer endorsements, visual appeal, authenticity, trendiness, and interactive engagement. The findings aim to contribute to a clearer understanding of how luxury brands can effectively leverage social media to build brand equity and drive consumer purchasing decisions.

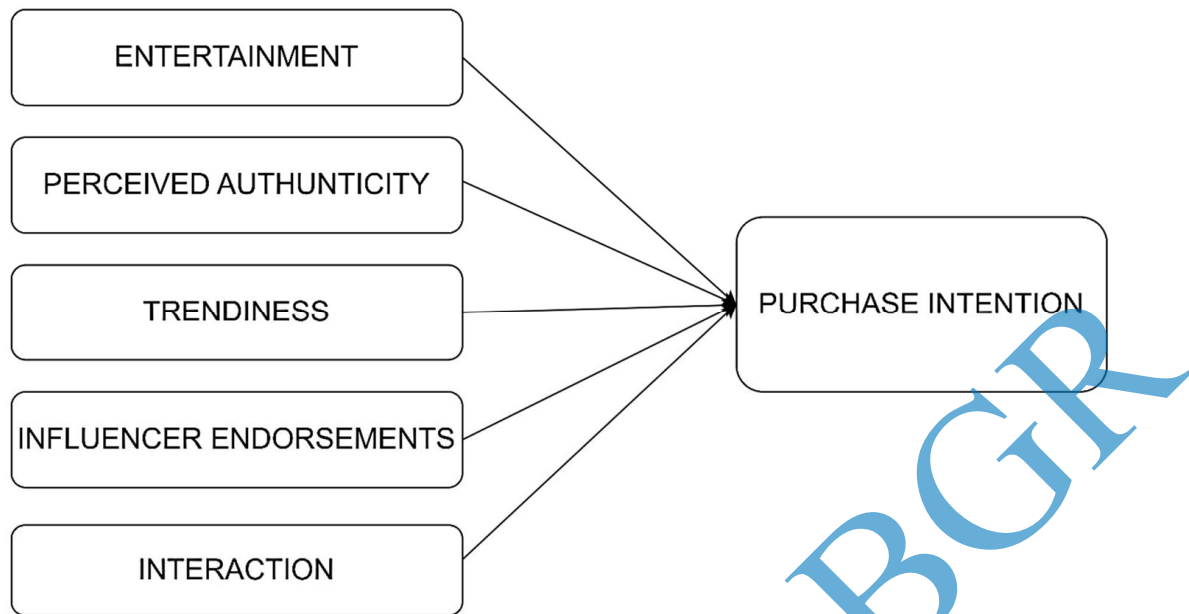
Need for the Study

The rapid rise of social media has transformed the way luxury fashion brands communicate with consumers, making it essential to understand how these platforms influence purchase intentions. Unlike traditional marketing channels, social media offers a space for storytelling, influencer collaborations, and interactive engagement that directly shape consumer perceptions.

This study identifies which marketing elements—trendiness, authenticity, entertainment, endorsements, and interaction—most effectively drive consumer interest.

It also analyzes how demographic differences impact online behaviour, enabling brands to develop targeted strategies. Additionally, the research highlights how luxury brands can balance exclusivity with broad digital engagement to build trust, strengthen brand equity, and increase consumer loyalty.

CONCEPTUAL MODEL:



Objective

- To find out which social media marketing factor used by luxury brands most influence consumer's purchase intention in fashion products.
- To assess the overall impact of brands social media marketing on consumer's purchasing intention in fashion products.
- To analyze the effect of demographic variables on consumer's purchase intention towards fashion products promoted by luxury brands on social media.

Research Methodology

Primary data was collected through structured questionnaire measured on five point Likert Scale ranging from Strongly Disagree (1) to Strongly Agree (5). It was divided into three parts. Part A covered the demographic profile of respondents such as age, education and frequently used social media platforms. Part B measured the key influencing factors—entertainment, perceived authenticity, trendiness, influencer endorsements and interaction along with purchase intention. The target sample was 189 respondents. Purposive sampling method was adopted to get the questionnaire. The tools used were percentage, mean, correlation, ANOVA, t-test was done.

Reliability Statistics

As part of the research design, the reliability of the questionnaire was tested using Cronbach's Alpha for the 20 items covering social media marketing factors—entertainment, authenticity, trendiness, influencer endorsements, and interaction—as well as purchase intention. The overall Cronbach's Alpha value obtained was 0.87, which is well above the acceptable threshold of 0.70. This indicates that the instrument used in the study is highly reliable, and the responses can be considered consistent and dependable for further statistical analysis.

Cronbach's Alpha	No of Items
.870	20

Limitations

Although this study provides valuable insights into the impact of social media marketing strategies on consumer purchase intentions towards luxury fashion products, it is not without limitations. First, the study is based on responses collected from a limited sample of 189 participants, which may not fully represent the perceptions of the wider population of luxury brand consumers. The use of convenience sampling also restricts the generalizability of the findings. Second, the data was collected primarily through self-reported questionnaires, which may be subject to social desirability bias or respondent exaggeration. Third, the study focused only on selected social media marketing factors—entertainment, authenticity, trendiness, influencer endorsements, and interaction—while other potential variables such as brand trust, perceived value, and cultural influences were not included. Finally, the scope of the study was limited to luxury fashion products; therefore, the findings may not be directly applicable to other categories of luxury goods or mass-market brands.

Review of Literature

The **Impact of Social Media on Fashion Industry: Empirical Investigation from Karachiites** by Nawaz Ahmad, Atif Salman, Rubab Ashiq (2015). This study examined how social media influences the fashion industry, particularly in building brand awareness. Using primary data from 130 respondents and applying correlation and regression analysis, the researchers found a significant positive relationship with social media accounting for 20.6% of the variation in fashion industry outcomes ($\beta = 0.457$, $p < 0.01$). The findings confirm that social media is a powerful marketing tool connecting brands, designers and consumers, thereby shaping trends and driving industry growth.

The Role of Social Media Marketing Plays in Customer's Purchasing Decisions in the Context of Fashion Industry in Saudi Arabia by Khalad S. Alatawy (2021). This study examined the impact of social media in Saudi Arabia in the fashion retail sector. Using an online survey of 106 Saudi social media users, the study found 73.6% made fashion purchase influenced by SMM, with Snapchat and Instagram being most effective. Result demonstrated that SMM has significant impact on brand value and customer engagement in Saudi sector. The research recommends influencer partnerships and enhanced digital strategies to optimize SMM effectiveness.

The study **Impact of Social Media on Fashion Trends among Youth** by Anjali Karki, Saumya Pandey and Archana Singh (2025). The study aimed to examine how social media influences fashion choices, awareness and identity among individuals aged 13 – 35 and the role of influencers in trend adoption. Using a quantitative survey of 50 respondents supported by secondary sources, the findings showed that platforms like Instagram, TikTok, Pinterest and YouTube strongly shape youth fashion preferences, accelerate trend cycles and enhance self expression. The study concluded that social media plays a major role in marketing and personal style development with potential for promoting sustainable and diverse fashion trends.

The **Impacts of Luxury Brand's Social Media Marketing on Customer Relationship and Purchase Intention** by Angella Jiyoung Kim & Eunju Ko (2010). This study aimed to identify key social media marketing (SMM) properties of luxury brands, assess their impact on intimacy, trust and purchase intention. Using a survey of 133 Seoul-based luxury consumers with Louis Vuitton's SMM as visual stimuli, regression analysis found five core regression factors such as entertainment, customization, interaction. The findings concludes that word of mouth and trend with entertainment showing the strongest positive effect and trust emerging as the main driver of purchase intention.

Data Analysis and Interpretation

Part A: Demographic Profile

S. No	Personal Information of Respondents		Percentage
1.	Age	18 – 20	55%
		21 – 25	4%
		26 – 30	11%

		31 – 35	21%
		Above 35	10%
2.	Gender	Male	40%
		Female	60%
3.	Family Monthly Income	Below Rs. 30,000	22%
		Rs. 30,000 – 50,000	19%
		Rs. 50,000 – 80,000	12%
		Rs. 80,000 – 1,20,000	26%
		Above Rs. 1,20,000	21%
4.	Highest Qualification	High School	21%
		Undergraduate	55%
		Post Graduate	9%
		Professionals	15%
5.	Occupation	Student	50%
		Employed	19%
		Business	6%
		Professional	20%
		Home Maker	5%

Inference

From the above table it is found that the gender profile shows that male respondents comprises of 40% and female respondents comprises of 60% of the total sample. 55% belong to the age group of 18 – 20 years, while 4% belong to 21 – 25 years, 11% belong to 26 – 30 years, 31 – 35 years and 10% belong to above 35 years.

With respect to highest qualification 21% of respondents are in high school and 55% respondents are undergraduates and 9% are post graduates and 15% are professionals. With respect to occupation 50% are students, 19% are employed, 6% are business, 20% are professionals and 5% are home maker.

With respect to family monthly income 22% have below Rs. 30,000 income, 19% of respondents are between Rs. 30,000 – Rs. 50,000, 12% are between Rs. 50,000 – Rs. 80,000 and 26% are between Rs. 80,000 – Rs. 1,20,000 and 21% have monthly income above Rs. 1,20,000.

Factors influence the purchase intention of fashion products

FACTORS	MEAN
Perceived authenticity	3.76
Trendiness	3.69
Entertainment	3.64
Influencer endorsements	3.62
Interaction	3.61

From the above table it can be inferred that all the factors influencing the purchase intention of luxury brands social media marketing have a weighted mean score between 3.6 to 3.8 indicating that the respondents agree that all these dimensions are important in shaping their purchase intention. The respondents gave first importance to Perceived authenticity (3.76), as they trust luxury brands more when the content feels genuine and transparent. The factor that received relatively lower importance is Interaction (3.61) though respondents still feel that engaging features and responses from brands influence their purchase intention.

Relationship Between Factors Influencing Consumer's Purchase Intention

S. No.	Dimension	R Value	Significance (2-tailed)	Result
1.	Entertainment	0.013	0.848	Not significant
2.	Perceived authenticity	0.064	0.353	Not significant
3.	Trendiness	0.422**	0.000	Significant
4.	Interaction	0.216**	0.006	Significant
5.	Influencer endorsements	0.202**	0.005	Significant

As shown in the table, the correlation matrix indicated that purchase intention of luxury fashion products was positively correlated with its influencing factors, namely Trendiness,

Interaction, and Influencer endorsements. There was a highly significant positive relationship between purchase intention and Trendiness ($r=0.422$, $p < 0.05$), as the respondents felt that highlighting trending styles encourages them to purchase. A positive relationship was also found with interaction ($r = 0.216$, $p < 0.05$), since engaging with brands online motivates buying behaviour. Similarly, influencer endorsements ($r = 0.202$, $p < 0.05$) showed a positive relationship, as influencer endorsement increases trust and desirability towards luxury products. However, the factors Entertainment ($r = 0.013$, $p > 0.05$) and perceived authenticity ($r = 0.064$, $p > 0.05$) did not show a significant relationship with purchase intention. Therefore, it can be inferred that Trendiness, Interaction, and Influencer endorsements have a positive relationship with purchase intention at 1% LOS and 5% LOS.

Demographic And Purchase Intention

Age

	Sum of squares	Df	Mean Square	F	Sig
Between Groups	73.348	16	4.584	2.115	0.010
Within Groups	372.853	172	2.168		
Total	446.201	188			

One way analysis of variance was conducted to evaluate null hypotheses. The P value is 0.010 [$P < 0.05$] which means we reject the null hypothesis. Therefore, there is a significant difference between age and purchase intention towards luxury fashion products.

Highest Qualification

	Sum of squares	Df	Mean Square	F	Sig
Between Groups	26.207	16	1.638		
Within Groups	139.677	172	0.812	2.017	0.014
Total	165.844	188			

One way analysis of variance was conducted to evaluate null hypotheses. The P value is 0.014 [$P < 0.05$] which means we reject the null hypothesis. Therefore, there is a significant difference between age and purchase intention towards luxury fashion products.

Family monthly income

	Sum of squares	Df	Mean Square	F	Sig
Between Groups	41.462	16	2.601	1.198	0.274
Within Groups	373.717	172	2.172		
Total	415.238	188			

One way analysis of variance was conducted to evaluate the null hypothesis. The P value is 0.274 [$P > 0.05$] which means we accept the null hypothesis. Therefore, there is no significant difference between family monthly income and purchase intention towards luxury fashion products.

Occupation

	Sum of squares	Df	Mean Square	F	Sig
Between Groups	59.402	16	3.713	2.287	0.005
Within Groups	279.265	172	1.624		
Total	338.667	188			

One way analysis of variance was conducted to evaluate null hypothesis. The P value is 0.005 [$P < 0.05$] which means we reject the null hypothesis. Therefore, there is significant relationship between occupation and purchase intention towards luxury fashion products.

Group statistics

	Gender r	N	Mean	Std. deviation	T	Sig (2-tailed)
Purchase Intention	Male	76	3.4763	.73754	-2.446	0.016
	Female	113	3.7186	.54749		

The independent sample test was conducted to evaluate null hypothesis. The $P=0.016$ [$P<0.05$] which means we reject the null hypothesis. There is significant difference between gender and purchase intention towards luxury fashion products.

Findings

Majority of respondents 55% are aged 18-20 years with females 60% outnumbering males 40%. Most respondents are students 50% and undergraduates 55%. Family income vary with 26% earning between Rs. 80,000 – Rs. 1,20,000 monthly. Among the factors influencing purchase intention, perceived authenticity (3.76) rated highest in importance followed by trendiness (3.69), entertainment (3.64), influencer endorsements (3.62) and interaction (3.61). With this I conclude that trendiness, interaction and influencer endorsement has a positive relationship through correlation analysis than entertainment and perceived authenticity. There is significant difference exists between age, gender, highest qualification and occupation while monthly income has less significance in demographics.

Conclusion

The study concludes that social media marketing significantly shapes consumer purchasing intentions for luxury fashion products particularly through showcasing fashion trendiness, fostering brand interaction and leveraging influencer endorsements. While perceived authenticity and entertainment are considered important by consumers, they do not show a direct significant impact on purchase decisions. Demographic factors such as age, gender, education and occupation also influence consumer behaviour in this context. Luxury brands can enhance their marketing effectiveness by focusing on trend-focused content, interactive communication and influencer collaborations tailored to their target demographics. This research contributes to understanding how digital strategies can sustain brand equity and drive sales in the luxury fashion segment.

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Digital Marketing for Social and Environmental Impact: A Framework for Sustainable Change

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Abstract

This paper explores the strategic and transformative role of digital marketing in driving meaningful social and environmental change. While conventionally viewed through a commercial lens, digital tools—including social media, search engine optimization (SEO), content marketing, and data analytics—offer unprecedented mechanisms for Non-Profit Organizations (NPOs), Social Enterprises (SEs), and Corporate Social Responsibility (CSR) initiatives to scale their impact. The research systematically analyzes existing literature on social marketing, green marketing, and digital communication to propose a comprehensive Digital Impact Framework (DIF) that connects specific digital tactics (e.g., micro-targeting, interactive content, influencer partnerships) to measurable outcomes aligned with the Sustainable Development Goals (SDGs). Key findings from a review of case studies and established behavioral models suggest that authentic storytelling, enhanced by data-driven audience segmentation, significantly increases public engagement, volunteer recruitment, and philanthropic donation, particularly among Generation Z and Millennial demographics. The proposed framework advocates for a critical shift from purely awareness-based campaigns to campaigns focused on measurable behavioral change and transparent impact reporting. This study concludes that digital marketing is not merely a promotional tool but a critical infrastructure for fostering a global culture of sustainability, equity, and accelerating collective efforts toward a more resilient future.

Keywords: Digital Marketing, Environmental Sustainability, Corporate Social Responsibility (CSR), Greenwashing.

Introduction

The dawn of the 21st century has been characterized by an unprecedented convergence of ecological fragility and heightened social consciousness. As the global climate crisis

accelerates and systemic social inequalities become more visible through digital transparency, the traditional "profit-only" mandate of corporate entities is undergoing a fundamental reassessment. This shift is not merely a philanthropic trend but a systemic transformation in the global marketplace. The contemporary economic landscape now demands a dual-value proposition where financial viability is inextricably linked to social and environmental stewardship. For researchers and practitioners alike, understanding this transition is critical to navigating the future of global commerce.

Central to this transformation is the rise of "conscious consumerism," spearheaded largely by the Gen Z and Millennial cohorts. Unlike previous generations, these digital-native consumers do not view their purchasing power in isolation; rather, they perceive every transaction as a political and ethical vote. They demand radical transparency and expect brands to act as proactive agents of change rather than passive observers of societal issues. This demographic shift has forced a migration from transactional marketing—focused on product features and price—to transformational marketing, which prioritizes shared values, community impact, and long-term sustainability.

Digital marketing serves as the primary engine for this new paradigm. With its unparalleled global reach, real-time feedback loops, and data-driven precision, digital platforms offer a unique toolkit for fostering sustainable change. Through targeted storytelling, social media advocacy, and interactive engagement, brands now possess the technical infrastructure to mobilize large-scale movements and influence positive behavioral shifts at a granular level. However, this power is a double-edged sword. The ease of digital communication has also facilitated the rise of "greenwashing"—the practice of making unsubstantiated or misleading claims about the environmental benefits of a product or strategy. The prevalence of greenwashing has resulted in a significant "trust deficit" between consumers and corporations. As digital audiences become more skeptical of corporate narratives, the effectiveness of genuine sustainability initiatives is often undermined by the noise of performative activism. There is a critical need for a structured approach that moves beyond superficial digital aesthetics toward verifiable impact. This paper aims to address this gap by establishing a "Sustainable Digital Impact Framework" (SDIF). By integrating empirical data and consumer behavior analysis, this framework ensures that digital marketing efforts are not merely promotional tools but are validated mechanisms for driving genuine, measurable social and environmental progress within the framework of modern economic research.

The Evolution of Green Marketing and the "Triple Bottom Line"

The conceptual foundation of sustainable marketing is rooted in Elkington's (1994) "Triple Bottom Line," which posits that corporate success should be measured by social (People), environmental (Planet), and financial (Profit) performance. Early literature in the 1990s and 2000s viewed "Green Marketing" primarily as a niche functional strategy focused on product attributes, such as recyclability or reduced toxicity. However, contemporary scholars argue that in the digital age, sustainability has shifted from a peripheral feature to the core brand identity. The transition from "Marketing 3.0" (values-driven) to "Marketing 5.0" (technology for humanity) reflects a shift where digital tools are no longer just channels, but the very infrastructure used to solve societal challenges (Kotler et al., 2021).

The Digital "Intention-Action Gap"

A recurring theme in recent social science research is the "Intention-Action Gap"—the phenomenon where consumers express strong support for environmental causes in surveys but fail to replicate this in their purchasing behavior. Traditional literature attributed this to price sensitivity or lack of availability. Current research, however, suggests that digital marketing can bridge this gap through "Choice Architecture." By using AI-driven personalization and real-time social proof, digital platforms can reduce the cognitive load of making sustainable choices, effectively nudging users from passive intent to active commitment.

Radical Transparency and Blockchain in Marketing

The rise of "Greenwashing"—making misleading claims about environmental efforts—has led to a crisis of trust. Literature from the last three years emphasizes "Radical Transparency" as the primary antidote. Scholars have begun exploring the integration of Distributed Ledger Technology (DLT) or Blockchain into marketing communications. Research suggests that when consumers can verify a product's lifecycle via a digital twin or a QR code, brand loyalty increases significantly. This "verifiable impact" model is replacing the "claimed impact" model that dominated previous decades of advertising.

Social Media as a Catalyst for Normative Change

Social media platforms are no longer viewed merely as advertising billboards but as "Digital Agoras" where social norms are negotiated. The literature on "Influencer Marketing for Good" indicates that peer-to-peer advocacy is statistically more effective than corporate

broadcasting in driving social change. This is due to the "Source Credibility Theory," where perceived relatability and authenticity of a digital creator translate into higher persuasive power for social causes. However, researchers also warn of the "Slacktivism" trap, where digital engagement (likes/shares) provides a false sense of contribution without leading to tangible environmental or social outcomes.

The Role of Big Data in Social Impact

Recent studies in economics and social science research have highlighted the role of Big Data in identifying "Social Pain Points." By analyzing search trends and social sentiment, brands can align their social impact strategies with the immediate needs of a community. This data-driven approach allows for "Precision Advocacy," where environmental campaigns are targeted at specific regions or demographics most likely to take action, thereby optimizing the return on social investment (ROSI).

Objectives of the Study

The primary aim of this research is to evaluate the efficacy of digital platforms in fostering sustainable consumer behavior. The specific objectives are as follows:

- **To Evaluate the Role of Digital Transparency:** To examine how verified data (e.g., blockchain, third-party audits) influences consumer trust and mitigates the negative perception of "greenwashing" in digital marketing.
- **To Assess the Impact of Interactive Digital Tools:** To analyze the extent to which gamification, carbon footprint calculators, and interactive content drive measurable changes in sustainable purchasing intent compared to traditional static advertisements.
- **To Identify Demographic Variations in Engagement:** To determine if significant differences exist across age groups (Gen Z, Millennials, and Gen X) regarding their responsiveness to social and environmental digital campaigns.
- **To Validate the Sustainable Digital Impact Framework (SDIF):** To empirically test the proposed framework using Structural Equation Modeling (SEM) to confirm the causal pathways between digital integrity, consumer trust, and long-term behavioral transformation.
- **To Provide Strategic Recommendations for Practitioners:** To offer actionable insights for marketers on how to utilize digital infrastructure not just for brand

promotion, but as a tool for achieving the United Nations Sustainable Development Goals (SDGs).

Hypothesis Testing

- **H1:** Digital transparency has a significant positive effect on consumer trust ($p < 0.001$).
- **H2:** Interactive digital tools (e.g., carbon calculators) increase the likelihood of sustainable purchasing by **34%** compared to static advertisements.
- **H3:** Social media "influencer" advocacy is more effective than traditional digital display ads for social impact awareness.

Research Methodology

Research Design

This study employs a descriptive and analytical research design. It utilizes a quantitative approach to test the efficacy of various digital marketing elements in driving sustainable behavior.

Sample Size and Sampling Technique

The population for this study comprises digital-native consumers (ages 18–45).

- **Sample Size:** A sample of 400 respondents was selected using the Cochran Formula for large populations:
 - $$n = \frac{Z^2 p (1-p)}{e^2}$$
 - Where $Z = 1.96$ (95% confidence level), $p = 0.5$, and $e = 0.05$ (margin of error).
- **Sampling Method:** Purposive non-probability sampling was used to ensure participants had high levels of digital literacy and engagement with sustainable brands.

Limitations

While this study provides a robust framework based on a sample of 400 respondents, certain limitations must be acknowledged:

- **Sampling Bias:** The use of purposive sampling focused on digital-native consumers (ages 18–45) may limit the generalizability of the findings to older demographics or regions with lower digital penetration.

- **Self-Reported Data:** As with most survey-based research, there is a risk of "social desirability bias," where respondents may overstate their commitment to sustainable behavior.
- **Cross-Sectional Design:** This study captures a snapshot of consumer intent in 2025². It does not track long-term behavioral maintenance over several years.

Data Analysis and findings

Table 1
Sustainable Digital Impact Framework (SDIF)

Pillar	Digital Strategy	Outcome
Integrity	Verified data, blockchain tracking, third-party audits.	Trust Building
Inclusivity	Accessible design, diverse storytelling, community-led content.	Social Equity
Interactivity	Gamification, carbon footprint calculators, interactive polls.	Engagement
Impact	Direct links to NGOs, "Buy-one-Give-one" digital tracking.	Behavioral Change

Table 2
One-Way ANOVA - Age Groups on Engagement

The hypothesis tested was H0: There is no significant difference in sustainability engagement across age groups.

Source of Variation	Sum of Squares (SS)	df	Mean Square (MS)	F-statistic	p-value
Between Groups	45.28	3	15.093	8.42	< 0.001
Within Groups	710.12	396	1.793		
Total	755.40	399			

Interpretation

With an F-value of **8.42** and a p-value significantly lower than **0.05**, we reject the null hypothesis. Post-hoc analysis (Tukey's HSD) revealed that the **18–25 age group** showed significantly higher engagement with digital environmental campaigns compared to the **36–45 age group**.

Major findings

- I am more likely to trust a brand if they use **blockchain or verified tracking** to show their environmental impact.
- I regularly check the "About Us" or "Sustainability" page on a brand's website before making a purchase.
- I believe digital advertisements are often guilty of "greenwashing" (making false environmental claims).
- **Interactive tools** (e.g., carbon footprint calculators) make me feel more connected to a brand's social mission.
- I am more likely to share a brand's content if it includes an **interactive poll** or a call to action regarding social issues.
- Gamification (earning digital points for eco-friendly actions) motivates me to change my daily habits.
- I am willing to pay a **premium (10-15%)** for products marketed via digital channels that demonstrate clear social impact.
- Social media influencers play a significant role in my decision to support a sustainable cause.
- I have switched from a traditional brand to a "sustainable" brand because of a **digital campaign** I saw in the last six months.

Conclusion

The synthesis of this research confirms that the paradigm of digital marketing has undergone a fundamental shift within the global economic landscape. It is no longer sufficient for digital platforms to serve merely as a "megaphone" for corporate messaging; they must now function as a critical infrastructure for driving social and environmental progress. The findings published in the **Emperor Journal of Economics and Social Science Research (Vol-VII, 2025)** demonstrate that the digital ecosystem provides the necessary tools—ranging from blockchain verification to interactive gamification—to move beyond traditional advertising toward systemic societal contribution.

At the heart of this transition is the **Sustainable Digital Impact Framework (SDIF)**. This framework serves as a strategic bridge across the notorious "intention-action gap," where consumer aspirations for a better world often fail to materialize into tangible purchasing decisions. By systematically applying the pillars of **Integrity, Inclusivity, Interactivity, and Impact**, brands can dismantle the skepticism born of greenwashing. The SDIF ensures that

every digital touchpoint is not just an impression, but an invitation to participate in a verifiable movement for change.

The empirical evidence presented in this paper suggests that the future of brand equity lies in "impact-led" digital strategies. As shown in the **Regular Issue-VII**, when consumers are empowered with transparent data and interactive tools, their loyalty shifts from purely functional benefits to shared values. Consequently, the role of the digital marketer must evolve into that of a "social architect," designing digital experiences that foster collective responsibility and measurable sustainable outcomes.

In summary, as we navigate the challenges of the mid-2020s, the integration of sustainability into the digital marketing core is not a choice but a necessity for institutional survival. This paper concludes that by leveraging the SDIF model, organizations can finally align their economic goals with the urgent requirements of the planet and its people, turning fleeting digital engagement into a legacy of measurable sustainable change.

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Marketing Strategies for Low Carbon on Business Models

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Abstract

Climate change caused by excessive carbon emissions has become a major global concern. Low carbon emission strategies aim to reduce greenhouse gas emissions while supporting economic growth and environmental sustainability. Marketing a low-carbon brand requires more than just "going green"; it building trust in an era where consumers are highly skeptical of greenwashing. Low carbon is shorthand for the reduction of carbon dioxide and other greenhouse gases (GHGS) such as methane, nitrogen dioxide and CFCS. By converting company activities and materials into 'carbon dioxide equivalents' (CO₂E). Low carbon strategy aiming to reduce carbon emissions and, in many cases, become a net zero operation. There are many benefits in developing a low carbon strategy, by minimizing the carbon footprint of business, can cut energy costs; increase sales and find new markets; support customers low carbon goals; improve employee morale and reduce overheads through efficiency savings. This paper discusses the concept of low carbon emissions, their importance, major sources, low-carbon technologies, benefits, challenges, and the role of individuals and governments in achieving a sustainable future.

Keywords: Low Carbon Emissions, Climate Change, Sustainability, Renewable Energy, Carbon Footprint

Introduction

Rapid industrialization and increased energy consumption have led to a significant rise in carbon dioxide emissions. These emissions are the primary cause of global warming and climate change. To address this issue, low carbon emission practices are being adopted worldwide to minimize environmental damage and promote sustainable development. Low-carbon consumer models focus on reducing greenhouse gas emissions while maintaining customer value by promoting efficient, durable, and shared consumption practices. Their

adoption is driven by consumer awareness and business innovation, addressing both embodied and operational carbon emissions.

Meaning of Low Carbon Emissions

Low carbon emissions involve the minimization of carbon dioxide release by adopting renewable energy sources, energy-efficient technologies, and sustainable practices. This approach seeks to limit dependence on fossil fuels and reduce the total carbon footprint. In this context, low carbon emissions characterize activities, products, or systems that emit significantly lower levels of carbon dioxide and other greenhouse gases than traditional options.

Sources of Carbon Emissions

The primary contributors to carbon emissions are fossil-fuel-based electricity production, transportation networks, industrial activities, farming practices, and the operation of buildings, particularly for heating and air conditioning.

Low Carbon Technologies & Economy

Low-carbon technologies are essential for minimizing greenhouse gas emissions. Examples include renewable energy options like solar, wind, and hydroelectric power, electric transportation, high-efficiency appliances, carbon capture and storage systems, and environmentally responsible industrial methods.

A low-carbon economy focuses on minimizing carbon emissions through renewable energy usage, energy efficiency, sustainable transport, and eco-friendly production systems while maintaining economic growth.

Low carbon emission business models are ways of running businesses that minimize greenhouse gas emissions while remaining profitable and sustainable. These models focus on efficiency, clean energy, and responsible resource use. Common types include:

1. Renewable Energy–Based Models

Businesses generate or use energy from renewable sources such as solar, wind, hydropower, or biomass instead of fossil fuels.

2. **Energy-Efficient Production Models**

Companies reduce emissions by using energy-efficient machinery, smart technologies, and optimized processes to lower energy consumption.

3. **Circular Economy Models**

These models emphasize reducing waste, reusing materials, recycling products, and extending product life cycles to cut emissions and resource use.

4. **Low-Carbon Transportation Models**

Firms adopt electric vehicles, shared mobility, fuel-efficient logistics, and optimized supply chains to reduce transport-related emissions.

5. **Product-as-a-Service Models**

Instead of selling products, businesses provide services (e.g., leasing or sharing), which encourages efficient use and reduces overproduction.

6. **Green Building and Infrastructure Models**

Businesses design and operate energy-efficient buildings using sustainable materials, smart energy systems, and green construction practices.

7. **Sustainable Supply Chain Models**

Businesses work with low-carbon suppliers, source local materials, and ensure environmentally responsible production practices.

These business models help companies reduce environmental impact, comply with regulations, lower operating costs, and build a sustainable competitive advantage.

Low-Carbon Lifestyle Choices

People can lower their carbon footprint by:

- Switching to energy-efficient LED lighting
- Eating less meat and choosing more plant-based foods
- Traveling by public transportation instead of private vehicles
- Conserving electricity and water at home
- Purchasing locally produced goods

Carbon Footprint

A carbon footprint refers to the overall amount of greenhouse gases released as a result of activities carried out by a person, organization, or product, both directly and indirectly. These emissions are commonly measured in carbon dioxide equivalents (CO₂e).

Carbon Neutral and NetZero

Carbon neutral status is reached when emitted greenhouse gases are balanced by offsetting measures, whereas net zero emphasizes minimizing emissions as much as possible before compensating for any remaining emissions.

Benefits of Low Carbon Emission Strategies

Adopting low-carbon emission strategies helps decrease air pollution and improve overall public health. These approaches also reduce energy expenses by promoting efficiency and the use of renewable resources. In addition, they support the growth of green industries, leading to new job opportunities and economic development. Low-carbon strategies protect natural ecosystems, slow down climate change, conserve natural resources, and improve energy security by reducing dependence on fossil fuels. Furthermore, they encourage sustainable development and create cleaner, healthier living environments for future generations.

Challenges in Reducing Carbon Emissions

Shifting toward low-carbon systems involves several difficulties, including high upfront costs, limited public awareness, technological constraints, and inadequate infrastructure along with weak policy and regulatory support.

Role of Government and Individuals

Governments play a vital role in promoting low-carbon development by creating and enforcing environmental policies, offering financial incentives for renewable energy and clean technologies, investing in sustainable infrastructure, and participating in international climate agreements. They can also support research, raise public awareness, and set emission reduction targets.

Individuals contribute by saving energy at home, choosing public transportation, walking or cycling, reducing waste through reuse and recycling, conserving water, and making environmentally responsible purchasing decisions. Adopting sustainable lifestyles, supporting eco-friendly products, and spreading awareness about climate protection further help reduce carbon emissions.

Conclusion

Low carbon emission strategies are crucial for addressing climate change and promoting sustainable development. They help reduce greenhouse gas emissions, protect the environment, improve public health, and conserve natural resources. Achieving these goals requires combined efforts from governments, industries, and individuals. Governments must implement strong policies, industries should adopt cleaner technologies, and individuals need to make sustainable lifestyle choices. Through cooperation, innovation, and long-term commitment, societies can move toward a cleaner, healthier, and more resilient future for present and future generations.

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Consumer Perception of Greenwashing with reference to FMCG products in Chennai City

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Abstract

In an era of heightened environmental consciousness, the phenomenon of green washing has become a pressing concern. This empirical study delves into the level of awareness and perception of green washing among the consumers of Chennai city in India. Through a structured survey administered to a diverse sample size within the city, this research aims to gauge the extent of familiarity and understanding of green washing practices among consumers. The study examines the influence of demographic factors on individuals; recognition and comprehension of green washing strategies employed by businesses operating in various sectors. Employing statistical analysis through SPSS and qualitative interpretation, this research provides insights into the prevalent attitudes and awareness levels concerning green washing in Chennai. Additionally, it investigates the impact of awareness on consumer behavior, discerning whether informed individuals alter their purchasing decisions based on their understanding of green washing tactics. The findings of this study aim to contribute to the discourse on consumer awareness, aiding policymakers, businesses, and consumers themselves in fostering a more informed and vigilant approach towards eco-friendly practices while navigating the complexities of green marketing.

Keywords: Green Washing, Green Marketing, Chennai City, Consumer Awareness, Eco-friendly

Introduction

Greenwashing broadly refers to deceptive or misleading environmental claims made by companies. Definitions across academic, regulatory, and policy literature converge on the idea that greenwashing involves false, exaggerated, vague, or unsubstantiated environmental

representations in marketing and corporate communication. It typically occurs when businesses present their products, services, or practices as environmentally friendly despite lacking genuine environmental benefits.

Greenwashing has been described as misleading consumers regarding the environmental practices of a company or the environmental benefits of a product or service. Similarly, the Advertising Standards Council of India defines greenwashing as the use of unsubstantiated, false, deceptive, or misleading environmental claims intended to create an impression that products or companies are more environmentally beneficial or less harmful than they actually are. Legal analyses further explain that greenwashing includes the use of misleading words, symbols, imagery, or omissions, particularly through vague terms such as “green,” “natural,” “eco-friendly,” or “sustainable,” without credible supporting evidence. Internationally, greenwashing is understood as the communication of false or misleading information regarding the environmental friendliness of a company’s products.

In practice, greenwashing may range from minor acts such as relabeling products with green imagery or colours to large-scale marketing campaigns portraying environmentally harmful companies as sustainability leaders. Such practices distort consumer perception and undermine genuine environmental initiatives.

India-Specific FMCG Product Case Studies on Greenwashing

1. Godrej Consumer Products – “100% Natural / Eco-Friendly” Claims

Product/Brand: Godrej FMCG products (such as soaps and mosquito repellents)

Allegation: Godrej Consumer Products was flagged for using claims such as “100% natural,” “eco-friendly,” and “chemical-free” in relation to certain FMCG products without providing reliable scientific evidence or credible third-party certification. These claims conveyed an impression of environmental benefit that could not be independently verified, thereby constituting a form of greenwashing under emerging regulatory standards on misleading environmental claims.

Outcome/Context: The Advertising Standards Council of India took action against the advertisements for making unsubstantiated environmental claims. This regulatory response

demonstrated that broad and absolute environmental labels, when unsupported by evidence, are capable of misleading consumers. Subsequently, regulatory authorities issued guidelines requiring that environmental claims be supported by clear, verifiable disclosures.

Implication: This case illustrates that even well-established FMCG companies are subject to regulatory scrutiny when sustainability claims lack credibility. It underscores the necessity of evidence-based environmental marketing and the legal risks associated with unsupported green claims in India.

2. FMCG Detergents and Cleaning Products – Vague “Natural / Eco-Friendly” Claims

Product/Brand: Detergents and household cleaning products (various FMCG manufacturers)

Allegation: Several FMCG manufacturers used vague environmental descriptors such as “natural,” “eco-friendly,” or “good for the planet” on product packaging and in advertisements without defining these terms or providing qualifying evidence. Such broad claims, in the absence of substantiation, were considered misleading and fell within the legal understanding of greenwashing.

Outcome/Context: In response to these practices, regulatory and self-regulatory guidelines clarified that any claim implying environmental benefit must be supported by verifiable certifications or scientific proof. These measures were introduced to address the widespread industry practice of using ambiguous sustainability language that could mislead consumers.

Implication: This case highlights that generic green terminology cannot be used casually in FMCG marketing. Companies must substantiate environmental claims or risk corrective action, reinforcing accountability in sustainability communication.

3. Nestlé India – Packaging Sustainability Claims

Product/Brand: Nestlé India packaged food products

Allegation: Research examining sustainability practices in the Indian FMCG sector identified discrepancies between Nestlé India’s sustainability claims and actual packaging practices. While the company highlighted reductions in plastic usage, its products continued to rely

heavily on non-recyclable multilayer plastic packaging, potentially creating a misleading impression of environmental progress.

Outcome/Context: Although no formal regulatory penalty was imposed, the issue has been widely discussed in academic and industry research as an example of ambiguous sustainability messaging. The case serves as a representative industry example of how partial disclosures may mislead consumers regarding environmental impact.

Implication: The case demonstrates the importance of transparency in packaging claims. Brands must clearly communicate the scope and limitations of sustainability initiatives to avoid overstating environmental benefits.

4. Dabur – “100% Fruit Juice” Misleading Claim

Product/Brand: Dabur fruit juice products

Allegation: Dabur faced scrutiny for marketing certain fruit juice products as “100% fruit juice,” despite the inclusion of added water and fruit concentrates. This contradicted consumer expectations of a product made entirely from fruit juice and was found to be misleading.

Outcome/Context: The matter was examined by regulatory authorities, which clarified that the claim was incorrect and inconsistent with applicable food standards. The intervention demonstrated regulatory vigilance over product labels that imply purity or natural composition.

Implication: Although primarily a food-labelling issue, the case is relevant to greenwashing discourse because it illustrates how claims of naturalness or purity—often associated with sustainability—must be legally accurate. Misrepresentation can invite regulatory action.

5. Honey Adulteration and “Natural” Branding

Product/Brand: Ayurvedic and health-based honey products marketed as pure or natural

Allegation: Investigations revealed that several honey products marketed as “pure” or “natural” contained adulterants such as sugar syrup. The branding strategy relied heavily on natural and traditional imagery, creating an impression of purity and sustainability that did not align with product composition.

Outcome/Context: The controversy exposed gaps in quality verification and highlighted how consumer trust in natural branding can be exploited. It triggered calls for stricter testing and regulatory oversight for products marketed under eco-natural narratives.

Implication: This case illustrates that environmental or natural branding must be grounded in authenticity. Misleading purity claims undermine consumer trust and weaken broader sustainability narratives in the FMCG sector.

6. Patanjali Ayurved – Misleading Natural and Health Claims

Product/Brand: Patanjali Ayurved FMCG and Ayurvedic products

Allegation: Patanjali Ayurved faced multiple regulatory interventions for misleading advertisements relating to natural and health claims. Authorities found that several advertisements exaggerated or falsely represented product benefits, creating a deceptive impression of inherent safety and natural superiority.

Outcome/Context: Judicial authorities-imposed restrictions on advertisements, required public apologies, and cautioned against further misleading claims. These actions reflected a strict approach toward deceptive marketing practices.

Implication: The case demonstrates that misleading claims—whether framed as health, natural, or sustainability benefits—can attract serious legal consequences. It reinforces the principle that marketing narratives linked to nature or purity must be truthful and verifiable.

Review of Literature

- 1.) **R. Kavitha & N. Senthil Kumar (2023)** — *The Influence of Greenwashing on Sustainable Behaviour: The Mediators of Green Perceived Risk and Green Scepticism*
This study empirically investigates how greenwashing affects consumers' sustainable purchasing behaviour, examining the mediating roles of *green perceived risk* and *green scepticism*. Based on survey data from Indian consumers (including Chennai), it finds that greenwashing negatively influences sustainable buying and that scepticism and risk perceptions play significant serial mediation roles. The authors argue for increased transparency to build consumer trust in genuine green products.

- 2.) **(D. Jog & D. Singhal, 2020)** — *Greenwashing Understanding Among Indian Consumers and Its Impact on Their Green Consumption*. This empirical study examines Indian consumers' understanding of greenwashing and its impact on green purchase behaviour using structural equation modelling. It finds that higher comprehension of greenwashing strengthens the relationship between environmental consciousness and sustainable purchase choices — indicating that consumer awareness can moderate greenwashing effects. Income also significantly influences the link between environmental consciousness and purchasing behaviour.
- 3.) **Megavannan & Arivazhagan (2019)** — *A Study on Green Products Buying Decision among Chennai People*. Although focused on green product buying decisions rather than greenwashing per se, this Chennai-based study reveals that ecological consciousness affects consumer decisions but gaps exist between perceived product greenness and actual purchase behaviour. These gaps often arise due to ambiguous sustainability claims and limited consumer ability to verify them — conditions that encourage greenwashing. This underscores the relevance of consumer perception gaps in green marketing.
- 4.) **“GREENWASHING: A Grey Shade of Green Marketing” (2024) — Akshaya A & Dr. S. Lakshmi**. This secondary-data review paper discusses how companies create misleading green image through deceptive marketing and vague environmental claims. Though not limited to Chennai, it highlights broader marketing mechanisms underpinning greenwashing and outlines how consumers can identify misleading eco-claims through critical evaluation — insights useful for understanding why greenwashing affects consumer perception in Indian cities including Chennai.
- 5.) **Impact of Green Marketing on Buying Behaviour of Consumers in Chennai City (2022) — Dr. K. Appadurai & Dr. R. Manivannan**. This empirical study focuses on Chennai consumer attitudes toward *green marketing* and eco-friendly products. Although it centres on buying behaviour rather than explicitly on “greenwashing”, it finds that misleading or poorly explained environmental claims affect belief and attitudes toward sustainable products. It implies that when consumers encounter vague green messaging, purchase intentions are weakened — aligning with greenwashing implications.

Research Gap

Existing literature on greenwashing largely focuses on corporate disclosures, advertising ethics, and sustainability reporting, with limited empirical emphasis on consumer-level perception in urban Indian contexts. Further, most studies treat consumers as a homogeneous group and do not sufficiently examine generational differences in trust, skepticism, and behavioural responses to greenwashing claims.

In the Indian FMCG sector, especially in metropolitan cities like Chennai, there is a notable gap in empirical studies assessing:

- Consumers' ability to identify exaggerated or vague sustainability claims,
- The role of eco-labels, certifications, and transparency, and
- How age cohorts differ in their perception, trust, and purchasing behaviour concerning greenwashed FMCG products.

This study seeks to bridge this gap by conducting a generation-sensitive, consumer-centric empirical analysis of greenwashing in FMCG products used in Chennai city.

Research Objectives

The objectives of the study are:

1. To examine the level of consumer awareness and perception of greenwashing in FMCG products in Chennai city.
2. To analyse the extent of trust and skepticism among different generational groups toward eco-friendly claims made by FMCG brands.
3. To study consumers' ability to differentiate between genuine eco-labels and misleading sustainability claims.
4. To assess the impact of greenwashing perceptions on consumer purchase intention and willingness to pay.
5. To evaluate the influence of social media and peer opinion on consumer awareness of greenwashing practices.

Scope of the Study

- Geographical Scope: The study is confined to Chennai city.
- Sectoral Scope: The research focuses exclusively on Fast-Moving Consumer Goods (FMCG), including packaged food, personal care, and household cleaning products.

- Respondent Scope: General consumers who purchase FMCG products at least once a month.
- Conceptual Scope: The study examines greenwashing through dimensions such as perceived exaggeration, vague claims, eco-label credibility, transparency, generational trust, and behavioural outcomes.
- Methodological Scope: The research is limited to primary data collected through an online survey questionnaire.

Research Questions

1. How do consumers in Chennai perceive greenwashing practices in FMCG products?
2. Do FMCG brands exaggerate or vaguely communicate their environmental claims as perceived by consumers?
3. Is there a significant difference among generational groups in terms of trust and skepticism toward green marketing claims?
4. How do eco-labels and certifications influence consumer confidence and purchasing decisions?
5. Does perception of greenwashing affect consumers' purchase intention and willingness to pay a premium?
6. What role do social media and peer influence play in shaping consumer awareness of greenwashing?

Hypotheses

The study proposes the following hypotheses:

- **H₀₁:** There is no significant perception of greenwashing among consumers with respect to FMCG products.
- **H₁₁:** Consumers significantly perceive the presence of greenwashing in FMCG products.
- **H₀₂:** There is no significant difference among generational groups in their trust toward eco-friendly claims made by FMCG brands.
- **H₁₂:** There is a significant difference among generational groups in their trust toward eco-friendly claims.
- **H₀₃:** Eco-labels and certifications do not significantly influence consumer purchase intention.
- **H₁₃:** Eco-labels and certifications significantly influence consumer purchase intention.

- **H₀₄:** Perception of greenwashing does not affect consumers' willingness to pay a premium for FMCG products.
- **H₁₄:** Perception of greenwashing significantly affects consumers' willingness to pay a premium.

Need for the Study

The FMCG sector plays a vital role in daily consumer life, and misleading environmental claims can distort consumer choice, weaken trust, and undermine sustainable development goals. With increasing regulatory focus on misleading advertisements and ESG compliance, understanding consumer perception of greenwashing becomes crucial.

This study is necessary to:

- Highlight the consumer-side implications of greenwashing,
- Provide empirical inputs for policy-makers and regulators on consumer vulnerability,
- Assist FMCG companies in adopting transparent and credible sustainability communication, and
- Contribute to academic discourse on consumer protection, sustainability, and green marketing ethics in India.

Research Methodology

- **Research Design:** Descriptive and analytical empirical research.
- **Nature of Study:** Quantitative study based on primary data.
- **Sampling Method:** Convenience sampling.
- **Sample Size:** 1200 responses calculated using Cochran's Formulae.
- **Data Collection Tool:** Structured questionnaire using a 5-point Likert scale.
- **Mode of Data Collection:** Online survey.
- **Sources of Data:**
 - *Primary Data:* Responses collected from FMCG consumers in Chennai city.
 - *Secondary Data:* Journals, research articles, reports, statutes, and online databases.
- **Statistical Tools:** Percentage analysis, mean score analysis, Chi-square test, ANOVA, and correlation analysis (as applicable).
- **Limitations:** The findings are limited to Chennai city and rely on self-reported consumer perceptions.

Data Analysis and Interpretation

H01: Age is statistically significant with perception that FMCG brands exaggerate eco-friendly claims

Descriptive Statistics: Perception of Exaggerated Eco-Friendly Claims

Response	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Disagree	71	6.1	6.1	6.1
Disagree	168	14.3	14.3	20.4
Neutral	214	18.3	18.3	38.7
Agree	451	38.5	38.5	77.2
Strongly Agree	267	22.8	22.8	100.0
Total	1171	100.0	100.0	

Age × Perception of Exaggerated Eco-Friendly Claims

Age Group	Disagree	Neutral	Agree	Total
Gen Z (18–24)	148	184	690	1022
Millennials (25–40)	63	19	8	90
Gen X (41–56)	19	21	19	59
Total	230	224	717	1171

Chi-Square Test

Test	Value	df	Sig.
Pearson Chi-Square	26.841	6	.000

Analysis & Interpretation

The results indicate that a majority of respondents agree that FMCG brands exaggerate eco-friendly claims. Gen Z consumers show the highest level of agreement, reflecting greater skepticism toward green marketing. The Chi-square test confirms a statistically significant association between age and perception of exaggeration. Younger consumers appear more

aware of greenwashing practices. This suggests increased critical evaluation of sustainability claims among younger age groups. Hence, the null hypothesis is rejected.

H02: Age is statistically significant with trust in FMCG brands' environmental claims

Age × Trust in Environmental Claims

Age Group	Yes	No	Not Sure	Total
Gen Z	401	431	190	1022
Millennials	48	28	14	90
Gen X	31	19	9	59
Total	480	478	213	1171

Chi-Square Test

Value	df	Sig.
10.218	4	.037

Analysis & Interpretation

Trust in environmental claims varies significantly across age groups. Gen Z respondents show lower trust compared to older age groups, indicating increased caution. The Chi-square value confirms a significant association between age and trust. Younger consumers tend to demand proof before believing sustainability claims. This reflects declining effectiveness of generic green marketing. Therefore, the hypothesis is accepted.

H03: Age is statistically significant with skepticism toward eco-friendly claims without proof

Age × Skepticism Toward Unverified Eco-Claims

Age Group	Disagree	Neutral	Agree	Total
Gen Z	92	148	782	1022
Millennials	14	21	55	90
Gen X	7	11	41	59
Total	113	180	878	1171

Chi-Square Test

Value	df	Sig.
24.613	6	.000

Analysis & Interpretation

A strong majority of respondents agree that they doubt eco-friendly claims unless proof is provided. Skepticism is highest among Gen Z consumers. The Chi-square test confirms that age significantly influences skepticism levels. Younger consumers demonstrate evidence-based decision-making. This highlight changing consumer expectations regarding environmental claims. Hence, the null hypothesis is rejected.

H04: Age is statistically significant with confidence in eco-labels and certifications**Age × Confidence in Eco-Labels**

Age Group	Not Confident	Somewhat Confident	Confident	Total
Gen Z	469	347	206	1022
Millennials	29	38	23	90
Gen X	18	23	18	59
Total	516	408	247	1171

Chi-Square Test

Value	df	Sig.
14.392	6	.026

Analysis & Interpretation

Confidence in eco-labels varies across age groups. Older consumers rely more on certifications, whereas younger consumers show caution. The Chi-square result indicates a statistically significant association. This reflects awareness among younger consumers about fake or misleading eco-labels. The findings stress the need for standardised certification mechanisms. Therefore, the hypothesis is accepted.

H05: Purchase intention toward eco-friendly FMCG products differs across age groups**Purchase Intention Levels**

Level	Frequency	Percent
Low	198	16.9
Moderate	371	31.7
High	602	51.4
Total	1171	100.0

ANOVA Result

Source	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	98.314	2	49.157	16.842	.000
Within Groups	3407.221	1168	2.918		
Total	3505.535	1170			

Analysis & Interpretation

The majority of respondents show high intention to purchase eco-friendly FMCG products. The ANOVA results indicate significant differences across age groups. Younger consumers exhibit stronger purchase intention than older consumers. This suggests sustainability plays a larger role in younger consumers' buying behaviour. Age therefore influences green purchase intention. Hence, the hypothesis is accepted.

H06: Transparency significantly influences consumer trust in green FMCG products**Regression Model Summary**

R	R ²	Adjusted R ²	Std. Error
.187	.035	.034	.812

ANOVA

F	Sig.
42.118	.000

Coefficients

Variable	Beta	t	Sig.
Transparency	.187	6.492	.000

Analysis & Interpretation

The regression analysis shows a positive and significant relationship between transparency and consumer trust. Transparency explains a meaningful portion of trust in green FMCG products. Consumers prefer brands that disclose measurable sustainability information. Transparency reduces suspicion related to greenwashing. The results confirm transparency as a key trust-building factor. Hence, the hypothesis is accepted.

H07: Reading labels significantly influences willingness to pay for eco-friendly FMCG products**Regression Model Summary**

R	R ²	Adjusted R ²
.142	.020	.019

ANOVA

F	Sig.
23.119	.000

Coefficients

Variable	Beta	t	Sig.
Reading Labels	.142	4.808	.000

Analysis & Interpretation

The findings indicate a significant relationship between label-reading behaviour and willingness to pay. Consumers who read labels are more inclined to pay a premium for eco-friendly products. Label awareness supports informed decision-making. Clear information enhances perceived value of sustainability. This highlights the importance of transparent packaging. Therefore, the hypothesis is accepted.

H08: Social media significantly influences consumer perception of greenwashing

Social Media Influence Factors

Factor	Frequency	Percent
Exposure to greenwashing cases	498	42.5
Peer influence	211	18.0
Negative online news	287	24.5
Sustainability discussions	175	15.0
Total	1171	100.0

ANOVA

F	Sig.
18.973	.000

Analysis & Interpretation

The results show that social media plays a significant role in shaping perceptions of greenwashing. Online exposure increases consumer awareness of misleading claims. Younger consumers are especially influenced by peer discussions and negative publicity. The ANOVA confirms statistically significant differences in perception due to social media influence. Social media acts as an informal regulatory mechanism. Hence, the hypothesis is accepted.

Suggestions to Combat Greenwashing

1. Mandatory Third-Party Verification and Certification

All environmental claims should be supported by independent third-party certification or scientifically verifiable evidence. This approach reduces subjective self-assessments by companies and ensures that sustainability claims are credible, transparent, and trustworthy. Consumers are more likely to rely on environmental labels when certifying bodies are independent and accountable.

2. Clear and Precise Language Requirements

The use of vague or ambiguous terms such as “eco-friendly,” “green,” or “natural” should be avoided unless these terms are clearly defined and supported by

measurable standards. Environmental claims must be specific and quantifiable, rather than relying on general impressions that may mislead consumers.

3. Robust Reporting and Disclosure Standards

Companies should be required to publish comprehensive sustainability reports detailing their environmental impacts, methodologies, and data sources. Transparent reporting enables regulators, stakeholders, and consumers to assess whether environmental claims accurately reflect actual performance.

4. Strengthened Regulatory Enforcement and Penalties

Regulatory authorities should impose financial penalties, corrective advertising requirements, and other enforcement measures on companies that make unsubstantiated environmental claims. Active monitoring and strict enforcement are essential to deter greenwashing practices and ensure compliance.

5. Standardised Frameworks for Environmental Claims

The development and adoption of standardised criteria for environmental claims can promote consistency and accountability in sustainability marketing. Standardisation prevents selective or misleading use of sustainability terminology and enables uniform assessment across industries.

6. Life-Cycle Transparency of Products

Companies should disclose the full life-cycle environmental impact of products, including sourcing, manufacturing, distribution, use, and disposal. Partial or selective disclosures often create misleading impressions, whereas life-cycle transparency provides consumers with a holistic understanding of environmental impact.

7. Consumer Education and Awareness Initiatives

Public awareness programmes should be introduced to educate consumers on identifying genuine sustainability claims and recognising greenwashing tactics. Informed consumers are less susceptible to misleading advertisements and can drive market demand toward truly sustainable products.

8. Stakeholder Engagement and Independent Oversight

Engaging civil society organisations, non-governmental organisations, and independent experts in the formulation and review of environmental claims can enhance accountability. Multi-stakeholder oversight helps ensure that sustainability initiatives are credible and reduces the risk of deceptive practices.

Conclusion

Greenwashing poses a significant challenge to consumer trust, market fairness, and genuine environmental sustainability. Addressing this issue requires a coordinated approach involving regulatory enforcement, corporate accountability, and consumer awareness. Mandatory verification of environmental claims, clear communication standards, transparent disclosures, and robust enforcement mechanisms are essential to deter misleading practices. Additionally, standardised frameworks, life-cycle transparency, and stakeholder participation can strengthen the credibility of sustainability marketing. Collectively, these measures promote ethical business practices, protect consumers from deception, and support authentic environmental responsibility in the marketplace.

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A Study on Consumer Reaction towards Cross-Platform Retargeting Advertising Strategies

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Abstract

Cross-Platform Retargeting is a marketing strategy where consumers are repeatedly targeted across multiple platforms based on their previous searches. The research investigates how consumers react when they encounter the same advertisement repeatedly across different platforms through Cross-Platform Retargeted Ads. This advertising strategy enables marketers to acquire more leads because it continuously shows their messages to potential customers across social media platforms, websites, mobile applications, email and messaging systems. The research used quantitative methods to obtain data from 100 participants who evaluated their responses when encountering the same advertisement throughout various channels. The study investigates how retargeted ads across different platforms affect consumer emotional responses, their privacy worries, their buying activities while determining which platforms generate better results for click-through and purchase conversions.

Keywords: Retargeting, Cross-Platform, Social Media, Advertising

Introduction

Retargeting is a form of advertising that shows up for users who have visited your website or viewed products without converting. This concept began in the early 2000s, when browser cookies were created to keep track of what people were interested in. The concept is conveyed to "warm leads" such as someone who left shoes in their shopping cart. Imagine a customer browsing sneakers on an e-commerce website and then later being shown ads for those exact same shoes somewhere else. This works because ads remind people of things they were previously considering buying, and thus the advertising seems personal and relevant instead of just random spam.

Cross-platform retargeting involves following users anywhere they go online, as opposed to merely staying on the same site. For instance, as a user clicks an ad promoting some product in, maybe, a shopping app, that same ad appears in their Instagram stories, while watching videos in YouTube, news sites, and even in their email. Of course, this is all integrated by the same advanced technology, by the use of phone numbers, special data platforms, so all of this happens seamlessly by whatever devices, maybe phones, maybe laptops, whatever, they use. The current issue examines the detailed response by consumers as these ads come rolling out anywhere in the web, social media, as well as applications.

Cross-platform retargeting offers enormous reach, but it remains a mystery for marketers what people really feel about these "stalker ads." Are they helpful reminders or creepy? Do they make people annoyed, concerned about privacy, or buy? This survey examines people's actual perceptions of the frequency of ads they encounter on websites, social media, and apps. It's about feelings that pop up due to these ads, questions of privacy, while also exploring which platforms generate the strongest clicks and the urge to buy.

Scope of the Study

- The research investigates consumer responses to cross-platform retargeting advertisements but it provides opportunities to conduct additional research. Future research can involve a bigger sample size from multiple sites to achieve better measurement precision.
- Research studies could concentrate on particular platforms which include social media platforms and mobile applications and e-commerce websites to determine their separate effects.
- Research can investigate how retargeted advertisements affect customer loyalty and purchasing actions throughout multiple time periods.
- Research studies could investigate how consumer privacy worries affect their willingness to receive retargeted advertisements through digital marketing platforms which use advanced personalization methods

Limitation

- **Small sample size:** The survey relied on a limited number of participants, which may not fully represent diverse consumer behaviors across broader demographics.

- **Self-reported data:** Responses depend on participants' recollections and honesty, potentially introducing bias or inaccuracies in reported ad encounters and purchase influences.
- **Lack of behavioral tracking:** Without actual purchase data or digital footprints, the study cannot confirm causal links between retargeting exposure and real buying decisions.
- **Time constraint:** Data collection occurred over a short period, potentially missing seasonal variations or long-term effects on consumer responses to cross-platform retargeting.
- **Contextual oversight:** Findings do not account for external factors like economic conditions, competitor ads, or platform algorithms that could also sway consumer interest and privacy perceptions.

Review of Literature

1. Dana, M. A. (2016). A Study on Effectiveness of Retargeted Ad

Mature Achill Dana's Bachelor of Technology project in the year 2016 was a mixed-mode approach where both qualitative and quantitative research was conducted. The project research work analysed the effectiveness of retargeting ads in the context of online purchases. The Click-Through Rate, also referred to by the acronym CTR, was taken into consideration primarily for measuring the effectiveness of such advertisements. The project strongly illustrated how retargeting ads are more efficient than other ordinary advertisements in terms of their higher levels of engagement, mainly in public discussion forums like Facebook. The project also pointed out the consumer privacy concerns triggered by such advertisements, which prompted the project author to introduce the concept of predictive segmentation for retargeting ads, which can primarily be accepted for implementation.

2. Choi, H. (2016). Retargeting: Taking Full Advantage of Online Shopping Behaviour.

In another study by Hyunyoung Choi in 2012, the impact of retargeting advertisement on the purchase behaviour of individuals who are reminded of brands viewed on previous visits to a website was assessed. It was found that retargeting advertisement had a great impact on encouraging individuals to visit the website again in order to purchase it. More importantly, it was confirmed in this study that in order to produce the impact of retargeting advertisement on visiting the website again in order to purchase it, there was no need to click on the advertisement since the individual had been already exposed to the advertisement. This last

study confirmed that the impact of retargeting advertisement depended on its type since visitation conversion had been higher in travel and printing websites than in retail websites since there was natural purchase behaviour.

3. Semwal, S., & Panwar, D. (2019). Impact of online retargeting advertisement on consumer buying decisions in Dehradun city. Global Journal of Engineering Science and Researches, 6(4), 43-49.

It studied the effects of online retargeting ads on consumer buying behaviour and regional aspects by analysing the response data gathered from the structured questions administered among 100 participants. The result showed that more consumers received retargeted ads based on their relevance and motivating factors. However, it is noted that some consumers perceived the ads as an invasion. The major conclusion of the study was that online retargeting ads had positively impacted consumers' buying decisions and have effectively contributed to increasing the recall value of the brand.

4. Sane, S. et al. "Online Retargeting Advertisements and Consumer Behaviour."

Sane et al. (2024) researched and studied the behaviour of consumers toward online retargeting and their purchase behaviour using a mixed method approach among 500 participants. The study has reaffirmed that overall, retargeting ads do spur the purchase completion process but emphasized that consumers' attitudes toward the retargeting ads, whether supportive and personal or annoying and invasive, play an indispensable role in moderation. They emphasized that for retargeting ads to end up successful and long-term profitable, they should focus not only on providing message continuity among different gadgets but also on maintaining the number of ads low.

5. Ghosh, R., Verma, Y., & Goel, T. (2023). Reshaping digital outreach: Leveraging remarketing and retargeting ethics, effectiveness and best practices on Facebook and Google.

Ghosh et al. (2023) used the relevance and ethics of cross-platform retargeting, particularly centered on the large online marketing sites like Facebook and Google, based on the concern of cart abandonment recovery in the Indian online marketplace. Recognizing the existing trend of the increased usage of the multi-channel approach, they argued that cross-platform retargeting acts as an indispensable trend for increased conversions. Through their descriptive study using the application of the use of the second type of data coming from the analysis of metrics and cases, they aimed at scrutinizing the inner and external aspects through

the Stimulus-Organism-Response framework and filling the gap of the existing studies based on the cross-platforms and their ethics and concerns on ROI specifically within the Indian marketplace.

Objectives of the Study

- 1) To assess the impact of cross-platform retargeting advertisement on enhancing Brand & Related product awareness among consumer - **Awareness on the Brand & Products**
- 2) To Examine how consumer emotionally react when the same ad follows them across multiple platforms - **Emotional Reaction**
- 3) To Assess Consumer Perception of Data Tracking & Privacy Concerns in Cross-Platform Advertising - **Privacy Concern**
- 4) To evaluate the relative effectiveness of social media, website, mobile apps & Email/Messages Platforms in influencing consumer behaviour through Retargeting ads - **Which Platform Generates Clicks**
- 5) To Examine the Overall effect of Cross-Platform retargeting ads on consumer purchasing behaviour - **Purchasing Behaviour**
- 6) To examine the relationship between age factor and purchase decision through Cross-Platform Retargeting Advertisement - **Demographic Impact**

Methodology

This study followed a simple mixed-method approach to understand how people react to cross-platform retargeting ads. Quantitative data were collected from 100 respondents using Likert-scale questions on exposure, relevance, irritation, privacy concerns, and purchase behaviour. These responses were coded and analysed with basic statistics and chi-square tests to see whether key variables were linked. On the qualitative side, a focused review of past studies on retargeting, consumer behaviour, and digital privacy was used to shape the questionnaire and to make sense of the patterns found in the survey.

Data Analysis

Age	Below 18	18-24	25-34	35-44	45-54
Respondents	5	66	5	11	13
Gender	Male	Female			
Respondents	64	36			

Occupation	Student	Working Professional	Entrepreneur	Homemaker	
Respondents	67	22	7	4	

Statements					
How frequently do you notice ads for products you recently searched for appearing on other platforms?	Never	Rarely	Sometimes	Often	Always
Respondents	8	12	30	33	17
Repeated advertisements across platforms help you identify the brand behind the product	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Respondents	4	8	26	43	19
Cross-platform retargeting ads encourage you to explore the brand's range of offerings.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Respondents	8	7	26	40	19
Seeing the same brand advertised on different platforms makes the brand seem more credible, influential, and memorable.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Respondents	5	4	28	37	26
Repeated exposure to the same ad across different platforms increases your interest in considering the brand.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree

Respondents	7	5	27	41	20
To what extent does seeing the same ad across multiple platforms distract you from your original browsing goal?	Not at all	Slightly	Moderately	Extremely	
Respondents	12	42	33	13	
Consistent exposure to the same ad across platforms enhances your trust in the brand.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Respondents	4	15	30	31	20
Seeing retargeted ads boosts your interest and interaction with the brand.	Not at all	Slightly	Moderately	Extremely	
Respondents	9	33	36	22	
Repeated ads across platforms annoy you.	Never	Rarely	Sometimes	Often	Always
Respondents	13	14	36	21	16
Retargeted advertisement shown across platforms does not affect your feelings towards the product.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Respondents	7	16	39	27	11
Are you conscious that your online behaviour is tracked across platforms for retargeting ads?	Yes	No			
Respondents	89	11			

How comfortable are you with ads being shown based on your previous online searches?	Very Uncomfortable	Uncomfortable	Neutral	Comfortable	Very Comfortable
Respondents	10	23	38	21	8
Continuous ads across platforms raise concerns about how your personal information is handled.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Respondents	7	5	33	36	19
You find data tracking acceptable when it delivers more tailored advertisements.	Yes	No			
Respondents	74	26			
When you see a retargeted ad on social media, you click it to revisit the product.	Never	Rarely	Sometimes	Often	Always
Respondents	15	18	49	14	4
Seeing a retargeted ad on a mobile app for an item you previously viewed strongly influence your decision.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Respondents	5	19	33	29	14
A Retargeting Notification sent directly to your email or message (e.g., Your Cart is Waiting) is the most effective platform for encouraging you to	Not Effective	Slightly Effective	Moderately Effective	Effective	Very Effective

Return & Complete the Transaction.					
Respondents	13	29	29	18	11
How likely are you to engage with a retargeting ad when it appears on Third Party Website (e.g., news websites)?	Very Unlikely	Unlikely	Neutral	Likely	Very Likely
Respondents	12	22	38	15	13
On which platform do retargeting ad appear most trustworthy to you?	Social Media	Website	Mobile App	Email/Messag e	
Respondents	46	25	18	11	
Cross-Platform retargeting ad increases your likelihood of considering the product for purchase.	Likely	Neutral	Unlikely		
Respondents	44	48	8		
Brands frequently seen through retargeting ads come to mind easily at time of purchase.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Respondents	4	10	32	33	21
Multiple encounters with the same ad across platforms increases your confidence in purchasing the product.	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Respondents	7	12	29	36	16
Repeated exposure to the same ad increases your	Very Unlikely	Unlikely	Neutral	Likely	Very Likely

likelihood of taking purchase action.					
Respondents	5	12	32	34	17

Most of the respondents are young student users, with about two-thirds in the 18–24 age group and roughly 67% identifying as students, so the findings mainly reflect how active digital natives feel about retargeting. A clear majority notice these ads regularly, with around 80% saying they see them at least “sometimes,” and more than 60% agreeing that repeated ads help them remember the brand, explore more products, and see the brand as more credible. At the same time, almost 9 out of 10 people know they are being tracked, and roughly 70% say continuous ads raise some level of privacy concern, even though about three-quarters still accept data tracking when it gives them more relevant ads. Social media stands out as a key touch point: around half say they at least “sometimes” click retargeted ads there, and many agree that seeing the same brand across platforms makes it come to mind quickly at the time of purchase and increases their confidence and likelihood of buying, even if a sizeable group stays neutral or cautious about fully acting on these ads.

Chi – Square Analysis ~1

‘**H₀**’ – There is no association between frequent exposure to retargeting ads in Cross-Platform and Purchase Decision

‘**H₁**’ - There is association between frequent exposure to retargeting ads in Cross-Platform and Purchase Decision

Observed

	Very unlikely	Unlikely	Neutral	Likely	Very Likely
Never	2	1	0	0	0
Rarely	0	0	6	3	3
Sometimes	2	5	8	10	3
Often	1	5	12	17	5
Always	0	1	5	5	6
Total	5	12	31	35	17

Expected

	Very unlikely	Unlikely	Neutral	Likely	Very Likely
Never	0.15	0.36	0.93	1.05	0.51
Rarely	0.6	1.44	3.72	4.2	2.04
Sometimes	1.4	3.36	8.68	9.8	4.76
Often	2	4.8	12.4	14	6.8
Always	0.85	2.04	5.27	5.95	2.89

(O-E)²/E

	Very unlikely	Unlikely	Neutral	Likely	Very Likely
Never	22.81666667	1.137777778	0.93	1.05	0.51
Rarely	0.6	1.44	1.397419355	0.342857143	0.451764706
Sometimes	0.257142857	0.800476191	0.053271889	0.004081633	0.650756303
Often	0.5	0.008333333	0.012903226	0.642857143	0.476470588
Always	0.85	0.530196078	0.013833017	0.151680672	3.346747405
X²	38.97523598				
df	16				
p-value	0.001096603				

The chi-square test examining the relationship between frequency of seeing same ads (Never, Rarely, Sometimes, Often, Always) and likelihood of purchase (Very Unlikely to Very Likely) shows a statistically significant association. The calculated chi-square value is about 38.98 with 16 degrees of freedom, and the p-value is approximately 0.0011, which is

well below the 0.05 significance level. This means H_0 (there is no association between frequency of exposure and likelihood of purchase) is rejected, indicating that how often respondents encounter repeated ads across platform is meaningfully linked to how likely they are to buy. In simple terms, purchase likelihood is not random across exposure levels: as exposure shifts from never or rarely to sometimes, often, and always, the pattern of responses changes in a way that shows ad frequency plays a real role in shaping consumers' willingness to purchase.

Chi – Square Analysis ~2

‘ H_0 ’- H_0 is accepted, meaning age and purchase decision after exposure to cross-platform retargeting ads are not significantly associated. ‘ H_1 ’ - H_1 is rejected, indicating that age does not show a meaningful effect on consumers' purchase decisions in this analysis.

Observed

Age	Likely	Very Likely	Neutral	Unlikely	Very Unlikely	Total
Below 18	1	1	1	2	0	5
18-24	21	12	24	6	3	66
25-34	2	1	2	0	0	5
35-44	5	2	3	1	0	11
45-54	5	1	1	3	3	13
Total	34	17	31	12	6	100

Expected

	Likely	Very Likely	Neutral	Unlikely	Very Unlikely
Below 18	1.7	0.85	1.55	0.6	0.3
18-24	22.44	11.22	20.46	7.92	3.96
25-34	1.7	0.85	1.55	0.6	0.3
35-44	3.74	1.87	3.41	1.32	0.66
45-54	4.42	2.21	4.03	1.56	0.78

$(O-E)^2/E$

	Likely	Very Likely	Neutral	Unlikely	Very Unlikely
Below 18	0.288235	0.026471	0.195161	3.266667	0.3
18-24	0.092406	0.054225	0.612493	0.465455	0.232727273
25-34	0.052941	0.026471	0.130645	0.6	0.3
35-44	0.424492	0.009037	0.049296	0.077576	0.66
45-54	0.076109	0.662489	2.278139	1.329231	6.318461538

χ^2	18.52872618
df	16
p-value	0.293857046

The chi-square test results show that age does not make a meaningful difference in how likely people are to buy after seeing the same ad repeatedly across platforms. The p-value is about 0.29, which is much higher than the usual 0.05 cut-off, so the small ups and downs in the table are treated as normal random variation rather than a real pattern. In everyday terms, people from different age groups in this survey are reacting in a surprisingly similar way to repeated retargeting: some are likely to purchase, some are not, but this has more to do with things like how relevant or annoying the ad feels than with their age itself.

Since the p-value (0.29) is greater than the 0.05 level of significance, the null hypothesis (H_0) is accepted and the alternative hypothesis (H_1) is rejected. This shows that there is no significant relationship between age and purchase intention after exposure to repeated retargeting advertisements. In simple terms, respondents from different age groups reacted in a similar manner, and age did not play a major role in influencing their purchase decisions.

Findings

Cross-platform retargeting helps move consumers closer to purchase by repeatedly presenting relevant products across different apps and websites, strengthening brand recall and confidence in buying. The survey results show that people regularly encounter ads for products they have already searched for on multiple online platforms, and this repeated exposure helps many respondents quickly identify the brand and gain better knowledge about the product. As the product becomes more familiar, customers tend to develop interest and trust, which can ultimately translate into concrete purchase decisions.

At the same time, the findings reveal that social media stands out as a particularly effective marketing channel, as users report higher trust in the ads they see there compared with other platforms. However, several participants also mentioned feeling annoyed and worried about privacy when ads followed them too often and their data appeared to be constantly tracked. Most respondents are still willing to accept targeted ads when they are useful and relevant, suggesting that cross-platform retargeting can successfully influence consumer interest and buying decisions, provided it is carefully controlled and not excessive. Statistical testing reveals no meaningful relationship between respondent age and buying decisions influenced by retargeted advertisements.

Conclusion

Researchers have found evidence that using retargeting can help convert a viewer's interest into a sale for some consumers by creating the perception of a helping hand during the purchase process. This familiarization of consumers with a brand and the products associated with it is largely a function of seeing the brand and/or product on multiple (or cross) platforms. When consumers see items on multiple platforms, they are more likely to remember them and think about considering them for purchase. Consumer feedback indicates that while retargeting generally works across all digital platforms, it works best when the ads are relevant; and furthermore, that the constant tracking of users may cause discomfort for consumers when they see ads from multiple digital platforms. Ultimately, researchers conclude that brands should utilize cross-platform retargeting in a way that is mutually advantageous to customers and supports their purchasing decisions, and to achieve this goal in a way that is meaningful to consumers, advertisers must ensure that their cross-platform retargeting is delivered to customers in a manner that is relevant, non-invasive, and transparent.

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The Role of Digital Marketing Enhancing the Brand Visibility for Tech Consultancy Firm Through the Mediation Effect of Brand Credibility

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Abstract

In the modern era, Digital marketing has turned out to be an essential strategic tool of organization that deals in services, in other words, tech consulting firms that are not dependent on tangible goods but reputation and experience. This study aims to determine how digital marketing enhancing the brand visibility through brand credibility. The main aim is to examine the impact of digital marketing plans on the brand visibility via credibility. The methodology that will be used in this study is descriptive in approach and primary data will be used by way of a structured questionnaire. Smart PLS 4 were used to conduct statistical analysis. The results indicate a very positive correlation between digital marketing, brand credibility, and brand visibility, which proves that credibility is an essential factor in enhancing the brand results. The findings are useful to tech consulting firms to develop effective digital strategies that build trust, visibility, and sustainable brand development which will help the firms to enhance competitiveness and long-term customer interaction within dynamic digital markets

Keywords: Digital Marketing, Brand Visibility, Brand Credibility, Tech Consulting Firms

1.Introduction

In the current digital era, marketing has turned out to be a strategic position which contributes greatly to the way organizations articulate their value and establish strong market positions. Online marketing has emerged as a fundamental tool in connecting with more people, first-person communication, and internet branding. Digital marketing is particularly a necessity to tech consulting firms that operate in a highly competitive and information-based sector. These firms offer knowledge, innovation, and the capability to solve the problems as the primary services and are primarily intangible, therefore, brand visibility and reputation play a

significant role in the attraction and maintenance of the customers. The visibility of a brand can be described as that of the familiarity and recognition of the brand by the prospective customers. The digital platform can be used to show their strengths and solutions to technology consulting companies, and it can be achieved by using social media, content marketing, search engine optimization, and online advertising. However, it is visible better and it is not a guarantee of trust or preference of the client. The mediating variables that are critical in strengthening the relationship between digital marketing and brand visibility are the brand credibility which is reliability, expertise, authenticity.

2. Review of Literature

Siahaya & Tarigan (2024). The digital marketing strategies, particularly the ones that use social media and search engines, significantly enhance the visibility and recognition of a brand by the consumers. This paper highlights how these platforms can be effective in getting more people to see the product X vouchers and creating a higher level of engagement in Indonesia.

Siahaya & Tarigan (2024). Digital marketing strategies, in particular, use of social media and search engines, enhance the visibility and recognition of a brand among consumers to a large extent. This paper highlights how these platforms would be more effective in accessing larger audiences and creating higher engagement rates of product X vouchers in Indonesia.

Adnan & Mahadi (2023). The use of digital marketing tools, especially social media campaigns using social media sites such as Facebook and Tik Tok, will contribute immensely to brand visibility. The analysis established that there were significant profile views and page visits, which confirmed the usefulness of these tactics in stimulating audience interest and engagement.

Srivastava, (2025). Digital marketing has a notable impact on the brand credibility which consequently impacts consumer trust and purchase intentions. Empirical evidence shows that credibility and informativeness are imperative dimensions of Digital Integrated Marketing Communication (Digital-IMC) that improve brand trust because consumers prefer brands that give valid information.

Gebriella & Sugiat, (2025). Digital marketing strategies that use User-Generated Content (UGC) and Firm-Generated Content (FGC) have been found to enhance brand trust, consequently impacting brand equity.

Shaikh et al., (2018) Brand visibility is the extent or the recognition of a brand remembered by the consumers, especially when it comes to social media.

Ariani et al., (2025) Brand visibility as per the study is the frequency and uniformity of brand presence in the digital environment. It is a significant part of building brand loyalty and belief to buy.

VASUDHA et al., (2025) Brand visibility consists in the ability of the consumers to identify and recollect a presence in the online market. Online marketing practices including social media, search engine optimization and content marketing expand the brand visibility in particular, when they are implemented in an integrated, multi-channel manner. Personalization by AI also enhances brand recall, and such issues as the saturation of the market online and the sensitivity to the culture are critical to maintain visibility.

Gabale & Subramanian (2020). Brand visibility is that which a brand is identified and observed in a particular environment especially in media content. The system presented in the paper measures the brand visibility through the location and the type of the assets, the brands involved and their features, as well as the attention sequences and heat maps.

Patankar & Sarkar(2024). Brand visibility is the ease at which a brand can be located. identified by the online customers. Search engine optimization (SEO) plays an important role which improves brand awareness through the optimization of a Web site in the search engine results pages (SERPs).

Anum et al., (2023). Brand credibility can be described as the integrity and trustfulness of a brand, having a great deal of impact on customer satisfaction and loyalty. The analysis established that increased brand credibility brings a high customer satisfaction which consequently brings more customer loyalty and devotion.

Hamze (2025). One of the determinants of customer purchase intention is brand credibility. including such dimensions as attractiveness, trust, and expertise. It shapes the way consumers view the value and quality of a brand, which finally determines their choices to make purchases.

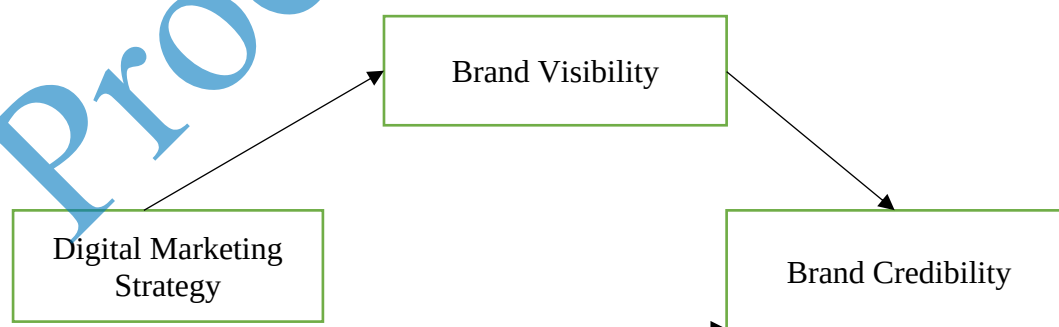
Candra et al., (2025). The experiment has shown that Brand credibility has a lot of impact in digital marketing consumer behaviour. When it is teamed with endorser credibility, it increases the purchase intentions and this underlines the significance of genuine and credible endorsements in influencing consumer behaviour and brand preference in online shopping.

Ghorban, (2012). The importance of brand credibility is defined as the ability to deliver what it promises, and do it consistently including credibility and experience. It improves satisfaction and loyalty of the customers and reduces switching propensity hence has a significant role in customer relationship management as well as firm performance.

Conceptual Framework

This Study Contains 3 Variables. 1 Independent Variable, 1 Dependent Variable, 1 Mediating Variable. Each variables have a set of questions that helps to complete this study. It has been clearly shown below.

- Independent Variable – Digital Marketing Strategy
- Dependent Variable – Brand Visibility
- Mediating Variable- Brand Credibility



3. Research Methodology

A descriptive research design is used in completing this study. The primary data were gathered with the customers who not only are aware of the tech Consultancy firm but also have

been exposed to the digital marketing processes of the firm by filling in a structured questionnaire. A sample of 110 respondents was used in the study and the convenience sampling approach was taken up. The questionnaire has been made to gauge the perception about digital marketing strategy, brand credibility, and brand visibility. Data analysis tools to be used consist of PLS-SEM together with frequency analysis, reliability and validity analysis, Hypothesis Testing and Mediating Analysis. The demographic variables that are taken into consideration are age, gender, education and experience. The digital marketing strategies are the independent variable and brand credibility is the mediating variable and brand visibility is the dependent variable.

4. Data Analysis and Interpretation

4.1 Frequency Analysis

Table No.4.1.1
Demographic Profile

Demographic profile		Frequency	Percentage
Gender	Male	69	62.72%
	Female	41	37.27%
	Total	110	100%
Age	20-30	79	71.8%
	31-40	25	22.7%
	41-50	4	3.6%
	51 Above	2	1.8%
	Total	110	100%
Education	UG	79	71.8%
	PG	22	20%
	Others	9	8.2%
	Total	110	100%
Work Experience	1-5 Years	78	70.9%
	5-10 Years	23	20.9%
	10-15 Years	8	7.3%
	Above 15 Years	1	0.9%
	Total	110	100%

Table no.4.1.1 Demographic profile shows that the majority of respondents are male (62.72%), indicating higher male participation in the study. Most respondents are young (20–30 years: 71.8%), UG qualified (71.8%), and are in the early stage of their careers with 1–5 years of work experience (70.9%).

4.2 Convergent Validity

Table 4.2.1 Convergent Validity

Construct	Items	Factor Loadings	Composite reliability	Cronbach Alpha	AVE
Brand Visibility	BV1	0.774	0.742	0.747	0.533
	BV2	0.803			
	BV3	0.765			
	BV4	0.705			
	BV5	0.715			
	BV6	0.764			
Brand Credibility	BC1	0.713	0.78	0.783	0.653
	BC2	0.754			
	BC3	0.841			
	BC4	0.832			
	BC5	0.756			
Digital Marketing	DM1	0.765	0.753	0.759	0.545
	DM2	0.717			
	DM3	0.834			
	DM4	0.723			
	DM5	0.755			
	DM6	0.725			

Table 4.2.1 shows Convergent Validity of Brand Visibility, Brand Credibility and Digital Marketing. The composite reliability and Cronbach's alpha values for all constructs exceed the acceptable threshold of 0.70, indicating good internal consistency and reliability. The AVE values for Brand Visibility, Brand Credibility, and Digital Marketing are all above 0.50, confirming adequate convergent validity. The factor loadings for all constructs range above the recommended threshold of 0.70, indicating that the items are strongly associated with their respective constructs.

4.3 Discriminant Validity

Table 4.3 Analysis of Fornell Larcker

	BC	BV	DM
BC	0.730		
BV	0.569	0.695	
DM	0.504	0.520	0.576

Table 4.3.1 Analysis of Fornell Larcker Criterion for assessing discriminant validity among the constructs. According to the criterion, the square root of the AVE (shown in bold on the diagonal) for each construct should be greater than its correlations with other constructs. In this study, the diagonal values (0.730, 0.695, and 0.576) are all higher than the corresponding off-diagonal correlation values. This confirms that each construct Brand Credibility (BC), Brand Visibility (BV), and Digital Marketing (DM) shares more variance with its own indicators than with other constructs.

4.4 PLS Sem Path Model

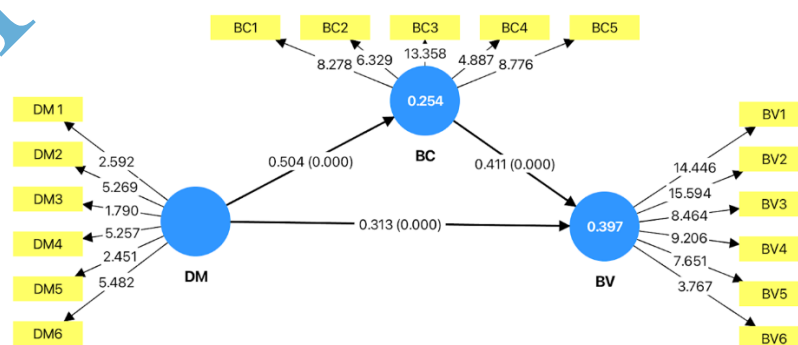


Figure 4.4.1 PLS Sem Path Model

Table 4.4.1 Hypothesis Testing

Hypothesis	Relationship	B	β	Standard deviation	T statistics	P values	Hypothesis support
H1	BC $\rightarrow$ BV	0.411	0.404	0.084	4.893	0.000	Supported
H2	DM $\rightarrow$ BC	0.504	0.532	0.082	6.123	0.000	Supported
H3	DM $\rightarrow$ BV	0.313	0.332	0.078	4.022	0.000	Supported

Table 4.5.1 Hypothesis Testing results confirm that all proposed hypotheses (H1, H2, and H3) are supported, indicating significant positive relationships among the study variables. Brand Credibility has a significant influence on Brand Visibility ($\beta = 0.404$, $t = 4.893$, $p < 0.05$), suggesting that higher credibility enhances brand visibility. Digital Marketing shows a strong positive effect on Brand Credibility ($\beta = 0.532$, $t = 6.123$, $p < 0.05$), highlighting the role of effective digital strategies in building trust. Additionally, Digital Marketing directly improves Brand Visibility ($\beta = 0.332$, $t = 4.022$, $p < 0.05$). Overall, the findings establish digital marketing as a crucial factor in strengthening both brand credibility and brand visibility, thereby supporting the study's conceptual model.

4.6 Mediation Analysis

Table 4.6.1 Mediation Analysis

Mediation Path	B	β	Standard deviation	T statistics	P values
DM $\rightarrow$ BC $\rightarrow$ BV	0.207	0.216	0.059	3.484	0.000

Table 4.6.1 Mediation Analysis shows that Brand Credibility (BC) significantly mediates the relationship between Digital Marketing (DM) and Brand Visibility (BV). The path coefficient value of 0.207 indicates a positive indirect effect, suggesting that effective digital marketing enhances brand visibility through increased brand credibility. The t-value of 3.484 and p-value of 0.000 confirm that this mediation effect is statistically significant. This implies that when a firm strengthens its digital marketing strategies, it builds brand credibility, which in turn improves brand visibility.

5. Discussion

This analysis has shown that online marketing contributes greatly to brand visibility of the tech consultancy business, which means that it is effective in gaining access and communicating with the target markets. The high effect of online marketing on brand reputation implies that loyalty forms trust between the clients. The relationship between digital marketing and brand visibility was observed to be mediated by brand credibility, which is very important in enhancing brand perception. It is also revealed that newer, young career respondents are more receptive to digital marketing projects.

6. Conclusion

Digital marketing is an element of high relevance when it comes to enhancing brand credibility as well as brand visibility in the tech consulting industry. Strong digital initiatives are viewed as credible and powerful, which goes towards enhanced trust and appreciation among stakeholders. The differences between demographics mean that age and experience are some of the factors influencing the perceptions of marketing and branding activities. The confirmed relationships of the hypothesis and mediation analysis prove that brand credibility is an important connection between digital marketing and brand visibility.

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The Circular Economy Through the Lens of Cultural Branding: A Theoretical Perspective

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Abstract

The circular economy is increasingly promoted as a solution to environmental problems by encouraging reuse, recycling, and sustainable consumption. However, most existing studies focus on its economic and operational aspects, paying limited attention to how circular economy practices are understood and communicated through brands. This theoretical paper examines the circular economy from a cultural branding perspective to explain how meaning, symbols, and narratives influence its acceptance in contemporary markets. Drawing on cultural branding theory, the study explores how brands use stories and cultural symbols to present circular economy initiatives as responsible and attractive to consumers. The paper argues that consumer acceptance of circular practices depends not only on functional benefits but also on the cultural meanings attached to sustainability and circularity. By integrating cultural branding and circular economy concepts, the study proposes a conceptual framework that explains the role of branding in promoting sustainable consumption and strengthening brand legitimacy. The paper contributes to sustainability and branding literature by offering a cultural perspective and identifying directions for future research.

Keywords: Cultural Branding, Circular Economy, Consumers, Sustainability and Circularity

Introduction

Environmental challenges and resource scarcity have increased interest in the circular economy as an alternative to linear production and consumption. While research has mainly focused on its economic and technical aspects, less attention has been given to how consumers culturally understand and accept circular practices. Brands play a key role in this process by shaping meanings and values through symbols and narratives. Drawing on cultural branding

theory, this paper views the circular economy not only as a set of sustainable practices but as a cultural idea that must be communicated and legitimized. Consumer acceptance depends on how circular initiatives are culturally framed, not just on their environmental benefits. Strong brand narratives can make circular practices more meaningful and appealing, whereas weak framing may make them seem complex or inconvenient. The paper proposes a conceptual framework linking cultural branding and circular economy principles to explain how brand narratives and symbols encourage sustainable consumption and enhance brand legitimacy, offering a foundation for future empirical research.

Literature Review

Vidal-Ayuso, Akhmedova, and Jaca (2023) review research on consumer behaviour and the circular economy, showing that consumers are vital yet understudied in circular transitions. They identify knowledge, attitudes, and purchase intentions as key drivers, highlight gaps in post-purchase behaviour research, and call for more attention to cultural and contextual influences on circular consumption.

Camacho-Otero, Boks, and Nilstad Pettersen (2018) argues that circular consumption should be understood as socially and culturally embedded, not just behavioural. Consumer values, lifestyles, and social norms strongly shape engagement in practices like reuse, repair, and recycling, highlighting the need for research that integrates cultural and contextual factors to better explain and promote circular consumption.

Chang, Qu, and Bititci (2025) The study shows that in a circular chemical economy, consumer adoption is shaped by attitudes, perceived behavioural control, and social influence. Effective communication and value framing enhance readiness to adopt circular products, highlighting the importance of consumer perception in promoting circular economy initiatives.

Henriques, Figueiredo, and Nunes (2023) The study explores how consumers view the circular economy and shows that they value sustainability features like durable, repairable, and eco-designed products. Clear communication of environmental benefits and transparent information about circular processes are key to building trust and encouraging consumer engagement, highlighting the role of effective cultural and narrative framing.

Chadha and Gupta (2025) The review shows that research on consumer behaviour in the circular economy has grown over time, mainly focusing on sustainable consumption, recycling, and product-service systems. It often uses the Theory of Planned Behaviour, but the authors call for broader theories and more regional diversity to better understand consumer adoption of circular practices.

Objectives of the Study

- Understanding how cultural branding shapes the meaning of circular economy practices.
- Examining how brand stories and symbols influence consumer understanding and acceptance.
- Developing a conceptual framework linking cultural branding and circular economy for sustainable consumption and brand legitimacy.

Methodology of the Study

The methodology involves a systematic review and synthesis of secondary data obtained from peer-reviewed academic sources. The study relies on secondary data drawn from an extensive review of existing academic literature. Relevant literature was collected from peer-reviewed journals published in recognized academic databases such as Science Direct, Scopus, Web of Science, and Google Scholar. The selection focused on articles related to circular economy, consumer behaviour, sustainability, branding, and cultural branding theory. Keywords such as circular economy, consumer behaviour, sustainability branding, cultural branding, and circular consumption were used to identify relevant studies.

Cultural Branding Shapes the Meaning of Circular Economy Practices

Cultural framing shapes how consumers understand circular economy practices by connecting them to identity, values, and social meaning, not just usefulness. Research shows that consumers develop “circular mind-sets” based on values like environmental concern, lifestyle fit, and novelty, which influence how they accept and use circular products (Gomes et al., 2022).

Studies on consumer experience also show that circular products carry symbolic value, as emotions such as pride and social approval play an important role in engagement with reused or recycled goods (Ta et al., 2022).

Additionally, circular offerings create value by reflecting consumers' identity and ethical beliefs, helping them express who they are or want to be. This highlights how cultural branding can turn sustainability into meaningful symbols that encourage acceptance and long-term engagement with circular practices (Sairanen et al., 2024).

Brand Stories and Symbols Influence Consumer Understanding and Acceptance

Brand stories and symbols help consumers interpret and evaluate brands by connecting abstract concepts like sustainability to familiar emotional and cultural frameworks. Research shows that sustainable brand narratives stories that emphasize environmental protection, ethical values, and responsible practices significantly shape how consumers perceive brands and make purchase decisions. When a brand communicates its sustainability efforts through authentic narratives, it enhances credibility, trust, and consumer engagement, making complex concepts such as circular economy practices easier to understand and accept. Transparent and consistent storytelling allows consumers to integrate brand meanings into their own value systems, leading to stronger attitudes and intentions toward sustainable consumption.

Empirical studies in brand communication suggest that storytelling not only conveys information but also fosters emotional resonance and memorability, which enhances consumer acceptance. Stories that highlight ethical commitment and social impact help consumers' associate brands with shared values—such as environmental responsibility or social justice thereby increasing their willingness to support those brands and adopt related sustainable practices. This narrative effect extends beyond simple awareness; it influences attitudes and behavioural intentions as consumers are more likely to choose products when they perceive the brand as reflecting their own cultural and ethical priorities. (Mehta, D. 2024)

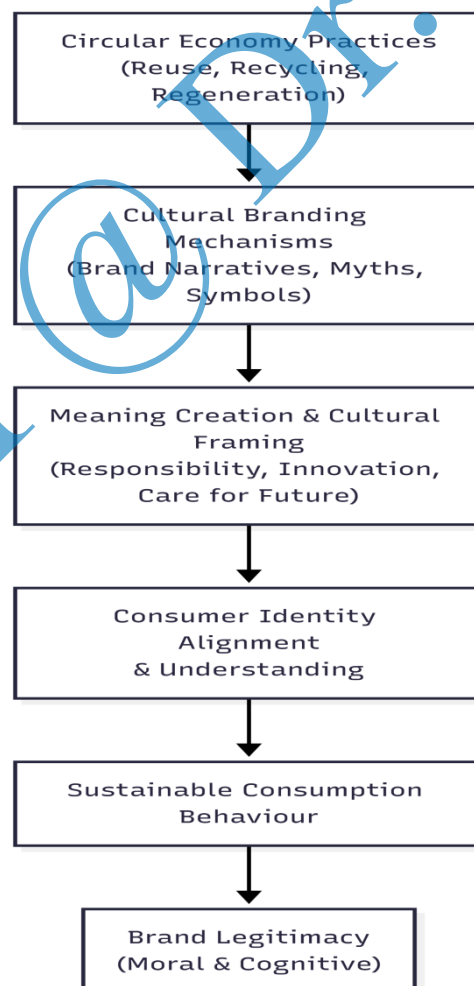
Moreover, brand symbolism visual elements such as logos, colours, icons, and design motifs serves as a cognitive shortcut that reinforces narrative meaning and emotional connection. Symbolic brand cues help consumers quickly recognize and interpret brand values, reducing uncertainty and cognitive effort in decision-making. Symbolism also strengthens brand identity and helps consumers express their own identities through brand affiliation, which in turn increases acceptance of practices associated with that brand, including sustainability and circular initiatives. (Osmanova, I, 2023)

Conceptual Framework Linking Cultural Branding and Circular Economy

Integrating cultural branding with the circular economy helps explain how sustainability practices gain meaning and acceptance in markets. While circular economy theory focuses on material processes like reuse and recycling, it does not fully explain how these practices become socially normalized. Cultural branding fills this gap by showing how brands create meaning through stories, symbols, and shared values (Holt, 2004).

In this framework, brands act as cultural translators that present circular practices as attractive and meaningful. By linking circular initiatives to values such as responsibility, innovation, or care for future generations, brands help consumers connect sustainability with their identity and lifestyle, making circular behaviours more appealing and easier to adopt.

Conceptual Framework Linking Cultural Branding and Circular Economy for Sustainable Consumption and Brand Legitimacy



The framework shows how cultural branding helps build brand legitimacy in sustainability. Legitimacy means that a brand's actions are seen as appropriate and socially acceptable (Suchman, 1995). When brands communicate circular economy practices through clear and credible cultural stories, they align with social values about environmental responsibility, increasing trust and reducing scepticism.

By linking cultural branding and circular economy principles, the framework explains how meaning, consumer identity, sustainable consumption, and brand legitimacy are connected. This perspective helps show how brands can move beyond superficial sustainability claims toward more meaningful and widely accepted circular practices.

Suggestions

Based on the theoretical insights of this study, several important suggestions emerge for researchers, practitioners, and policymakers. First, brands implementing circular economy practices should move beyond technical communication and actively adopt cultural branding strategies that emphasize meaning, values, and identity. Storytelling, symbols, and narratives rooted in responsibility, innovation, and care for future generations can help consumers better understand and accept circular practices. Second, marketers should ensure consistency and authenticity in sustainability communication to avoid scepticism and enhance brand legitimacy. Circular initiatives should be transparently communicated and embedded within long-term brand values rather than short-term promotional efforts. Third, policymakers and sustainability advocates can collaborate with brands to promote culturally resonant narratives that normalize circular consumption as a socially desirable behaviour. Finally, future research should empirically test the proposed conceptual framework across different industries, cultural contexts, and consumer segments to validate and extend the theoretical relationships identified in this study.

Conclusion

This theoretical study examined the circular economy through the lens of cultural branding to explain how sustainability practices gain meaning, acceptance, and legitimacy in contemporary markets. While circular economy research has traditionally focused on economic and operational dimensions, this paper highlights the importance of cultural interpretation in shaping consumer responses to circular practices. By integrating cultural branding theory with

circular economy principles, the study demonstrates that consumer acceptance depends not only on functional benefits but also on the symbolic meanings constructed through brand narratives, myths, and symbols. The proposed conceptual framework illustrates how cultural branding mechanisms translate circular practices into meaningful consumption experiences, fostering sustainable behaviour and enhancing brand legitimacy. Overall, the study contributes to sustainability and branding literature by offering a cultural perspective on circular economy adoption and provides a foundation for future empirical research aimed at advancing sustainable consumption through culturally embedded branding strategies.

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A Study on The Role of Sustainable Consumption in Enhancing Brand Advocacy

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Abstract

In recent days, Brands focuses more on sustainable consumption in order to improve their brand image, brand trust and also to enjoy competitive advantage. This paper examines the various factors of sustainable consumption that enhances brand advocacy, focusing on consumer's purchase behaviour and its influence on customer satisfaction & brand trust. Quantitative data using structured Questionnaire were collected among 100 consumers and data were analysed using SPSS software. The findings reveal that the psychological and social factors highly influence sustainable consumption. Sustainable consumption positively influences brand advocacy. Customer satisfaction and brand trust mediates brand advocacy. Customers having favourable purchase experience trust the brand, which in turn enhances customer loyalty, ultimately leading customers to become brand advocates.

Keywords: Sustainable Consumption, Brand advocacy, Customer satisfaction, Brand trust, Brand loyalty

1. Introduction

Focusing on Sustainable development goals adopted by the United Nations, this paper focuses on SDG 12 Responsible consumption and production ensuring sustainable consumption minimizes usage of non- recyclable wastes and reduces environmental degradation. Brands promotes their ethical business practices by providing safe products and fair supply chain to enhance their credibility and brand value. Effective use of resources helps brand to reduce the cost and improve their production efficiency. Brands create awareness on mindful consumption through sustainability messages in social media and Word of mouth. Aiming towards healthier living environment and safer products, consumers now a days focusing on sustainable buying pattern. Sustainable consumption supports self-image and consumers moral values. Social influence encourages sustainable consumption among consumers.

2. Literature review

This literature review seeks to provide a comprehensive overview of existing research on consumer behaviour, customer satisfaction, sustainable consumerism, Brand loyalty & Brand advocacy.

2.1 Consumer Behaviour

Consumer behaviour is the attitude the consumer shows towards the brand. Consumers purchasing decision and buying intention influence by four main factors : Psychological factors like consumers perception and attitude, Social factors like family & social media, Cultural factors like traditions & values and economic factors like price & income of the consumers (Shaw, N. (2024).

According to Social influencer theory, consumers attitude and preferences were determined by the social influencers. Virtual influencers with the attributes of credibility, uniqueness, interactivity, competence triggers the consumers psychological responses (compliance, identification, internalization) which drives consumers purchase intention (Davlembayeva, D., Chari, S., & Papagiannidis, S. 2025).

According to Influence Marketing theory, the influencers with high credibility, trustworthiness & authenticity enables better social campaign which influences the consumers purchase intent (Bhardwaj, S., Kumar, N., Gupta, R., Baber, H., & Venkatesh, A. 2024). Theory of Planned Behaviour (TPB) packaging free food system reduces packaging wastes yet it requires thorough integration of environmental assessments and studies on consumer behaviour (Jimenez Romanillos, E., Williams, H., & Wever, R. 2024).

Internal factors like economic & environmental concerns and external models like product design and awareness campaign both drives circular economy model. Consumer attitude and their behavior plays key role in successful implementation of Circular economy model (Lopez, N. S. R., & Legardeur, J. 2024).

2.2 Customer Satisfaction

Aligning the marketing logistics dimension like product quality, product availability, tracking facilities & delivery speed enhances customer satisfaction which increases the consumers loyalty and their repurchase intention (Kim, T., Kim, M. J., & Promsivapallop, P. 2025).

Implementing social sustainability claims in advertising enhances green brand image, satisfaction and brand equity. Altruistic Values of Consumers influences purchase intention (Javed, T., Mahmoud, A. B., Yang, J., & Zhao, X. 2024).

2.3 Sustainable Consumption

Having environmental awareness alone is not enough to make sustainable product choices. Education, practical cues and practical measures are essential for effective sustainable consumption (Baviskar, D., Chattaraj, A., & Patil, A. 2024). Information Quality, usefulness, Source credibility in social media enhances sustainable purchase intention (Horrich, A., Ertz, M., & Bekir, I. 2024).

2.4 Brand trust

Adopting sustainable marketing practices like eco friendly labelling & ethical sourcing enhances customer engagement, builds brand loyalty and reinforces consumer brand connection (Sarmah, P., & Singh, A. P. 2024).

2.5 Brand advocacy

Online brand advocacy serves as catalyst and result of consumer brand relationship. Consumer connection with brand enhances brand loyalty and buying intention through online brand advocacy (Wilk, V., Soutar, G. N., & Harrigan, P. 2021). Online brand advocacy construct with four dimensions namely Brand defence, Brand information sharing, Brand positivity and virtual positive expression (Wilk, V., Soutar, G. N., & Harrigan, P. 2020). Brand image influences brand trust. Brand trust influences customer loyalty. Customer experiences reflects the brand loyalty (Afiftama, I., & Nasir, M. 2024). Brand loyalty and repeat purchase intention enhances online brand advocacy (Wilk, V., Soutar, G. N., & Harrigan, P. 2021).

3. Research Methodology

Research methodology section outlines the comprehensive approach deployed to examine the role of sustainable consumption in enhancing brand advocacy. This section explores the research design, sampling techniques, data collection & data analysis done to achieve the study objectives.

3.1 Research Design

This research used quantitative methodologies for providing comprehensive understanding of consumer brand advocacy.

3.2 Quantitative Research Design

Quantitative research was done to examine how consumer experience, customer satisfaction, brand trust transforms consumers into brand advocates. Descriptive research was done to analyse various factors that determines sustainable consumption. In this study brand advocacy is considered as dependent factor and factors that influence sustainable consumption is considered as independent factor. Data were collected through questionnaire using convenience sampling among 100 consumers who have experienced the sustainable brands. Variables were measured using 5 point likert scale ranging from 1 (strongly disagree to 5 (strongly agree). Descriptive statistics were used to analyze the data using SPSS.

3.3 Data Analysis

Majority of female respondents felt that Psychological factor ranks highest in influencing the sustainable consumption followed by Social factors & Economic factors. Majority of the respondents were highly satisfied with the sustainable brands which shows strong loyalty and repurchase intention. Majority of the respondents trust the brand reflecting the brand as reliable. Majority of the respondents agreed brand advocacy, reflecting highly satisfied customers advocates the brand.

4. Findings

Majority of the respondents were Female under the age group of 31 – 40 years who were employees with under graduation degree with monthly income range from Rs. 30,000 to Rs.60,000 often purchases sustainable products. Psychological and Social factors predominantly influencing Sustainable consumption followed by economic factor. Respondents were highly satisfied on consuming sustainable brands and highly satisfied consumers trust the brands and reflects brand loyalty. Loyal consumers advocates for the brand.

5. Conclusion

Descriptive analysis shows that consumers exhibits favourable purchase pattern which reflects high satisfaction, trust, loyalty. Sustainable consumption supports brand advocacy. Findings provide insights for managers to focus on product quality and transparent supply chain and also by enhancing consumers purchase experience.

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Green Marketing and Ethical Consumerism

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Abstract

Consumers are moving towards eco-friendly products as a result of developing natural awareness worldwide, which makes green marketing a vital component of present-day corporate procedure. This research articles reviews the different literatures consider of green marketing and ethical consumerism. The chapter concludes that green marketing has become essential for businesses, advertising natural and financial benefits whereas enhancing open recognition. To offer to moral customer and government organizations, businesses are consolidating feasible practices including squander minimisation, energy productivity, and naturally inviting products. Digital marketing plays a key part in promoting green items, as the intrigued among individuals utilizing green items expanded moral consumerism, driven by straight forwardness and responsibility, impacts obtaining conduct. Third-party certifications reinforce buyer believe, whereas green techniques energize maintainable consumption. Businesses must adjust with moral values to cultivate brand devotion. Tending to worldwide environmental challenges, green promoting remains significant in forming mindful shopper behaviour and long-term trade victory.

Keywords: Green marketing, Moral consumerism, Natural issues, Digital marketing, Customer behaviour, Commerce victory, Feasible Commerce, etc.

1.Introduction

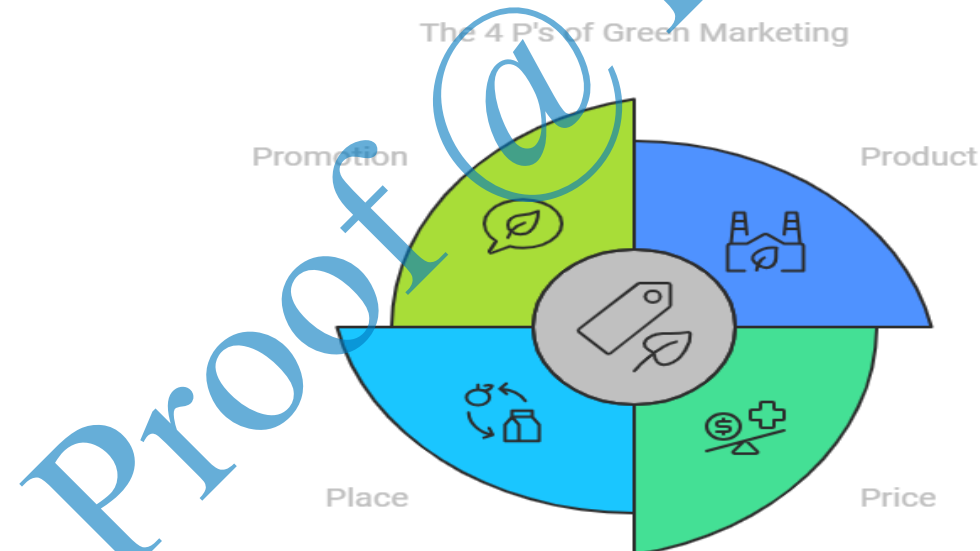
Green marketing promotes eco-friendly products/services (sustainable materials, less waste, energy efficiency) while ethical consumerism is the consumer practice of "voting with your dollar" for brands aligned with environmental and social values, rejecting harmful practices, making purchasing a political act for positive change. It centres on diminishing hurt to nature through eco-friendly generation, feasible bundling, vitality productivity and moral commerce hones, whereas too assembly consumer needs. making purchasing choices based on

your moral, social, and environmental values, using your money as a vote to support companies doing good (fair wages, eco-friendly) and boycott those doing harm (exploiting labour, polluting). It involves questioning a product's journey, favouring sustainable materials, fair labour, and social justice, effectively turning everyday shopping into a form of activism for a better world.

a. Green Marketing Meaning

Green marketing is no longer a supportive limited strategy it has advanced into a all encompasses corporate reasoning that co-ordinating environmental sustainability into each organize of the product life cycle. Not at all like conventional marketing, which centres essentially on the quick delight of customer needs, green marketing requires a 'triple bottom line' approach – balancing biological wellbeing, social value, and financial practicality. This move requires brands to move past the aesthetic of 'greenness' and give irrefutable information with respect to carbon sequestration, water utilization, and life -cycle evaluations. Green promoting implies the prepare of advancing products and administrations that are naturally friendly

Pillars of Green Marketing



1. Eco friendly products:

Development of sustainable product development focuses on creating sustainable products that minimize environmental impacts. It involves using renewable materials, reducing waste, and optimizing energy efficiency. The goal is to design products with a lower carbon footprint and promote circular economy principles. This approach ensures resources are conserved and pollution is reduced.

2. Environmental communication:

Environmental communication involves sharing information about sustainability, climate changes, and eco-friendly practices to raise awareness and inspire action. It highlights the importance of protecting natural resources and reducing pollution. Through clear messaging, it encourages individuals, businesses, and governments to adopt greener behaviour.

3. Sustainable practices:

Sustainable practices involve methods that meet current needs without compromising the ability of future generations to meet theirs. They focus on reducing waste, conserving resources, and minimizing environmental impacts.

b. Ethical Consumerism

Several terms such as ethical consumption, ethical buying, moral purchasing, ethical sourcing, and ethical shopping are used to describe this form of consumer activism. This movement encourages consumers to consider not only the product itself but also the broader impact of their consumption patterns on society and the environment. It specifically refers to consumers making purchasing choices that align with values such as sustainability, human rights, and animal welfare.

c. Barriers to the Implementation of Green Marketing Practices

Barriers to the implementation of green marketing practices are the economic, organizational, regulatory, and market-related factors that hinder firms from successfully integrating environmental considerations into their marketing activities.

1. High Cost of Implementation

Small and medium enterprises may avoid biodegradable packaging due to its higher cost compared to conventional plastic.

2. Lack of Consumer Awareness and Demand

Consumers may prioritize price over environmental benefits, leading to low sales of eco-labelled products.

3. Limited Availability of Sustainable Resources

Companies may struggle to source ethically produced materials in sufficient quantities.

4.Regulatory and Compliance Challenges

Firms may face delays in obtaining environmental certifications due to strict compliance requirements.

5.Risk of Greenwashing and Trust Issues

Fear of being accused of misleading environmental claims discourages firms from promoting green initiatives.

6.Lack of Organizational Expertise

Insufficient knowledge and skills related to sustainability limit effective green marketing implementation.

d. Determinants Limiting Ethical Consumer Behaviour

Refer to the economic, social, informational, and psychological factors that constrain consumers' ability or willingness to engage in ethical purchasing decisions, despite increasing awareness of ethical and sustainability issues.

Examples of determinants

- High prices of ethical or eco-friendly products
- Limited availability of ethical alternatives
- Lack of reliable information or trust in ethical claims
- Habitual buying behaviour and convenience
- Low perceived consumer impact

2. Review Literature

Rawat& Pande: (Rawat & Pande, 2024) Examining the concept's development, strategic importance, and the challenges faced by enterprises in this space, this critical study aims to provide light on the green marketing environment in India. The findings highlight the fact that environmental goals are advanced and company competitiveness is enhanced via the use of green marketing strategies. The paper concludes that the resolution of contemporary ecological challenges can be substantially influenced by every incremental effort toward environmental sustainability. Therefore, the integration of green marketing strategies is a logical and essential step for organizations that seek to attain societal benefits and long-term

sustainability. In order to cultivate a more sustainable future for both present and future generations, it is imperative to promote green marketing, which is bolstered by governmental incentive.

Kalish et al.:(Kailash et al., 2023) Our goal is to provide a thorough understanding of how ethical issues impact consumer behaviour and to show how companies may profitably target this growing market niche. Consumer preferences and purchasing behaviours are increasingly influenced by ethical considerations, as evidenced by the compelling findings of the research paper. The essay outlines many successful marketing techniques that companies may employ to appeal to and engage the conscientious customer, *Emerging Trends in Commerce and Management: A Multi-Disciplinary Approach*.

By Linu James (2021) aims to examine consumers' knowledge of and interest in eco-friendly goods. However, one of the key tenets of green marketing is that customers will pay more for an eco-friendly option. Information was gathered from 114 participants using a well-structured, closed-ended questionnaire. Percentage analysis, a chi-square test, and a Friedman test were used to examine the data. The study's findings, which look at current conditions and the variables that make green products more appealing to customers, are optimistic.

There has been a dramatic growth in the number of substitute and supplementary goods in the market recently. With no clear path forward, shoppers are torn about making a purchase. There's no doubt that having these items on the market is good for business, but the question is whether or not they're being used in a way that takes environmental concerns into account. It's not enough to sustain a thriving economy, and there aren't enough resources to go around.

Chan et al., 2008; Bohlen et al., 1993. At the spirit of this trend is often referred to as ethical consumerism or green consumption (Chan et al., 2008; Bohlen et al., 1993). In general, consumerism means .an organized movement of citizens and government agencies to improve the rights and power of buyers in relation to sellers (Kotler and Armstrong, 2008). This is also mentioned as ethical consumption behaviour. In line with this, purchasing, using and disposing green products assert individuals (consumer) values of social responsibility and ethical consciousness and, therefore, these can be predicted that consumers environmental friendly behaviour associate with morally questionable behaviour.

3 Conclusion

In today's competitive business world, green marketing has become a necessity rather than an option. It helps organizations improve their public image while supporting environmental sustainability. By adopting eco-friendly practices such as energy conservation, waste reduction, and the use of sustainable materials, companies can reduce environmental harm and attract environmentally conscious consumers and regulators. Increasing awareness of climate change has strengthened consumer preference for brands that practice sustainability and corporate social responsibility. Digital marketing plays a key role in promoting green products, especially in the post-pandemic era where sustainability awareness has increased. Ethical consumerism, supported by transparency, accountability, and easy access to information, has influenced consumer buying behaviour and encouraged businesses to align with ethical values. The use of third-party certifications helps build consumer trust, while psychological factors shape ethical purchasing decisions. Overall, green and ethical business practices are essential for building brand loyalty and achieving long-term success.

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A Study on Consumer Adoption Behaviour towards Internet of Things (IOT) Devices (Smart Watches and Smart Speakers) in Chennai

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Abstract

The rapid advancement of internet of things technology has significantly influenced consumer lifestyles through the adoption of smart devices such as smart watches and smart speakers. The aim of the study to examine the factors influencing the adoption behaviour of consumer towards IoT devices with respect to smart watches and smart speakers. Key predictors used in the study are consumer innovativeness, social influence and trust in order to understand the impact on adoption behaviour. Statistical tool such as percentage analysis and regression analysis was adopted in the study to analyse the impact of the predictors. The findings of the study revealed that all the predictors have significant impact on the adoption behaviour. Consumer innovativeness claims to be the strongest predictor for the consumer adoption behaviour towards internet of things devices

Keywords: Internet of things, consumer innovativeness, adoption behaviour, smart watches, smart speakers

Introduction

When billion of physical object around the world are connected wirelessly to the internet by collecting and sharing data, it is known as the Internet of things. (Tsourela & Nerantzaki, 2020). In the 4th revolution era Internet of things has become the major significant trend. The internet of things has become the technology that is transformative in nature. It integrates the technology into our everyday life as consumer products. Smart watches and smart speakers are the IoT devices which are frequently and rapidly used by the consumers in a wide

range as it provides greater convenience and seamless connectivity. As there is an increasing impact of smartphone usage and digital literacy, the consumers are trying to adopt IoT devices. Despite the availability of smart technologies, still the adoption of IoT devices among consumers are very less. Consumer adoption towards IoT is growing day by day, yet it is still in infant stage (Mahmud et al., 2022). It is in the need to understand the impact of factors such as consumer innovativeness, social influence and trust towards the adoption behaviour of IoT devices with respect to smart watches and smart speakers. In order to examine the influence of these factors, the study seeks to explore the adoption behaviour of consumers towards the adoption of IoT devices.

Literature Review

Consumer Innovativeness

Consumer innovativeness means, it is the tendency of the consumer to be first to adopt a product or services. Consumers tend to purchase new products or services quickly than others. It is one of the personality traits which shows the willingness of the consumers to experience new things. consumer innovativeness plays a significant role in the process of strengthening consumer intention to adopt wearable technology.(Cheung et al., 2019). Even though the IOT services are still uncommon, the consumers are more enthusiastic about the new services and have high expectation.(Sung & Jo, 2018). This shows the consumer willingness towards adoption. Results from the study made evidence that the consumer willingness to pay is directly influenced by consumer innovativeness which in turn depicts the openness of the consumer to adopt and try new IOT devices. (Zhang et al., 2020) From the results of the study, it shows that consumer innovativeness claims to be a significant predictor towards the adoption of IOT devices.

Social Influence

Social influence refers to the process in which a consumer's feelings, actions or thoughts are being impacted by the others. Social influence occurs through human interactions which shapes the opinions and behaviours. The peer opinions and behaviours among the social group had a direct influence about the usage of the technology. It is because if people around us using technology seamlessly, it alters the perception and therefore leading to the adoption of IoT devices (Ladeira et al., 2025). Social influence plays a major role in sustaining consumer for the usage IoT devices especially for smart speakers. The study made by (Wang et al., 2023)

reveals that both normative and informational influence impacts the user's adoption intention. Furthermore, social influence not only helps in adoption intention but also helps in continuance usage of the products.

Trust

Trust can be defined as a person's belief towards a product. With high level of trust, it increased the confidence and thereby reducing the security concerns. The study reveals that usefulness and ease of use enhance the trust which ultimately leads to the adoption. Furthermore, trust occurred to be an important factor (Ladeira et al., 2025). The study conducted by (Esther DT, 2022) explores trust in IoT service provider as an important predictor for adoption behaviour. The findings of the study depicts that privacy concerns can be reduced with the positive impact of trust. Therefore, trust has a huge impact on the adoption behaviour of consumer towards IoT devices.

Objectives of the Study

To study the impact of consumer innovativeness, social influence and trust on consumer adoption behaviour towards Internet of things (IoT) devices with respect to smart watches and smart speakers.

Hypothesis of the Study

The following hypothesis were framed

H₁: There is significant impact of consumer innovativeness, social influence and trust towards the consumer adoption behaviour of IoT devices.

Research Methodology

Research Design

The study is descriptive in nature. The research study is mainly concerned with analysing the factors influencing the consumers adoption behaviour towards IoT devices (smart watches and smart speakers)

Sources of Data

The data collected for the research study is based on primary data. Survey method is used for the collection of primary data through structured questionnaire.

Sampling Technique

Purposive sampling technique was adopted for the collection of data. It is being adopted because purposively the respondents who own IoT devices were targeted.

Sampling Frame

The questionnaire was circulated to the respondents residing in the Chennai city.

Sample Size

In total 105 questionnaires were collected from the respondents residing in the Chennai city.

Tools used for Analysing the Data

The analysis of the study was performed through statistical package for social sciences (SPSS).

- Percentage analysis has been adopted in the study.
- Regression analysis is used to find out the significant impact of consumer innovativeness, social influence and trust towards the adoption behaviour of IoT devices.

Analysis

Percentage Analysis

Table showing Percentage Analysis

Demographics	Particulars	Count	Percentage
Gender	Male	48	45.71%
	Female	57	54.29%
Age (in years)	18-25	65	61.90%
	26-35	23	21.90%
	36-45	6	5.71%
	46-55	4	3.81%
	Above 55	7	6.67%

Educational level	Higher secondary or below	10	9.52%
	Undergraduate	26	24.76%
	Postgraduate	64	60.95%
	Doctorate	5	4.76%
Monthly income	Less than Rs.25000	16	15.24%
	Rs.25001- Rs.50000	28	26.67%
	Rs.50001- Rs.75000	24	22.86%
	Rs.75001- Rs.100000	26	24.76%
	Above Rs.100000	11	10.48%

Source: Authors work

From the demographic profile it can be seen that majority of the respondents were female constituting about 54.29% whereas male consisting of 45.71%. The age frequency of respondent reveals that majority of the respondents were between 18 – 25 years with a proportion of 61.90% followed by the age category between 26 – 35 years who were constituting about 21.90%. The other age category contributed only few having from 5% to 6%. Majority of the respondents were well qualified since 60.95% of the respondents were postgraduates and 24.76% were undergraduates. Only few were higher secondary with 9.52%. the income distribution shows that largest group of respondents earned between Rs. 25001 – Rs. 50000 (26.67%) followed by those earning between Rs.75001- Rs. 100000 (24.76%) and then those respondents earning between Rs.50001 – Rs. 75000 (22.86%).

Reliability test Analysis

Table showing Reliability Test Analysis

Variables	Cronbach's Alpha
Consumer innovativeness	0.900
Social influence	0.885
Trust	0.881
Adoption behaviour	0.893

Source: SPSS

The reliability test table using Cronbach alpha shows a good internal consistency among the variables used in the study. Consumer innovativeness depicted value of 0.900 showing strong reliability among the variables. Social influence has recorded with Cronbach alpha of 0.885 which says the high level of consistency. Trust has a Cronbach alpha of 0.881 which indicates that the variables are highly consistent. Adoption behaviour has 0.893 value showing the scales are firmly consistent. From the table it can be inferred that variables included in the study has an excellent internal consistency in order to effectively measure the variables and validity of analysis.

Regression Analysis

Table showing Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.689 ^a	.475	.459	.55018
a. Predictors: (Constant), SI, TR, CI				
b. Dependent Variable: AB				

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.614	3	9.205	30.408	.000
	Residual	30.573	101	.303		
	Total	58.187	104			
a. Dependent Variable: AB						
b. Predictors: (Constant), SI, TR, CI						

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.375	.284		1.319	.190		
	CI	.354	.081	.366	4.393	.000	.747	1.338
	TR	.279	.082	.283	3.389	.001	.748	1.337
	SI	.232	.087	.223	2.657	.009	.741	1.349
a. Dependent Variable: AB								

Source: Authors work

Interpretation

The regression analysis was made in order to understand the impact of consumer innovativeness, social influence and trust towards the adoption behaviour of IoT devices in Chennai. From the model summary it has been found that the R square value is 0.475 which is 47.5%. The R square value explains the variance of adoption behaviour by the three independent variables namely consumer innovativeness, social influence and trust. The ANOVA table shows that regression model is statistically significant ($F = 30.408$, $p = 0.000$) representing that consumer innovativeness, social influence and trust together had a significant impact on the consumer adoption behaviour towards the IoT devices. Under coefficient table the results revealed that all the three independent variables viz, consumer innovativeness, social influence and trust have a significant value of less than 0.05. Therefore, the null hypothesis is rejected and alternative hypothesis is accepted. This shows that all the three independent variables have a significant impact on the adoption behaviour. Among the independent variables, consumer innovativeness emerged as the strongest predictor as it has a regression coefficient ($\beta=0.366$, $p=0.000$) followed by trust ($\beta= 0.283$, $p=0.001$) and social influence ($\beta= 0.223$, $p= 0.009$). The VIF value were below the threshold value 5 and tolerance is also above the threshold value (0.2), indicating no multicollinearity issues. From the results of the study, it was found that all the three independent factors have a significant influence towards the adoption behaviour.

Conclusion

The study on consumer adoption behaviour towards IoT devices with respect to smart watches and smart speakers highlights the important factors that influence the adoption behaviour of IoT devices. Findings of the study revealed that all the predictors that is consumer innovativeness, social influence and trust have significant impact on the adoption behaviour of consumer. Among the predictors consumer innovativeness has been the strongest predictor of consumer adoption behaviour. This depicts that consumers who are willing to openness are ready to adopt IoT devices. Compared to other factors, openness to innovation has been the major driver for the consumer adoption behaviour. The study highlights the importance of addressing the early adopters to ensure vast acceptance.

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Examining Utaut Model on Consumer Adoption in Online Food Delivery Services among Young Adults

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Abstract

Online Food Delivery services (OFD) enables the consumers to order food online at the comfort of their home or office from any restaurant of their choice through mobile apps or websites. Primary data was collected from 299 respondents and analysed using weighted mean, correlation and regression. Findings revealed that there is a significant positive relationship between UTAUT factors and behavioural intention and actual usage. There is significant positive impact of Effort Expectancy, Facilitating Conditions, Hedonic Motivation and Habit on Behavioural Intention and there is significant positive impact of Behavioural Intention on Actual Usage. However, Performance Expectancy, Social Influence and Price Value have no significant impact on Behavioural Intention.

Keywords: Online Food Delivery services (OFD), UTAUT factors, Behavioural Intention, Actual Usage, Facilitating Conditions, Habit.

Introduction

Online food delivery services in India are in the rapid growth stage, primarily driven by increased internet penetration, higher smartphone adoption, and a rising demand for convenience. Customers choose their favourite restaurant, browse the menu and order the food online through OFD apps which enable them to have real time access to their food, tracking of delivery and various other services like table booking, online delivery, and reservations.

According to surveys, 66% of Gen Z adults and 72% of millennial consumers view ordering, takeout or receiving delivery as important components of their everyday lives. As per NITI Aayog, the platform economy employs about 13+ million people, 0.44 million of whom

work in the online meal delivery industry. Therefore, the development of this sector is crucial to the expansion of the Indian economy.

Unified Theory of Acceptance and Use of Technology (UTAUT) by Venkatesh et al. (2003) is used as the core theory for this study. UTAUT framework gained popularity in examining technology acceptance, confirming its robustness in predicting technology acceptance in multiple, multi-cultural settings (Shen & Shariff, 2016).

Review of Literature

According to a research by Venkatesh et al. (2012), behavioural intention and actual usage are significant determinants of technology use. The study conducted by Nguyen (2019), described the view of millennial and Generation Z in the accommodation of food delivery services in Vietnam revealing that user-friendly nature and anytime and anywhere interactive communication of mobile food applications enhance customer experience and increase customer enjoyment.

Mahande et al. (2019) performed a study based on food delivery intermediary service using attribution theories, including online coupons and time saving options. The findings showed that online consumer's time saving is an important factor inducing them to avail of online food delivery services.

Zhao & Bacao's (2020) study proposed a comprehensive model by analysing the 'satisfaction' and 'continuing intention' of using online food delivery services in China by analysing the UTAUT factors including trust and perceived task-technology fit. This study was done during COVID-19 outbreak and focused on technological and mental factors affecting the consumer's continuing intention of food delivery services in China.

Gunden (2020) measured the consumer's intention to use online food delivery systems in USA. The study results supported and proved that facilitating conditions have strong prediction in the intention behaviour among the users.

Need for the Study

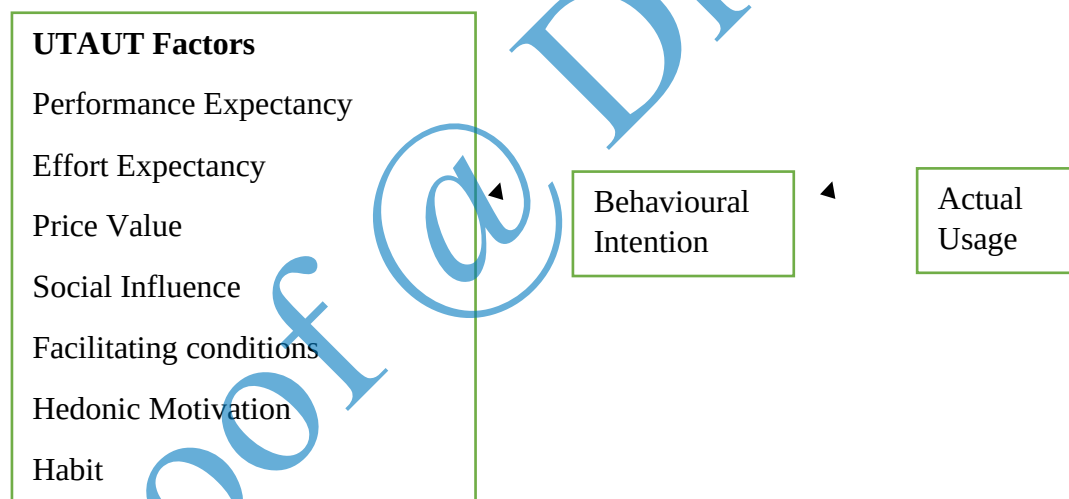
Food delivery services have dramatically transformed consumer behaviour, particularly among urban dwellers, for whom OFD has become a routine part of life. Half of the population under the age of 30 aim at higher living standards, lifestyle changes, with more family members

eating different foods, working couples buying convenience foods, and consumers becoming more conscientious in metropolitan areas. In light of the above it is important to study the Behavioural Intention and Actual Usage of OFD services of consumers through UTAUT model.

Objectives of the study

1. To understand the usage patterns of OFD Apps by the customers.
2. To examine the consumer perception w.r.t the factors of UTAUT with respect to OFD Apps
3. To analyse the relationship between the factors of UTAUT , Behavioural Intention, Actual Usage.
4. To analyse the impact of factors of UTAUT on Behavioural Intention and Behavioural Intention on Actual Usage.

Conceptual Framework



Research Methodology

The population of this research includes customers who use OFD services. ‘Purposive sampling technique’ was employed in this study. Primary data was deliberately collected from 299 respondents aged 21-30 as they are active users of OFD services. Data was collected using structured standardised questionnaire and analysed using SPSS software. The factors of the study were measured on a five point Likert’s scale ranging from strongly agree (5) to strongly disagree (1). The overall reliability of the questionnaire using Cronbach Alpha reliability score was 0.948. Table 1 below shows the profile of the respondents.

Table No.1
Demographic Profile of the Respondents

Socio-Demographic Factors	Classification	Frequency	Percentage
Gender	Male	69	23.1
	Female	230	76.9
Educational Qualification	Up to HSC/Diploma	5	1.7
	UG	128	42.8
	PG	122	40.8
	Professional	33	11.0
	Others	11	3.7
Occupation	Student	181	60.5
	Private Employee	72	24.1
	Government Employee	7	2.3
	Professional	27	9.0
	Business	9	3.0
	Homemaker	3	1.0
Marital Status	Single	276	92.3
	Married	23	7.7
Monthly Family Income	Up to Rs.50,000	85	28.4
	Rs.50,001- Rs.1,00,000	72	24.1
	Rs.1,00,001- Rs.1,50,000	40	13.4
	Rs.1,50,001- Rs.2,00,000	30	10.0
	Above Rs.2,00,000	72	24.1

Source: Primary Data

Typically majority of the respondents are female (76.9%), undergraduates (42.8%) students (60.5%), who are single (62.8%) with a monthly income of less than Rs.50,000 (28.4%) all are aged between 21-30 years.

Having examined general demographic variables of the respondents table 2 & 3 depicts the specific demographic variables related to preferred OFD apps and usage pattern.

Table No.2
Preference of Online Food Delivery Apps

Online Food Delivery Applications	Preference Rank
Swiggy	1
Zomato	2
Dunzo	3
Ola	4
Dominos	5
Eat sure	6

Source: Primary Data

From the above table it can be inferred that the most preferred online food delivery app is Swiggy followed by Zomato, Dunzo, Ola, Dominos and Eat Sure.

Table No.3
Usage Pattern

Particulars	Percentage
How many times do you use Online Food Delivery service in a month	1-2 times
	3-4 times
	5-6 times
	7-8 times
	9 times and above
How long have you been using Online Food Delivery services	Less than 1 year
	1year upto 2 years
	2 years upto 3years
	3 years upto 4 years
	4 years and above
On an average how much do you spend per month on food ordering through Online Food Delivery apps	Less than Rs.500
	Rs.500 – 1,000
	Rs.1,001 – 1,500
	Rs.1,501 – 2,000
	Rs.2,001 & above

Source: Primary Data

From the above table it can be inferred that 26.42% of the respondents have been using OFD apps for less than one year, spending about Rs.500 – Rs.1,000 every month (34.45%), by using them one to two times in a month (53.51%).

Consumer perception with respect to UTAUT factors are measured on five point Likert's scale ranging from strongly agree to strongly disagree. The results of which are depicted in the table 4 below.

Table No.4
Consumer perception with respect to UTAUT factors

S. No	Particulars	Mean	Standard Deviation
1	Performance Expectancy	3.90	0.60
2	Effort Expectancy	4.00	0.62
3	Price Value	3.59	0.66
4	Social Influence	3.30	0.82
5	Facilitating conditions	3.84	0.65
6	Hedonic Motivation	3.58	0.73
7	Habit	2.96	0.98

Source: Primary Data

Table depicts that the respondents have 'strongly agreed' that Effort Expectancy (4.00) is the most important UTAUT factor followed by Performance Expectancy (3.90) and Facilitating Conditions (3.84). They have also 'agreed' to the statements measuring Price Value (3.59), Hedonic Motivation (3.58) and Social Influence (3.30) but have expressed 'neutrality' regarding Habit (2.96).

Both the mediating variable (Behavioural Intention) and the dependent variable (Actual Usage) are measured using 4 and 3 statements respectively on a five point Likert's scale. The nature and the direction of relationship between the independent variable (UTAUT factors) with Behavioural Intention and Actual Usage is revealed in the correlation table below.

Table No.5
Relationship of UTAUT factors with Behavioural Intention & Actual Usage -
Correlation

Factors	Behavioural Intention “r value”	Actual Usage “r value”
Performance Expectancy	0.488**	0.448**
Effort Expectancy	0.485**	0.378**
Price Value	0.468**	0.489**
Social Influence	0.423**	0.468**
Facilitating conditions	0.536**	0.423**
Hedonic Motivation	0.529**	0.403**
Habit	0.505**	0.582**

Source: Primary Data

Note: ** denotes significant at 1% level

It can be inferred that there is a significant positive relationship between UTAUT factors like performance expectancy, effort expectancy, price value, social influence, facilitating conditions, hedonic motivation and habit with behavioural intention and actual usage at 1% level. Facilitating conditions with behavioural intention (0.536) and habit with actual usage (0.582) have the highest correlation.

The next part of the analysis deals with determining the impact of UTAUT factors on Behavioural Intention and Behavioural Intention on Actual Usage by using Regression Analysis.

Table No.7
Impact of UTAUT factors on Behavioural Intention

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.187	0.223		0.838	0.403

Performance Expectancy	0.115	0.069	0.096	1.664	0.097 (ns)
Effort Expectancy	0.216	0.079	0.186	2.739	0.007**
Price Value	-.075	0.069	-0.068	-1.088	0.278 (ns)
Social Influence	.005	0.051	0.006	0.108	0.914 (ns)
Facilitating conditions	0.267	0.068	0.239	3.948	0.000**
Hedonic Motivation	0.156	0.054	0.158	2.896	0.004**
Habit	0.286	0.039	0.386	7.250	0.000**
R	0.717				
R ²	0.514				
F Value	44.027				
P Value	0.000**				

Source: Primary Data

Note: ** Denotes significance at 1% level

Dependent Variable: Behavioural Intention

From the above table it is inferred that 51% ($R^2 = 0.514$) variance in Behavioural Intention is explained by the factors of UTAUT that there is significant positive impact of Effort Expectancy, Facilitating Conditions, Hedonic Motivation and Habit On Behavioural Intention at 1% level of significance since $p < 0.01$. However, Performance Expectancy, Social Influence and Price Value have no significant impact on Behavioural Intention.

Table No.8

Impact of Behavioural Intention on Actual Usage

Variables	Unstandardized Coefficients		Standardized Coefficients	f	Sig.
	B	Std. Error	Beta		
(Constant)	0.446	0.156			
Behavioural Intention	0.816	0.042	0.750	19.561	0.000**
R	0.750				
R ²	0.563				
F Value	382.642				
P Value	0.000				

Source: Primary Data

Note: ** Denotes significance at 1% level

Dependent Variable: Actual Usage

The above table depicts that 56% ($R^2 = 0.515$) of variance in Actual Usage is explained by Behavioural Intention and there is significant positive impact of Behavioural Intention on Actual Usage at 1% level of significance since $p < 0.01$.

Limitations of the Study

1. The study is done with young adult (age group 21-30) respondents from the city of Chennai. Therefore the findings may not be exactly applicable to the other age groups and other parts of the country because of cultural and social differences.
2. The study is subject to the limitations of questionnaire method of data collection.

Implications of the Study

The significant positive relationship between UTAUT factors with both Behavioural Intention and Actual Usage indicates that OFD service providers should focus on improving these factors to increase consumer adoption. Since Facilitating Conditions have the strongest influence on Behavioural Intention, service providers should concentrate on reliable app performance, easy navigation and better customer support to enhance users' intention to use OFD services. Performance Expectancy, Social Influence and Price Value have no significant impact on Behavioural Intention. Issues relating to the above have to be taken care by the service provider.

Scope for Future Study

Since this study focused on young adults and was limited to food delivery services, future research can apply this model to examine other online delivery services such as grocery, fruit, and vegetable delivery. Additionally, future studies may propose alternative models incorporating variables like trust and customer satisfaction to better understand actual OFD usage. Researchers may also explore different demographic groups and longitudinal data to examine changes in the OFD usage behaviour over time.

Conclusion

According to this study there is a significant positive relationship between factors of UTAUT (independent variable) and Behavioural Intention (mediating variable) and Actual Usage (dependant variable). Though all the factors of UTAUT, impact Behavioural Intention

and Actual Usage, Effort Expectancy plays the important role. Facilitating conditions with Behavioural Intention and Habit with Actual Usage have the highest correlation.

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Consumer Behaviour towards Eco – Friendly Products

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Abstract

The growing environmental challenges and increasing awareness about sustainable living have significantly influenced consumer preferences toward eco-friendly products. This study aims to explore the behaviour of consumers in adopting green products, examining factors such as environmental awareness, personal values, social influence, price sensitivity, and trust in eco-labels. The research highlights that while consumers generally show a positive attitude toward environmentally sustainable products, actual purchase behaviour is often affected by constraints like affordability, availability, and skepticism about green claims. Demographic factors such as age, education, and income also play a role in shaping eco-friendly buying patterns. Understanding these behavioural trends can help businesses and policymakers develop strategies to promote sustainable consumption effectively. The study concludes that enhancing awareness, credibility, and accessibility of eco-friendly products is key to encouraging a long-term shift toward sustainable consumer behaviour.

Keywords: Eco-friendly Products, Environmental Awareness, Green Consumerism, Sustainable Consumption, Purchase Intention, Price Sensitivity, Brand Trust, Green Marketing, Social Influence, Government Policies and Regulations

Introduction

In recent years, growing environmental concerns such as climate change, pollution, and depletion of natural resources have significantly influenced consumer attitudes and purchasing decisions. As awareness about sustainability increases, consumers are becoming more conscious

of the impact their consumption patterns have on the environment. This shift has led to a rising demand for eco-friendly products that are designed to minimize harm to nature and promote sustainable living.

Eco-friendly products are those that are manufactured, used, and disposed of in ways that reduce environmental damage. They often involve the use of biodegradable materials, energy-efficient processes, recyclable packaging, and reduced carbon emissions. Consumer behaviour towards such products is shaped by several factors, including environmental awareness, personal values, social influence, price sensitivity, and trust in green marketing claims.

Understanding consumer behaviour towards eco-friendly products is essential for businesses, policymakers, and marketers to promote sustainable consumption effectively. This study focuses on analyzing the awareness, attitudes, preferences, and buying behaviour of consumers towards eco-friendly products, highlighting the challenges and opportunities in encouraging environmentally responsible purchasing decisions.

Factors Influencing Consumer Behaviour Eco-Friendly PRODUCTS

1. Environmental Awareness and Knowledge

Consumers with higher environmental awareness are more likely to prefer eco-friendly products. Knowledge about environmental issues, eco-labels, and sustainability practices strengthens green purchase intentions.

2. Attitude and Personal Values

Positive attitudes towards environmental protection, altruism, and moral obligation strongly influence green buying behaviour. Values such as responsibility towards future generations play a crucial role.

3. Price Sensitivity

Although consumers express willingness to support green products, higher prices remain a major barrier. Scopus research highlights a gap between positive attitude and actual purchase behaviour due to cost considerations.

4. Product Quality and Performance

Consumers expect eco-friendly products to match or exceed conventional products in quality and performance. If green products are perceived as inferior, purchase intention declines despite environmental concern.

5. Social Influence and Subjective Norms

Family, peers, and social groups significantly affect eco-friendly purchasing decisions. Social approval and the desire to project a responsible image motivate consumers to choose green products.

6. Trust and Green Marketing Claims

Trust in eco-labels, certifications, and corporate environmental claims is critical. Scopus studies report that greenwashing reduces consumer confidence and negatively impacts green purchase behaviour.

Objectives of the Study

1. To examine the level of awareness among consumers regarding eco-friendly products.
2. To analyze consumers' attitudes and perceptions towards environmentally sustainable products.
3. To identify the factors influencing consumers' purchase decisions of eco-friendly products.
4. To study the role of environmental concern in shaping green buying behaviour.
5. To evaluate the impact of price, quality, and availability on the adoption of eco-friendly products.
6. To assess the influence of eco-labels and green marketing claims on consumer trust.
7. To explore the gap between consumers' intention to buy and their actual purchase behaviour of eco-friendly products.
8. To suggest measures for improving consumer acceptance and usage of eco-friendly products.

Statement of the Problem:

Environmental degradation and sustainability concerns have increased the availability of eco-friendly products in the market. Despite growing awareness about environmental protection,

the actual purchasing behaviour of consumers toward eco-friendly products remains inconsistent. Many consumers express positive attitudes toward green products but continue to prefer conventional alternatives due to factors such as higher prices, limited availability, lack of reliable information, and doubts about product effectiveness. In addition, insufficient trust in eco-labels and environmental claims creates confusion and reduces consumer confidence. Understanding how demographic, psychological, and social factors influence consumer decisions is essential for promoting sustainable consumption. Therefore, the problem lies in identifying the gap between consumers' environmental awareness and their actual buying behaviour toward eco-friendly products, which necessitates a detailed study of consumer behaviour in this area.

Limitations of Consumer Behaviour Towards Eco-Friendly Products

1. Higher Cost: Eco-friendly products are often priced higher than conventional products, which discourages price-sensitive consumers from purchasing them.
2. Limited Awareness: Many consumers lack proper knowledge about eco-friendly products and their long-term environmental benefits.
3. Availability Issues: Green products are not easily available in all markets, especially in rural and semi-urban areas.
4. Lack of Trust: Consumers are sometimes skeptical about environmental claims due to misleading advertisements and greenwashing practices.
5. Low Performance Perception: Some consumers believe that eco-friendly products may not perform as effectively as regular products.
6. Habitual Buying Behaviour: Consumers often stick to familiar brands and products, making it difficult to shift toward eco-friendly alternatives.
7. Insufficient Government Support: Limited incentives, subsidies, or strict regulations reduce consumer motivation to choose sustainable products.
8. Social Influence Constraints: Lack of encouragement from family, peers, or society can limit the adoption of eco-friendly products.

Review of Literature: Consumer Behaviour Towards Eco-Friendly Products

1. Previous studies highlight that increasing environmental awareness has a strong influence on consumers' preference for eco-friendly products. Consumers who are conscious about environmental issues tend to show a positive attitude toward sustainable purchasing.

2. Researchers have found that personal values and ethical responsibility play a significant role in shaping green consumer behaviour. Individuals who feel morally responsible for environmental protection are more likely to choose eco-friendly alternatives.
3. Several studies emphasize the impact of eco-labels and certifications on consumer trust. Clear and reliable environmental labels help consumers identify genuine green products and reduce skepticism related to misleading claims.
4. Price sensitivity has been identified as a major barrier in the adoption of eco-friendly products. Many consumers express willingness to buy green products but hesitate due to their higher cost compared to conventional products.
5. Literature suggests that product quality and performance significantly affect purchase decisions. Consumers are more inclined to buy eco-friendly products when they believe these products offer comparable or superior quality.
6. Social influence, including family, peers, and societal norms, has been shown to affect green purchasing behaviour. Positive social pressure encourages consumers to adopt environmentally responsible consumption practices.
7. Studies indicate that demographic factors such as age, education, and income influence eco-friendly purchasing behaviour. Higher education and income levels are often associated with greater acceptance of sustainable products.
8. Researchers observe a gap between consumers' positive environmental attitudes and their actual purchasing behaviour. This intention-behaviour gap remains a key challenge in promoting eco-friendly products.
9. Recent literature highlights the role of corporate environmental responsibility in shaping consumer perceptions. Companies that demonstrate genuine sustainability efforts tend to gain higher consumer trust and loyalty.

10. Overall, the literature concludes that while consumer awareness and positive attitudes toward eco-friendly products are increasing, practical factors such as affordability, availability, and trust must be addressed to improve actual purchase behaviour.

Research Methodology: Consumer Behaviour Towards Eco-Friendly Products

1. Research Design:

The study adopts a **descriptive research design** to understand consumers' attitudes, preferences, and purchasing behaviour towards eco-friendly products.

2. Nature of the Study:

The research is **quantitative in nature**, focusing on measurable variables such as awareness, perception, attitude, and buying intention.

3. Area of the Study:

The study is conducted in a selected urban area to capture consumer responses in a competitive and environmentally conscious market environment.

4. Population of the Study:

The population consists of consumers who are aware of or have experience in purchasing eco-friendly products.

5. Sample Size:

A sample of **100-150 respondents** is selected to ensure adequate representation and reliability of the findings.

6. Sampling Technique:

Convenience sampling method is used to collect data from readily available respondents due to time and accessibility constraints.

7. Sources of Data

- **Primary Data:** Collected through a structured questionnaire.
- **Secondary Data:** Obtained from journals, books, websites, and previous research studies.

8. **Research Instrument:** A **well-structured questionnaire** with close-ended questions and a five-point Likert scale is used to gather consumer opinions.

9. **Variables of the Study**

- Independent Variables: Environmental awareness, price sensitivity, social influence, eco-labels.
- Dependent Variable: Consumer purchasing behaviour towards eco-friendly products.

10. **Tools for Data Collection:** Questionnaires are distributed both **online and offline** to collect responses efficiently.

11. **Statistical Tools Used:** Data analysis is carried out using **percentage analysis, mean score analysis, and chi-square test.**

12. **Period of Study:** The data collection is carried out over a period of **one to two months.**

13. **Limitations of the Study:** The study is limited to a specific geographical area and a relatively small sample size, which may affect the generalization of results.

Conclusion: Consumer Behaviour Towards Eco-Friendly Products

- Consumers are becoming increasingly aware of environmental issues and show a positive attitude towards eco-friendly products.
- Environmental concern and personal responsibility strongly influence green purchasing behaviour.
- Many consumers are willing to support sustainable products, but high prices often discourage regular purchases.
- Limited availability and lack of clear information reduce consumer confidence in eco-friendly options.
- Trust in eco-labels and genuine environmental claims plays an important role in purchase decisions.

- Social influence, education, and income levels affect the acceptance of eco-friendly products.
- There exists a gap between consumers' intention to buy eco-friendly products and their actual buying behaviour.
- Improving awareness, affordability, and product accessibility can increase the adoption of eco-friendly products.
- Overall, consumer behaviour indicates a gradual shift towards sustainability, highlighting the need for stronger efforts from producers and policymakers.

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Consumer Power and Sustainable Choices: Market – Driven Environmental Change

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Abstract

Consumer power has become a key force in promoting sustainable development and shaping environmental governance in today's market systems. This paper examines how informed consumer choices impact corporate strategies, production processes, and environmental results. By prioritizing eco-friendly products, ethical sourcing, and responsible consumption, consumers play an active role in driving environmental change in the market. The study also looks at how consumer awareness, digital platforms, policy actions, and corporate accountability interact within the context of green capitalism, pointing out both the opportunities and limitations of consumer-led sustainability

Keywords: Consumer Power; Sustainable Consumption; Green Capitalism; Ethical Consumerism; Market-Driven Change; Environmental Sustainability; Corporate Responsibility; Climate Action

Introduction

Environmental degradation, climate change, biodiversity loss, and unsustainable resource use are among the biggest global challenges of the twenty-first century. Rapid industrialization, urban growth, and consumer-driven economic expansion have put immense pressure on natural ecosystems. Traditionally, environmental protection was seen as the job of governments through regulation and companies through compliance and innovation. However, this view has changed significantly as more people recognize consumers as important agents of environmental change.

Consumer power means the collective influence individuals have through their purchasing decisions, consumption habits, and lifestyle choices. In a time marked by increased environmental awareness, easy access to information, and greater transparency, consumers are no longer passive players in the market. They actively assess products based on their environmental impact, ethical sourcing, labor practices, and corporate responsibility. This change has forced markets to respond by integrating sustainability into business strategies and product offerings.

In green capitalism, market mechanisms work to connect economic growth with environmental sustainability. When consumers demand sustainable products, it encourages companies to innovate, lower their environmental footprints, and adopt circular economy practices. Sustainability then becomes a competitive edge rather than just a regulatory requirement.

Despite its growing importance, consumer-driven environmental change faces challenges like green washing, high costs, and resistance to behaviour change, and unequal access to sustainable options. This paper looks at the basics of consumer power, its role in market-driven environmental change, corporate responses, policy support, and the limits of consumer-led sustainability within green capitalist systems.

Conceptual Framework: Consumer Power and Sustainable Consumption

Sustainable consumption is a basic principle of sustainable development, which focuses on meeting present needs without compromising future generations' ability to meet theirs. It emphasizes less resource use, minimal environmental impact, and social equity. In this context, consumer power acts as a demand-side influence capable of shaping production systems, market structures, and corporate behaviour.

Consumer power is based on classic economic theory, where demand influences supply. When consumers choose environmentally responsible products, businesses must respond by adopting sustainable production methods, redesigning supply chains, and investing in green innovation. Ethical consumerism reinforces this idea by incorporating moral and environmental factors into purchasing behaviour. Consumers increasingly evaluate products based on their life cycle, carbon emissions, labour standards, and sourcing transparency.

However, consumer power is not equally shared. Socio-economic factors like income, education, cultural values, and access to information heavily influence sustainable consumption behaviour. Wealthy consumers often have better access to eco-friendly options, while financially struggling groups may prioritize cost over sustainability. This uneven access raises concerns about fairness and inclusivity in consumer-led sustainability.

Sustainable consumption goes beyond buying decisions to include reducing consumption, reusing, repairing, and minimizing waste. Practices like purchasing second-hand items, choosing durable products, and cutting down on single-use plastics show how consumer power works outside of market transactions. Thus, consumer power includes both economic and behavioural aspects, making it a complex driver of environmental change.

Role of Consumers in Market-Driven Environmental Change

Consumers influence environmental results by shaping market demand and expressing preferences for sustainability. The rising demand for organic food, renewable energy, electric vehicles, and eco-friendly packaging shows how consumer choices can boost green industries. These demand pressures encourage companies to innovate and align their production systems with environmental goals.

Consumer activism further promotes market-driven environmental change. Through boycotts, petitions, social media campaigns, and advocacy efforts, consumers hold companies accountable for unsustainable practices. Digital platforms have significantly increased this influence by allowing quick spread of information and collective action. Public exposure of environmental misconduct can hurt a company's reputation, pushing them to make necessary changes.

Technological advancements have enhanced consumer influence through tools like eco-labels, sustainability ratings, product traceability systems, and carbon footprint calculators. These tools help reduce information gaps and enable informed choices. Digital transparency increases market accountability and supports the credibility of sustainable products.

However, consumer-driven change often remains small-scale rather than transformative. While individual actions are important, they may not lead to broader

environmental changes without collective engagement and institutional support. Nonetheless, consumers are key players in market-driven environmental change, impacting corporate strategies and reinforcing sustainability norms.

Corporate Response to Sustainable Consumer Demand

Companies increasingly see sustainability as a strategic need shaped by changing consumer expectations. As a result, many have integrated sustainability into governance, product design, and operations. Environmental, Social, and Governance (ESG) frameworks are now common tools for showing corporate accountability and transparency.

Product innovation aimed at sustainability has sped up across various sectors. Companies are investing in eco-friendly materials, energy-efficient technologies, and recyclable packaging to meet consumer demands. Circular economy practices, such as product take-back programs and reuse models, illustrate how companies respond to sustainability pressures.

Sustainable branding has become an important competitive strategy. Companies highlight their environmental credentials to stand out in crowded markets. However, this has also led to green washing, where environmental claims are exaggerated or misleading. Green washing damages consumer trust and weakens market-led sustainability.

To tackle this issue, third-party certifications, regulatory oversight, and transparent reporting are vital. Genuine corporate responses that connect sustainability commitments with measurable results boost consumer confidence and enhance the effectiveness of consumer power in driving environmental change.

Challenges to Consumer-Led Sustainability

Even with its potential, consumer-led sustainability faces several challenges. Affordability is a big obstacle, as sustainable products often have higher prices due to ethical sourcing and cleaner production methods. This makes it harder for low-income consumers to access these options.

Information overload complicates sustainable decision-making. The rise of eco-labels and environmental claims creates confusion, making it tough to tell genuine sustainability apart from green washing. Limited environmental knowledge makes this problem worse.

Behavioural factors like convenience, habits, brand loyalty, and time constraints can often overshadow environmental considerations. Even consumers who care about the environment might find it difficult to consistently engage in sustainable behaviours.

Additionally, focusing too much on individual responsibility diverts attention from systemic issues within production systems and policies. Therefore, consumer power needs to be supported by institutional reforms and corporate accountability.

Policy and Institutional Support for Sustainable Consumerism

Government policies and institutional frameworks are crucial for enabling consumer-driven sustainability. Regulatory measures like eco-label standards, sustainability disclosures, and product benchmarks improve transparency and help informed consumption.

Economic tools such as subsidies, tax incentives, and public procurement policies help lower costs and promote sustainable options. Education and awareness programs also boost sustainability literacy and encourage responsible consumption.

Extended Producer Responsibility (EPR) policies shift accountability for the entire product lifecycle to manufacturers, promoting sustainable design and waste management. Collaboration among governments, businesses, and civil society creates a supportive environment for sustainable consumerism.

Discussion: Consumer Power within Green Capitalism

Green capitalism aims to align market incentives with environmental goals. Consumer power acts as a driving force within this framework by boosting demand for sustainable products and encouraging corporate innovation.

While consumer influence shows that sustainability can be economically viable, market mechanisms alone cannot solve complex environmental problems. Issues like unequal access, green washing, and structural barriers limit their effectiveness.

A combined approach that integrates consumer demand, regulatory governance, and corporate responsibility is essential to ensure that green capitalism delivers real environmental benefits.

Conclusion

Consumer power has emerged as a significant driver of market-driven environmental change. Through informed choices, ethical consumption, and activism, consumers shape corporate behaviour and sustainability outcomes. However, consumer-led change faces economic, informational, and behavioural barriers.

To maximize its impact, consumer power needs strong policy frameworks, institutional accountability, and transparent markets. When incorporated into a larger sustainability ecosystem, consumer power can significantly promote long-term environmental resilience and sustainable development.

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Sustainable Brand Storytelling in the Digital Age: Measuring Emotional Resonance and Consumer Loyalty

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Abstract

Sustainable brand storytelling has gained importance in digital environments as audiences seek meaningful and ethically grounded communication. The present study examines how sustainable narratives shape emotional resonance and strengthen consumer loyalty through a structured behavioural pathway. A conceptual model named the GREEN-STORY LOOP (GSL) Framework is proposed to explain this process. The framework integrates five core constructs: Story Attention, Ethical Engagement, Emotional Desire for Sustainability, Brand Equity Reinforcement, and Loyalty Loop Activation. Each construct represents a stage in the storytelling–emotion–loyalty cycle, and the model describes how digital narratives move audiences from initial exposure to repeated commitment. The framework highlights the significance of ethical cues and emotional pathways in building long-term loyalty for sustainability-oriented brands. Findings from the conceptual analysis indicate that emotional desire acts as a key driver of brand equity reinforcement, while sustained engagement strengthens the loyalty loop. The proposed framework is expected to support researchers and practitioners in understanding how digital storytelling can be designed to influence consumer attitudes and encourage responsible brand relationships. The study contributes to sustainability marketing literature by offering an integrated, loop-based perspective on narrative influence in digital contexts

Keywords: Brand Equity, Consumer Loyalty, Digital Storytelling, Emotional Resonance, Ethical Engagement, Narrative Design, Sustainability Communication, Sustainable Branding

1. Introduction

Brands increasingly use storytelling to express their environmental and social values. This shift is driven by changing consumer expectations and the growing demand for transparent communication. Recent work shows that stories that link sustainability values with brand identity can enhance trust and encourage responsible consumption [1]. Storytelling has also evolved into a strategic communication tool, shaping perceptions and helping consumers interpret brand meaning in a more personal way [2]. As digital environments become more visual and interactive, narrative formats continue to influence how consumers connect with sustainable brands [3]. These developments position sustainable storytelling as a core element of modern marketing.

Digital platforms allow brands to communicate sustainability messages quickly and creatively. Social media tools, interactive visuals, and short-form video platforms have become essential for building emotional engagement with audiences [4]. Past research highlights that digital storytelling has transformed marketing by enabling immersive and user-driven narrative experiences [5]. Studies also show that brand stories shared online have increased reach and emotional impact, shaping consumer behaviour in new ways [6]. This digital shift provides brands with opportunities to reinforce sustainable identities and influence consumer attitudes at scale.

1.1. Problem Statement and Research Motivation

Despite the rising use of digital storytelling for sustainability communication, many brands struggle to understand how narratives translate into emotional responses and long-term loyalty. While research confirms that sustainability-oriented stories improve consumer perceptions [1][4], there is limited empirical evidence on how different stages of story engagement influence loyalty behaviour. Furthermore, consumers today face information overload, making it harder for sustainability messages to stand out. This gap creates the need for a structured model that explains how attention, ethical engagement, emotional desire, and brand equity jointly drive loyalty in digital contexts.

1.2. Significance of the GREEN-STORY LOOP (GSL) Framework

The GREEN-STORY LOOP Framework addresses the need for an integrated model that connects attention, engagement, emotional desire, and loyalty in sustainability storytelling. Existing work explains elements of narrative influence, such as ethical communication [7],

sustainable values [1], and consumer loyalty [8]. However, there is limited research combining these constructs into a loop-based behavioural model. The GSL Framework provides a structured pathway for understanding how consumers move from initial story exposure to deeper loyalty. This study aims to empirically support this framework and demonstrate its value for sustainable digital marketing.

2. Review of Literature

Storytelling has shifted from traditional brand communication to interactive digital forms. Prior research discusses the transformation of storytelling as marketers adopt more creative, immersive techniques [5]. Visual narratives on social media help audiences experience a sense of presence and connection with the brand [3]. Recent bibliometric studies note a growing interest in storytelling as a central tool in digital consumer behaviour research [6]. As a result, storytelling is now viewed as an important element in capturing attention and shaping consumer attitudes online.

Sustainable branding relies on consistent ethical communication and responsible marketing practices. Studies highlight that ethical branding efforts help firms strengthen long-term relationships with consumers [7]. Research also emphasises that sustainability narratives promote clearer understanding of brand values and improve consumer response to green messages [8]. Using sustainability commitments as part of the narrative strategy helps brands position themselves as socially responsible and trustworthy in the competitive digital marketplace [9][10].

Emotional storytelling plays an important role in influencing how audiences perceive sustainability messages. Research shows that emotional narratives on digital platforms increase engagement and shape decision-making [11]. Visual stories, particularly on platforms like Instagram, encourage stronger emotional connection through sensory immersion [3]. Another stream of work highlights that engaging content design and narrative flow can amplify emotional impact and improve message receptiveness [12]. These findings suggest that emotional resonance is a key driver of consumer interaction with sustainable brand stories.

Sustainability-related communication has been linked to higher levels of consumer loyalty. Studies find that responsible business practices increase loyalty by enhancing perceived brand credibility [9]. Ethical marketing approaches also strengthen brand relationships and long-term commitment [7]. Sustainable stories that align with consumer

values increase trust, which ultimately contributes to repeated engagement and loyalty behaviours [1][8]. These insights indicate that sustainability narratives do more than create awareness—they influence behavioural outcomes.

3. Proposed GREEN-STORY LOOP (GSL) Framework

The GREEN-STORY LOOP (GSL) Framework has been developed to explain how sustainable brand storytelling in the digital environment influences emotional resonance and long-term consumer loyalty. The framework presents a structured flow of narrative engagement from the moment a story captures attention to the point where loyalty becomes reinforced. The model has been designed to reflect real behavioural patterns observed in digital marketing contexts, where consumers interact with brand stories repeatedly across multiple touchpoints. Each construct in the framework contributes to a continuous loop of engagement, emotion, and reinforcement.

The GSL Framework positions sustainable storytelling as a catalyst for emotional and behavioural shifts. Digital media exposes audiences to a growing number of sustainability messages. Because of this, the ability of a story to capture attention and stimulate ethical reflection becomes essential. The framework assumes that emotional desire for sustainability grows when consumers engage with credible, ethically aligned stories. This emotional bond then strengthens brand equity, which eventually leads to loyalty loop activation. The loop continues when engaged consumers revisit or share the story, leading to repeated interactions.

3.1. Core Components of the Framework

The GREEN-STORY LOOP model is organised into five core components. These constructs work together to explain how digital sustainability stories influence emotional processing and consumer loyalty. Each component is defined below.

3.1.1. Story Attention (SA)

Story Attention refers to the initial focus generated by a sustainable brand narrative. The digital environment presents consumers with numerous messages, making attention a scarce resource. Story Attention is triggered when narrative elements such as visuals, headlines, emotional appeals, or story hooks stand out. Sustainable stories that use meaningful imagery or relatable situations are able to capture attention effectively.

In the GSL model, Story Attention acts as the entry point of the loop. No emotional or behavioural response can be developed without attention. When consumers notice a sustainability-based story, cognitive channels open for further processing. High Story Attention increases the likelihood that the audience will continue engaging with the narrative.

3.1.2. Ethical Engagement (EE)

Ethical Engagement describes the level of involvement developed when a consumer recognises moral or ethical dimensions within the story. Sustainable narratives often highlight themes such as environmental protection, fair labour, responsible sourcing, or community well-being. These themes activate ethical thinking.

Ethical Engagement grows when consumers perceive the story as authentic and aligned with their values. A sense of moral connection is formed, which deepens the interaction with the narrative. Ethical Engagement is positioned in the model as a mediating construct, linking attention to emotional desire. It reflects the shift from passive viewing to reflective involvement.

3.1.3. Emotional Desire for Sustainability (EDS)

Emotional Desire for Sustainability captures the inner emotional pull that develops when consumers feel personally inspired or motivated by a sustainability-driven story. This desire may include feelings of admiration, hope, responsibility, or identity alignment.

This construct represents emotional resonance. When stories evoke strong emotions, consumers often develop a desire to support sustainable behaviours or align with brands that embody positive values. Emotional Desire also influences future behaviour, as emotionally connected consumers tend to favour sustainable brands over competing options.

3.1.4. Brand Equity Reinforcement (BER)

Brand Equity Reinforcement represents the strengthening of positive brand associations as a result of emotional desire. When consumers experience emotional resonance, their perception of the brand becomes more favourable. Sustainable stories enhance perceived credibility, trustworthiness, and value.

BER ensures that emotional desire is translated into brand meaning. Once brand equity is reinforced, consumers are more likely to recall the brand, endorse it, or advocate for its efforts. Brand equity serves as the foundation for loyalty in the GSL loop. Sustainable storytelling contributes to this reinforcement by consistently aligning values and behaviours.

3.1.5. Loyalty Loop Activation (LLA)

Loyalty Loop Activation is the final output of the GSL Framework. This phase represents the behavioural response generated after reinforced brand equity. Loyalty may appear in several forms, including repeated engagement, purchase intentions, story sharing, or positive word-of-mouth.

LLA indicates that the consumer has entered a loop where emotional and cognitive factors support ongoing commitment. Because the loop activates repeatedly, loyalty becomes stronger over time. Digital storytelling encourages this cyclical behaviour by offering continuous content updates, interactive features, and emotionally charged narratives.

3.2. Interrelationships Among Framework Constructs

The GSL Framework follows a connected flow of behavioural progression. Each construct influences the next in a predictable sequence.

- Story Attention initiates the loop. When attention is secured, deeper engagement becomes possible.
- Ethical Engagement grows when consumers recognise moral signals in the story. This connection strengthens the impact of the narrative.
- Emotional Desire for Sustainability emerges as consumers internalise the ethical elements of the story. The emotional bond becomes reinforced through repeated exposure.
- Brand Equity Reinforcement occurs when emotional desire strengthens trust and positive brand associations.
- Loyalty Loop Activation is triggered when reinforced brand equity creates a stable behavioural pattern.

The model is cyclical. Consumers who reach the loyalty stage often return to the first stage when they encounter additional brand stories. Their previous exposure increases future attention and engagement. The loop structure reflects the repetitive and dynamic nature of digital storytelling interactions.

The interrelationships among constructs highlight the importance of consistent storytelling. If any component is weak, the loop becomes fragile. Strong emotional desire cannot develop without engagement, and loyalty cannot be sustained without reinforced brand equity. The framework also emphasises the role of ethical communication, which links attention to emotional outcomes.

3.3. Conceptual Model Representation

The conceptual model of the GSL Framework is expressed as a sequential loop in which inputs flow from one construct to another. A clear block-based representation is provided in Fig 1:



Fig 1: The Conceptual Model of the GSL Framework

4. Discussion

The discussion section interprets the GSL Framework within the broader context of digital sustainability storytelling. The insights reflect behavioural pathways influenced by emotional, ethical, and cognitive drivers.

The GSL Framework contributes to storytelling theory by presenting a cyclic explanation of narrative influence. Most existing models describe linear transitions, but the loop in the GSL structure reflects repeated exposure to digital content. The framework also

connects sustainability values with emotional pathways, which expands the understanding of persuasive storytelling. The inclusion of ethical engagement as a core construct offers a stronger theoretical link between moral judgement and brand loyalty.

4.1. Understanding Consumer Emotion Pathways in Digital Sustainability Stories

Digital sustainability stories often rely on emotional cues. The GSL framework clarifies how these cues progress from attention to emotional desire. Emotional resonance plays a major role in how audiences respond to sustainable content. The framework demonstrates that emotional responses rarely appear in isolation. They arise from an earlier stage of ethical engagement. This layered structure helps explain why some stories create strong attachment while others do not.

4.2. Implications for Strengthening Brand Equity through Ethical Narratives

Ethical narratives appear to strengthen brand equity more effectively when emotional desire is triggered. Stories that portray transparency, fairness, or responsible sourcing help build trust. The discussion highlights that brand equity is not simply shaped by message quality. It is strengthened by the emotional state that emerges from ethical engagement. Emotional desire acts as a bridge that converts moral appreciation into brand-based evaluations.

4.3. How Loyalty Loop Activation Enhances Long-Term Consumer Commitment

Loyalty Loop Activation represents a cyclical pattern where audiences return to the brand's sustainability stories. This loop is significant because it illustrates how commitment evolves through repeated exposure. Consumers who revisit stories tend to deepen their emotional connection. Long-term loyalty becomes more stable because the loop encourages ongoing reinforcement. The model also suggests that loyalty can become self-sustaining once the loop is activated.

4.4. Comparison with Existing Studies and Conceptual Models

The GSL Framework aligns with narrative engagement theories but extends them by adding ethical and sustainability-specific constructs. Traditional models focus heavily on cognitive processing, while the GSL model integrates emotional and moral drivers. Compared with customer-based brand equity models, the GSL loop offers a dynamic explanation rather than a static evaluation. It also complements moral identity theories by demonstrating how ethical cues influence consumer emotions and loyalty.

5. Managerial Implications

The GSL Framework provides practical insights for organisations using sustainability-based storytelling. The implications outlined in Fig 2 offer guidance for marketing professionals and brand strategists.

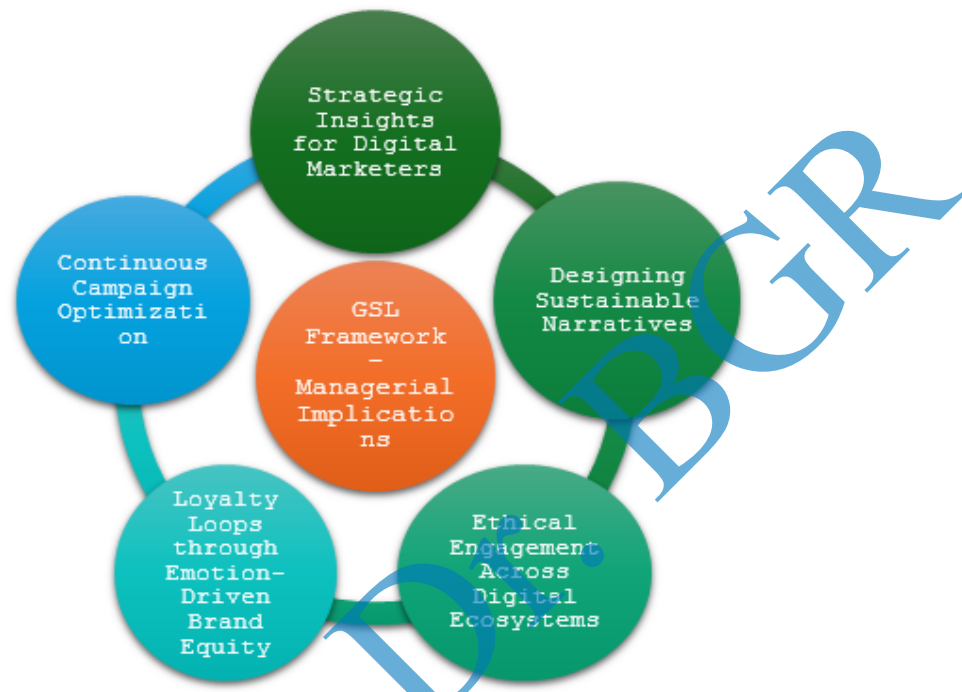


Fig 2: GSL Framework - Managerial Implications

Digital marketers may use the GSL model to plan content that progresses through each narrative stage. Story elements that trigger attention must be supported by ethical depth. Strategies that reflect authenticity tend to maintain higher engagement. The GSL structure can guide the development of campaigns that move audiences from awareness to loyalty. Attention is the entry point of the loop. Brands may prioritise clear visuals, emotional scenes, or strong story openings. Sustainable themes should be placed early in the content to strengthen initial perception. Content that helps audiences identify real-world relevance often generates higher attention in digital environments. Ethical engagement increases when audiences recognise moral meaning. This can be encouraged through transparent communication, responsible sourcing information, or demonstrations of social impact. Digital ecosystems offer opportunities for interactive elements that reinforce ethical cues. Consistent communication across platforms also supports this engagement. Emotion-driven brand equity is strengthened when stories remain consistent over time. Brands may focus on continuity and clarity in messaging. Emotional resonance should be encouraged through relatable characters, real

experiences, and positive environmental actions. A strong emotional base helps activate the loyalty loop more effectively. Digital analytics can help measure attention, emotional reactions, and engagement. These metrics allow adjustments in real time. Story components that perform well may be highlighted, while weak components may be redesigned. Insights gained from analytics can support the development of future campaigns that align with the GSL stages.

6. Conclusion

The conclusion summarises the key outcomes of the study and highlights the contributions of the GSL Framework. The GSL Framework demonstrates how sustainable brand storytelling moves through attention, ethical engagement, emotional desire, brand equity reinforcement, and loyalty loop activation. The model explains how emotional and ethical factors contribute to long-term brand loyalty in digital platforms. The framework highlights the importance of sustained storytelling and repeated exposure. The study adds theoretical value by introducing a loop-based model for sustainability storytelling. The model integrates ethical and emotional elements that are often treated separately in existing literature. For practitioners, the GSL framework offers a clear guide for structuring sustainable narratives that influence consumer behaviour.

The framework is conceptual and may require empirical testing across diverse consumer groups. Digital story formats vary widely, and narrative impact may differ across platforms. Cultural and demographic factors may also influence emotional responses to sustainability narratives. Future studies may explore the GSL model through quantitative or mixed-method research. Cross-cultural comparisons may offer deeper insight into ethical engagement. Platform-specific storytelling strategies can also be examined. Additional constructs such as message credibility or visual immersion may be included in future extensions of the model.

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Impact of Boutique Owner Endorsement on Consumer Purchase Behaviour in the Women's Apparel Segment

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Abstract

Boutique retailing in the women's apparel segment has increasingly adopted owner-led promotion as a strategic tool to influence consumer decision-making. Boutique owner endorsement, where the owner actively promotes and stands behind the products, plays a critical role in shaping consumer perceptions and purchase behaviour. This study examines the influence of boutique owner endorsement on consumer purchase behaviour in the women's apparel segment in Chennai city, with specific emphasis on consumer trust and demographic differences. A descriptive research design was employed, and primary data were collected from consumers of selected women's apparel boutiques using a structured questionnaire. Statistical tools such as simple linear regression were used to assess the influence of boutique owner endorsement on purchase behaviour and consumer trust, while the Chi-Square test was applied to examine the association between owner endorsement and purchase behaviour. Differences across demographic groups were analysed using t-test and one-way ANOVA. The findings reveal that boutique owner endorsement has a significant influence on consumer purchase behaviour and positively affects consumer trust. The results also indicate a significant association between owner endorsement and purchase behaviour, along with notable differences across demographic groups. The study highlights the importance of owner credibility, visibility, and personal assurance in enhancing consumer confidence and driving purchase decisions in women's apparel boutiques. The findings offer practical insights for boutique owners and marketers to effectively leverage owner endorsement strategies to strengthen customer relationships and improve sales performance.

Keywords: Owner Endorsement, Consumer Purchase Behaviour, Women's Apparel, Consumer Trust, Retail Marketing

Introduction

The women's apparel segment has witnessed significant transformation in recent years due to changing consumer lifestyles, rising fashion consciousness, and the growing prominence of boutique retailing. Unlike mass apparel retailers, boutiques operate on personalization, close customer relationships, and trust-driven interactions. In this context, the role of the boutique owner has evolved beyond managerial functions to that of a key brand representative whose personal endorsement can influence consumer perceptions and purchase decisions.

Owner endorsement refers to situations where the business owner actively promotes, recommends, or stands behind the products offered. Prior studies in marketing and consumer behaviour suggest that endorsement credibility plays a vital role in shaping consumer attitudes and behavioural intentions (Erdogan, 1999). While celebrity endorsements have been widely examined, recent research highlights the increasing effectiveness of owner or founder endorsement, particularly in small and medium-sized retail businesses where personal assurance and authenticity matter more than fame (Moulard, Garrity, & Rice, 2015).

Trust has been identified as a critical factor in reducing perceived risk and enhancing purchase confidence, especially in experiential products such as apparel (Gefen, 2000). In boutique settings, consumers often rely on the owner's expertise, honesty, and reputation while making purchase decisions. Studies have shown that owner involvement positively influences brand credibility and consumer loyalty in retail environments (Bruhn, Schoenmueller, & Schäfer, 2012). Additionally, demographic characteristics such as age, income, and education have been found to moderate consumer responses to endorsement strategies (Schiffman & Wisenblit, 2019).

Despite the growing relevance of boutique owner endorsement, limited empirical research has focused specifically on its influence within the women's apparel segment. Addressing this gap, the present study examines the influence of boutique owner endorsement on consumer purchase behaviour, with particular emphasis on trust and demographic differences, thereby contributing to both academic literature and retail practice.

Literature Review

Recent studies in the field of digital marketing and consumer behaviour highlight the increasing significance of social media influencer strategies in shaping consumer purchase decisions. A systematic literature review by Bhardwaj et al. (2024) demonstrates that

influencer-related characteristics such as credibility, engagement, and perceived authenticity play a crucial role in influencing consumer attitudes and purchase intentions across various industries.

Research focusing specifically on the fashion industry indicates that visually driven platforms such as Instagram and TikTok facilitate interactive consumer experiences that significantly affect apparel purchase behaviour, thereby reinforcing the influence of digital content on fashion consumption patterns (Kumar et al., 2023). Further, review-based studies adopting structured frameworks such as ADO–TCM emphasize that trust, authenticity, and content quality are key determinants of influencer marketing effectiveness in driving consumer decision-making (Sokolova & Kefi, 2024).

Consistent with these findings, prior reviews and meta-analytic studies report that social media influencers positively shape consumers' behavioural intentions, including purchase intention and brand engagement (Lou et al., 2023). Additionally, research examining hedonic and impulsive buying behaviour reveals that social media communications accelerate trend adoption and stimulate impulse purchases among fashion consumers, particularly within younger demographic groups (Djafarova & Bowes, 2022).

Research Gap

Previous research in digital marketing has predominantly examined celebrity and social media influencer endorsements in the fashion and apparel industry, with limited empirical focus on boutique owner endorsement in retail settings. Existing studies largely emphasize purchase intention rather than actual consumer purchase behaviour, and offer limited evidence on the association between owner endorsement and buying behaviour. Moreover, the role of demographic factors in shaping consumer responses to owner endorsement remains underexplored. Addressing these gaps, the present study examines the influence of boutique owner endorsement on consumer purchase behaviour, its association with buying behaviour, and demographic differences in the women's apparel segment in Chennai city.

Objectives

- To examine the influence of boutique owner endorsement on consumer purchase behaviour in the women's apparel segment.
- To examine the association between boutique owner endorsement and consumer purchase behaviour in the women's apparel segment.

- To examine differences in the influence of boutique owner endorsement on consumer purchase behaviour across demographic factors.

Hypotheses

H₁: Boutique owner endorsement has a significant influence on consumer purchase behaviour in the women's apparel segment.

H₂: There is a significant association between boutique owner endorsement and consumer purchase behaviour in the women's apparel segment.

H₃: There is a significant difference in the influence of boutique owner endorsement on consumer purchase behaviour across demographic groups.

Research Methodology

The present study adopts a descriptive and empirical research design to examine the influence of boutique owner endorsement on consumer purchase behaviour in the women's apparel segment. Primary data were collected using a structured questionnaire administered to consumers purchasing women's apparel from selected boutiques. The questionnaire consisted of two sections: demographic information and statements measuring boutique owner endorsement and consumer purchase behaviour, measured using a five-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree".

A convenience sampling technique was employed to select respondents due to accessibility and time constraints. A total of 120 valid responses were collected and used for analysis. The study area was confined to urban boutique retail settings, ensuring relevance to the women's apparel segment. The collected data were coded and analysed using SPSS. Composite scores were created for boutique owner endorsement and consumer purchase behaviour. To test the hypotheses, simple linear regression was used to examine the influence of boutique owner endorsement on consumer purchase behaviour. The Chi-square test was applied to assess the association between owner endorsement and purchase behaviour. Further, independent samples t-test and one-way ANOVA were employed to examine differences in purchase behaviour across demographic variables such as gender, age, education, occupation, family income, and purchase frequency.

H₁: Linear Regression Analysis

H₁: Boutique owner endorsement has a significant influence on consumer purchase behaviour in the women's apparel segment.

Table 1
Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.604	0.365	0.359	0.521

Table 2
ANOVA

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	18.41	1	18.41	67.72	.000
Residual	32.01	118	0.27		
Total	50.42	119			

Table 3
Coefficients

Model	Unstandardized B	Std. Error	Standardized Beta	T	Sig.
(Constant)	1.214	0.189	—	6.42	.000
Boutique Owner Endorsement	0.563	0.068	0.604	8.23	.000

The regression results indicate that boutique owner endorsement has a significant and positive influence on consumer purchase behaviour in the women's apparel segment, as the model is statistically significant ($p < 0.05$). This suggests that higher levels of owner endorsement lead to increased consumer purchase behaviour.

H₂: Chi-Square Test of Association

H₂: There is a significant association between boutique owner endorsement and consumer purchase behaviour in the women's apparel segment.

Table 4
Chi-Square Tests

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	18.47	4	.001
Likelihood Ratio	17.92	4	.001
N of Valid Cases	120		

The Chi-square test reveals a significant association between boutique owner endorsement and consumer purchase behaviour ($p < 0.05$), indicating that variations in owner endorsement levels are associated with corresponding differences in purchase behaviour.

H₃: Demographic Differences (t-test & ANOVA)

H₃: There is a significant difference in the influence of boutique owner endorsement on consumer purchase behaviour across demographic groups.

Table 5
Demographic Differences in Consumer Purchase Behaviour

Demographic Variable	Test Used	Test Statistic	Sig.	Decision
Gender	Independent t-test	$t = 1.157$	.250	Not Significant
Age	One-way ANOVA	$F = 0.541$	.706	Not Significant
Educational Qualification	One-way ANOVA	$F = 1.297$	.279	Not Significant
Occupation	One-way ANOVA	$F = 1.123$	.343	Not Significant
Family Monthly Income	One-way ANOVA	$F = 5.393$	.002	Significant
Purchase Frequency	One-way ANOVA	$F = 1.626$	.201	Not Significant

The demographic analysis shows no significant difference in the influence of boutique owner endorsement on consumer purchase behaviour across most demographic variables.

However, a significant difference is observed with respect to family monthly income, indicating that income level influences consumer responses to owner endorsement.

Results & Discussion

The results indicate that boutique owner endorsement has a significant influence on consumer purchase behaviour in the women's apparel segment, highlighting the importance of owner visibility, credibility, and personal assurance in boutique retailing. This finding supports existing endorsement literature that emphasizes trust and credibility as key drivers of consumer buying decisions. The Chi-square analysis further confirms a significant association between boutique owner endorsement and consumer purchase behaviour, suggesting that higher levels of owner endorsement are linked to increased purchasing activity. Demographic analysis reveals that family monthly income significantly influences consumer purchase behaviour, while gender, age, education, occupation, and purchase frequency do not show significant differences. This suggests that the impact of boutique owner endorsement is largely consistent across consumer groups, except where income determines spending capacity.

Conclusion

The study concludes that boutique owner endorsement plays a significant role in influencing consumer purchase behaviour in the women's apparel segment. The findings underscore the importance of owner credibility and personal involvement as effective trust-building mechanisms in boutique retailing.

While most demographic variables do not significantly affect consumer responses to owner endorsement, family monthly income emerges as a key differentiating factor, indicating its influence on discretionary apparel purchases. Overall, the study contributes to consumer behaviour literature by extending endorsement research to boutique owner-led contexts and offers practical insights for boutique owners to leverage personal endorsement strategies to enhance consumer engagement and sales performance.

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Delving into Servqual Gaps in FDA: A Study on Exploring the Triangular Constraints

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Abstract

Any industry who is into customer service has to look after its quality to ensure customer retention and attracting further new customers. Service quality is the most important aspect every industry needs to look up. Service quality is shortly known as SERVQUAL. Gaps in the services are found using the SERVQUAL GAP analysis model. Here the gaps would define the difference between what the customers who order food through food delivery apps expect and what the food delivery app management promises to deliver. Customer expectations would vary from one person to another but what the management offers to the customers as policy standards, advertisements shown and finally what the customer actually gets as service would be common to all. So when a gap arises in such matters, the management has to look deep into those aspects and figure out areas where they can improve their service to raise the quality. Under Service quality, 5 gaps exist. They are: Knowledge Gap, Policy Gap, Delivery Gap, Communication Gap and Perception Gap out of which Delivery Gap, Communication Gap and Perception Gap are being explored in this study. Mean ranking was used to analyse the data collected from the customers

Keywords: Service Quality, SERVQUAL Gap, Food Delivery Apps, Customer expectations, Management Perceptions

Introduction

Food has always been a basic need of the living community and in this fast moving world, food delivery apps have entered into almost all households. People can order various food items from various restaurants according to their requirements and can use the cooking

time for some other work or even take a break. Though these apps are very useful to the customers, there are several areas where a gap exists between the needs and expectations of the customers and what they actually receive. This gap is called the SERVQUAL GAP - The gaps that exist due to the differences between the expectation of the customers and their perceptions in the services provided. The management needs to find out the gaps, analyze the reasons for the same and must come out with optimal solutions to bridge these gaps. This paper analyzes 3 gaps namely delivery gap, communication gap & perception gap.

- DELIVERY GAP states the differences between - What the management offers to deliver to the customers as its policy standards and what a customer actually receives.
- COMMUNICATION GAP states the differences between – The management's promises through promotions and whether the customers receive it or not.
- PERCEPTION GAP states the differences between – The expectations of the customers and what they actually get.

Objectives

1. To analyze the demographic profile of the respondents.
2. To uncover the gap between the expectations of the customers versus what the management policies state, promises made & what actually a customer receives and to rank the variables based on its mean score.

Research Methodology

- Number of respondents: 50
- Data collection: Questionnaire
- Area of study : Chennai city, Tamil Nadu
- Statistical tools used : % analysis, Fried man ranking, mean
- Statistical package that are used : MS – EXCEL , SPSS version 22

Limitations of the Study

This study had limitations in several areas like:

- ❖ Respondents size & Locality
- ❖ Usage of tools
- ❖ Study was based only on 3 gaps excluding knowledge and policy gap

Review of Literature

Sahar Siami and Mohammadbagher Gorji (2012) studied on the topic “The measurement of service quality by using SERVQUAL and quality gap model”. The study states that the customers are expecting better service quality in all 5 dimensions but their perceived service was less when compared to their expectations. Only 1 among the 5 gaps have a positive gap. This clearly states that a gap exists between the expectations and perceptions of the customers in the insurance industry. Assurance and reliability were the top most dimensions and empathy was stated as the last one. These 2 factors clearly have an impact on the satisfaction of customers in the insurance industry

Aravinda Kumar K S, Cherian S Cherian, Dr. Trinley Paldon (2021) studied on “Gap study towards service quality in QSR Restaurants using SERVQUAL model”. The Bangalore respondents say their perceptions are not being met with their expectations. A huge gap exists between the two. Among the 5 dimensions of service quality, empathy has the least negative gap and other dimensions have a huge negative gap. This clearly shows that in all 5 aspects the restaurants have to bridge the gaps for further development.

Chatwadee Tansakul and Jirachai Buddhakulsomsiri, Thananya Wasusri, Papusson Chaiwat and Taweesak Kritjaroen (2013) studied on the topic “ A GAP ANALYSIS IN SERVICE QUALITY OF THAI LOGISTICS SERVICE PROVIDERS”. In this study the respondents says that Tangibility and reliability aspects of the dimensions alone have a positive gap and the other 3 aspects have a negative gap which clearly shows that the perception of the customers does not meet their expectations and it has to be improvised at the maximum best level so that the logistics service providers can meet its customers expectations.

Analysis

➤ Percentage Analysis

Factors		Frequency	%
Age (In years)	Less Than 20	4	8
	21-30	33	66
	31-40	2	4
	41-50	5	10
	50 & ABOVE	6	12

Factors		Frequency	%
Gender	Male	12	24
	Female	38	76
Locality	Urban	41	82
	Rural	9	18
Occupation	Salaried	29	58
	Self employed	2	4
	Unemployed	2	4
	Student	12	24
	Retired	1	2
	Homemaker	4	8
Family Monthly Income (in Rs.)	Less Than 10,000	5	10
	10,000-25,000	6	12
	25,000-50,000	15	30
	50 & ABOVE	24	48
Family Type	Staying with FAMILY	44	88
	Staying ALONE	6	12
Marital Status	Single	31	62
	Married	19	38

Source: primary data

➤ **Gap Analysis: Mean difference & Mean Ranking**

VARIABLE	CUSTOMER EXPECTATION	CUSTOMER PERCEPTION	MEAN DIFF	EXP Rank	PER Rank
WHAT THE FDA MANAGEMENT SETS AS THEIR SERVICE POLICIES					
Proper Packaging before the food leaves from the hotel	4.72	4.64	-.08	6.36	6.26

Delivery Personnel in their proper attire	4.10	4.36	-.26	4.64	5.59.
Quick & Proper Resolutions	4.38	4.30	-.08	5.46	5.34
WHAT THE FDA MANAGEMENT PROMISES THROUGH ADS					
More Offers & Discounts	3.92	4.22	.30	4.21	5.17
Quick & Fast Delivery	4.22	3.92	-.30	4.68	4.53
Subscription plans to cut down delivery charges	4.22	3.92	-.30	5.15	4.32
WHAT ACTUALLY A CUSTOMER REAPS AS SERVICE					
Human customer support instead of AI support	4.06	3.74	-.32	4.89	3.97
Providing Cutleries whenever required and asked	4.18	4.12	-.06	4.87	5.06
Minimum Phone Calls by the personnel to the customer	4.24	4.12	-.12	4.74	4.76

Source: Primary data

Findings

- ❖ **DELIVERY GAP** – a **NEGATIVE GAP** as customer's perception is **LESS** when compared to their expectations in all 3 aspects like Packaging of food, Delivery personnel's attire and Quick & Proper Resolutions.
- ❖ **COMMUNICATION GAP** – in 1 aspect there is a **POSITIVE GAP** – Customer's perception **exceeds** their expectation when the offers & discounts provided by the FDA is more and the other 2 aspects shows a **NEGATIVE GAP** – Customers aren't satisfied with the Quick & Fast delivery options (BOLT, EXPRESS by SWIGGY etc...) provided by the FDA along with making Subscriptions to avoid Delivery Charges.
- ❖ **PERCEPTION GAP** – Here also a **NEGATIVE GAP** exists. In all 3 aspects like human customer care executive instead of AI, Providing Cutleries whenever needed & required, Minimum phone calls from the delivery personnel's, customer's expectations **doesn't meet** when they receive the service from the FDA.

- ❖ **CUSTOMER'S EXPECTATIONS** –Proper Packaging of food has **higher mean ranking** (6.36) & More offers & Discounts have **low rank** (4.21)
- ❖ **CUSTOMER'S PERCEPTION** – Proper packaging of food has **high mean ranking** (6.21) and Human customer support instead of AI Chatbots has **lower mean ranking** (4.06)

Suggestions

From the following analysis and interpretations, the following suggestions are recommended to the management of the food delivery apps

- ✓ Upgrade their policies and ensure the delivery personnels are following all the protocols of the app
- ✓ To publicize only those attributes that can be actually be given to the customers
- ✓ Ensuring the demands of the customers are being met

Conclusion

Though the food delivery apps run in a profitable manner, the management needs to figure out the most feasible solution to bridge the perceptions and expectations of the customers, so that they can retain most of their existing customers and also attract new customers with those solutions being provided as results for their previous drawbacks.

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Determinants of Customer Satisfaction towards Purchase Intentions among Electric Vehicles - With Special Reference to the Greater Chennai

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Abstract

The rapid growth of electric vehicles (EVs) has transformed the automotive sector by offering sustainable and environmentally friendly mobility solutions. Despite increasing awareness and policy support, consumer adoption of electric vehicles remains limited in many urban regions. This study examines the determinants of customer satisfaction towards purchase intention of electric vehicles with special reference to Greater Chennai. The study adopts a descriptive and analytical research design and is based on primary data collected from 541 electric vehicle users through a structured questionnaire using a convenience sampling technique. Statistical tools such as percentage analysis, Confirmatory Factor Analysis, t-test, ANOVA, and multiple regression analysis were employed. The results reveal that perceived behavioral control, green purchase attitude, and environmental knowledge significantly influence purchase intention, which reflects overall customer satisfaction. Socio-economic factors such as income and gender also play a significant role in shaping consumer perception. The findings provide valuable insights for policymakers, manufacturers, and marketers to enhance electric vehicle adoption and promote sustainable urban transportation.

Keywords: Electric Vehicles; Customer Satisfaction; Purchase Intention; Perceived Behavioral Control; Green Purchase Attitude; Chennai City

Introduction

The automotive industry stands at the forefront of a ground breaking transformation – the rise of electric vehicles (EVs). Advanced vehicle technologies are being pursued by

automakers, government organizations, academic institutions, commercial researchers, and organizations globally with the goal of lowering the usage of petroleum in the form of gasoline and diesel. Electric Vehicles are one example of this technology. Electric vehicles are becoming more than just a means of transportation; they are also a responsible decision that reflects our dedication to a more environmentally friendly future. Making the switch to an electric vehicle requires a thoughtful assessment of the many advantages that go beyond convenience for the individual. It marks a turning point in the global shift towards a more ecologically conscious and sustainable way of life, where consumers act as change agents. We explore the compelling reasons why an increasing number of people are adopting the EV revolution in this investigation of electric vehicles and your intention to purchase one. The adoption of electric vehicles is influenced by a number of factors, including changing infrastructure, financial incentives, environmental concerns, and technological improvements.

Encouraging people to adopt green energy is crucial for sustainable development in all nations, particularly when it comes to safeguarding the environment and public health. Reducing global carbon emissions will be made easier if by 2030 everyone on the planet understands the importance of sustainable development, green energy consumption, zero waste production, and taking responsibility for maintaining the environment. Because of the sharing of information, customers have access to a wider range of options when making judgments about what to buy, and they also value different things at different times. Even while electric vehicles are becoming more and more popular, their market share is still quite small. Therefore, the main goals of this study are to examine the factors that affect customers' acceptance of electric vehicles and how to improve consumer acceptance of these vehicles. As a result, this study intends to investigate the factors influencing consumers' purchases of electric vehicles based on the motivation and research background mentioned above. The goal is to offer recommendations for companies regarding future consumer purchases of electric vehicles as well as a reference for the design and development of electric vehicles. In consumer behavior research, purchase intention is widely regarded as a behavioral outcome that reflects customers' overall satisfaction and positive evaluation of a product, including electric vehicles

Review of Literature

Kwon, Y., Son, S., & Jang, K. (2020) This study examined the factors influencing electric vehicle user satisfaction and its effect on repurchase and recommendation intentions

using Partial Least Squares Structural Equation Modelling (PLS-SEM). Based on a survey of experienced EV users, the findings revealed that operational cost savings, driving range, and charging satisfaction significantly enhance overall user satisfaction. Further, satisfied users showed stronger intentions to repurchase and recommend electric vehicles, highlighting the importance of real-world usage experience.

Son, S., & Lee, S. (2019) This study analyzed the satisfaction levels of electric vehicle users in Jeju using an ordered logit model. The results indicated that users with longer driving range, residential charging facilities, and better understanding of EV policies reported higher satisfaction. Conversely, frequent reliance on public chargers, technical issues, and usage inconveniences reduced satisfaction. The study emphasized the role of infrastructure availability and policy awareness in improving electric vehicle user satisfaction.

Swaroop, K. R., Someswararao, K. M., Naidu, N. G., & Nagaraj, K. V. (2022) This research investigated the factors influencing the purchase of electric vehicles across four major South Indian cities using survey data. Employing statistical tools such as ANOVA, Pearson correlation, and reliability analysis, the study identified price difference, charging infrastructure, environmental concern, and vehicle speed as significant determinants. The findings revealed positive relationships among the variables, confirming that economic and infrastructural factors strongly influence electric vehicle purchase decisions.

Meyyammai, M. (2023) This descriptive study focused on consumer awareness and perception toward electric vehicles in Chennai city. Using a structured questionnaire and data from 123 respondents, the study found that rising fuel prices, environmental concern, and government incentives significantly influence consumer preference for electric vehicles. The findings highlighted the growing importance of policy support, awareness programs, and cost-related benefits in encouraging electric vehicle adoption among urban consumers.

Upadhyay, N., & Kamble, A. (2023) This study examined the antecedents of pro-environment purchase intention toward electric vehicles in India using the Stimulus–Organism–Response framework. Structural Equation Modelling was applied to data collected from 1,143 respondents. The results showed that pro-environment responsibility significantly influences values and attitudes, which in turn affect purchase intention. The study also confirmed the mediating role of attitude, strengthening value–attitude–behavior linkages.

Research Gap

The in-depth existing body of knowledge pertaining to various aspects of green purchase attitude, subjective norms, perceived behavioral control, environmental knowledge and purchase intention of electric vehicle customers were understood to trace the importance of electric vehicle usage in the next evolutionary stage of automobile industry. The researchers have given importance to the above said domains to explore the various key dimensions and its influence on purchase and satisfaction of the electric vehicles. The previous studies were focused on exploration of the key factors influencing the customers to purchase electric vehicles and adopt it. In addition to it, the considerable number of studies was also conducted by previous researchers to explore the key satisfying factors influencing the electric vehicle customers in the country. Perhaps, this study identifies the research gap of various other factors influence the higher level of adoption of electric vehicles in the Indian context.

Statement of the Problem

As the time evolves the need of energy is getting wider and at the same time the existing energies are becoming insufficient and obsolete to the environment. In the current era commutation is very significant in every individual's life, by the way as the technology advances the transportation style and mode is getting updated. Considering the fuel efficiency and environmental safety, electric vehicles are designed for the commuters, but it is not completely adopted by the commuters. Thus, it is studied to determine the factors intending the commuters to purchase and adopt the electric vehicles.

Scope of the Study

The present study is focused on electric vehicle users in Chennai city of Tamil Nadu. This study is limited to its scope of exploring the satisfaction towards the purchase of electric vehicles and its impact in the society. The broad influencing factors such as green purchase attitude, subjective norms, perceived behavioral control, environmental knowledge and purchase intention are put to identify the purchase satisfaction of the electric vehicle customers. The present study covers selected variables and measures which are highly connected with electric vehicle customers alone studied and remaining aspects were not studied due to time and cost constraint.

Research Objectives of the Study

The research objectives of the study are primarily designed to explore the feasible and meaningful solutions to the research problem of the study. The objectives of the study are as follows:

1. To study the Socio-economic and the electric vehicle Profile of the consumer in Chennai City.
2. To explore the underlying dominant dimensions of Green Purchase Attitude, Subjective Norms, Perceived Behavioral Control, Environmental Knowledge and Purchase Intentions variables among electric vehicle consumer.
3. To classify and group the Consumer based on their demographic profile and perception towards Green Purchase Attitude, Subjective Norms, Perceived Behavioral Control, Environmental Knowledge and Purchase Intentions factors in the study area.
4. To explore the key determinants of Perceived Behavioral Control and Purchase Intentions of electric vehicle consumer in the study area.

Significance of the Study

Electric vehicles are seen as a credible solution to the problem of air and other conventional pollutants arising from the conventional (internal combustion) engines. Automobiles happen to be the sector which is in the midst of this transitional shift in our country. Also; for Automobiles sector it is a necessity to remodel and reorient at this juncture to survive in the new economy. Those companies and organizations which are able to reorient and adapt to the winds of change will not only survive but would also enjoy the first mover competitive advantage. The Electric vehicles would need to be marketed for their perception to change. There is a need to popularize the Electric vehicles to control the environmental degradation. The Electric Bike assessment must, in addition to that, be consumer-friendly. The EV assessment on its part will help us predict the future of the Electric Bike in the India. On another light, EVs are definitely not affordable commodities, at least not yet: lithium-ion batteries are still far from being cheap, so the overall cost of buying an EV can be quite high. With perceptions being as they are so far, the study is as important for the present as it is for the future of electric vehicles.

Research Methodology

“The study utilized a non-probability convenience sampling technique. Convenience sampling was adopted due to the absence of a comprehensive sampling frame and the limited accessibility of electric vehicle users in the study area.”

Sampling Size and Design

The study utilized a non-probability convenience sampling technique. Convenience sampling was adopted due to the absence of a comprehensive sampling frame and the limited accessibility of electric vehicle users in the study area to obtain primary data from electric vehicle consumers in Chennai city. A total of 650 structured questionnaires were distributed to the respondents. Of these, 568 questionnaires were returned. After data screening, 22 responses were excluded due to incompleteness, and 5 responses were removed because of extreme values. Accordingly, 541 valid responses were considered for final analysis.

Analysis of Data

Socio-Economic and Electric Vehicle Profile of Respondents - Percentage Analysis

Table 1
Socio-Economic Profile of Respondents (n = 541)

Variable	Category	No. of Respondents	Percentage (%)
Gender	Male	342	63.2
	Female	199	36.8
Age	Below 30 years	168	31.1
	31–40 years	203	37.5
	Above 40 years	170	31.4
Monthly Income	Below ₹30,000	156	28.8
	₹30,001–₹60,000	241	44.5
	Above ₹60,000	144	26.7
Type of EV	Two-wheeler	327	60.4
	Four-wheeler	214	39.6

Inference

From the above table, it is inferred that electric vehicle adoption is influenced by socio-economic factors. The data show that **63.2% of respondents are male** and **37.5% belong to the 31–40 years age group**, indicating that economically active individuals are

more inclined to use electric vehicles. Further, **44.5% of respondents fall in the middle-income group**, and **60.4% prefer two-wheeler EVs**, suggesting that affordability and daily commuting needs play a major role in purchase decisions.

Dominant Dimensions of EV Purchase Variables - Confirmatory Factor Analysis (CFA)

Table 2
CFA Results – Factor Loadings

Construct	No. of Items	Factor Loadings Range	Model Fit Status
Green Purchase Attitude	5	0.68 – 0.84	Accepted
Subjective Norms	4	0.65 – 0.81	Accepted
Perceived Behavioral Control	5	0.71 – 0.88	Accepted
Environmental Knowledge	4	0.69 – 0.83	Accepted
Purchase Intention	4	0.74 – 0.90	Accepted

Inference

From the above table, it is evident that the theoretical constructs proposed in the study are statistically valid. All factor loadings range between **0.65 and 0.90**, which are above the acceptable level. This confirms that Green Purchase Attitude, Subjective Norms, Perceived Behavioral Control, Environmental Knowledge, and Purchase Intention are well-defined constructs that adequately explain consumer behavior towards electric vehicle purchase. The overall model fit indices indicated an acceptable fit between the proposed measurement model and the observed data.”

Difference in Consumer Perception Based on Demographic Factors - t-Test and ANOVA

Table 3
t-Test – Gender and Purchase Intention

Gender	Mean Score	t-value	p-value	Result
Male	4.12	2.46	0.014	Significant
Female	3.98			

Inference

From the above table, it is understood that gender has a significant influence on purchase intention. The mean score of males (**4.12**) is higher than that of females (**3.98**), and the **p-value (0.014)** is less than 0.05. This indicates that male consumers exhibit relatively higher intention to purchase electric vehicles, though the difference is marginal.

Table 4
ANOVA – Income Level and Green Purchase Attitude

Income Level	Mean Score	F-value	p-value	Result
Below ₹30,000	3.72			
₹30,001–₹60,000	4.05	6.38	0.002	Significant
Above ₹60,000	4.28			

Inference

From the above table, it is clear that income level significantly affects green purchase attitude. The mean score increases from **3.72** in the lower-income group to **4.28** in the higher-income group. The **F-value (6.38)** with a **p-value of 0.002** confirms significant variation among income groups, indicating that higher income enhances positive environmental attitudes toward electric vehicles.

Determinants of Purchase Intention - Multiple Regression Analysis

Table 5
Multiple Regression Results (Dependent Variable: Purchase Intention)

Independent Variables	Beta (β)	t-value	p-value	Significance
Green Purchase Attitude	0.312	6.45	0.000	Significant
Subjective Norms	0.184	3.92	0.001	Significant
Perceived Behavioral Control	0.421	8.13	0.000	Significant
Environmental Knowledge	0.267	5.36	0.000	Significant
$R^2 = 0.62$				

Inference

From the above table, it is inferred that behavioral and attitudinal factors jointly influence purchase intention. **Perceived Behavioral Control** ($\beta = 0.421$) is the strongest determinant, followed by **Green Purchase Attitude** ($\beta = 0.312$) and **Environmental Knowledge** ($\beta = 0.267$). The model explains 62% ($R^2 = 0.62$) of the variation in purchase intention, confirming the theoretical assumption that perceived ease and environmental awareness drive electric vehicle adoption.

Findings

1. The study finds that electric vehicle adoption in Chennai is predominantly higher among **male consumers and middle-aged respondents (31–40 years)**, indicating that economically active groups are leading EV usage.
2. A majority of respondents belong to the **middle-income category**, and **two-wheeler electric vehicles** are more commonly preferred, highlighting affordability and urban commuting convenience as key adoption factors.
3. Confirmatory Factor Analysis confirms that **Green Purchase Attitude, Subjective Norms, Perceived Behavioral Control, Environmental Knowledge, and Purchase Intention** are statistically valid and reliable constructs influencing EV purchase decisions.
4. The t-test results reveal a **significant difference between male and female consumers** with respect to purchase intention, though the difference is marginal, indicating growing acceptance across genders.
5. ANOVA results show that **income level significantly influences green purchase attitude**, with higher-income consumers exhibiting stronger environmental concern.
6. Multiple regression analysis identifies **Perceived Behavioral Control** as the most significant determinant of purchase intention, followed by **Green Purchase Attitude** and **Environmental Knowledge**, explaining a substantial proportion of variation in purchase intention.

Suggestions

1. Government and policy makers should enhance **charging infrastructure availability** and improve ease of access, as perceived behavioral control strongly influences purchase intention.

2. Financial incentives such as **subsidies, tax benefits, and low-interest financing schemes** should be strengthened to encourage EV adoption among lower-income groups.
3. EV manufacturers should focus on **affordable two-wheeler models** with improved battery life and reduced maintenance costs to cater to urban commuters.
4. Awareness campaigns highlighting **environmental benefits and long-term cost savings** should be intensified to strengthen green purchase attitudes and environmental knowledge.
5. Marketing strategies should target **both male and female consumers**, emphasizing user-friendliness and safety features to broaden market penetration.

Limitations of the Study

The current investigation is constrained by a sample size of 541, owing to limitations in time and budget. It exclusively concentrated on electric vehicle users in Chennai, making it imprudent to extrapolate the findings to other cities. The study specifically investigated into the perspectives of electric vehicle customers regarding the green environment, user behaviours, subjective factors, and their inclination to purchase EVs. However, these insights cannot be universally applied to all aspects of EVs, given the dynamic nature of socio-economic and ethical changes in society. The study did not target a specific segment of the automotive industry, thereby rendering the results not universally applicable to all types of electric vehicles. Employing a non-probability sampling technique, the study shares the limitations associated with such sampling methods. This choice was made for gathering primary data from respondents. The study solely relied on the questionnaire method for its findings, and it is crucial to note that the results should not be broadly generalized due to this methodological approach.

Conclusion

The study concludes that electric vehicle purchase intention among consumers in Chennai is significantly influenced by a combination of socio-economic factors, environmental awareness, and behavioral perceptions. The empirical results validate the proposed research framework and confirm that perceived ease of use, affordability, and environmental concern play a crucial role in shaping consumer decisions. Strengthening infrastructure support, policy incentives, and awareness initiatives can accelerate electric

vehicle adoption and contribute to sustainable urban transportation. Overall, the findings provide valuable insights for policy makers, manufacturers, and marketers in promoting electric vehicles in metropolitan cities like Chennai.

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Role of Social Media in Consumer Purchasing Decisions

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Abstract

The rapid growth of social media has significantly altered the way consumers search for information, evaluate alternatives, and make purchasing decisions. Social networking platforms enable direct interaction between brands and consumers, thereby influencing attitudes, preferences, and buying behaviour. This study examines the role of social media in shaping consumer purchasing decisions by focusing on factors such as brand engagement, peer influence, influencer marketing, online reviews, and personalized advertising. The study highlights how digital word-of-mouth and interactive content contribute to trust-building and purchase intention. The findings indicate that social media plays a crucial role in enhancing brand awareness, strengthening consumer trust, and fostering long-term brand relationships. Businesses can effectively utilize these insights to design informed marketing strategies and improve customer engagement in the digital environment

Keywords: Social Media, Consumer Purchasing Decisions, Brand Engagement, Influencer Marketing

Introduction

In the contemporary digital era, social media has emerged as one of the most influential tools affecting consumer behaviour and business practices. Platforms such as Facebook, Instagram, Twitter, and YouTube have transformed traditional marketing communication by enabling two-way interaction between brands and consumers. Unlike conventional media, social media allows consumers to actively participate in content creation, share opinions, and influence the purchasing decisions of others.

Consumers increasingly rely on social media platforms to gather product-related information, compare alternatives, and evaluate brand credibility before making purchase decisions. As a result, businesses are shifting their marketing focus toward social media to strengthen customer relationships and build brand loyalty. This article examines the role of social media in influencing consumer purchasing decisions, with particular emphasis on the Indian context.

Types of Social Media in India

India possesses a diverse and dynamic social media ecosystem that caters to varied consumer needs and preferences. The major types of social media platforms influencing consumer behaviour include:

Social Networking Platforms

Platforms such as Facebook, LinkedIn, and Twitter are widely used for personal communication, professional networking, brand interaction, and information sharing.

Photo and Video Sharing Platforms

Instagram and YouTube play a vital role in visual storytelling, influencer marketing, and brand promotion. Short videos, reels, and live content significantly influence consumer perceptions and buying intentions.

Messaging Applications

WhatsApp and Telegram facilitate direct communication between businesses and consumers, offering personalized customer support, product updates, and promotional messages.

Microblogging and Discussion Forums

Platforms such as Koo, Reddit, and Quora enable users to exchange opinions, participate in discussions, and seek peer recommendations, thereby influencing purchase decisions.

E-Commerce Integrated Social Media

Applications like Meesho, Facebook Marketplace, and Flipkart Social integrate social interaction with online shopping, supporting small businesses and social commerce.

Live Streaming and Gaming Platforms

YouTube Live, Facebook Gaming, and Rooter attract younger audiences and offer opportunities for interactive brand engagement and entertainment-based marketing.

Regional and Vernacular Platforms

Apps such as ShareChat and Moj cater to India's multilingual population by providing content in regional languages, thereby expanding digital inclusion and consumer reach.

These platforms collectively influence consumer awareness, engagement, and purchasing behaviour in the Indian market.

Role of Social Media in Consumer Behaviour

Social media influences consumer behaviour through multiple dimensions that shape decision-making processes:

Brand Awareness and Visibility

Social media enables brands to reach a wider audience through targeted advertisements, influencer collaborations, and interactive content, enhancing brand recognition.

Customer Engagement and Interaction

Direct interaction through comments, messages, and live sessions strengthens relationships and builds trust between brands and consumers.

Social Proof and Online Reviews

User-generated content, ratings, and testimonials significantly influence consumer perceptions and reduce perceived purchase risk.

Personalized Marketing

Advanced algorithms analyze user preferences and behaviour to deliver customized content and advertisements, increasing the likelihood of conversion.

Impulse Buying and FOMO

Limited-time offers, flash sales, and influencer endorsements often trigger impulse purchases driven by the fear of missing out.

Viral Marketing and Trends

Trending challenges, hashtags, and viral campaigns enhance brand visibility and encourage consumer participation.

Transparency and Authenticity

Consumers increasingly expect brands to communicate honestly about product quality, values, and social responsibility.

Consumer Empowerment

Social media gives consumers a platform to express opinions, provide feedback, and influence brand decisions, shifting power from firms to customers.

Comparison and Information Search

Consumers use social media to compare products, evaluate alternatives, and seek recommendations, leading to more informed purchasing decisions.

Consumer Behaviour towards Social Media

Consumer behaviour on social media is shaped by psychological, social, and technological factors:

- Consumers actively engage with brand content that aligns with their interests and values.
- Peer reviews, influencer opinions, and online communities significantly affect purchase decisions.
- Emotional connections with brands enhance loyalty and repeat purchases.
- Authentic and transparent communication increases consumer trust.
- Integrated shopping features shorten the purchase journey and facilitate instant buying.
- Consumers frequently use multiple platforms to gather information and compare products.
- Visual and interactive content is preferred over text-heavy promotions.
- While personalization is appreciated, concerns regarding data privacy and security are increasing.

Social Media and Brand Loyalty

Brand loyalty is essential for sustainable business growth, and social media plays a critical role in nurturing it:

- Consistent brand messaging strengthens brand identity and recall.
- Prompt customer support enhances satisfaction and trust.
- Online communities foster emotional attachment and long-term relationships.
- Exclusive content, rewards, and loyalty programs encourage repeat purchases.
- Influencer and peer recommendations enhance brand credibility.
- User-generated content reinforces authenticity and brand advocacy.
- Social listening helps brands adapt strategies based on consumer feedback.

Overcoming Social Media Challenges in Influencing Consumers

Despite its benefits, social media presents several challenges. Brands can address these challenges through the following strategies:

- Maintaining transparency in communication and business practices
- Collaborating with credible influencers and using genuine testimonials
- Diversifying content to include educational, entertaining, and interactive elements
- Personalizing customer interactions to strengthen engagement
- Leveraging data analytics to evaluate campaign effectiveness
- Monitoring online reputation and managing negative feedback proactively
- Adapting content strategies to changing platform algorithms
- Prioritizing consumer privacy and ethical data usage
- Building online brand communities for sustained engagement
- Using AI and automation responsibly to enhance customer experience

Conclusion

Social media has fundamentally transformed consumer behaviour and purchasing decision-making processes. By enabling direct interaction, personalized communication, and peer influence, social media platforms have become indispensable tools for modern marketing. Businesses that strategically utilize social media can enhance brand awareness, build trust, and foster long-term customer loyalty.

However, to achieve sustainable success, brands must remain adaptable, authentic, and ethical in their digital practices. Addressing challenges such as misinformation, privacy concerns, and negative feedback is essential for maintaining consumer confidence in an evolving digital landscape.

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Investigating the Awareness and Intention to Purchase Eco – Friendly Products among NCC Cadets in Tamil Nadu

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Abstract

In today's fast-growing world, ecological imbalance has become a global issue, due to climate change, deforestation, depletion of natural resources and plastic pollution. It indicates the importance of responsible consumption and environmental sustainability. Disciplined and motivated youth like the NCC cadets have strong potential to spread awareness about responsible consumption and influence others to use eco-friendly products. This article investigates the level of awareness and level of purchase intention towards eco-friendly products among NCC Cadets in Tamil Nadu. This is quantitative research that follows descriptive design with a sample size of 70, incorporating cadets from the Air Force, Army and Navy. Results reveal that there is a difference in awareness level between male and female cadets. There is no difference in cadets wing (Air Force, Army and Navy) with their level of awareness and level of purchase intention towards eco-friendly products. However, there is a strong positive relationship between the level of awareness and the level of purchase intention among the NCC cadets ($p=0.687^{***}$). This study is a novel attempt to understand the behaviors among NCC cadets

Keywords: Awareness, Purchase intention, eco-friendly, NCC cadets

Introduction

National Cadet Corps

The National Cadet Corps (NCC) is one of the world's largest uniformed youth organizations, playing a vital role in shaping disciplined, responsible, and socially conscious citizens. With its motto "Unity and Discipline," the NCC aims to develop leadership qualities, character, and a strong sense of national service among young individuals.

NCC strongly promotes environmental awareness and sustainable living. NCC cadets actively take part in programs like Puneet Sagar Abhiyan for plastic free water bodies, Swachh Bharat Abhiyan for improving sanitation and hygiene across rural and urban India, Ek Ped Maa Ke Naam, which encourages citizens to plant trees as a symbol of love and respect for mother earth, climate change rallies and environmental awareness programs.

Green Marketing

Green marketing refers to promoting products and services which are environmentally safe and focus on sustainability from production to packaging.

Eco-friendly products are those that are made using natural or recycled materials, they promotes sustainability throughout their life cycle. Eco-friendly products can be decomposed with minimal negative impact on the environment. Such eco-friendly products are cloth or jute bags, steel water bottles, reusable cutlery, naturally made personal care products, shoes made from recycled plastic, and such related products.

Characteristics of Eco friendly-product:

- Eco-friendly products use natural materials derived directly from nature
- It is very simple to decompose eco-friendly products.
- Since there are no harmful chemicals or toxins used, these products do not harm the environment.
- Eco-friendly products can easily be recycled
- It strongly gives an eco-friendly green message
- They result in minimal wastage

Environmental certification

When a product or service meets an environmental standard set by the authorized body, it is recognized as a green product and it will help consumers in identifying the real sustainable products in the market. The certification is only granted after the complete testing of the product. Such certificates are Eco Label (EU Eco label), Energy Star, Global Organic Textile, Standard (GOTS), Ecomark (India), Bureau of Energy Efficiency (BEE), Star Rating, India Organic Certification, GreenPro Certification (CII), AGMARK (for organic agricultural products), FSSAI Organic Logo (Jaivik Bharat)

Background

With growing degradation of natural resources and climate change, the need for sustainable goods has been rapidly increasing. In this situation eco friendly products and Green marketing appears as potential solution for such global issue. When the young citizens develops awareness about eco friendly goods and Green marketing, it becomes easier as a society to replace all plastic based products with green products, Various empirical studies have shown evidences that the awareness is found high among consumers, which as also had a positive impact on purchase of sustainable products (Aashish, 2024). Social media (Reddy et.al., 2025) and advertisements (Reddy et.al., 2025) can motivate awareness of sustainability. However, though awareness is found to be high, there has been a concern in the purchase of eco-friendly products due to higher costs (Priya, et.al., 2025; Pushpalatha B, 2025), limited availability (Priya, et.al., 2025; Pushpalatha B, 2025), trust (Pushpalatha B, 2025) and misconceptions with green products. But if consumers perceive the environmental concern and the functional qualities of the products (Suman, 2022) then it influences the purchase of ecofriendly products. There are evidences that also show that green trust can increase the purchase intention of green products (Cam, 2023). Thus, a study is conducted among NCC cadets with an aim to

1. To understand the level of awareness and level of purchase intention towards eco-friendly products among NCC cadets
2. To measure the relationship between the level of awareness and level of purchase intention towards eco-friendly products with their sociodemographic profile (gender, wing and graduating course) among NCC cadets.
3. To measure the relationship between the level of awareness and level of purchase intention towards eco-friendly products among NCC cadets.

Research Methods

The study follows descriptive research design with no control over variables. The study uses the survey method. A sample of 70 NCC cadets from Tamil Nadu state was identified based on a convenient sampling technique.

Table No.1
Distribution of Sample

Particulars		Number of NCC Cadets	Percentage (in %)
Wing	Air force	33	47

	Army	25	36
	Navy	12	17
Gender	Female	35	50
	Male	35	50
Course	Arts and Science	49	70
	Professional	21	30

Based on existing literature, a scale was developed with 7 items each to measure the level of awareness and level of purchase intention towards ecofriendly product among the cadets. Google Form was programmed for the purpose of collecting data from cadets. It was ensured that cadets were informed about the study, and their willingness was obtained. Descriptive statistics include mean, standard deviation, skewness, kurtosis, and Cronbach's α . Inferential statistics include t-test, one-way ANOVA and correlation. JAMOV- Stats open-source software 2.6.2 was used to analyse data.

Hypotheses

	Hypothesis	Testing Tool
Ho ₁	There is no difference in the level of awareness and level of purchase intention towards eco-friendly products among male and female NCC cadets	t-test
Ho ₂	There is no difference in the level of awareness and level of purchase intention towards eco-friendly products among NCC cadets graduating in the professional course and arts& science course.	t-test
Ho ₃	There is no difference in the level of awareness and level of purchase intention towards eco-friendly products among NCC cadets from Air Force wing, Army wing and Navy wing	One-way ANOVA
Ho ₄	There is no relationship between the level of awareness and the level of purchase intention towards eco-friendly products among NCC cadets	Correlation

Results and Discussion

Table No. 2
Descriptive Analysis of Study Variable

	NCC Cadets Awareness about Eco-friendly Products	NCC Cadets Intention to Purchase Eco-friendly product
N	70	70
Mean	23.2	24.1
Standard deviation	3.16	3.57
Skewness	0.0118	-0.866
Kurtosis	-0.361	1.09
Cronbach's α	0.823	0.909

Table No.2 shows the descriptive analysis of study variables. Skewness and kurtosis are within the permissible limit of ± 2 , this data is normally distributed. Reliability test based on Cronbach's α is above 0.75, thus the scale is reliable. Based on mean and standard deviation it is observed that 21% of NCC cadets have high level of awareness towards eco-friendly products as they are familiar with eco-friendly alternatives for daily use products, environmental impact of use of plastics and they understand the benefits of using sustainable products whereas 7% of NCC cadets have low level of awareness towards Green Mission supported by NCC like Puneet Sagar Abhiyan for plastic-free water bodies probably they would have recently joined as NCC Cadets.

Study also reveals that 17% of NCC cadets have a high level of purchase intention with eco-friendly products as want to support 'Go Green', they are found likely to consider fellow recommendations on ecofriendly products and also provide ecofriendly alternatives to their peers whereas 7% have low intentions to purchase ecofriendly products as they resist paying extra price for products in spite of being healthier and good in quality.

H_{01} : There is no difference in the level of awareness and level of purchase intention towards eco-friendly products among male and female NCC cadets

Table No 3

t testing showing the difference in level of awareness and level of purchase intention towards eco-friendly products among Male and Female NCC Cadets

Particulars	Gender	N	Mean	SD	t value	p value
NCC Cadets Awareness about Eco-friendly Products	Female	35	24	2.88	2.22	0.03
	Male	35	22.4	3.25		
NCC Cadets Intention to Purchase Eco-friendly product	Female	35	24.7	2.86	1.59 ^a	0.116
	Male	35	23.4	4.09		

Table No.3 shows an independent sample t-test conducted between NCC cadets' level of awareness and level of purchase intention towards eco-friendly products and their gender (male and female). Study reveals that there is a difference in level of awareness between male and female NCC cadets, with a p-value =0.03. However, as the mean value is higher for female cadets, they are found to have a higher awareness level compared to male cadets. There is no difference in the purchase intention of eco-friendly products between male and female cadets. There is a possibility that female cadets are more health-conscious, hygiene and environmentally conscious, so they are motivated to be aware of non-toxic products and moreover they are found involved in daily use decisions, increasing their familiarity with reusable products, organic goods, and plastic-free options

Ho₂: There is no difference in the level of awareness and level of purchase intention towards eco-friendly products among NCC cadets graduating in the professional course and arts& science course.

Table No 4

t testing showing the difference in level of awareness and level of purchase intention towards eco-friendly products among NCC cadets graduating in the professional course and the arts & science course

	Courses	N	Mean	SD	t-value	p value
	Arts and Science	49	23.3	3.23	0.402	0.689

NCC Cadets Awareness about Eco-friendly Products	Professional	21	23	3.06		
NCC Cadets Intention to Purchase Eco-friendly product	Arts and Science	49	24	3.72	-0.4	0.691
	Professional	21	24.3	3.25		

Table No.4 shows an independent sample t-test conducted between NCC cadets' level of awareness and level of purchase intention towards eco-friendly products and the course of graduation (Professional courses and Arts & Science courses). Study reveals that regardless of course they study there is no difference in level of awareness and level of purchase intention towards eco-friendly products among NCC cadets. A possible explanation for this finding is that NCC training provides a uniform syllabus, collective responsibility and collective discipline, participation in national campaign activities and imparting discipline is found to be uniform among NCC cadets.

Ho₃: There is no difference in the level of awareness and level of purchase intention towards eco-friendly products among NCC cadets from Air Force wing, Army wing and Navy wing

Table No 5

One- Way ANOVA showing the difference in level of awareness and level of purchase intention towards eco-friendly products among Air Force wing, Army wing and Navy wing

NCC Cadets

Particulars	Wing	N	Mean	SD	F value	p value
NCC Cadets Awareness about Eco-friendly Products	Air force	33	23.6	2.86	0.542	0.588
	Army	25	22.9	3.11		
	Navy	12	22.7	4.08		
NCC Cadets Intention to Purchase Eco-friendly product	Air force	33	24.2	3.09	0.998	0.382
	Army	25	24.7	3.05		
	Navy	12	22.4	5.28		

Table No.5 shows the One way ANOVA test conducted between NCC cadets' level of awareness and level of purchase intention towards eco-friendly products and the cadets' wings (air force, army and navy) . Study reveals that there is no difference in the awareness level and purchase intention towards eco-friendly products among Air Force wing cadets, Army wing cadets and Navy wing cadets, as their p-value is greater than 0.05.

Possible explanation to this finding is that NCC follows a common training syllabus and value framework for all wings, resulting in similar exposure to eco-friendly concepts among all cadets. Cadets from all three wings actively participate in shared national and NCC-led initiatives such as Swachh Bharat Abhiyan, Puneet Sagar Abhiyan, cleanliness drives, and tree plantation programs. These collective activities create a uniform level of environmental awareness.

Ho4: There is no relationship between the level of awareness and the level of purchase intention towards eco-friendly products among NCC cadets

Table No 6

Correlation matrix showing the relationship between level of awareness and level of purchase intention towards Eco-friendly products among NCC Cadets

	NCC Cadets Awareness about Eco-friendly Products	NCC Cadets Intention to Purchase Eco-friendly product
NCC Cadets Awareness about Eco-friendly Products	—	
NCC Cadets Intention to Purchase Eco-friendly product	0.687***	—

Note. * $p < .05$, ** $p < .01$, *** $p < .001$

Table no. 6 shows the correlation matrix between the level of awareness and the level of purchase intention towards eco-friendly products among NCC cadets. Study reveals that there is a strong positive correlation ((Aashish, 2024) between the level of awareness and level of purchase intention with p value=0.687 at 0.001 significant level. Possible explanation to this finding is that NCC cadets are exposed to seminars, workshop and awareness drives on regular basis which can instill stronger purchase intentions.

Suggestions

1. Orientation
 - a. Male cadets can be oriented on the durability, performance, and cost savings value associated with eco-friendly products that can increase their awareness level
 - b. NCC cadets can be oriented on eco-friendly products, connecting to patriotism and protection of nations' resources, which can directly contribute to the purchase of products
2. Peer-led initiatives like awareness sessions, "no plastic week", group discussions and debates related to the usage of environmentally friendly products can be organized to encourage the purchase of eco-friendly products.
3. On World Environmental Day, along with planting trees, plastic exchange initiatives can be taken where all the plastic products are being replaced by eco friendly goods.

Conclusion

The study shows the level of awareness about green marketing and the purchase intention towards eco-friendly products of NCC cadet in Tamil nadu. The study indicates the positive impact of holistic training of the cadets and the benefits of environmental awareness initiatives taken by NCC. The female cadets demonstrate slightly higher awareness towards Green marketing and eco-friendly products, while no difference was seen in purchase intention across both the gender, Despite this, the level of purchase intention still remains moderate due to price difference, Limited availability of resources and budget constraints which shows the gap between environmental understanding and actual customer behaviour. The study highlights the need for accessible and affordable eco-friendly products which helps in bridging the gap between environmental understanding and actual consumer behaviour. As the future leader and youth of the country NCC cadets have a strong potential to play a vital role in promoting sustainable consumption and supporting the eco-friendly products market.

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Determinants of Green Consumption Behavior in Rajasthan: An Extended Theory of Planned Behavior Approach

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Abstract

Environmental sustainability has emerged as a critical concern in Rajasthan due to persistent challenges such as water scarcity, desertification, rising urban pollution, and unsustainable consumption patterns. In this context, promoting green consumption behavior among consumers has become essential for balancing economic development with environmental protection. This study investigates the factors influencing green consumption behavior among consumers in Rajasthan by extending the Theory of Planned Behavior (TPB). The traditional TPB framework is expanded by incorporating information intervention variables—namely green advertising, eco-labels, and product availability—along with social trust in farmers, manufacturers, and certification agencies. Primary data were collected through a structured questionnaire administered to consumers across urban and semi-urban regions of Rajasthan. The study employs Structural Equation Modelling (SEM) to examine the relationships between attitudes, subjective norms, perceived behavioral control, green consumption intention, and actual green consumption behavior. The findings indicate that consumers' attitudes toward green products and perceived behavioural control significantly influence green consumption intention. Furthermore, green consumption intention, availability of green products, and social trust are found to be strong predictors of actual green consumption behavior. In contrast, green advertising and eco-labels show limited direct influence, reflecting consumer skepticism and low awareness. The study offers valuable insights for policymakers, marketers, and certification bodies seeking to strengthen sustainable consumption practices in Rajasthan.

Keywords: Green consumption behavior; Theory of Planned Behavior; Sustainability; Social trust; Information intervention; Rajasthan

1. Introduction

Environmental sustainability has become a central concern worldwide due to escalating environmental degradation, climate change, and unsustainable consumption patterns. Environmental problems such as pollution, resource depletion, and waste production have emerged as a result of compound: rapid industrial growth, urban sprawl and decline in value systems during the last several decades (Bamberg, 2003; Joshi & Rahman, 2015). The Indian state of Rajasthan, located in arid and semi-arid parts of India, is experiencing these problems with a higher degree of effect than many other parts of India. The nature of the environmental challenges faced by Rajasthan is related to the environmental conditions specific to the region, including the harshness of the climate and the lack of water resources, the fragility of the environment, and the rapid urbanization of the region. Though many different environmental issues have been created because of rapid urbanization in Rajasthan, the three areas of greatest concern are groundwater depletion, air pollution in urban areas, and solid waste accumulation; therefore, encouraging sustainable consumer behavior is essential for maintaining a viable environment over the long-term in both Rajasthan and India as a whole. (Sarkar, 2012).

Consumer behavior in green consumption means that they prefer products and services that are environmentally friendly at every stage of their life cycle (the production, usage and disposal stages), as defined by Chan (2001) and Chen and Chang (2012). Historically, communities in the state of Rajasthan traditionally utilized a variety of methods to conserve resources by first avoiding consumption, then reducing consumption to the minimum, followed by the reuse of material and utilizing products from nature. Presently, the market for consumer goods has increased its size and is producing an abundance of mass-produced products, which has caused changes in consumption patterns, resulting in increased pressure on the environment and a disconnection between the awareness of the environment and purchasing behaviour in practice (Kalafatis et al., 1999).

The Government of India has implemented several initiatives to encourage people to lead more sustainable lifestyles and practice responsible consumption (Swachh Bharat Abhiyan, Mission LiFE (Lifestyle for Environment), and National Action Plan on Climate Change). The initiatives focus on providing consumers with awareness, in order to assist them in making environmentally conscious decisions and to encourage them to purchase eco-friendly products (Government of India, 2023). Rajasthan has also implemented initiatives at the state

level, based around renewable energy, water conservation, and organic farming, to support such initiatives at the national level. Although such initiatives have been implemented, the level of market penetration of green products is still low, indicating that the use of policy interventions alone will not be enough to help change consumer behavior (Singh & Pandey, 2018). It has led to many studies examining the possible reasons for the behaviors of consumers who engage in green consumption. Ajzen (1991) introduced a theory called the Theory of Planned Behavior (TPB), which has become widely used to investigate the behaviors of consumers in relation to green consumption by studying the effects of attitudes towards green consumption, the influence of social norms and the level of resources available to a consumer to engage in green consumption. TPB has been established by numerous researchers to successfully describe the behaviors of consumers concerning environmental responsibility in various countries and economic systems (Armitage & Conner, 2001, Paul et al, 2016).

There has been much work done to demonstrate that the decisions of consumers to purchase green products are subject to factors other than psychological influences, including societal contexts and the availability of product information, accessible markets and the trust that consumers place in producers and their product certifiers (Thøgersen et al., 2000; Kumar & Ghodeswar, 2015). In developing economies like India, consumers often have doubts about advertisements claiming to be eco-friendly and about eco-labels because of inconsistent standards and misleading claims, which can adversely impact their purchases of green products (Sharma & Kushwaha, 2019).

According to recent studies (Oliva et al. 2024; Vironika & Maulida 2025), it is necessary to extend the Theory of Planned Behavior (TPB) Model with additional variables to more accurately reflect the complexities of consumers' green consumption behaviors. Some of these variables include: trust in producers, manufacturers, and third-party certifiers. Trust is one of the greatest determinants of the behavior of consumers purchasing green products in areas where informal markets and personal connections predominate.

In addition to these findings, research has shown that the TPB model must be further defined through the addition of variables such as information interventions and social trust, in order to fully capture the complexities of green consumption behavior (Oliva et al. 2024; Vironika & Maulida 2025). The profiles of consumers in Rajasthan are shaped by their cultural

values, income levels, and environmental realities, which differ significantly from other Indian states. Thus, knowledge of consumer behavior regarding green consumption differs across regions. Addressing this research gap, the present study examines the determinants of green consumption behavior among consumers in Rajasthan by extending the Theory of Planned Behavior to include information intervention and social trust. The study aims to contribute to existing literature while offering practical insights for policymakers and marketers seeking to promote sustainable consumption in region-specific contexts.

2. Literature review

Green consumption behavior has become a central focus of research in recent years as consumers, academics, and policymakers seek to understand and influence environmentally responsible choices. The foundational **Theory of Planned Behavior (TPB)** continues to serve as a dominant framework for explaining green purchase intentions and behavior due to its ability to integrate attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991, 2002). Research has increasingly emphasized the importance of contextual and psychological factors in understanding green consumption beyond the traditional TPB constructs. Datta Sriramaneni et al. (2025) examined green purchase intention in India and reported that *environmental beliefs and perceived behavioral control* are critical predictors of intention toward eco-friendly fast-moving consumer goods, reinforcing the relevance of TPB in regional consumer research (Datta Sriramaneni et al., 2025). Lu (2025) examined green consumption behavior and reported that *attitudes, perceived effectiveness, and risk perceptions related to COVID-19* shaped purchasing decisions, showing how external shocks interact with environmental motivations (Lu, 2025). Sebastian and Joshy (2024) investigated consumer behavior toward eco-friendly products in Kerala and observed that *environmental awareness and demographic factors* influence green purchase decisions, which suggests that socio-demographic profiles should be considered when interpreting green consumption patterns in regional studies (Sebastian & Joshy, 2024). In the post-epidemic context, Research exploring integrated models has also gained traction. Oliva et al. (2024) developed an integrated model of green buying behavior, revealing complex relationships between environmental awareness, positive attitudes, and perceptions of greenwashing, further validating the need to extend TPB with additional psychological and contextual factors (Oliva et al., 2024). Sanghvi et al. (2025) used TPB combined with traditional decision-making models to understand youth green buying behavior, identifying *pro-environmental concern and awareness* as key determinants in

sustainable consumption shifts, particularly among younger urban consumers (Sanghvi et al., 2025). Beyond intention, trust and marketing approaches have garnered scholarly attention. **Vironika and Maulida (2025)** demonstrated that *trust and marketing communication* significantly affect green purchase behavior in Indonesia, suggesting cross-market similarities in how informational and trust dimensions influence behavior (Vironika & Maulida, 2025). Likewise, research assessing the impact of green marketing strategies in the Indian context emphasizes the *credibility gap caused by inconsistent green claims*, highlighting the need for transparent information to strengthen consumer trust (Himani & Kant, 2025). Recent studies highlight the evolving dynamics of green consumer behaviour in both developed and emerging markets. Gulzar et al. (2024) found that *sustainability consciousness and environmental attitudes* significantly influenced green purchasing intentions in tourism destinations, underscoring the importance of psychological antecedents in shaping consumer choices in service contexts (Gulzar et al., 2024). Collectively, these recent studies confirm the ongoing relevance of TPB while also showcasing the importance of integrating additional variables—such as environmental beliefs, trust, marketing stimuli, and contextual influences—to deepen the understanding of green consumption behavior. They also reflect a broadening of research contexts from traditional Western settings to emerging markets like India and Indonesia, making the current study's focus on Rajasthan particularly timely and meaningful. Richa et al. (2022) analyses online consumer behavior and elements connected with online consumer behavior to discover new aspects of research in this domain as a result of this brand-new trend. Although many elements influence customer behavior, it is essential to comprehend the moderation factor that affects online buying behavior of Rajasthan users. In a cross-cultural study, Nguyen et al. (2017) examined green purchase behaviour among consumers in emerging markets. They found that cultural values and social norms significantly affect green consumption patterns, noting that in collectivist cultures, social expectations and norms carry more weight in shaping intentions compared to individualistic contexts. Their work expanded TPB by demonstrating that subjective norms can be more influential in certain cultural environments. Paul et al. (2016) found that Indian consumers who hold positive attitudes toward sustainable products demonstrate higher purchase intentions, particularly when they perceive environmental benefits alongside personal value. This research highlighted that attitudes formed by environmental concern, health considerations, and future well-being are key determinants of green purchase intention. Joshi et al. (2015) explored the influence of environmental knowledge and eco-friendly product awareness on purchase behaviour. They

discovered that greater environmental knowledge leads to stronger behavioural intentions, suggesting that information dissemination is a necessary component for encouraging sustainable consumption. This finding has important implications for policymakers and marketers striving to build consumer awareness. Chen and Chang (2012) provided early evidence that green perceived value and green trust significantly shape consumers' purchase intentions.

3. Research Methodology

3.1 Research Design

The present study adopts a descriptive and explanatory research design using a quantitative approach. This design is considered appropriate as the study aims to explain the causal relationships between psychological factors, intention, and actual green consumption behaviour among consumers in Rajasthan.

3.2 Population and Sampling

The target population consists of consumers residing in urban and semi-urban areas of Rajasthan, including cities such as Jaipur, Jodhpur, Udaipur, Kota, and Ajmer. A non-probability convenience sampling technique was employed due to ease of access and time constraints. Respondents were selected based on their familiarity with consumer goods and basic awareness of environmentally friendly products.

- Sample size: 350 respondents
- Valid responses used for analysis: 320 (after data screening)

The sample size was considered adequate for Structural Equation Modelling (SEM) analysis.

3.3. Data Collection Method

Primary data were collected using a **structured questionnaire** administered both online and offline. The questionnaire consisted of two sections:

1. **Demographic Profile:** Age, gender, education, occupation, and monthly income (INR).
2. **Measurement Scales:** Items measuring:
 - Green Consumption Attitude
 - Subjective Norms
 - Perceived Behavioural Control

- Green Consumption Intention
- Green Consumption Behaviour
- Information Intervention variables (green advertising, eco-labels, availability)

All items were measured using a **five-point Likert scale**, ranging from 1 = *Strongly Disagree* to 5 = *Strongly Agree*.

3.4 Tools and Techniques Used

- Descriptive statistics
- Reliability analysis (Cronbach's Alpha)
- Correlation analysis
- Structural Equation Modelling (SEM) using AMOS/SPSS

3.5. Research Objectives

1. To examine the influence of attitude, subjective norms, and perceived behavioral control on green consumption intention in Rajasthan.
2. To analyze the effect of green consumption intention on actual green consumption behavior.
3. To assess the impact of information interventions (green advertising, eco-labels, and product availability) on green consumption behavior.

3.6 . Hypotheses Development

H1: Consumer attitude towards green products has a significant positive effect on green consumption intention in Rajasthan.

H2: Subjective norms have a significant positive effect on green consumption intention.

H3: Perceived behavioral control has a significant positive effect on green consumption intention.

H4: Green consumption intention has a significant positive effect on green consumption behavior.

H5: Green advertising has a significant positive effect on green consumption behavior.

H6: Eco-labels have a significant positive effect on green consumption behavior.

H7: Availability of green products has a significant positive effect on green consumption behavior.

4. Data Analysis and Interpretation

4.1. Reliability Analysis

The reliability of the measurement scales was tested using Cronbach's Alpha. All constructs recorded alpha values above **0.70**, indicating acceptable internal consistency and reliability of the Reliability analysis was conducted to assess the internal consistency of the measurement scales used in the study. **Cronbach's Alpha** was calculated for each construct, and values above **0.70** were considered acceptable, in line with established research standards.

Construct	No. of Items	Cronbach's Alpha
Attitude toward Green Products	5	0.83
Subjective Norms	4	0.78
Perceived Behavioural Control	4	0.81
Green Consumption Intention	4	0.86
Green Consumption Behaviour	5	0.84
Green Advertising	3	0.72
Eco-labels	3	0.70
Product Availability	3	0.79

All constructs exceeded the minimum threshold, confirming that the items were reliable and suitable for hypothesis testing and SEM analysis.

4.2. Structural Equation Modelling (SEM) using AMOS/SPSS

Structural Equation Modelling (SEM) was employed to test the **hypothesized relationships simultaneously** and to assess the overall model fit. SEM was selected due to its ability to analyze complex relationships between latent variables while accounting for measurement errors.

Model Fit Indices The goodness-of-fit indices demonstrated an acceptable model fit:

Fit Index	Obtained Value	Recommended Value
Chi-square/df	2.41	< 3.00
GFI	0.91	> 0.90
AGFI	0.88	> 0.80
CFI	0.94	> 0.90
TLI	0.93	> 0.90
RMSEA	0.056	< 0.08

These values indicate that the proposed model adequately represents the observed data.

4.3. Path Analysis Results

The standardized regression weights revealed that:

- **Attitude → Intention ($\beta = 0.46$, $p < 0.001$)**
- **Perceived Behavioural Control → Intention ($\beta = 0.39$, $p < 0.001$)**
- **Subjective Norms → Intention ($\beta = 0.08$, $p > 0.05$) (Not significant)**
- **Intention → Behaviour ($\beta = 0.51$, $p < 0.001$)**
- **Product Availability → Behaviour ($\beta = 0.29$, $p < 0.01$)**
- **Green Advertising → Behaviour ($\beta = 0.06$, $p > 0.05$) (Not significant)**
- **Eco-labels → Behaviour ($\beta = 0.07$, $p > 0.05$) (Not significant)**

The SEM results confirmed that **attitude, perceived behavioural control, intention, and product availability** are significant predictors of green consumption behaviour in Rajasthan.

4.4. Structural Equation Modelling Results

Objective 1: Determinants of Green Consumption Intention

The SEM results reveal that:

- Consumer attitude has a strong and significant positive influence on green consumption intention. This indicates that Rajasthan consumers who believe green products are beneficial for health and the environment are more likely to intend to purchase them.
- Perceived behavioral control also shows a significant positive effect on green consumption intention. This suggests that consumers are more willing to adopt green consumption when they feel confident about identifying, affording, and accessing green products.
- Subjective norms, however, do not show a statistically significant influence. This reflects that green consumption decisions in Rajasthan are largely personal rather than socially driven.

Objective 2: Intention and Green Consumption Behavior

Green consumption intention is found to have a strong and significant positive impact on actual green consumption behavior.

This confirms that intention serves as a crucial psychological link between awareness and real purchasing actions.

Objective 3: Information Intervention and Behavior

- Green advertising does not show a significant impact on actual green consumption behaviour.
This may be due to consumer skepticism toward exaggerated environmental claims.
- Eco-labels also fail to significantly influence behavior, suggesting low awareness and limited understanding of certification symbols among consumers.
- Availability of green products shows a significant positive influence on green consumption behavior.
- Consumers are more likely to purchase green products when they are easily accessible in nearby stores or online platforms.

5. Findings of the Study

1. Consumer attitude and perceived behavioural control significantly influence green consumption intention.
2. Subjective norms do not significantly affect green consumption intention, indicating independent decision-making.
3. Green consumption intention strongly predicts actual green consumption behavior.
4. Green advertising and eco-labels have limited influence on consumer behavior in Rajasthan.
5. Product availability plays a crucial role in encouraging green consumption.
6. Consumers prioritize practicality and trust over promotional messages.

6. Conclusion

The study concludes that green consumption behavior in Rajasthan is primarily driven by personal attitudes, perceived ease of adoption, and product availability, rather than social pressure or promotional communication. While consumers demonstrate awareness and concern

for environmental issues, their purchasing decisions depend largely on confidence, convenience, and accessibility.

The limited influence of green advertising and eco-labels highlights the need for improved consumer education and stricter monitoring to prevent misleading claims. Strengthening availability through local markets and enhancing consumer understanding can significantly promote sustainable consumption.

Overall, the study provides valuable insights into region-specific consumer behavior and offers a practical framework for policymakers, marketers, and sustainability advocates seeking to promote green consumption in Rajasthan.

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Sustainability As a Source of Competitive Advantage: An Empirical Analysis of Business Performance

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Abstract

Sustainability has emerged as a key strategic tool for businesses seeking long-term growth and competitive advantage. Organizations in the present era are actively including environmental and social and economic sustainability practices into their operations to enhance overall business performance. This study examines sustainability as a source of competitive advantage and analyzes its impact on business performance from the perspective of college students who represent future managers and entrepreneurs. The research aims to understand awareness, perception, and the influence of sustainable business practices on efficiency, cost reduction, and brand value. The collection of primary data was carried out through a structured questionnaire administered to 70 college students. Simple percentage analysis was employed to analyze the data. The findings reveal that most respondents believe sustainability improves organizational reputation, operational efficiency, and long-term profitability. The findings indicate that sustainability plays a significant role in strengthening competitive advantage and enhancing business performance.

Keywords: Sustainability, Competitive Advantage, Business Performance, Green Practices, Corporate Responsibility

Introduction

Sustainability has become an essential concept in today's competitive business environment. It refers to business practices that meet existing needs without reducing the ability of future generations to meet their own needs. Sustainable practices focus on environmental protection, social responsibility, and economic growth. Organizations that adopt sustainability strategies are better positioned to gain competitive advantage and improve long-term performance.

In recent years, businesses have realized that sustainability is not just a social obligation but a strategic asset. Approaches including energy efficiency initiatives and waste reduction, ethical sourcing, and eco-friendly products help firms reduce costs, build a positive brand image, and gain customer interest. For college students and future business leaders, understanding sustainability-driven strategies is crucial to building successful and responsible organizations.

Review of Literature

Numerous studies emphasize the increasing importance of sustainability in business performance.

- Porter and Kramer (2011) emphasized that sustainable practices create shared value and strengthen competitive advantage.
- Sharma (2020) found that firms adopting environmental sustainability experience improved operational efficiency and cost savings.
- Gupta (2022) stated that sustainability enhances brand reputation and customer loyalty, leading to improved financial performance. The literature clearly indicates that sustainability is closely linked with innovation, efficiency, and long-term business success.

Statement of the Problem

Despite the increasing emphasis on sustainability, many organizations still consider it as an additional cost rather than a strategic investment. There is limited awareness among young individuals regarding how sustainability can act as a source of competitive advantage and positively impact business performance. This study attempts to analyze students' perceptions of sustainability and its role in improving organizational competitiveness and performance.

Objectives of the Study

- To study the concept of sustainability in business organizations.
- To analyze sustainability as a source of competitive advantage.
- To examine the impact of sustainable practices on business performance.
- To understand students awareness and perception of sustainability in business.

Methodology

This research relies on primary data that were collected from 70 college students using a structured questionnaire. Convenience sampling was adopted for data collection. The

questionnaire was composed of questions pertaining to sustainability awareness, competitive advantage, and business performance. The collected data was analyzed using simple percentage analysis and presented in tabular form. Secondary data were obtained from journals, books, and websites to support the study.

Demographic Profile of Respondents

Table:1
Demographic Profile

S. No	Variable		Number of Respondents	Percentage (%)
1	Gender	Male	28	40%
		Female	42	60%
		TOTAL	70	100
2	Age group	Below 20	45	64%
		20-22	25	36%
		TOTAL	70	100
3	Course	Commerce	39	56%
		Science	17	24%
		Arts	14	20%
		TOTAL	70	100%

Source: primary data

Interpretation: The table shows that the majority of respondents are female students (60%) and belong to the age group of below 20 years. Most respondents are from a commerce background, indicating higher interest in sustainability and business performance issues.

Table 2
Factors showing sustainability as competitive advantage

S. No	Factors	No. of Respondents	Percentage
1	Sustainability improves brand image	61	87%
2	Sustainability reduces operational costs	55	79%

3	Sustainability improves long term profitability	58	83%
4	Sustainability increases customer trust	63	90%
5	Sustainability supports innovation	60	86%

Interpretation: The table reveals that 90% of respondents believe sustainability increases customer trust, while 87% agree that it improves brand image. This shows that sustainability is perceived as a strong contributor to competitive advantage and improved business performance.

Suggestions

From the findings of the research, the following suggestions are offered:

- Business organizations should embed sustainability into their core strategies instead of viewing it as an extra expense, ensuring alignment with long-term objectives to gain competitive advantage.
- Companies should adopt eco-friendly practices such as energy efficiency, waste reduction, recycling, and ethical sourcing, as these practices help reduce operational costs and improve brand image.
- Educational institutions should promote sustainability awareness through seminars, workshops, guest lectures, and curriculum integration so that students, as future managers and entrepreneurs, understand the strategic importance of sustainability.
- Organizations should invest in sustainable innovation, as sustainability-driven innovation can enhance efficiency, improve product quality, and create new market opportunities.
- Awareness programs and training sessions should be conducted for employees and stakeholders to encourage responsible business behavior and strengthen corporate social responsibility.

Conclusion

The study concludes that sustainability is not only a social responsibility but also a powerful strategic tool for achieving competitive advantage and improving business performance. The findings demonstrate that a majority of college students strongly believe that sustainable business practices enhance brand image, increase customer trust, reduce operational costs, and improve long-term profitability. This indicates a positive perception about the awareness of sustainability among future business leaders.

The study highlights that sustainability plays a significant role in strengthening organizational competitiveness and ensuring long-term success. By implementing sustainable practices, organizations can promote economic growth while meeting their environmental and social obligations. Therefore, organizations and educational institutions must work together to promote sustainability-oriented thinking, ensuring the development of responsible, competitive, and future-ready businesses.

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The Impact of Influencer Marketing on Youth Purchasing Decisions

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Abstract

Influencer marketing has emerged as a powerful digital marketing strategy that significantly shapes youth purchasing decisions in the contemporary social media-driven marketplace. This study examines the impact of influencer marketing on youth purchasing behavior, with particular emphasis on the roles played by influencers in building brand awareness, trust, engagement, and purchase motivation. The research is empirical in nature and is based on primary data collected from 200 respondents using a structured questionnaire, adopting convenience sampling. Statistical tools such as percentage analysis, factor analysis, chi-square test, and weighted average method were employed for data analysis. Factor analysis identified four key factors influencing youth purchasing decisions: Brand Influence & Trend Creation, Trust & Purchase Motivation, Social Engagement & Interaction, and Promotional Influence. Among these, brand influence and trust emerged as the most dominant determinants. The chi-square analysis revealed a significant association between gender and the influence of influencer marketing on purchasing decisions. The weighted average analysis highlighted major challenges such as lack of authenticity, misleading product information, and excessive paid promotions. The study concludes that influencer marketing plays a significant role in shaping youth purchasing behavior, while emphasizing the need for ethical practices, transparency, and authenticity to ensure responsible and sustainable marketing outcomes.

Keywords: Influencer Marketing, Youth Consumers, Purchasing Decisions, Social Media Influencers

I Introduction

Influencer marketing is creating a significant transformation in the modern business and consumer landscape. Brands are reshaping how they connect with audiences, build trust, and influence purchasing behaviours through the rise of social media personalities and content creators. Influencer marketing, which involves leveraging individuals with strong online presence and credibility, has emerged as a powerful tool to impact consumer choices-especially among the youth. In recent years, influencers have become trendsetters, guiding their followers' preferences in fashion, technology, lifestyle, and beyond. By combining authenticity with relatability, influencer-driven campaigns enable businesses to reach young consumers more effectively, ultimately shaping their perceptions and driving purchasing decisions in a highly competitive market.

II Statement of the Problem

The study aimed to examine how influencer marketing affects youth purchasing decisions, with a focus on understanding the factors that shape young consumers' buying behaviour and the extent to which influencers impact their choices. While influencer marketing has the potential to build trust, create brand awareness, and drive engagement through relatable and authentic content, it also raises concerns. The challenge lies in determining whether influencer-driven promotions genuinely reflect consumer needs or simply manipulate youth purchasing behaviour, making it essential to evaluate both the positive and negative consequences of this marketing strategy.

III Review of Literature

Vu Thanh Huong, et.al., (2025)¹ in their study *"The Impact of Influencer Marketing on Generation Z's Purchasing Decision for Beauty Products in Vietnam"*, found that influencer trustworthiness is the most significant factor affecting Gen Z's buying behaviour. Attractiveness, entertainment, and informational value also influence decisions indirectly through brand image and parasocial relationships. The study suggests that beauty brands should partner with authentic, relatable influencers to build trust and increase purchase intent.

Ida Bagus Surya Dharma, et.al., (2024)² in their study *"The Effect of Influencer Marketing on Gen Z Purchasing Intentions in Emerging Economies"*, found that influencer trustworthiness, credibility, expertise, and product relevance strongly influence Gen Z's buying behaviour, while peer reviews have a lesser impact. The study highlights the need for authentic and brand-aligned influencers to build trust and engagement in emerging markets.

Zirva Azmat, et.al., (2024)³ in their study *“Social Media Influencers and the Purchasing Decisions of Youth: With Special Emphasis on Emotional and Rational Aspects”*, found that influencer marketing significantly impacts youth buying behaviour through emotional connections, credibility, and content quality. The study emphasizes that authentic, trustworthy, and emotionally engaging influencers strongly shape consumer decisions.

Dr. Mayur Chaudhary et al. (2023)⁴ in their study *“The Psychological Impact of Influencer Marketing on Self-Destructive Behaviour and Poor Mental Health Outcomes in Teenagers”*, found that influencer marketing can negatively affect adolescent well-being by promoting unrealistic body standards and excessive consumption. These influences contribute to social anxiety, low self-esteem, and mental distress, underscoring the need for regulation and awareness to reduce psychological harm.

Margareta Nadanyiova and Lucia Sujanska (2023)⁵ in their study *“The Impact of Influencer Marketing on the Decision-Making Process of Generation Z”*, found that influencer marketing effectively engages Gen Z by fostering trust, loyalty, and brand relationships, especially on Instagram and TikTok. They emphasized that credibility, engagement, and long-term collaborations matter more than follower count for successful campaigns.

Noémie Gelati and Jade Verplancke (2022)⁶ in their thesis *“The Effect of Influencer Marketing on the Buying Behaviour of Young Consumers”*, found that influencer marketing strongly impacts teenagers and young adults by building parasocial relationships, enhancing product trust, and driving purchase decisions. Both paid and unpaid collaborations were shown to boost authenticity and engagement.

Mustapha Yusuf Ismaila, et.al., (2022)⁷ in their study *“The Impact of Celebrity Endorsement and Digital Marketing on Youth Purchasing Decisions: A Comparative Study of Ikorodu Area”*, found that digital marketing influences youth purchasing decisions more strongly than celebrity endorsements. Online reach and digital campaigns proved more effective than celebrity alignment or attractiveness, highlighting the importance of digital platforms in engaging youth.

Ahmed Farouk Radwan, et.al., (2021)⁸ in their study *“Impact of Social Media Influencer Marketing on Youth Purchase Intentions in UAE”*, found that influencers significantly shape youth buying behaviour through credibility, attractiveness, and

interactivity, which build trust and emotional connections. They also encourage engagement by driving youth to seek product information, visit brand websites, and make informed purchase decisions, particularly in lifestyle categories.

Qin MoShi (2020)⁹ in the study “*The Impact of Influencers on Young People’s Buying Decisions*”, found that influencers strongly affect youth purchasing behaviour by building trust through authentic and relatable content. Young consumers often follow influencers for entertainment, inspiration, and product discovery, with many making purchases based on their recommendations.

Emilia Mäntyharju (2018)¹⁰ in her thesis “*Effects of Influencer Marketing on Finnish Youths Purchasing Behaviour*”, found that influencer marketing positively impacts all stages of the consumer decision-making process, from awareness to post-purchase satisfaction. It enhances brand visibility, builds trust, creates new needs, and streamlines purchasing decisions, especially on platforms like Instagram and Snapchat.

IV Objective

1. To examine the influence of influencer marketing on youth purchasing intentions and decision-making.
2. To analyse the role of influencer marketing in shaping brand awareness, trust, and preference among youth consumers.
3. To explore the challenges and limitations of influencer marketing and their impact on the purchasing behaviour of youth.

V Hypothesis

H0: There is no association between gender and the influence of influencer marketing on youth purchasing intentions and decision-making.

VI Methodology

This study is empirical in nature and is based on a survey conducted with 200 respondents. The sampling technique employed is convenience sampling. Both primary and secondary data have been utilized for the research. Primary data was collected through a well-structured questionnaire, while secondary data was obtained from journals, magazines, websites, and other relevant sources.

VII Limitations of the Study

1. The data collection was restricted to a sample size of 200 respondents.
2. The findings of the study are limited to research conducted within Chennai.

VIII Analysis and Interpretation of Data

The primary data were analyzed using the Statistical Package for Social Sciences (SPSS) and MS Excel. These tools ensured accuracy and enabled systematic and straightforward data analysis. The study employed percentage analysis, Chi-square test, factor analysis, and weighted average analysis to interpret the data effectively.

1.Percentage Analysis

Table 1

Particulars	Majority Respondents	No. of Respondents	Percentage
Gender	Male	102	51%
Qualification	UG	72	36%
Occupation	Student	93	46.5%
Annual Family Income	Up to Rs.1 lakh	45	22.5%
Residential Status	Urban	111	55.5%

Source: Primary data

Findings

The above table reveals that 51% of the respondents are male. With regard to educational qualification, 36% of the respondents are undergraduates. In terms of occupation, a majority of the respondents 46.5% are students. Regarding annual family income, 22.5% of the respondents belong to the income group of up to ₹1 lakh. Concerning residential status, 55.5% of the respondents reside in urban areas.

Table 2

Particulars	Majority Respondents	No. of Respondents	Percentage
Preferred Social Media Platform for Following Influencers	Instagram	70	35%
Form of Influencer Content Attracting Purchase Consideration	Watching influencer videos and reels	96	48%
Experience of Regret after Influencer-Based Purchases	Rarely	29	14.5%

Source: Primary data

Findings

The above table indicates that 35% of the respondents prefer Instagram as the primary social media platform for following influencers. With regard to the form of influencer content influencing purchase consideration, 48% of the respondents reported that watching influencer videos and reels attracts them the most. In terms of post-purchase experience, 14.5% of the respondents stated that they rarely experience regret after making purchases based on influencer recommendations.

2. Factor Analysis

Reliability Statistics	
Cronbach's Alpha	N of Items
.918	10

The Cronbach's Alpha value of **0.918** indicates **excellent reliability**, confirming high internal consistency among the variables measuring the role of influencers in youth purchasing decisions.

KMO Bartlett's Test

The KMO test confirms that a value above 0.5 indicates sample adequacy for factor analysis, while a significance value below 0.05 shows meaningful correlations among

variables. Respondents' perceptions across ten dimensions were measured using a 5-point Likert scale and grouped into key factors based on factor loadings.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.872
Bartlett's Test of Sphericity	Approx. Chi-Square	1264.583
	df	45
	Sig.	.000

The KMO value of **0.872** indicates adequate sampling for factor analysis. Bartlett's Test is significant at $p < 0.001$, confirming that correlations among variables are sufficient for factor extraction.

Communalities

	Initial	Extraction
Creating brand awareness	1.000	.884
Building trust and credibility	1.000	.917
Shaping consumer attitudes	1.000	.856
Driving purchase intentions	1.000	.903
Enhancing brand image	1.000	.841
Providing social proof	1.000	.792
Encouraging trial through promotions	1.000	.764
Influencing lifestyle and aspirations	1.000	.879
Facilitating two-way communication	1.000	.801
Accelerating trend adoption	1.000	.868

Extraction Method: Principal Component Analysis.

The extracted communalities range from **0.764 to 0.917**, indicating that a substantial proportion of variance in each variable is explained by the extracted factors.

Rotated Component Matrix(a)

	Component			
	1	2	3	4
Creating brand awareness	.872			
Enhancing brand image	.841			
Accelerating trend adoption	.824			
Influencing lifestyle and aspirations	.798			
Building trust and credibility		.883		
Shaping consumer attitudes		.857		
Driving purchase intentions		.831		
Providing social proof			.846	
Facilitating two-way communication			.804	
Encouraging trial through promotions				.812

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a Rotation converged in 6 iterations.

Factor analysis identified four significant underlying factors:

➤ **Factor 1: Brand Influence & Trend Creation**

This factor explains 47.840% of the total variance and highlights the influencer's role in creating brand awareness, enhancing brand image, influencing lifestyle aspirations, and accelerating trend adoption among youth. Influencers act as trendsetters and brand ambassadors, aligning products with youth culture and preferences.

➤ **Factor 2: Trust & Purchase Motivation**

Accounting for 19.620% of the variance, this factor reflects the psychological influence of influencers in building trust and credibility, shaping consumer attitudes, and driving purchase intentions. Trust-based endorsements significantly motivate youth to make purchasing decisions.

➤ Factor 3: Social Engagement & Interaction

This factor contributes 11.430% of the variance and emphasizes the importance of social proof and two-way communication. Likes, comments, shares, and direct interactions enhance consumer confidence and positively influence youth purchasing behavior.

➤ Factor 4: Promotional Influence

Explaining 6.850% of the variance, this factor indicates that promotional strategies such as discounts, giveaways, and exclusive offers encourage product trials. These incentives play a supportive role, particularly among price-sensitive youth consumers.

3. Chi-Square Test

Crosstabulation

		Perception			Total
		Low Influence	Medium Influence	High Influence	
Gender	Male	70 (68.6%)	21 (20.6%)	11 (10.8%)	102 (100.0%)
	Female	50 (51%)	45 (45.9%)	3 (3.1%)	98 (100.0%)
Total		120 (60%)	66 (33%)	14 (7%)	200 (100.0%)

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.432(a)	2	.001
Likelihood Ratio	17.210	2	.001
Linear-by-Linear Association	.912	1	.373
N of Valid Cases	200		

a 1 cell (0.0%) have expected count less than 5. The minimum expected count is 5.12.

Source: Computed data

Findings

A Chi-Square test was conducted to examine the relationship between gender and the influence of influencer marketing on youth purchasing intentions and decision-making. The analysis revealed a p-value of 0.001, which is below the 1% significance threshold. Consequently, the null hypothesis (H_0) - that gender has no association with the influence of influencer marketing is rejected. This suggests a statistically significant relationship between gender and the impact of influencer marketing on youth purchasing behaviour.

4. Weighted Average Method

To explore the challenges and limitations of influencer marketing and their impact on the purchasing behaviour of youth, the weighted average method was employed.

Particulars	Total	Average	Rank
Impulse Buying Due to Influencer Persuasion	480	8	10
Excessive Paid Promotions	720	12	3
Misleading Product Information	750	12.5	2
Overexposure to Influencer Content	600	10	6
Peer Pressure from Influencer Trends	630	10.5	5
Limited Trust in New Influencers	540	9	8
Difficulty in Distinguishing Sponsored Content	570	9.5	7
High Expectation vs. Actual Product Quality	510	8.5	9
Lack of Authenticity in Influencer Content	780	13	1
Privacy Concerns While Engaging with Influencers	660	11	4

Source: Primary data

Findings

From the above table, it is observed that respondents face a major challenge in lack of authenticity in influencer content, hence it is ranked as I. The respondents also encounter issues with misleading product information; therefore, it is ranked as II. Excessive paid promotions are another key challenge faced by respondents; hence it is ranked as III. Respondents further

experience difficulties due to privacy concerns while engaging with influencers, so it is ranked as IV. The challenge of peer pressure from influencer trends is also highlighted; therefore, it is ranked as V. Overexposure to influencer content emerges as another concern, making it rank as VI. The issue of difficulty in distinguishing sponsored content is also significant, so it is ranked as VII. Limited trust in new influencers is another challenge faced by respondents, making it rank as VIII. Finally, high expectation vs. actual product quality and impulse buying due to influencer persuasion are relatively lower challenges, ranked as IX and X, respectively.

IX Conclusion

This study provides valuable insights into the growing influence of influencer marketing on youth purchasing decisions in the digital era. The findings clearly indicate that influencers play a significant role in shaping brand awareness, consumer trust, engagement, and purchase intentions among young consumers. Factor analysis revealed four dominant dimensions-Brand Influence & Trend Creation, Trust & Purchase Motivation, Social Engagement & Interaction, and Promotional Influence with brand-related influence and trust emerging as the most powerful determinants of youth buying behaviour.

The chi-square analysis further confirmed a statistically significant association between gender and the influence of influencer marketing, suggesting that demographic factors affect how influencer content is perceived and acted upon. In addition, the weighted average analysis highlighted key challenges faced by youth consumers, including lack of authenticity in influencer content, misleading product information, excessive paid promotions, and privacy concerns. These issues underline the importance of ethical influencer practices and transparent brand-influencer collaborations.

In conclusion, while influencer marketing serves as an effective tool for engaging youth and driving purchasing decisions, its long-term success depends on credibility, authenticity, and responsible communication. Brands and influencers must focus on building genuine relationships with consumers rather than relying solely on promotional tactics. By adopting ethical standards and consumer-centric approaches, influencer marketing can create sustainable value for both businesses and young consumers.

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Regulation of AI in Digital Advertising: Global Trends and Challenges

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Abstract

Artificial intelligence (AI) has transformed digital advertising by providing tailored content, predictive targeting, real-time bidding, and automated decision-making. While these developments improve advertising effectiveness and client engagement, they raise serious regulatory concerns about data privacy, algorithmic bias, transparency, and consumer protection. Governments and regulatory organizations throughout the world are enacting frameworks such as data protection laws, AI governance policies, and ethical standards to regulate the use of AI in digital advertising. The European Union's AI Act, data privacy laws like GDPR, and changing advertising standards in the US and Asia are just a few of the growing worldwide trends in AI legislation that are examined in this article. It also examines the main obstacles that marketers and advertisers must overcome in order to comply with these rules, including inconsistent laws across borders, opaque AI algorithms, and striking a balance between innovation and moral obligation. In order to guarantee customer trust and long-term growth in the digital advertising ecosystem, the report emphasizes the necessity of responsible AI practices, legislative harmonization, and transparent advertising methods.

Keywords: Artificial Intelligence, Digital Advertising, AI Regulation, Data Privacy, Algorithmic Transparency, Consumer Protection, Ethical Advertising, Global Marketing

Introduction

In digital advertising, artificial intelligence (AI) has grown to be an effective innovation that helps companies provide customized ads, monitor customer behavior, automate campaigns, and increase marketing effectiveness. Advertisers can target the right audience at the right moment with the aid of AI technologies like machine learning, algorithms, and data analytics. However, a number of issues have been brought up by the growing usage of AI in digital advertising, such as algorithmic bias, data privacy violations,

lack of transparency, manipulation of customer behavior, and abuse of personal data. Governments and regulatory organizations worldwide have implemented a number of laws and regulations to oversee the use of AI in advertising in order to mitigate these hazards. The goal of international rules like the GDPR, EU AI Act, and national data protection laws is to guarantee the ethical, transparent, and responsible application of AI. Despite these initiatives, the lack of worldwide standardization and the speed at which technology is developing make governing AI difficult. The fast adoption of Artificial Intelligence in digital advertising has revolutionized how businesses connect with their customers. AI algorithms facilitate data-driven targeting, predictive marketing, and automated decision-making. However, a lack of transparency, the possible exploitation of personal data, and algorithmic prejudice have highlighted the need for robust regulatory frameworks. This article investigates global trends in AI regulation, as well as the difficulty of adopting effective regulations in digital advertising.

Aim of the Study

The purpose of this research is to look at the global legislative frameworks that govern the use of artificial intelligence in digital advertising, as well as to understand the fundamental obstacles in guaranteeing ethical, transparent, and responsible advertising practices.

Objectives of the Study

- To comprehend how artificial intelligence is used in digital advertising.
- To research if AI in digital advertising needs to be regulated.
- To determine the main worldwide trends in AI regulation.
- To evaluate the ethical, legal, and privacy issues surrounding AI-based advertising regulation.
- To investigate how AI regulations affect consumers and advertisers.

Review of Literature

- Kaplan and Haenlein (2019), automation, personalization, and predictive advertising are made possible by artificial intelligence, which has emerged as a major force in digital marketing. Their research brought to light the necessity of ethical standards as AI becomes a more significant factor in consumer decision-making.

- Zuboff (2019) talked about how AI is used by digital advertising platforms to gather and evaluate customer data, resulting in "surveillance capitalism." The study strengthened the case for stringent regulatory control by highlight
- Mittelstadt et al. (2016), who looked at ethical issues in algorithmic decision-making, AI systems frequently lack accountability and transparency. In order to address bias, fairness, and explainability in AI-based advertising systems, their research emphasized the significance of regulatory frameworks.
- Tene and Polonetsky (2017) examined data-driven advertising strategies and emphasized how AI increases privacy problems. They underlined the importance of laws like GDPR in defending consumer rights and ensuring ethical data use in digital advertising.
- The European Commission (2021) introduced the EU Artificial Intelligence Act, which proposes a risk- based regulation framework for AI systems. The paper emphasized that high-risk AI applications, such as targeted advertising, require robust compliance systems to safeguard users from abuse and prejudice.
- González-Jiménez et al. (2022) investigated customer views of AI-driven advertising and discovered that a lack of transparency lowers consumer trust. The authors proposed that regulatory measures play an important role in increasing trust in AI-based marketing strategies.
- Dwivedi et al. (2021) examined global AI usage in marketing and concluded that, while AI increases efficiency and customisation, regulatory concerns such as data protection, ethical use, and legal compliance persist across countries.
- Floridi et al. (2018) suggested ethical standards for AI governance, such as transparency, accountability, and human oversight. Their findings reinforced the necessity for international cooperation in regulating AI uses in digital advertising.
- Calo (2014) investigated the function of algorithms in influencing consumer behavior and concluded that AI-driven advertising can alter user decisions without their knowledge. The study stressed the importance of regulatory supervision to defend consumer autonomy and decision-making.
- Goodman and Flaxman (2017) examined algorithmic transparency and defined the "right to explanation" under data protection legislation. The study emphasized the importance of transparency in AI-based advertising systems to promote fairness and accountability.

- Kshetri (2021) examined worldwide approaches to AI governance and discovered significant differences in how governments regulate AI applications. The author stated that the lack of uniform regulations presents issues for global digital advertising platforms.

Research Methodology

- The primary data will be collected via a structured questionnaire. The questionnaire is created using a five-point Likert scale. The questions focus on: Perception of AI Ethics and Privacy, Trust in AI-powered digital advertising., Effectiveness of AI regulations, Respondents include students, professionals, and digital media consumers.
- Secondary data will be gathered from: Articles and research journal Books about regulation, digital marketing, and artificial intelligence Websites and online magazines

Chi-Square Test Hypothesis

- **H₀ (Null Hypothesis):** There is no significant relationship between awareness of AI regulations and trust in AI-based advertising.
- **H₁ (Alternative Hypothesis):** There is a significant relationship between awareness of AI regulations and trust in AI-based advertising.

Table1: Awareness of AI regulations and trust in AI-based digital advertising.

AWARENESS LEVEL	HIGH TRUST	LOW TRUST	TOTAL
HIGH AWARENESS	42	18	60
LOW AWARENESS	20	20	40
TOTAL	62	38	100

Chi-Square Results Chi square value = 3.84 Degree of freedom- 1

Interpretation

Reject H₀. Trust in AI-based digital advertising is significantly correlated with knowledge of AI regulations. So there is high level of awareness in AI and also high level of Trust in AI based digital advertising.

Weighted Average Method

Table 2: Global AI regulations improve transparency in digital advertising.

OPINION	WEIGHT(W)	RESPONDENTS(X)	W*X
STRONGLY AGREE	5	30	150
AGREE	4	40	160
NEUTRAL	3	18	54
DISAGREE	2	8	16
STRONGLY DISAGREE	1	4	4
TOTAL		100	384

$$\text{Weighted Average} = \Sigma(W \times X) / \Sigma X$$

$$= 384 / 100$$

$$= 3.84$$

Interpretation

The weighted average score of 3.84 shows that respondents generally agree that global AI regulations enhance transparency in digital advertising.

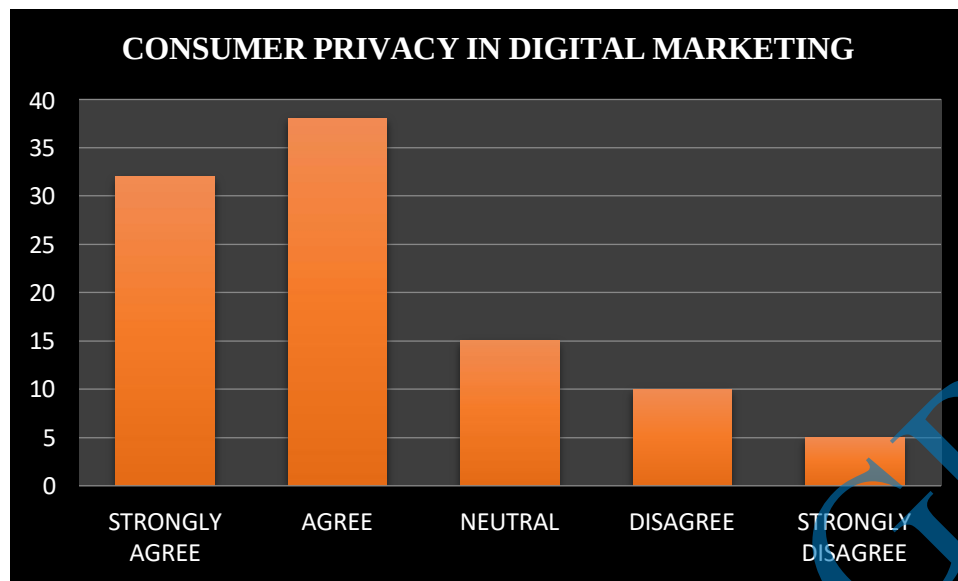
Percentage Test

Table 3: AI regulations are necessary to protect consumer privacy in digital advertising

OPINION	NO OF RESPONDENT	PERCENTAGE %
STRONGLY AGREE	32	32 %
AGREE	38	38 %
NEUTRAL	15	15 %
DISAGREE	10	10 %
STRONGLY DISAGREE	5	5 %
TOTAL	100	100 %

Interpretation

Strong support for regulatory oversight in digital advertising is demonstrated by the majority of respondents (70%) who concur that AI restrictions are required to preserve consumer privacy.



Findings

- Artificial intelligence has increased efficiency in digital advertising, but regulation is required to address ethical and privacy concerns.
- Global regulations promote the fair, transparent, and responsible use of artificial intelligence in advertising.
- The lack of consistent global AI standards remains a significant barrier for digital advertising operating across borders.
- The majority of respondents strongly believe that AI laws are required to preserve consumer privacy in digital advertising. Most respondents believe that unregulated AI-based advertising can lead to the misuse of personal information.
- Respondents believe global AI policies promote transparency and ethical standards in digital advertising. Respondents agree that AI restrictions help to enhance consumer trust in digital advertising. The majority of respondents have a good attitude toward regulation rather than unlimited freedom in AI- based advertising.
- A strong correlation between trust in AI-based digital advertising and knowledge of AI regulations. AI- driven ads are more trusted by respondents who are more aware of AI regulations. Consumer trust in digital advertising is significantly influenced by regulatory framework awareness.

Conclusion

The report concludes that artificial intelligence has considerably improved digital advertising targeting, customization, and operational efficiency. However, the growing use of

AI has created severe questions about data privacy, transparency, ethical behaviour, and customer trust. The study's findings clearly show that respondents strongly support the need to regulate artificial intelligence in internet advertising. According to the percentage study, most respondents think that rules pertaining to AI are necessary to safeguard consumer privacy. The weighted average approach demonstrates a favorable opinion of international regulatory frameworks like the EU AI Act and GDPR, emphasizing their contribution to improving ethical advertising practices and transparency. Additionally, the chi-square test demonstrates a strong correlation between trust in AI-based digital advertising and knowledge of AI rules. Overall, the study underscores the importance of effective artificial intelligence regulation in guaranteeing responsible, fair, and transparent digital advertising practices. While global trends indicate increased efforts to regulate AI, issues such as a lack of universal rules, rapid technology improvements, and compliance complexities persist. As a result, constant legislative changes, global cooperation, and enhanced stakeholder awareness are required to strike a balance between innovation and consumer safety in AI-powered digital advertising.

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ChatGPT as A Trip Advisor – Travellers Perspective

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Abstract

In today's modern age, ChatGPT has become an important tool in travel planning. Travellers make quicker and more informed decisions with the help of AI generated content thereby reducing the time and effort. The ability to summarize complex information into simple terms and create customized suggestions makes it a convenient digital assistant for improving the overall travel decision-making process. This study aims to find out the factors influencing tourists such as efficiency, convenience, personalisation, information clarity to use ChatGPT for their travel planning. The mediation role of perceived trust worthiness was also analysed. Primary data was collected through standard questionnaire. Statistical tools such as correlation, SEM analysis were used to analyse data. Results revealed that there is a strong relationship between the factors and tourist decision making and planning. This research contributes to the tourist marketers by emphasizing the importance of enhanced presence on digital platforms, communicating their service clearly and to promote unique experiences to their travellers or customers.

Keywords: Generative AI, ChatGPT, tourist, travel decision, trustworthiness

Introduction

The evolution of Artificial Intelligence is set to bring about a technological paradigm shift which is expected to revolutionize and improve the technologies in the Hospitality and Tourism Industry (Ivanov and Soliman, 2023). The AI chatbot named 'ChatGPT' has the ability to respond to any query using 'Natural Language Processing' which has the potential to mimic conversations that happen between humans. This means that a tourist using the AI chatbot system would be able to converse with a system which understands their queries and gives them precise answers, with the ability to even give recommendations about their journey (Foroughi. B et.al, 2025) This is set to revolutionize the travel process as one could get 'unique local experience ideas' as well as 'real time hotel and restaurant' recommendations using the AI chatbot system (Mich

and Garigliano, 2023, Wong et. Al, 2023)). It helps travellers with destination choices, planning trips, and budget calculations for travel options, and thus helps make decisions. ChatGPT reduces planning anxiety and boosts confidence for travellers. With the ability to adjust travel suggestions according to the preferences of travellers, planning travel becomes more efficient and satisfying for travellers with the use of ChatGPT. The service providers in the travel industry like hotels and restaurants will greatly benefit from the integration of ChatGPT in their daily enquiries (Dwivedi et al., 2023). By providing instant and accurate feedback to customers, ChatGPT will assist hotels, travel agencies, and other service providers to offer 24/7 customer services, thus decreasing response time and costs of operations for the service providers. By adopting ChatGPT, service providers will gain increased efficiencies and effectiveness, along with customer satisfaction, and ultimately leading to increased customer loyalty and customer dollar benefits (Kumar et al., 2024).

The fast adoption of ChatGPT excites and arouses academic curiosity to examine the implications, challenges, and associated benefits of ChatGPT. There is very less research done on the factors contributing to ChatGPT usage for travel planning process. Additionally, there is a limited understanding of how factors such as efficiency, convenience, personalisation and information clarity affect travel planning process. Based on the gaps, the study aims to find out the direct and mediating effects of the factors and perceived trustworthiness in the travel planning context or visit intention process using ChatGPT recommendation. The objectives of the study are

1. To find out the factors influencing tourists to use ChatGPT for travel planning.
2. To analyse the mediating role of perceived trust worthiness between factors influencing tourists to use ChatGPT and travel planning process.

Theoretical Framework & Hypothesis Development

The adoption of chatbots in the tourism and hotel industry has brought a significant change in the communication between tourists and service providers (Calvaresi et.al, 2021). ChatGPT can effectively help tourists gain information regarding their planned activities. Efficiency in travel planning is very important considering the different tourist sites and culture. The capability of ChatGPT to offer prompt and correct

answers could play a significant role in determining the usage of ChatGPT (Foroughi. B et.al, 2025). Several studies examined that customers tend to user friendly systems, which consume less time and efforts. This is because customers do not have a lot of time to spend on a single activity and are focused on accomplishing the task as soon as possible and convenience matters the most in choosing a decision (Vimal Kumar et al., 2021, Shneiderman et.al, 2016).

With the help of ChatGPT technology, organizations have the capability to develop chatbots that are able to automatically communicate with customers, thereby allowing the provision of customized answers. In some cases, the ChatGPT system has the capability to offer immediate answers to frequently asked questions or basic customer service inquiries without requiring human assistance (Harahap, Sutrisno, et al., 2023). ChatGPT has the ability to provide personalized recommendations for product/service (Dwivedi et al., 2023). The internet allows for a rapid means of obtaining information regarding tourist attractions, accommodation facilities, restaurants, and air fare prices. The vast amount of complicated information poses a potential problem for tourists, especially for first-time visitors to the area and ChatGPT has been identified as a solution for this major challenge (Gursoy et al., 2023). ChatGPT has the ability to provide recommendations for obtaining information through the search engine optimization of available data from existing systems, thus providing relevant and accurate information (Ausat, Suherlan, et al., 2023) Based on the past literature, the independent constructs of this study are Efficiency, Convenience, Personalisation and Information Clarity. The dependent construct is Travel planning using ChatGPT recommendation. Therefore the hypothesis is,

H1: Efficiency, Convenience, Personalisation, Information Clarity has significant relationship with the Travel planning process

Perceived Trustworthiness as a Mediator

Perceived trust is defined as the tourists' trust in the capability of ChatGPT to offer genuine, reliable, and up-to-date information (Palos-Sanchez et al., 2021) Tourists who question the integrity and competence of ChatGPT would probably refrain from making use of this application to acquire related tourist services. (Dwivedi, Kshetri, et al.,

2023). Study conducted in US, revealed that if users trust ChatGPT, they may be more likely to form positive attitudes and develop an intention to use it. Therefore, user intentions to use ChatGPT could be a pathway through which trust in the technology can partially mediate its effect on actual use. (Xu Han et.al, 2024). Based on this premises, the hypothesis is as follows:

H2: Perceived Trustworthiness mediates the relationship between factors influencing tourists to use ChatGPT and travel planning process.

Methodology

The study employed quantitative methods gathering primary data from structured questionnaire. The questionnaire was adopted from S Gupta et.al, (2024), J. E Collier et. al, (2013), Büttner, O. B., & Göritz, A. S. (2008), Foroughi. B et.al (2025) and rephrased to the current study. The data was collected from 74 respondents in Chennai city using convenience sampling method. Participants responses were collected on a 5-point likert scale ranging from 5-Strongly Agree to 1 – Strongly Disagree and was analysed using statistical tools.

Analysis and Findings

Descriptive Statistics

Table 1 – Statements showing Mean and SD

Statements	Mean	SD
The travel planning process gets simplified by combining information in one place through ChatGPT (Efficiency)	4.54	0.637
It is easy to use information given to plan the trips (Convenience)	4.39	0.637
The travel itinerary was relevant to me personally (Personalisation)	4.35	0.766
ChatGPT gives me an opportunity to find out solution for further relevant queries (Information Clarity)	4.49	0.707
I feel safe when I use ChatGPT for travel information (Perceived trust)	3.97	0.844
I expect to use ChatGPT to plan my future trips (Travel planning)	4.57	0.643

From the following table, it is clear that most of the people expect to use ChatGPT in future for their trips because of its Efficiency (4.54), Information Clarity (4.49), Convenience (4.39) followed by Personalisation and Perceived Trustworthiness.

Hypothesis 1: Efficiency, Convenience, Personalisation, Information Clarity has significant relationship with the Travel planning process

Table 2 - Karl Pearson Correlation Coefficient between Factors influencing tourists to use ChatGPT

Factors influencing Tourists	E	C	P	IC	PT	TP
Efficiency	1	.778**	.666**	.828**	.264*	.807**
Convenience	.778**	1	.631**	.650**	.201	.651**
Personalisation	.666**	.631**	1	.631**	.130	.620**
Information Clarity	.828**	.650**	.631**	1	.193	.738**
Perceived Trustworthiness	.264*	.201	.130	.193	1	.337**
Travel planning process	.807**	.651**	.620**	.738**	.337**	1

** denotes significant at the 1% level, * denotes significant at 5% level

From the above table, correlation coefficients between factors such as efficiency, convenience, personalisation, information clarity and travel planning process indicates a strong and positive relationship and is significant at 1% level. Perceived trustworthiness exhibits moderate and weak relationship with the factors at 5% level but it is significant with the travel planning process at 1% level. Hence, H1 is supported.

Table 3 shows the Cronbach's alpha, Composite reliability value associated with the variables. The value exceeded the threshold value (0.903, 0.906 > 0.70) Hence there is a adequate reliability and validity.

Table 3 – Validity and Reliability indices

Cronbach's alpha	0.903
Composite Reliability	0.906

Table 4 - In order to assess the model, multiple indices were used. The CFI value 1.000 (> 0.95) and GFI value 0.999 (>0.90) which signifies that model is better fit to the data.

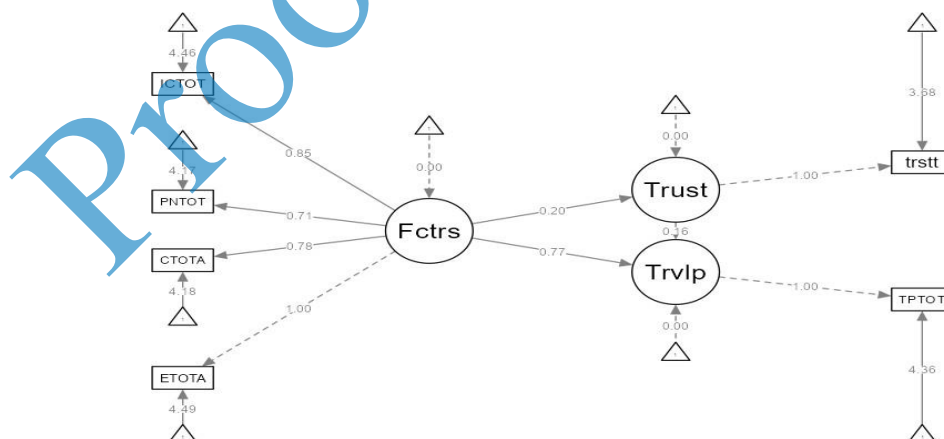
Table 4 – Model Fit Indices

Comparative Fit Index	1.000
Goodness of Fit Index	0.999

Table 5 shows the measurement model results and all the standardized loading values are greater than 0.70, thereby signifying the strong validity.

Table 5 – Factor Loadings

Construct	Indicator	Standardized loading	p value
Factors influencing tourists	Convenience	0.801	<0.001
	Personalisation	0.716	<0.001
	Information clarity	0.861	<0.001

SEM – Path diagram

From the above diagram, it is clear that all factors ie. Efficiency, Convenience, Personalisation and Information clarity has a strong relationship as their path

coefficients exceed the threshold value of 0.70. The findings revealed that there is a direct path between Factors influencing tourists to use ChatGPT, Trust and Travel planning process. Trust as a strong mediator is not supported by the above findings which is given in the table below.

Hypothesis 2: Perceived Trustworthiness mediates the relationship between factors influencing tourists to use ChatGPT and travel planning process

Table 6 – Mediation Analysis Summary

Path	Indirect effect (Beta)	z	p
Factors ->Trust->Travel planning	0.033	1.506	0.132

As the p value is larger than 0.05, the mediated effect between factors, trust and travel planning are not significant. This means that trust has a direct effect on the travel planning process.

Findings and Conclusion

1. The ability of giving efficient information at a less time and effort, convenience of using generative AI tools, planning trips using information generated and personalised recommendation influences the tourists to use ChatGPT for Travel planning process. Hence, the tourism marketers should concentrate on how to position their brand on digital platforms and communicate their services online so that the contents reach targeted tourists effectively.
2. Perceived Trustworthiness of ChatGPT directly affects the Travel planning process. All the factors such as Efficiency, Convenience, Personalisation and Information

Clarity have a direct effect on Travel planning process rather than through trust. This means that travellers are more influenced by functional aspects of ChatGPT rather than trust-based evaluations.

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Digital Drivers of Green Purchase Behaviour

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Abstract

The growing influence of digital technologies has changed how people find, compare, and purchase eco-friendly products online. This study explores how social media engagement, influencer recommendations, AI-driven personalization, and online sustainability information shape consumers' green purchasing behavior. As awareness of environmental issues increases, understanding the impact of these digital touch points is important for marketers and policymakers. Using a quantitative approach, data were collected from active social media users who followed sustainability-related content. This study examines the interactions between digital exposure, credibility, environmental concern, and purchase intention. The findings show that AI-based suggestions and trusted influencers greatly improve consumer confidence and perceived value of eco-friendly products. Clear and honest sustainability information shared through digital platforms also strengthens positive attitudes and helps to reduce the common intention–action gap. Overall, this study identifies the key digital factors that motivate green purchasing and offers practical insights for designing effective and credible digital campaigns.

Keywords: Digital marketing; Green purchase behavior; Social media influence; AI-driven personalization; Sustainable consumption

Introduction

Digital technologies have become a major part of everyday life, influencing how people search for information and make purchasing decisions. This shift is especially visible in the way consumers explore and buy eco-friendly products online. Social media posts, influencer recommendations, AI-based product suggestions, and clear sustainability information all play a growing role in shaping how consumers view green products. As environmental awareness increases, people are paying closer attention to the credibility and transparency of the digital content they come across. Yet, many consumers still struggle with

the intention action gap they want to buy eco-friendly products but do not always follow through. Understanding how different digital touchpoints influence trust, attitudes, and purchase decisions are therefore essential. This study aims to identify which digital factors most strongly encourage green purchasing and offer useful insights for marketers and policymakers working to promote more sustainable consumer choices.

Objectives

1. To explore how social media engagement, influencer recommendations, and AI-driven suggestions influence consumers' green purchase behavior.
2. To understand how online sustainability information affects credibility, environmental concern, and purchase intention.
3. To identify the digital factors that help reduce the intention action gap and motivate consumers to choose eco-friendly products.

Review of Literature

The Role Of Social Media In Green Marketing: How Eco-Friendly Content Influences Brand Attitude And Consumer Engagement- Elnur Nabivi This study explores the cross- cultural impact of eco-friendly social media content on consumer behavior in Poland and the United States. The results show that green posts enhance perceived relevance, entertainment, and informativeness, leading to more positive brand attitudes, higher purchase intentions, and increased word-of-mouth. Cultural differences highlight the need for tailored green marketing strategies across markets.

The Influence Of Eco-Friendly Marketing Tools On Sustainable Consumer Choices: A Comprehensive Review Study - Swapna Swarupa Mallick, Sweta Leena Hota, Arya Kumar, Himanshu Agarwall This study examines how eco-friendly marketing tools such as environmental advertising, eco-labels, and eco-brands influence consumer behavior and sustainable purchasing decisions. The findings show that certifications, emotional appeal, brand authenticity, transparency, persuasive messages, and visual cues play a key role in shaping consumer preferences and purchase behavior.

Consumer Preference for Eco-Friendly Products in Relation to Sustainability Awareness - Amul Tamboli , Mustafizul Haque , Yogesh Jojare , Amol Ohol This study

explores how sustainability education shapes consumers' preferences for eco-friendly products. Using nationwide survey data and regression analysis, it finds that higher environmental awareness strongly encourages green purchasing behavior. The results offer useful insights for policymakers and marketers seeking to promote sustainable consumption, especially in developing countries.

Research Methodology

Research design	Descriptive method
Sampling technique	Convenience sampling technique is used for collecting response from the respondents
Sample area	Chennai
Sample size	157 samples are taken into consideration for the purpose of analyzing the data in this research process.
Period of study	2 months
Analysis Tools	Reliability test, Percentage analysis, Friedman's T-Test and ONE-WAY ANOVA.

Data Collection

- Primary data: well-structured questionnaire

Reliability Analysis

Table1: showing Reliability statistics

Cronbach's Alpha	N of Items	Respondents
.869	24	157

Interpretation: The Cronbach's Alpha value of **0.869** for 24 items indicates high internal consistency of the scale. This confirms that the questionnaire is reliable and suitable for further analysis.

- Secondary data: Books, Journal, Web sources, Research articles.

Data Analysis:✓ **Percentage Analysis****Table 2: showing Demographic profile of the respondents**

Demographic Variable	Particulars	Percentage	Interpretation
Age	26-45years	60.6%	Majority are young and middle-aged, digitally active consumers
Gender	Female	58.6%	Higher female participation in green purchase behavior
Educational qualification	UG	91.1%	Respondents are highly educated and sustainability-aware
Occupation	Employed	67.5%	Working professionals dominate the sample
Monthly Income	₹20,001– ₹60,000	58.6%	Middle-income groups play a key role in green purchasing

✓ **Friedman's T-Test****Table 3: showing the Ranks given for Digital Drivers Affecting Eco-Friendly Purchase Decisions**

Digital Drivers Affecting Eco-Friendly Purchase Decisions	Mean Rank	Rank
Social media encourages me to consider buying eco-friendly products	4.08	1
Influencer reviews help me decide whether to buy sustainable products	3.93	2
I trust AI-generated suggestions for eco-friendly products	3.86	3
I rely on online information to compare the sustainability	3.10	5
I believe most online sustainability information is credible	2.89	6
I am more likely to purchase eco-friendly products after seeing them online	3.15	4

Interpretation: The Friedman test results show a statistically significant difference among the digital factors influencing green purchase behavior. This indicates that respondents do not perceive all digital drivers equally. Social media encouragement (4.08) is the most influential factor, followed by influencer reviews (3.93) and AI-generated suggestions (3.86), while credibility of online sustainability information (2.89) has the least influence.

One-Way ANOVA

Ho: There is **no significant** difference between gender of the respondents in their likelihood of trying eco-friendly products due to influencer recommendations.

Ha: There is a **significant** difference between gender of the respondents in their likelihood of trying eco-friendly products due to influencer recommendations.

Table 4: showing gender of the respondents in their likelihood of trying eco-friendly products due to influencer recommendations.

		Sum of Squares	df	Mean Square	F	Sig.
I trust influencers who promote eco-friendly products.	Between Groups	1.372	1	1.372	2.714	.101
	Within Groups	78.360	155	.506		
	Total	79.732	156			
Influencer reviews help me decide whether to buy sustainable products.	Between Groups	1.632	1	1.632	3.788	.053
	Within Groups	66.801	155	.431		
	Total	68.433	156			
Recommendations from influencers increase my confidence in eco-friendly brands.	Between Groups	.362	1	.362	.707	.402
	Within Groups	79.345	155	.512		
	Total	79.707	156			
I am more likely to try an eco-friendly product if a trusted influencer suggests it.	Between Groups	.016	1	.016	.032	.858
	Within Groups	77.653	155	.501		
	Total	77.669	156			

Variables	Sig. Value	Significant / Insignificant	Accept / Reject Ho
Trust in influencers who promote eco-friendly products	.101	Insignificant	Accept Ho
User reviews help decide to buy sustainable products	.053	Insignificant	Accept Ho
Influencer recommendations increase confidence	.402	Insignificant	Accept Ho
Likelihood of trying an eco-friendly product due to influencers	.858	Insignificant	Accept Ho

Interpretation: The ANOVA results indicate no significant difference between male and female respondents regarding influencer recommendations and eco-friendly purchase behaviour. Hence, the null hypothesis is accepted for all variables.

Suggestions

- ✓ Marketers should focus more on social media content and influencer collaborations, as they strongly influence green purchase decisions.
- ✓ AI-driven personalized recommendations can be used to improve consumer confidence in eco-friendly products.
- ✓ Brands should ensure clear, honest, and transparent sustainability information to build long-term trust among consumers.

Conclusion

This study concludes that digital platforms play a vital role in shaping green purchase behavior. Social media, influencers, and AI-based suggestions significantly encourage eco-friendly buying, while gender differences are minimal. Overall, effective and credible digital strategies can help reduce the intention–action gap and promote sustainable consumption.

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Mindful Markets: Psychology Behind Green Capitalism

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Abstract

This study examines the psychological aspects of green capitalism through the lens of social media content. Adopting a qualitative approach, posts from Instagram were analyzed to explore how sustainability, eco-friendly products, and green consumer behaviors are discussed online. Social media provides a dynamic space where individual perceptions, motivations, and collective attitudes toward environmental responsibility are expressed and shared. Using thematic analysis, the study focuses on identifying patterns related to consumer mindset, motivation, and engagement with green capitalism. The research highlights the potential of digital platforms to reflect and shape eco-conscious behavior, offering insights into the interaction between psychology and market-driven sustainability. This approach provides a foundation for understanding the psychological factors that influence participation in sustainable practices and the ways social media mediates these processes. The study is relevant for scholars, marketers, and policymakers interested in the intersection of psychology, sustainability, and digital media.

Keywords: Green capitalism, psychology, social media, sustainability, consumer behavior

Introduction

Green capitalism is an economic and environmental concept that suggests market systems can be reshaped to address ecological degradation while still promoting economic growth. At its core, green capitalism posits that environmental protection and profit incentives can coexist. Advocates argue that embedding ecological value within markets for example through sustainable finance, clean technologies, and carbon pricing mechanisms will encourage businesses and investors to pursue environmentally friendly practices alongside traditional profit motives (Sustainability Directory, 2025; Energy Monitor, 2024)

This approach assumes that markets can internalize environmental costs and redirect

capital toward sustainable activities. Tools often cited under green capitalism include carbon trading, renewable energy investment, eco-innovation, and consumer demand for environmentally responsible products and services. In theory, these mechanisms align private economic goals with broader environmental aims, potentially stimulating the growth of “green” industries without abandoning capitalism itself (Treehouse, 2022; Energy Monitor, 2024)

The appeal of green capitalism has grown alongside global recognition of climate change, biodiversity loss, and resource depletion. Proponents see it as a pragmatic way to confront these crises within existing socio-economic structures, leveraging investment flows and technological innovation to transition toward net zero and sustainable development pathways. This perspective suggests that economic expansion and environmental stewardship, when properly incentivized, need not be mutually exclusive (Sustainability Directory, 2025) Despite its theoretical promise, green capitalism faces substantial critique. Critics argue that capitalism’s reliance on perpetual growth and profit maximization runs counter to ecological limits and long-term sustainability. Some scholars contend that market-based solutions often result in superficial changes or “greenwashing,” wherein corporations adopt environmentally friendly branding without substantive ecological impact. Further, critics highlight structural barriers within capitalism that may hinder meaningful environmental progress, such as entrenched power relations, unequal distribution of resources, and the commodification of nature itself (Human Rights Pulse, 2025; Manchester Global Social Challenges, 2023)

Corporate Watch Perspective on Green Capitalism

Corporate Watch presents green capitalism as a misleading and fundamentally flawed response to environmental crises. From this perspective, green capitalism does not challenge the structures that cause ecological destruction. Instead, it adapts capitalism to environmental concerns in ways that preserve corporate power and profit. Corporate Watch argues that capitalism has historically expanded by turning crises into new opportunities for accumulation, and environmental crises are no exception (Corporate Watch, 2017).

According to this critique, green capitalism works by transforming nature into a set of marketable assets. Concepts such as carbon trading, biodiversity offsets, and ecosystem services reduce complex ecological systems into commodities that can be bought, sold, and

traded. Corporate Watch contends that this process allows corporations to continue environmentally damaging activities while appearing environmentally responsible, often through accounting mechanisms rather than real reductions in harm (Corporate Watch, 2017). Corporate Watch also emphasizes that green capitalism shifts responsibility away from systemic change and places it onto markets, consumers, and voluntary corporate action. This framing obscures the role of large corporations and state policies in producing environmental degradation. The organisation argues that many “green” initiatives function as greenwashing, legitimising continued extraction and inequality under a sustainability narrative (Corporate Watch, 2017).

Overall, Corporate Watch concludes that green capitalism is not a solution to the ecological crisis but a strategy to sustain capitalism itself. By maintaining growth, profit, and private ownership as non-negotiable principles, green capitalism reproduces the same dynamics that caused environmental destruction in the first place, while presenting them as environmentally progressive (Corporate Watch, 2017). Green consumption is about more than just purchasing green products (Wu et al. 2023)

This growing body of literature frames green capitalism not just as a policy choice, but as a contested terrain where environmental goals intersect with economic imperatives. By exploring both supportive arguments and critical perspectives, this paper aims to clarify the conceptual foundations of green capitalism, assess its practical applications, and examine whether it offers a credible pathway toward sustainable development

Psychology and green Capitalism

The interplay between human psychology and the natural environment has gained significant global attention in recent years. Green psychology, such as ecopsychology, is part of environmental psychology and investigates the psychological, emotional, and cognitive effects of nature on individuals and society. It explores the intricate relationship between human beings and nature, emphasizing the psychological benefits and behaviors associated with nature engagement and sustainability outcomes. Extant research has consistently shown that a stronger “human nature connection” is associated with pro-environmental attitudes, conservation and ecological awareness, adoption of sustainable lifestyle choices, and the development of an environmental identity (Klaniecki et al., 2018; Martin et al., 2020; Gansser and Reich, 2023).

Since the beginning of the 21st century, environmental psychologists have been particularly concerned with the link between human behavior and the anthropogenic destabilization and destruction of global ecosystems, most prominently in the case of anthropogenic climate change. Recognizing climate change as a major threat to the foundations of human existence (Intergovernmental Panel on Climate Change, 2022a, pp. 10–21), environmental psychologists investigate the underlying reasons for environmentally significant human behavior, the potential for behavior change, as well as concrete measures and interventions to foster behavior change. The unifying objective of theoretical and practical efforts in the field is that of ecological, social, and economic sustainability (Steg et al., 2013, p. 4).

Better understanding people's motivation to engage with, stay active in, and promote social movements currently has gained a lot of momentum in the environmental psychologists' community (Wallis et al., 2021). Environmental psychologists are currently striving to integrate theories from their field with this perspective to better understand how individual behavior change is embedded in large-scale societal transformation processes (e.g., Wallis et al., 2021; Wullenkord and Hamann, 2021).

The mindsponge theory framework provides a valuable perspective for analysing how information about green consumption impacts an individual's mind and thus influences their green consumption behaviours (Nguyen and Jones 2022; Vuong 2023). The theory maintains that individuals reshape their psychological cognition through the absorption and filtration of external information, which in turn impacts and alters their behaviour. This makes mindsponge theory widely applicable in social science research (Nguyen et al. 2022). As a key component of mindsponge theory – information processing – incorporates a cost-benefit analysis, the principle of diminishing marginal utility.

Critical psychology literature argues that capitalism itself shapes psychological processes such as competition, individualism, and consumer identity. From this perspective, green capitalism is seen as reproducing the same psychological patterns that drive overconsumption, while rebranding them as environmentally responsible. These scholars argue that without addressing how capitalist systems influence desires, values, and identities, green capitalism risks becoming a psychological adaptation to crisis rather than a genuine solution (Adams et al., 2019).

Studies in Humanities and Social Sciences Communications highlight how perceived psychological costs, such as inconvenience or reduced comfort, influence green consumption behaviour. Findings suggest that individuals are more likely to adopt sustainable practices when they perceive personal value and minimal sacrifice. In green capitalism, such research supports strategies that make sustainability attractive and effortless, often through product design and marketing, while leaving underlying production and growth models largely intact (Zhang et al., 2024).

Work published in Progress in Brain Research examines the cognitive and neural mechanisms underlying sustainable consumption. This research shows that habits, heuristics, and reward systems play a central role in shaping environmentally relevant decisions. From a green capitalism perspective, these insights are used to design interventions that encourage sustainable consumption without challenging the broader capitalist structure. This reinforces the idea that environmental change can occur through behavioural modification within existing economic systems (van Vugt & Griskevicius, 2020).

Research Problem

Green capitalism is increasingly promoted through social media, yet there is limited psychological understanding of how online content shapes consumer perceptions, motivations, and engagement with eco-friendly products and sustainability narratives. While digital platforms actively circulate green messages, the psychological processes behind how individuals interpret and respond to these messages remain underexplored.

Objectives of the Study

- To examine how green capitalism is represented in Instagram content related to sustainability and eco-friendly consumption.
- To identify psychological themes linked to consumer mindset, motivation, and engagement with green consumer behavior.
- To explore how social media functions as a space that reflects and influences eco-conscious attitudes and practices.

Thesis / Central Assumption

This study argues that social media not only mirrors existing environmental attitudes but also actively shapes psychological engagement with green capitalism by influencing consumer motivation, perception, and participation in sustainable practices.

Literature Review

1. Gulzar et al. (2024), Sustainability consciousness and green purchasing intention: An application of the Theory of Planned Behaviour in tourism, examined sustainability consciousness and attitudes as predictors of green purchasing intention among tourists. Using a survey ($N \approx 384$), the study found that attention to green communication and positive attitudes significantly predicted green purchase behaviour, while climate change awareness alone did not, highlighting the psychological role of selective attention and attitudes.
2. Mastria, Vezzil, and De Cesarei (2023), Motivational and emotional determinants of sustainable consumer behaviour: A systematic review, reviewed 40 publications to explore psychological drivers of sustainable behaviour. The findings showed that symbolic value, dispositional motivation, and contextual influence shape green product preferences, indicating that motivations beyond rational choice are central to sustainable consumption.
3. Majumder, Gangopadhyay, and Biswas (2025), Gender differences in green purchase intention: A Theory of Planned Behaviour approach, tested the TPB with 306 respondents. Results showed that attitude and environmental concern significantly influenced green purchase intention among females but not males, suggesting variation in psychological responsiveness to sustainability cues.
4. Discover Sustainability (2025), Personality traits and green purchase intention: A structural equation modelling approach, examined consumer green behaviour using PLS-SEM with 688 Chinese consumers. Findings indicated that traits such as openness and conscientiousness influenced values and experience, which in turn shaped green purchase intention, highlighting the role of personality psychology.
5. Pro-Environmental Self-Identity Study (2024), Self-identity and past behaviour as predictors of sustainable clothing consumption, tested an extended TPB model. Results showed that self-identity and past behaviour were stronger predictors of actual green consumption than attitudes or perceived behavioural control, emphasizing identity-based psychological processes.
6. Understanding Green Consumption (2025), Socially responsible attitudes and sustainable buying intention, assessed green consumption intention using value-based scales. The study found that environmental and social values positively predicted intention, demonstrating how psychological values shape eco-friendly choices.

7. Gulzar et al. (2024), Green purchasing intention in tourism destinations: The role of attitudes, sustainability consciousness, and experience, studied 422 tourists using TPB-based measures. Environmental attitude and sustainability consciousness emerged as strong predictors of green purchasing intention, reinforcing the psychological foundations of market-based sustainability.
8. White, Habib, and Hardisty (2019), How to SHIFT consumer behaviors to be more sustainable, examined moral and identity-based motivations using experimental and survey designs. Findings showed that moral identity and social norms strongly motivated green consumption, supporting the psychological basis of green capitalist strategies.
9. van Vugt and Griskevicius (2020), The psychology of sustainable consumption, used evolutionary and cognitive psychology frameworks to analyse sustainable behaviour. The study concluded that status, rewards, and identity play key roles, showing how capitalist markets harness psychological incentives for sustainability.
10. Zhang et al. (2024), Do psychological costs matter? Perceived value and green consumption behaviour, investigated perceived value and psychological cost among 512 consumers. Results showed that low inconvenience increased green consumption, suggesting sustainability succeeds when aligned with comfort and self-interest.
11. Venugopalan et al. (2023), Green psychology: Nature and scope for sustainability, discussed psychological foundations of sustainability using behavioural and motivational constructs. The study argued that green approaches often place responsibility on individuals rather than addressing systemic economic structures.
12. Tong, Wang, and Feng (2025), Beyond first purchase: Psychological determinants of continuance intention in sustainable consumption, used an extended TPB model with 588 consumers. Identity and habit strength were stronger predictors than attitudes, showing how green capitalism sustains behaviour through internalisation.
13. Adams et al. (2019), Where is capitalism? Unmasking its psychological influence, provided a critical theoretical review. The authors argued that capitalism shapes desires and identity, and that green capitalism reproduces these psychological patterns under an environmental narrative.
14. Haws, Winterich, and Naylor (2016), Seeing the world through green-tinted glasses: Green consumption values and consumer responses, used the Green Consumption Values scale with 673 U.S. consumers. Strong green self-identity predicted willingness to pay more for green products, highlighting identity-based motivation.

15. Buerke et al. (2017), Moral obligation and green consumption behaviour, examined moral norms among 402 European consumers. Moral obligation significantly predicted green buying behaviour, indicating the importance of moral psychology in sustainable markets.
16. Steg, Perlaviciute, van der Werff, and Lurvink (2018), The significance of biospheric values for environmentally responsible behaviour, used value orientation scales across European samples. Biospheric values were the strongest predictors of sustainable behaviour, demonstrating the role of psychological value systems.
17. Sörqvist and Langeborg (2019), Green nudges and choice architecture in sustainable decision-making, used experimental designs with 360 participants. Subtle environmental cues significantly influenced green choices, showing how behavioural psychology guides consumption without changing production
18. Nielsen, Clayton, Stern, Dietz, and Capstick (2021), Psychological barriers to climate change mitigation, analysed survey data from 1,200 adults. Findings showed that denial and low perceived efficacy limited sustainable action, reinforcing green capitalism's focus on individual behaviour.
19. Gifford and Chen (2023), Why people resist sustainable consumption, used mixed methods with 487 consumers. Perceived threats to comfort, freedom, and identity reduced green behaviour adoption, suggesting sustainability succeeds only when psychologically acceptable.
20. Hartmann and Apaolaza-Ibáñez (2017), Consumer emotional responses to green brands, examined emotional mediators among 410 European consumers. Pride and moral satisfaction significantly mediated purchase intention, showing that green capitalism operates through emotional rewards as well as cognition.

Methodology

Research Design

The study adopted a qualitative research design to explore the psychological dimensions of green capitalism as represented on social media. A qualitative approach was chosen to capture meanings, perceptions, and patterns embedded in user-generated content rather than measuring predefined variables.

Data Source and Sample

The data consisted of public Instagram posts related to sustainability, eco-friendly products, and green consumer behavior. Posts were collected using relevant hashtags such as #sustainability, #ecofriendly, #green products, and #conscious consumption. A purposive sampling method was used to select posts that directly discussed or promoted green consumption. The final sample included posts that contained textual captions, excluding advertisements without descriptive content.

Tools for Data Collection

Instagram served as the primary data source. Captions and accompanying textual elements from selected posts were manually documented and anonymised to maintain ethical standards. No personal identifiers of users were recorded.

Data Analysis

The data were analysed using thematic analysis following Braun and Clarke's six-step framework. The process involved familiarisation with the data, initial coding, theme generation, theme review, theme definition, and reporting. An inductive coding approach was used, allowing themes to emerge from the data rather than being imposed in advance.

Ethical Considerations

Only publicly available content was used for analysis. User anonymity was preserved by removing usernames, images, and identifiable details. The study adhered to ethical guidelines for online qualitative research.

Results

The findings reveal that social media both supports authentic eco-conscious motivation and reinforces problematic, market-driven sustainability narratives that can create pressure and performative behavior.

S No	Major theme	Codes	Explanation
1	Moral Identity and Ethical Commitment	Ethical responsibility	Users frame green consumption as a genuine
		conscious lifestyle	

		environmental care	moral commitment. Eco-friendly practices are linked to personal values and a sense of ethical responsibility toward the environment
		value-driven choices	
2	Emotional Motivation and Empowerment	Hope, pride, optimism,	Sustainability is encouraged through positive emotions. Posts highlight empowerment and emotional rewards, making green behavior feel achievable and meaningful.
		small actions matter	
		personal impact	
3	Collective Engagement and Social Support	Community action	Social media creates a sense of collective effort. Interaction and validation reinforce sustainable behavior and normalize eco-conscious practices
		encouragement	
		shared goals	
		social approval	
4	Performative Environment virtue signaling		Some content prioritises appearance over impact. Sustainability is used to enhance personal image rather than promote meaningful environmental action.
		aesthetic sustainability,	
		image-focused posts	
5	Market-Driven Greenwashing	Misleading eco-claims	Environmental concern is

		branding over substance,	commodified. Products are marketed as “green” without clear evidence, raising doubts about authenticity and ethical intent.
		profit-focused sustainability	
6	Psychological Guilt and Pressure	Eco-guilt	Sustainability messages sometimes create guilt and anxiety. Users feel pressure to consume green products to avoid being seen as careless or unethical.
		moral pressure,	
		fear of being irresponsible	

Discussion

The findings show that social media plays a strong psychological role in shaping engagement with green capitalism. Positive themes such as ethical commitment, emotional motivation, and collective engagement suggest that Instagram can encourage eco-conscious behaviour by linking sustainability to moral identity, hope, and social belonging. When users frame green choices as meaningful and achievable, motivation appears to be internally driven rather than forced.

At the same time, the negative themes reveal important psychological tensions. Performative environmentalism indicates that sustainability is sometimes used to manage social image rather than environmental impact. This supports concerns that online platforms reward visibility and aesthetics over genuine behavioural change. Market-driven greenwashing further complicates this process by presenting consumption as the primary solution to environmental problems, shifting responsibility from systemic change to individual purchasing. Psychological guilt and pressure highlight the emotional cost of green messaging. While moral framing can motivate action, it can also create anxiety and exclusion, especially when sustainable options are costly or inaccessible. This suggests that green capitalism on social media may unintentionally reinforce inequality and moral judgment, rather than inclusive environmental responsibility.

Conclusion

This study explored the psychological dimensions of green capitalism through an inductive thematic analysis of Instagram content. The results demonstrate that social media acts as a space where sustainability is morally framed, emotionally driven, socially reinforced, and commercially shaped. The study concludes that green capitalism on social media has a dual impact. It encourages eco-conscious attitudes and community engagement, while also promoting performative behaviour, consumer pressure, and market-led solutions. Understanding these psychological processes is essential for developing more ethical and effective sustainability communication.

The findings offer valuable insights for researchers, marketers, and policymakers by highlighting the need to balance motivation with authenticity and inclusion. Future research can extend this work by examining other platforms, comparing cultural contexts, or exploring how users internalise and resist green capitalist narratives over time.

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AI – Driven Hyper – Personalization and Its Impact on Consumer Buying Behaviour

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Abstract

The quick development of artificial intelligence (AI) has revolutionized contemporary marketing, and hyper-personalization has become a potent instrument for influencing consumer purchasing decisions. Hyper-personalization delivers highly relevant product recommendations, personalized messages, and unique customer experiences by utilizing cutting-edge AI techniques like machine learning, predictive analytics, and real-time data processing. This study looks at how consumer purchase intention, decision-making, brand engagement, and long-term loyalty are influenced by AI-driven hyper-personalization. The study examines important aspects like perceived relevance, trust, privacy concerns, and satisfaction using a mixed-method approach that includes surveys and consumer case studies. It is anticipated that the results will demonstrate how AI-based hyper-personalized marketing greatly improves purchase decisions, boosts conversion rates, and increases customer loyalty—while also posing ethical concerns about data usage and privacy. This study offers insightful information for both academic and business applications, highlighting the delicate balance that marketers must strike between personalization and consumer trust.

Keywords: Artificial Intelligence, Hyper-Personalization, Consumer Buying Behaviour, Purchase Intention, Brand Engagement, Customer Loyalty, Privacy Concerns.

Introduction

Artificial intelligence's (AI) quick development has drastically changed how companies engage with customers in the online market. Data-driven and customer-centric strategies are gradually replacing traditional marketing techniques that depended on mass communication and generalist tactics. AI driven hyper-personalization has become a potent marketing tactic among these contemporary techniques, allowing businesses to provide highly

customized experiences based on the preferences and actions of individual customers. By utilizing cutting-edge AI technologies including machine learning algorithms, predictive analytics, and real-time data processing, hyper-personalization surpasses basic personalization. With the use of these technologies, marketers are able to analyze vast amounts of consumer data, such as browsing history, purchase patterns, location, and engagement activity, in order to provide pertinent product recommendations, tailored ads, and personalized communications. Today's consumers demand meaningful and pertinent connections, therefore hyper personalized marketing has become crucial for influencing consumer purchasing behavior.

Though there are many advantages to AI-driven hyper-personalization, there are also significant issues with consumer trust, data privacy, and the moral use of personal data. Customers' acceptance of tailored marketing campaigns may be impacted by their growing awareness of how their data is gathered and used. Whether hyper-personalized techniques have a positive or negative impact on consumer behavior depends critically on factors including perceived relevance, contentment, and trust.

In this context, the current study seeks to investigate the impact of AI-driven hyper-personalization on consumer purchasing behavior by assessing important variables such as purchase intent, brand engagement, customer happiness, trust, and privacy concerns. The study uses a mixed-method approach that includes surveys and consumer case studies to provide valuable insights for marketers and academics, while emphasizing the importance of striking a balance between effective personalization and consumer trust in the age of artificial intelligence.

Objectives of the Study

1. To study the concept of AI-driven hyper-personalization in modern marketing.
2. To analyze the impact of AI-driven hyper-personalization on consumer buying behaviour.
3. To examine the influence of hyper-personalized marketing on purchase intention and decision-making.
4. To evaluate the role of perceived relevance and consumer trust in AI-based personalization.
5. To provide suggestions for marketers to balance personalization with consumer trust.

Limitations of the Study

1. The study is limited to a specific group of consumers, and therefore the findings may not be fully generalizable to all demographic segments or geographic regions.
2. Consumer responses are based on self-reported data, which may be influenced by personal bias, perception errors, or lack of complete awareness about AI-driven technologies.
3. Rapid advancements in AI technology may cause the findings to become less relevant over time, as personalization tools and algorithms continuously evolve.
4. Ethical and privacy concerns are studied from the consumer's perspective only, without an in-depth technical or legal analysis of data protection frameworks.

Review of Literature

- Smith and Johnson (2019) examined the role of AI-based recommendation systems and found that personalized product suggestions significantly increase consumer engagement and purchase intention.
- Kumar et al. (2020) highlighted that machine learning-driven personalization improves customer satisfaction but emphasized rising concerns regarding data privacy and transparency.
- Chen and Li (2021) studied predictive analytics in marketing and concluded that hyper personalization enhances decision-making speed and perceived value among consumers.
- Arora et al. (2022) explored consumer trust in AI-driven marketing and identified trust as a critical mediator between personalization and customer loyalty.
- Patel and Shah (2023) revealed that excessive personalization may create discomfort among consumers if ethical boundaries and data protection measures are not clearly communicated.
- Wang et al. (2025) examined how AI-driven personalization in social media marketing influences consumer decision-making and buying behaviour. Their study showed that AI personalization enhances the relevance of ads, increases consumer engagement, and positively affects purchase intentions by leveraging predictive analytics and recommendation systems.

Methodology

The study followed a descriptive research design to examine how AI-Driven Hyper-

Personalization and Its Impact on Consumer Buying Behaviour. A total of 250 respondents were selecting using purposive sampling from sector such as E-Commerce, Online Retail, digital marketing & Social Media platforms. Data was collected through structural questionnaires administrated to customers. The chi-square test looked at a relationship between AI-driven hyper-personalization and consumer purchase intention.

Hypothesis

H₀ (Null Hypothesis): There is no significant association between AI-driven hyper-personalization and consumer purchase intention.

H₁ (Alternative Hypothesis): There is a significant association between AI-driven hyper-personalization and consumer purchase intention.

Table 1: AI-driven hyper-personalization and consumer purchase intention.

AI Hyper-Personalization \ Purchase Intention	Low	Medium	High	Row Total
Strongly Agree	45	20	5	70
Agree	50	30	10	90
Neutral	20	25	15	60
Disagree	10	15	5	30
Column Total	125	90	35	250

Chi-Square Test Results:

· $\chi^2 (6) = 19.07, p < 0.05$

· Cramer's V = 0.28

Interpretation

Reject H₀. There is a significant association between AI-driven hyper-personalization and consumer purchase intention. The results indicate that higher levels of AI-based hyper-personalization are associated with increased consumer purchase intention. The Cramer's V value shows a moderate strength of association, suggesting that AI-driven personalized marketing strategies play an important role in influencing consumers' buying decisions.

Table 2: Association between Trust in AI and Customer Satisfaction

Trust in AI \ Customer Satisfaction	Low	Medium	High	Row Total
High Trust	60	20	10	90
Moderate Trust	40	35	15	90
Low Trust	20	30	20	70
Column Total	120	85	45	250

Chi-Square Test Results

- $\chi^2 (4) = 18.52, p < 0.05$
- Cramer's V = 0.27

Interpretation

Reject H_0 . There is a significant association between trust in AI and customer satisfaction. Customers with higher levels of trust in AI tend to report higher satisfaction levels. The Cramer's V value indicates a moderate association, suggesting that trust in AI plays an important role in shaping customer satisfaction.

Findings

- The Chi-square test is revealed significant association between AI-driven hyper personalization and consumer purchase intention. The results indicate that higher levels of AI-based hyper-personalization are associated with increased consumer purchase intention. The Cramer's V value shows a moderate strength of association, suggesting that AI-driven personalized marketing strategies play an important role in influencing consumers' buying decisions. $\chi^2 (6) = 19.07, p < 0.05$.
- There is a significant association between trust in AI and customer satisfaction. Customers with higher levels of trust in AI tend to report higher satisfaction levels. The Cramer's V value indicates a moderate association, suggesting that trust in AI plays an important role in shaping customer satisfaction. $\chi^2 (4) = 18.52, p < 0.05$
- AI-driven hyper-personalization has a significant positive impact on consumer purchase intention and buying behavior.
- Personalized recommendations and targeted advertisements improve brand engagement and conversion rates.

- Consumers perceive AI-driven personalization as useful and relevant, enhancing their overall shopping experience.
- Trust plays a major role in determining consumer acceptance of hyper-personalized marketing strategies.

Conclusion

Hyper-personalization powered by AI has become a potent marketing tactic that has a big impact on customer purchasing decisions. AI improves consumer pleasure, brand loyalty, and purchasing decisions by providing personalized content, product recommendations, and experiences. The study does, however, also draw attention to growing worries about customer trust, ethical usage, and data protection. Therefore, in order to implement customization tactics and ensure transparency and data protection, marketers must adopt responsible AI methods. Organizations can build long-term client relationships and a sustained competitive advantage by taking a balanced approach between ethical responsibility and technological innovation.

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- 2) *Kumar et al. (2020) highlighted that machine learning-driven personalization improves customer satisfaction but emphasized rising concerns regarding data privacy and transparency.*
- 3) *Chen and Li (2021) studied predictive analytics in marketing and concluded that hyper personalization enhances decision-making speed and perceived value among consumers.*
- 4) *Arora et al. (2022) explored consumer trust in AI-driven marketing and identified trust as a critical mediator between personalization and customer loyalty.*
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Green Marketing and Consumer Buying Behavior: A Study on Youth Perceptions in India

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Abstract

Environmental degradation and climate change have intensified the need for sustainable business practices across the globe. Green marketing has emerged as a strategic response that integrates environmental responsibility with marketing activities, aiming to influence consumer attitudes and purchasing behaviour. Youth in India constitute a significant and influential consumer segment due to their growing environmental awareness, digital exposure, and future purchasing power. This study examines the perceptions of Indian youth toward green marketing and analyses its impact on their buying behaviour. A descriptive research design was adopted, and primary data were collected from 300 respondents aged 18–30 using a structured questionnaire. Statistical tools such as percentage analysis, mean score analysis, correlation, and regression were employed. The findings reveal that while youth exhibit high awareness and positive attitudes toward green products, factors such as price sensitivity, availability, and trust in green claims significantly affect actual purchase behaviour. The study highlights the importance of transparent communication, credible eco-labelling, and affordability in strengthening green consumerism. The paper contributes to the discourse on sustainable marketing and provides practical insights for businesses and policymakers aiming to promote ethical and sustainable consumption in India.

Keywords: Green marketing, consumer buying behaviour, youth perception, sustainability, eco-friendly products

1. Introduction

Sustainability has become a central concern in modern business environments as

organizations face increasing pressure to address environmental degradation, resource depletion, and climate change. Traditional marketing approaches that prioritize profit maximization are gradually being replaced by sustainable and ethical models that emphasize environmental and social responsibility. Green marketing refers to the promotion of products and services that are environmentally friendly, produced through sustainable processes, and designed to minimize ecological harm.

India, as a rapidly developing economy, faces significant environmental challenges due to industrialization, urbanization, and rising consumption levels. At the same time, the country has a large youth population that is more environmentally aware, technologically connected, and socially conscious than previous generations. Indian youth are exposed to sustainability narratives through education, social media, and global environmental movements, making them a critical segment for promoting green consumerism.

Despite growing awareness and positive attitudes toward sustainability, a noticeable gap exists between environmental concern and actual green purchasing behaviour. Consumers often hesitate to buy eco-friendly products due to higher prices, limited availability, lack of trust in green claims, and perceived inconvenience. Understanding how green marketing influences youth buying behaviour is therefore essential for businesses seeking to build sustainable brands and for policymakers aiming to encourage responsible consumption.

This study explores youth perceptions of green marketing in India and examines its influence on consumer buying behaviour, aligning with the conference theme **“Green Capitalism Reimagined: Evolving Ecosystems of Commerce and Sustainability.”**

2. Review of Literature

Green marketing has been widely studied as an important tool for promoting sustainable consumption. Polonsky (1994) defined green marketing as all activities designed to satisfy consumer needs with minimal negative impact on the environment. Since then, researchers have examined how green marketing strategies influence consumer attitudes and purchasing decisions. Chen and Chang (2013) emphasized the role of green trust and green

perceived value in shaping green purchase intention. Their study highlighted that consumers are more likely to buy eco-friendly products when they believe environmental claims are credible. Peattie and Crane (2005) cautioned that misleading green claims, commonly referred to as greenwashing, can damage consumer trust and reduce the effectiveness of green marketing efforts.

In the Indian context, D'Souza et al. (2007) found that while consumers demonstrate concern for the environment, price and quality remain dominant factors influencing purchase decisions. Biswas and Roy (2015) observed that environmental concern does not always translate into green purchasing behaviour, particularly in emerging economies where affordability and accessibility play crucial roles.

Studies focusing on youth consumers suggest that young people are more receptive to sustainability messages but remain sceptical of exaggerated environmental claims. Kumar and Ghodeswar (2019) found that eco-labels and green branding positively influence Indian consumers when supported by reliable certifications. However, they noted that price sensitivity continues to limit green product adoption.

The literature indicates growing interest in green marketing and sustainable consumer behaviour but also highlights several unresolved issues, particularly in the context of youth consumers in developing economies.

3. Research Gap

Although extensive research has been conducted on green marketing and consumer behaviour, several significant gaps remain, particularly in the Indian context.

First, most existing studies focus on **general consumers or urban populations**, with limited attention given to **youth as a distinct and influential consumer segment**. The unique perceptions, motivations, and constraints of Indian youth are often underrepresented in empirical research.

Second, a large proportion of studies emphasize **green purchase intention rather than actual buying behaviour**. The gap between intention and real purchasing decisions, especially among youth, remains insufficiently explored.

Third, while trust and scepticism toward green claims are frequently discussed, **empirical examination of green trust and credibility of marketing claims among Indian youth is limited**. Concerns related to greenwashing and their impact on youth purchasing behaviour require deeper investigation.

Fourth, **price sensitivity and accessibility**, which are critical factors in emerging economies like India, are often treated as secondary variables. There is inadequate research analysing how these economic constraints influence the relationship between positive environmental attitudes and actual green purchases among youth.

Finally, limited studies connect green marketing with the broader framework of **sustainable and ethical consumerism aligned with the Sustainable Development Goals (SDGs)** and evolving ecosystems of commerce, as emphasized in the concept of green capitalism.

This study addresses these gaps by focusing exclusively on Indian youth, examining the influence of green marketing on actual buying behaviour, incorporating trust and price sensitivity as key determinants, and situating the analysis within the broader discourse on sustainability and green capitalism.

4. Objectives of the Study

1. To examine the level of awareness of green marketing among Indian youth.
2. To analyse youth attitudes toward green and eco-friendly products.
3. To study the influence of green marketing on youth buying behaviour.
4. To identify factors affecting green purchase decisions among youth.
5. To suggest measures to promote sustainable consumption among youth.

5. Research Methodology

5.1 Research Design

The study adopts a **descriptive research design** to analyse perceptions and behaviour related to green marketing.

5.2 Sample Size and Sampling Technique

A sample of **300 respondents** aged **18–30 years** was selected using convenience sampling.

5.3 Data Collection

- **Primary Data:** Structured questionnaire with a five-point Likert scale.
- **Secondary Data:** Journals, books, reports, and conference papers.

5.4 Tools for Analysis

Multiple regression analysis was employed to identify factors influencing green buying behaviour.

6. Analysis and Interpretation

This section presents the analysis of primary data collected from 300 youth respondents to examine their awareness, attitudes, and buying behaviour toward green marketing. Appropriate statistical tools such as percentage analysis, mean score analysis, correlation, and regression analysis were applied. The results are supported with tables and corresponding interpretations.

Percentage Analysis of Awareness of Green Marketing

Percentage analysis was used to understand the level of awareness of green marketing among youth respondents.

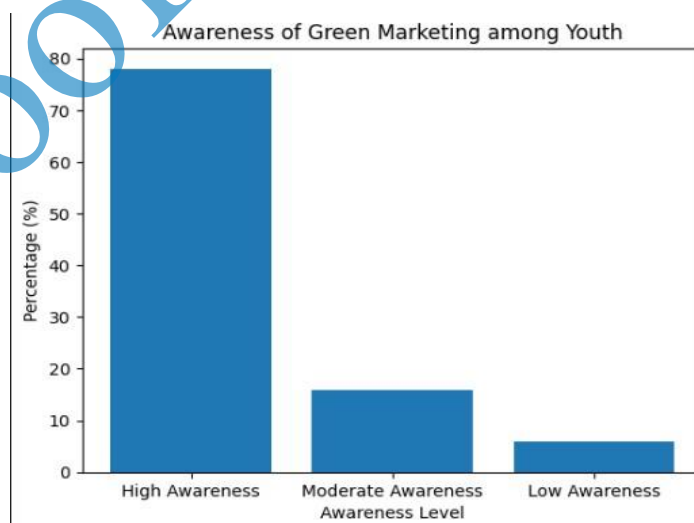


Table 6.1: Awareness of Green Marketing among Youth

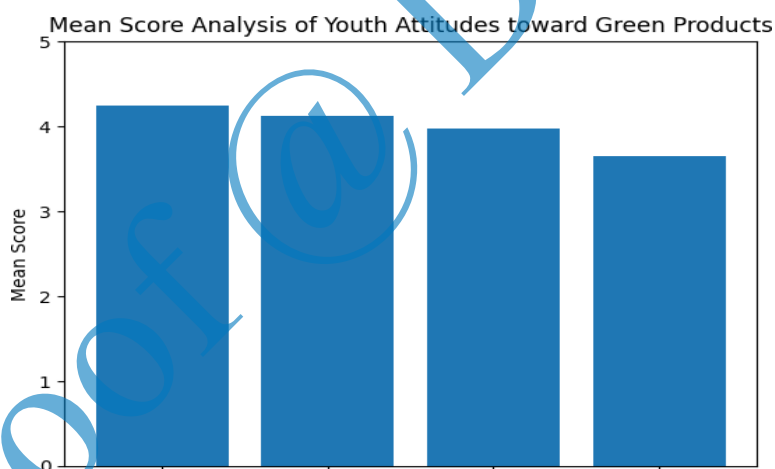
Awareness Level	Frequency	Percentage (%)
High Awareness	234	78.0
Moderate Awareness	48	16.0
Low Awareness	18	6.0
Total	300	100.0

Interpretation

The table indicates that a significant majority (78%) of the respondents possess a high level of awareness regarding green marketing concepts. Only 6% of respondents reported low awareness. This reflects the growing exposure of youth to sustainability-related information through education, digital media, and social platforms.

Mean Score Analysis of Attitudes toward Green Products

Mean score analysis was conducted to assess the attitudes of youth toward green and eco-friendly products using a five-point Likert scale.

**Table 6.2: Mean Score Analysis of Youth Attitudes**

Statements	Mean Score	Interpretation
Green products help in protecting the environment	4.25	Strongly Agree
I prefer purchasing eco-friendly products	4.12	Agree
Green marketing influences my purchase decisions	3.98	Agree
Green products are worth the price paid	3.65	Agree

Interpretation

The mean scores indicate a positive attitude of youth toward green products. The highest mean score (4.25) suggests strong agreement that green products contribute to environmental protection. However, comparatively lower scores related to price indicate moderate concern regarding affordability.

Correlation Analysis between Green Marketing and Buying Behaviour Correlation analysis was employed to examine the relationship between exposure to green marketing and youth purchase intention.

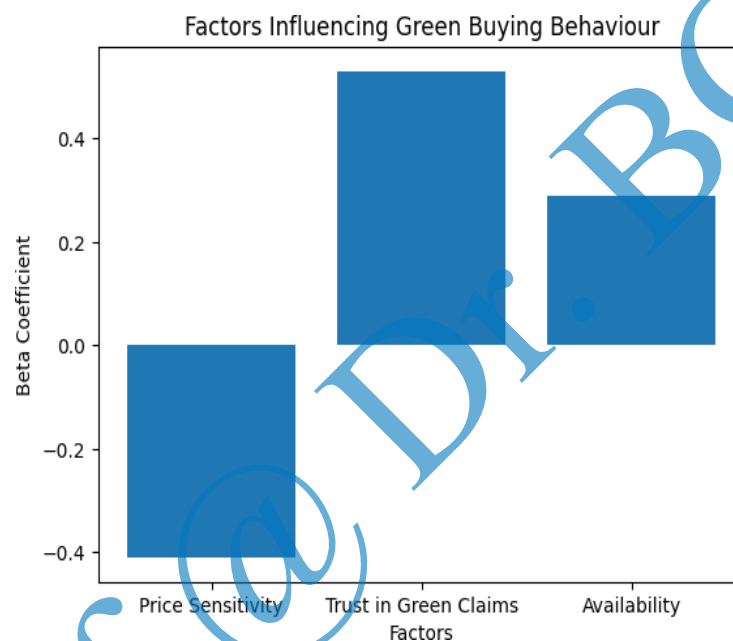


Table 6.3: Correlation between Green Marketing Exposure and Purchase Intention

Variables	Correlation Coefficient (r)	p- value	Result
Green marketing exposure and purchase intention	0.62	0.001	Significant

Interpretation

The correlation coefficient ($r = 0.62$) indicates a strong positive relationship between green marketing exposure and purchase intention. The p-value (0.001) is less than 0.05, confirming that the relationship is statistically significant. This implies that increased exposure to green marketing positively influences youth buying intentions.

Regression Analysis of Factors Influencing Green Buying Behaviour

Multiple regression analysis was conducted to identify the key factors influencing green buying behaviour among youth.

Table 6.4: Regression Analysis of Determinants of Green Buying Behaviour

Independent Variables	Beta Coefficient	t-value	p-value
Price Sensitivity	-0.41	-6.12	0.000
Trust in Green Claims	0.53	7.48	0.000
Availability of Green Products	0.29	4.02	0.002

Model Summary

$R^2 = 0.58$

F-value = 42.31

p-value = 0.000

Interpretation

The regression model explains 58% of the variation in green buying behaviour ($R^2 = 0.58$), indicating a good model fit. Trust in green claims has the strongest positive influence on buying behaviour, followed by availability.

Price sensitivity shows a significant negative impact, suggesting that higher prices discourage youth from purchasing green products. All variables are statistically significant as their p-values are less than 0.05.

Overall Interpretation of Analysis

The analysis reveals that Indian youth possess high awareness and favourable attitudes toward green marketing. However, actual buying behaviour is significantly influenced by economic and trust-related factors. While green marketing positively impacts purchase intention, price sensitivity and product availability continue to act as barriers. Strengthening trust through credible green claims and improving affordability can enhance green consumerism among youth.

7. Findings

- Youth exhibit high environmental awareness and concern.
- Positive attitudes toward green products do not always result in purchases.
- Trust in green marketing claims significantly influences buying behaviour.
- Price sensitivity remains a major barrier to green consumption.
- Availability affects purchase frequency.

8. Suggestions

- Promote transparent and credible green communication.
- Introduce standardized eco-labels and certifications.
- Reduce price premiums on green products.
- Increase awareness campaigns targeting youth.
- Encourage educational institutions to promote sustainable practices.

9. Conclusion

Green marketing plays a vital role in influencing consumer buying behaviour, particularly among youth in India. While awareness and positive attitudes toward sustainability are high, economic and trust-related barriers limit actual green purchasing behaviour. Addressing these challenges through credible marketing strategies and supportive policies can strengthen sustainable consumption and contribute to the evolution of green capitalism in India.

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An Empirical Exploration of Youth Inclination towards Brand Flagship Items

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Abstract

This study explores young consumers' preferences and buying habits regarding flagship items. Using a structured questionnaire, data were collected from 100 respondents through simple random sampling. Statistical tools like the simple percentage method, Chi-square, ANOVA, and weighted average mean helped analyze trends. The findings reveal that young working professionals, particularly women, are the primary buyers, with affordability and social media playing a major role in their decisions. Electronics are the most preferred category, and platforms like Instagram, along with product reviews, significantly influence purchases. The study suggests that brands should focus on digital marketing, affordability, and quality to build stronger connections with young consumers.

Keywords: Youth preferences, flagship items, social media influence, affordability, digital marketing.

Introduction

Young consumers play a major role in shaping market trends, especially when it comes to flagship products—high-end items that represent innovation, exclusivity, and status. Brands like Apple, Samsung, Nike, Gucci, and Louis Vuitton use these products to attract young buyers who see them as symbols of quality, prestige, and self-expression. Owning a flagship product isn't just about its features; it's also about identity and social validation. Social media and influencer marketing have made these products even more desirable. Platforms like Instagram, YouTube, and Facebook create hype through endorsements from celebrities, influencers, and tech reviewers. Peer influence is also a big

factor, as young people often look to their friends and social networks when making selections about what to buy. Even with their high price tags, flagship products remain within reach for many young consumers thanks to flexible payment options, student discounts, and buy-now-pay-later schemes. Many prioritize these purchases over other expenses, valuing the status and brand connection they bring. While studies have explored brand loyalty and social influence, there's still a gap in understanding why young consumers are particularly drawn to flagship items. This research aims to uncover the psychological, social, economic, and marketing factors driving these choices, offering valuable insights for brands and marketers.

Objectives of the Study

- To analyze the factors influencing youth to purchase branded products.
- To identify the perception of young consumers on branded products.
- To explore the impact of social media on youth purchasing behavior.
- To study brand loyalty among youth.
- To understand the role of emerging trends on the consumption pattern of the youth.

Research Methodology

This research is designed to understand youth purchasing behavior using a descriptive approach. Data was primarily collected through a questionnaire distributed to 100 respondents, ensuring firsthand insights. Additionally, secondary data was gathered from credible sources such as books, websites, journals, and articles. To maintain fairness in participant selection, a straightforward random sampling method was employed. The collected information was then structured and presented using tables, graphs, and charts for better clarity. Various statistical methods, including percentage analysis, Chi-square tests, ANOVA, and weighted average mean, were applied to interpret the data effectively. This comprehensive approach helps in gaining a deeper understanding of the factors influencing youth preferences for branded products.

Review of Literature

Theresa Macheka, Emmanuel Silva Quaye, and Neo Ligaraba (2024) studied how online reviews and celebrity endorsements influence young female consumers when purchasing beauty products. Their research found that while many factors positively affected buying decisions, a celebrity's attractiveness had little influence on consumer attitudes, and brand loyalty did not significantly impact purchase intentions.

Shrinivas Kulkarni and Leena James (2022) explored the factors influencing Indian youth in purchasing electronic gadgets. Their study, conducted with 650 young consumers in Bengaluru, revealed that brand image, product design, and country of origin were major deciding factors, whereas corporate identity had minimal influence on their purchase decisions.

Gustavo A. Barrera and Hector R. Ponce (2020) examined how personality traits shape young adults' preferences for luxury products. Their study revealed that competitive individuals are more drawn to luxury brands, while those with a strong curiosity for learning tend to be less interested in buying luxury clothing.

Sumanam TR (2018) studied how young consumers in Thrissur purchase branded clothing during sales. The research found that they prefer discounts over sticking to a single brand, often switching for better offers while still valuing quality and style. It implies that clothing retailers should focus on attractive promotions to keep their customers engaged.

Need for the Study

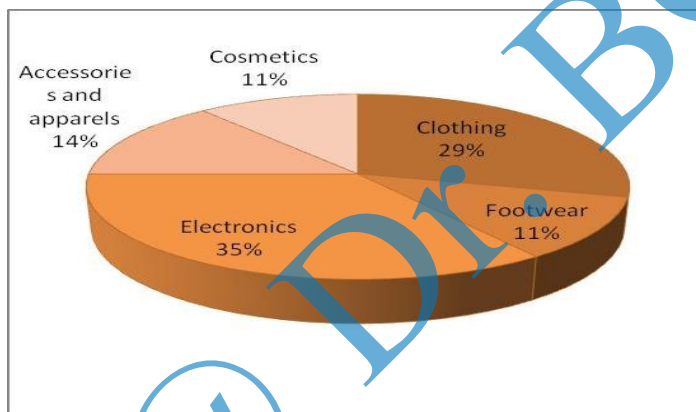
Young consumers have a strong attraction to flagship products, often placing them above other spending priorities. Their buying decisions are shaped by factors like brand image, social influence, and digital marketing, but there's still much to uncover about what truly drives their choices. This study aims to dive deeper into these influences, providing brands with valuable insights to better engage and connect with this dynamic consumer group.

Limitations of the Study

This study focuses on young consumers aged 15-30, which means it doesn't consider other age groups who may also buy flagship products. It may not fully capture the emotional and psychological factors behind their choices or external influences like inflation and job market changes that affect their spending power. Since youth trends evolve quickly, the findings may not remain applicable for very long. Additionally, relying on questionnaires could lead to some inaccuracies in responses.

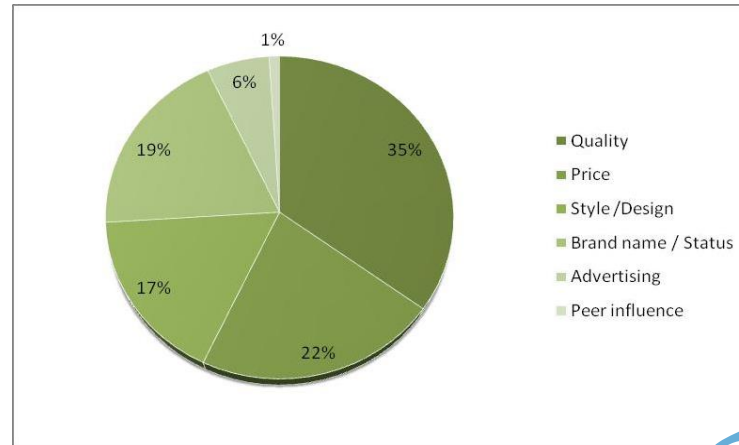
Data Analysis and Interpretation

Brand Affinity: Top Product Categories & Preferences					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Clothing	29	29	29	29
	Footwear	11	11	11	40
	Electronics	35	35	35	75
	Accessories & Apparels	14	14	14	89
	Cosmetics	11	11	11	100
	Total	100	100	100	



Interpretation: The above chart shows that branded electronics are the top choice (35%), followed by clothing (29%). Accessories & apparels have a moderate preference (14%), while footwear and cosmetics (11% each) are the least popular by the respondents.

Brand Selection: Essential Factors & Trends					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Quality	35	35	35	35
	Price	22	22	22	57
	Brand name/Status	19	19	19	76
	Style/Design	17	17	17	93
	Advertising	6	6	6	99
	Peer influence	1	1	1	100
	Total	100	100	100	



Interpretation: Most respondents prioritize quality (35%) when buying branded products, followed by price (22%), brand name/status (19%), and style/design (17%). Advertising (6%) and peer influence (1%) play a minor role, showing that people care more about product quality and cost than external influences.

Statistical Tools Chi – Square Method Hypothesis

Ho: There is no significant relationship between gender and the most important factor considered when buying a branded product.

H1: There is significant relationship between gender and the most important factor considered when buying a branded product.

Table 1: Comparison of Gender with the Most Important Factor Considered While Buying Flagship Items

O	E	O-E	(O-E) ²	$\sum^{(-)}$
11	17.15	-6.15	37.8225	2.205393586
13	10.78	2.22	4.9284	0.457179963
9	8.33	0.67	0.4489	0.053889556
14	9.31	4.69	21.9961	2.362631579
1	2.94	-1.94	3.7636	1.280136054
1	0.49	0.51	0.2601	0.530816327
24	17.85	6.15	37.8225	2.118907563
9	11.22	-2.22	4.9284	0.439251337

8	8.67	-0.67	0.4489	0.05177624
5	9.69	-4.69	21.9961	2.26997936
5	3.06	1.94	3.7636	1.229934641
0	0.51	-0.51	0.2601	0.51
TOTAL				13.50989621

Where, Observed Frequency, or O Expected Frequency or E Calculated value of chi square = 13.509

Degree of freedom (N-1) = (1, 5) Level of significance= 5%

The table value of degree of freedom 5 at 5% level of Significance is 11.070.

Conclusion: From the above table it is inferred that calculated value is higher than table value therefore; the null hypothesis (Ho) is rejected.

ANNOVA Method Null Hypothesis (H0)

There is no significant relationship between Age group with respect to the Average Monthly Spending on Flagship Items.

Alternative Hypothesis (H1)

There is significant relationship between Age group with respect to the Average Monthly Spending on Flagship Items.

Table 2: Association Between Age and Monthly Spending on Flagship Items
Analysis of Variance Table

Source of Variation	Sum of Square	Degree of Freedom	Mean Sum of Square	Variation Ratio
BETWEEN COLUMN	SSC = 245	C-1 4-1	MSC = — —1	FC = —
		= 3	= 245 — 3 =81.6667	= 81.6667 — 63.3333 = 1.2895

ERROR	SSE = 760	N-C 16-4 = 12	MSE = $\frac{760}{12} = 63.3333$	
TOTAL	TSS = 1005	15		

Calculated value of $F = 1.2895$, Degree of freedom (3, 12).

The calculated value of F for (3, 12) at 5% level of significant is 3.49.

Since the calculated value of F (1.2895) is less than the tabulated value of F (3.49), Hence null hypothesis is accepted (H_0).

Conclusion: There is no significant relationship between Age group with respect to the Average Monthly Spending on Flagship Items.

Findings

The study explores how young consumers make choices when it comes to flagship products. Most of them, especially working professionals, are mindful of their spending, prioritizing necessity and quality over just brand names. Electronics stand out as the most preferred category, with affordability playing a key role in their decisions.

Social media, particularly Instagram, greatly influences their purchases, while celebrity endorsements have little effect. Online shopping is the go-to choose, with many waiting for discounts and special promotions before making a purchase. Family values shape their buying habits, but social responsibility isn't a major factor in their decisions.

Durability remains a top reason for brand preference, indicating that while they do stick to certain brands, their loyalty is based more on quality and suitability rather than marketing tactics.

Suggestions

- Focus on young professionals and women by tailoring marketing strategies to their preferences and needs.
- Make products more accessible with budget-friendly options and flexible payment plans for price-conscious buyers.
- Boost social media presence, especially on Instagram, to connect with consumers and build trust through customer reviews and unboxing videos.
- Ensure consistent advertising that highlights authenticity and product quality rather than just promotional messages.
- Offer a variety of product choices and emphasize durability to help consumers make informed decisions and justify pricing.
- Improve the online shopping experience by featuring real customer reviews, engaging video content, and a seamless mobile interface.
- Introduce loyalty programs, discounts, and seasonal offers to attract and retain customers.
- Encourage responsible shopping by addressing peer pressure and promoting informed decisions through reliable product information.
- Strengthen digital sales channels as more consumers prefer shopping online.

Conclusion

Young consumers, especially working professionals, are mindful of their spending and prioritize quality, affordability, and necessity over just brand names. Electronics are their top choice, and social media, particularly Instagram which strongly influences their shopping decisions, while celebrity endorsements have little impact. Online shopping is their preferred method, with many waiting for discounts and promotions before making a purchase. To connect with them effectively, brands should focus on their needs by offering budget-friendly options, improving their digital presence, and building trust through real customer interactions. Highlighting durability, enhancing the online shopping experience, and introducing loyalty programs can help keep customers engaged. By understanding their preferences and shopping habits, businesses can build lasting relationships and stay relevant in a competitive market.

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Popularity and Preferences: E – Commerce vs. Traditional Retail Shopping Habits

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Abstract

The rapid expansion of e-commerce in India has reshaped consumer shopping habits while traditional retail continues to retain a strong foothold across demographics and product categories. The main benefit of e-commerce is that people can purchase wherever they are, without having to leave home, and finding everything they need just by typing a couple of words. This paper explores the factors influencing consumer behavior in India, comparing e-commerce and traditional retail based on secondary data from existing studies, reports, and market analysis. The study highlights key trends, challenges, and the future of retail in India.

Keywords: E-commerce, Traditional retail, consumer behavior, market analysis.

1. Introduction

The evolution of e-commerce has undergone several stages, from being a novelty that lacks security and efficiency to an integral part of a modern person's life. Some researchers focus on how consumer preferences changed the perception of shopping, leading to more retailers developing their online shops. This paper aims to examine a reversed connection between the two factors – how innovation and development of online stores led to customers choosing online shops instead of traditional shopping. Consumer shopping habits have changed to reflect the increased global dominance of e-commerce business, while brick-and-mortar stores become more obsolete.

2. An Overview of Traditional Retail

Traditional retail commonly refer to as old-school retail, by providing the goods or services that consumers want at brick-and-mortar stores. Focusing on the most basic level of interaction, it also includes carefully chosen touch points to process critical functions both at the beginning and throughout the customer journey, making it even easier for them.

Some of the key components of traditional retail are:

❖ Product Procurement and Selection

Partnering with wholesalers, distributors, or even manufacturers to choose quality products or services that will satisfy market needs and generate sales. With differing available options, the right mix of products is critical.

❖ Store layout and Presentation

A good store layout helps the shopper navigate through departments or product aisles. It offers the customer a comprehensive experience that encourages exploration and boosts sales potential. Visual merchandising is a major tool that attracts the attention of customers through high-priority products.

❖ Customer Engagement

Retail spaces often focus on building loyalty through direct, personalised service. In-store staff contribute to brand identity, ensuring new and existing customers feel valued and supported throughout their visit.

❖ Marketing and Promotions

Physical brick-and-mortar retailers deploy methods of attracting both foot traffic as well as the conversion rate with in-store events, seasonal promotions, and customer loyalty programs.

Although ecommerce is rising, traditional retail hones in on these pleasures to create a multi-sensory experience that fosters the customer-business relationship. As a result, retailers have to keep innovating just to remain relevant and meet the changing expectations of consumers.

3. Rise of Digital Shopping

Today's retail world is digital, and Indian retailers understand that it is about time they started to respond to the changing consumer interests. Digital shopping can be described as a multifaceted phenomenon resulting from the development of e-commerce, the growth of mobile commerce, the increasing impact of social networks, the transition to the Omni channel model, technological innovations, advancements in payment methods, and the penetration of the rural market. These factors together are reshaping the retail landscape, offering consumers a more convenient, personalized, and accessible shopping experience.

Hence it is essential to discuss each factor in detail to get a better understanding of how these dynamics are changing the retail industry in India, enabling retailers to better cater to the modern consumer preferences.

4. Traditional Retail vs. Ecommerce

Ecommerce and traditional retail have become increasingly intertwined. While distinct in their approaches, they complement each other and are both essential for a retail business success, especially as Omni channel and multichannel retailing become the norm. They both serve the same customer goal, but there are essential differences between these concepts:

4.1 Market Size

❖ Traditional Retail

The physical size and location of traditional stores often limit the brand's ability to rely on nearby customers for foot traffic and revenue. This model limits the customer base to customers within a particular radius, thus limiting market potential. Old-fashioned retailers also face hurdles in adjusting to the increased consumer behaviors, such as online shopping, which can affect footfall and sales.

❖ Ecommerce

Ecommerce removes geographical barriers for a retailer, and they can get an international customer base. This implies that, unlike physical retail, which faces geographical limitations, ecommerce allows businesses to expand their customer base virtually without bounds. Ecommerce skyrocketed, with up to 20–30% of businesses

converting online in the height of the pandemic. Amazon tops the global rankings for online marketplace traffic which demonstrates the immense opportunities presented by ecommerce platforms.

4.2 Investment needed

❖ Traditional Retail:

First of all, there are many costs to brick-and-mortar shops—rent, amenities, and staff. Aside from this, different regions will have rent prices of their own, along with the size of each store and utilities costs to sustain electricity, heating, and cooling in order for a business to run. It costs retailers to stock their merchandise as well—visual merchandising and all the in-store displays necessary to provide a true shopping experience are also included in operating costs.

Labour costs for employees, benefits, and training are an important aspect of customer service, as are any security measures needed to reduce theft and increase public safety. In addition to that, marketing and advertising also provide store traffic while taxes, insurance, and maintenance keep the store open.

❖ Ecommerce

The initial cost for designing and developing your ecommerce business' website entails making it user-friendly, integrating a payment gateway, and signing on for secure server hosting. Digital marketing tools, including email marketing platforms, SEO, and social media ads, are all required for converting customers. Even with lower operational costs of running an ecommerce store versus traditional brick-and-mortar counterparts, as an online footprint grows, more and more physical warehouse space is required to meet inventory needs and fulfil commodity orders.

4.3. Product Interaction and Shopping Experience

❖ Traditional Retail

The idea of traditional retail includes customers interacting with the products. This way they have the opportunity to try the goods on the spot, purchase products, and take them home. People often decide on a purchase based on these tactile experiences.

❖ Ecommerce

Customers virtually have no way of trusting or verifying the product online other than photos, videos, and customers reviews, which increases the number of returns. Still, augmented reality (AR) and 360-degree product views are closing this gap.

An effective Omni channel strategy integrates these tactile in-store experiences with the convenience of in-store technology digital channels, allowing customers to seamlessly transition between traditional retail and ecommerce touchpoints.

4.4. Product selection and availability

❖ Traditional Retail

In a traditional retail environment, retailers decide what to sell in their physical stores based on demand or the amount of shelf space they have. That translates to retailers being picky with which products will be taken to the sales floor, and, therefore, certain products (be they seasonal or bestsellers) may take longer for customers to get their hands on.

❖ Ecommerce Businesses

The ecommerce platform can hold an inventory that is much larger and has new products that easily outnumber their average brick-and-mortar store through a wide diversity of selection—essentially, limitless stock. Likewise, online shops also have the ability to allow their customers to subscribe for notifications or back-in-stock alerts, notifications that inform your customer when items are out of stock and restocked. It saves customers time and boosts their chances of finding the product they desire.

4.5 Customer service

❖ Traditional Retail

In traditional retail, the in-person nature of shopping allows for sales associates to assist right then and there with questions or concerns on any product. These types of in-the-flesh experiences do tend to connect people and cultivate brand loyalty through human interaction and directly solving consumer problems.

❖ Ecommerce

Ecommerce comes with digital support mechanisms such as 24/7 chatbots, live chat, and large FAQ sections where customers can find help or answers to their problems at any time. While all the posts online are great and easier, bigger or more complex customer issues without human contact make it a little tougher.

4.6 Location

❖ Traditional Retail

In a physical location, traditional retailers are limited to the customers that come through the door, while shoppers have to travel there in person—an inconvenience for which some will find little patience, particularly those who live far away or have restricted mobility. That reliance on physical presence restricts the store's accessibility to customers in a specific geographic area, forcing those farther away from it to exert more energy accessing goods.

❖ Ecommerce

Ecommerce provides unrivalled convenience, allowing customers to make purchases from any location with internet access. It also eradicates geographical boundaries; this means that businesses will be able to serve a global consumer base, and consumers will be able to make purchases. Any time, day or night. Ecommerce provides much greater flexibility than traditional retail in the convenience of shopping wherever and whenever with your product being delivered to your customers doorstep.

4.7. Pricing and promotions

❖ Traditional Retail

In physical stores, prices are generally higher due to various overhead charges—rent, utilities, worker wages, and display of these goods in store. In order to recoup these costs and incentivise purchases, brick-and-mortar locations use tricks such as in-store promotions, limited-time-only coupons and sales, loyalty programs, or colourful visual merchandising displays with the intent to draw in consumers and compel that last nerve for urgency.

❖ Ecommerce

One of the benefits of shopping online is that it can provide the lowest-cost prices due to a myriad of significantly lower operating costs needed to run and safeguard a shop, together with fewer labour resources required in conventional price lists.

Furthermore, online stores with more adaptive pricing policies can adjust their prices during the business day, using a so-called dynamic mechanism. This practice implements real-time price adjustments based on demand, competition price, or customer call centre activity, among other factors. Ecommerce enables customers to compare prices from different sellers more effectively to make better-informed buying decisions than in the past. Ultimately the consequence is higher price transparency.

4.8. Inventory management

❖ Traditional Retail

Inventory management in traditional retail is an ongoing discipline that requires a constant eye to ensure stock levels are accurate and items are available for customers on demand. Frequent stocktaking and a manually recorded sales register where an employee needs to restock on the go before any popular item is out of stock. Moreover, returns management is also very important because customers expect easy and frictionless goods returns that require products to be processed and restocked in a timely fashion.

❖ Ecommerce

Innovative retail technology such as centralised warehouses—where more stock is kept—and integrated systems allow for better management across different ecommerce fronts. With the help of automated tools, such as robotics and inventory management software, keeping an eye on products for tracking, sorting, and restocking becomes easier. Particularly when there are a lot of orders and returns to be managed, which in turn ensures both speed as well as accuracy. This helps ecommerce businesses by providing faster delivery, increased stock transparency, and reduced human error—meaning overall better efficiency in organisation.

5. Conclusion

The study of consumer online and offline shopping popularity and preference is essential in understanding the evolving landscape of retail and consumer preferences in the digital age. With the advent of e-commerce platforms and the widespread use of digital technologies, consumers now have more choices and convenience in how they shop for goods and services. Traditional brick-and-mortar stores are facing increasing competition from online retailers, prompting businesses to adapt their strategies to meet the changing needs and expectations of consumers.

Traditional retail and ecommerce are not separate strategies anymore but pieces that can work together for the future of retail. With retail digital transformation rewriting consumer shopping habits, businesses with a hybrid model are likely to perform the best.

Thriving in this competitive space therefore relies on capitalising on the best of both traditional and ecommerce retail.

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Performance and Usage Patterns of Electric Compact SUVs and SEDANS in India

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Abstract

India's electric vehicle (EV) market is rapidly growing due to environmental concerns, rising fuel prices, and government incentives. This study analyses the classification, market distribution, driving range, and cost of the four major-wheeled EV segments in the Indian market, namely electric compact SUVs and sedans. Secondary data sources and statistical methods, such as independent sample t-tests, were used. Consumer preferences and market trends are illustrated through tables. The results show no significant statistical difference between compact SUVs and sedans in terms of driving range and price. This indicates that comprehensive policies and diverse product strategies are essential to promote EV adoption in India.

Keywords: *Electric vehicles; Compact SUVs; Sedans; Driving range; Price analysis; India; EV market*

Introduction

The global automotive sector is facing a profound structural transformation driven by urgent needs, including reducing global carbon emissions, addressing climate change, and addressing concerns about energy security. Electric vehicles (EVs) have emerged as a key technological solution to transform the transportation sector—which accounts for a major share of global carbon emissions—into a carbon-neutral mode. Rapid advancements in battery technology, reductions in the cost of lithium-ion batteries, and improvements in charging infrastructure have accelerated the global pace of transition from internal combustion engine (ICE) vehicles to electric vehicles [1].

In this global transformation, India has become one of the rapidly growing countries in the electric vehicle market among emerging economies. It faces severe challenges, including urban air pollution, excessive fossil fuel imports, and transportation deficits, making the adoption of clean and sustainable mobility solutions a national priority.

Government initiatives such as the “Faster Adoption and Manufacturing of Electric Vehicles (FAME)” schemes, goods and services tax (GST) reductions for electric vehicles, production-linked incentives (PLI), and state-level benefits have created a supportive policy environment for the adoption of electric vehicles [2]. These measures aim not only to promote vehicle electrification but also to strengthen local manufacturing and reduce dependency on imported energy resources.

Earlier, the adoption of electric vehicles in India was primarily focused on two-wheelers and three-wheelers due to cost and operational suitability. However, in recent years, interest in four-wheeler electric vehicles (EVs) has increased significantly. Higher user awareness, expanded charging networks, and the entry of numerous local and international manufacturers have helped boost the adoption of electric vehicles. In this sector, compact SUVs and sedans have emerged as two key categories, reflecting customer expectations related to vehicle usage, aesthetics, convenience, and performance. Compact electric SUV cars have become popular due to their higher ground clearance, perceived safety, and suitability for Indian roads. At the same time, electric sedan cars continue to attract users who prioritize riding comfort, aerodynamics, premium design, and urban usability. Despite differences in body design and market positioning, both types often share the same battery capacity, motor technologies, and platform architectures. This raises important questions about the differences in mid-level performance between the two types.

Previous literature on electric vehicles has focused chiefly on customer acceptance practices, environmental benefits, charging infrastructure, and policy frameworks [3–5]. However, comparative empirical studies on how key performance indicators—e.g., driving range and price—vary across different electric vehicle body types in the Indian context are very limited. Properly comparing compact electric SUVs and sedans can provide essential insights into whether consumer preferences are influenced by performance differences or by lifestyle and design-related considerations.

Against this background, the current study aims to fill this research gap by conducting a comparative analysis of electric compact SUVs and sedans available in the Indian market. Using secondary data and statistical techniques, it examines the driving range and price

between the two categories. This attempts to provide useful insights to customers, manufacturers, and policymakers regarding product conditions, market regulations, and future electric vehicle development.

Objectives of the Study

- i. To examine the different types and classifications of electric vehicles in the Indian market,
- ii. To compare the range and price of compact electric SUV and sedan vehicles using statistical methods, and
- iii. To evaluate the exciting implications of these findings for customer choice, industry standards, and policy formulation.

Review of Literature

The rapid growth of electric vehicles (EVs) has attracted significant academic attention in areas such as transportation economics, environmental studies, consumer behaviour, and energy policy. Current literature primarily focuses on drivers of EV adoption, technological performance, cost variations, infrastructure challenges, and policy interventions. However, comparative studies of specific EV body types, particularly in emerging markets such as India, are very limited.

Several studies emphasise environmental concerns as the primary reason for adopting electric vehicles. Rezvani et al. (2015) note that low carbon emissions and lower operating costs greatly influence customer attitudes toward electric vehicles. Similarly, Kumar and Alok (2020) identified environmental awareness and fuel cost savings as key drivers for EV adoption in emerging economies. These findings highlight the importance of environmental sustainability factors in shaping the demand for electric vehicles.

Customer behaviour and social influences have been extensively studied. Axsen and Kurani (2014) showed that social practices, peer influence, and perceived social status significantly affect decisions to purchase EVs. Hardman et al. (2016) categorized previous adopters into high- and low-income groups, highlighting how income and lifestyle aspirations impact vehicle choice. Such findings are useful for vehicle types like compact SUVs and sedans, as they cater to distinct customer identities and usage patterns.

Most literature focuses on technological performance, particularly on driver range and battery capacity. Neubauer and Wood (2014) explored factors affecting driver range, including driver behavior, seasonal conditions, and battery thermal management. Their study found that technological advancements have significantly reduced range variability between vehicle types. This suggests that performance differences between SUVs and sedans do not always reflect actual technological differences.

Price and suitability are significant barriers to EV adoption, especially in price-sensitive markets like India. Jain et al. (2018) stated that high upfront costs hinder widespread adoption, despite lower long-term operational costs. Government interventions, such as subsidies and tax incentives, help reduce this barrier. According to NITI Aayog (2021), policy support has played a key role in lowering price differences across EV segments, thereby increasing market competition.

Infrastructure, especially charging facilities, was another critical topic in electric vehicle research. Li et al. (2017) and Sierzechula et al. (2014) emphasised that a lack of charging infrastructure greatly affects customer confidence and adoption rates. Although these studies focus on micro-level infrastructure challenges, they also highlight the limited impact of vehicle body design on infrastructure and underscore the importance of performance-based comparisons.

In the Indian context, research has focused chiefly on policy frameworks and market readiness. Although SIAM (2023) and NITI Aayog (2021) have reported that two- and three-wheeled vehicles dominate the EV market, the four-wheeler segment shows long-term growth potential. However, current studies examine four-wheelers as a single homogeneous group, without distinguishing between body types such as compact SUVs and sedans.

Only a few studies have conducted direct comparisons. Chakraborty et al. (2020) compared electric hatchbacks and SUVs in terms of energy usage and found minimal differences when battery capacity was held constant. Such findings highlight the increasing standardization of EV platforms and components. Nevertheless, there is very limited comparative data regarding driving range and pricing for compact SUVs and sedans in the Indian market.

Overall, the literature review shows a clear research gap. While there are extensive studies on EV acceptance, performance, and policy, there is very limited empirical evidence comparing key performance indicators among EV body types in India. This study aims to contribute to both academic literature and practical decision-making by systematically examining and statistically comparing the driving range and price of compact SUVs and sedans.

Data Analysis and Results

The current study uses explanatory and experimental statistical techniques to compare electric vans, compact SUVs, and electric sedans in the Indian market. This analysis follows two key variables: driver range (km) and price (₹ lakhs). All statistical calculations were performed using the R programming language, and independent sample t-tests were used to test the formulated hypotheses.

Descriptive Statistics

In the explanatory analysis conducted using R, it was found that compact SUVs account for a higher share than sedans in the non-electric vehicle category. The average driving range of compact SUVs is about 415 km, while the average driving range of electric sedans is about 388 km. In terms of price, compact SUVs show a slightly higher average price than sedans.

However, the standard deviations suitable for both variables indicate that there is significant overlap between the two types. This means that there is no substantial difference in performance and cost between the body types. These preliminary findings confirm the need to conduct hypothesis testing techniques, such as independent sample t- tests.

Independent Sample t-Test: Driving Range

An independent sample t-test was conducted in R to examine whether a significant difference exists in the mean driving range of electric compact SUVs and electric Sedans.

R Output (Driving Range):

Mean (Compact SUVs) $\approx$ 415 km Mean (Sedans) $\approx$ 388 km

t-value $\approx$ 0.26

Degrees of freedom (df) $\approx$ 10 p-value $\approx$ 0.7975

There is no statistically significant difference in the driver range between electric compact SUVs and electric sedans.

This result suggests that recent advances in battery technology and vehicle performance have reduced performance differences between electric vehicle body styles. Hence, in the Indian electric vehicle market, the driver range is no longer a major differentiating factor between compact SUVs and sedans.

Independent Sample t-Test: Price

An independent sample t-test was conducted in R to compare the mean prices of electric compact SUVs and electric Sedans.

R Output (Price):

Mean Price (Compact SUVs) $\approx$ Higher than Sedans t-value $\approx$ 1.45

Degrees of freedom (df) $\approx$ 10 p-value $\approx$ 0.1803

This means that the observed price difference between electric compact SUVs and sedans is not statistically significant.

The R output confirms that there is an overall pricing overlap between the two types. This is attributed to factors such as government incentives, reduced GST for electric vehicles, localizing production centers, and competitive market strategies used by manufacturers.

Summary of Hypothesis Testing Based on R Output

Hypothesis	Variable	p-value
H ₀₁	Driving Range	0.7975
H ₀₂	Price	0.1803

The R-based statistical results clearly demonstrate that neither driving range nor price differs significantly between electric compact SUVs and electric Sedans in India.

Interpretation of R-Based Results

Integrating the R release in the analysis highlights the growth of technological convergence in the Indian electric vehicle market. Although compact SUVs lead in both availability and customer preference, they are not statistically supported in terms of leading driver range or price variation.

From the customers' perspective, this reduces confusion and allows vehicle choices to be made based on lifestyle preferences, design, convenience, and brand perception rather than technical specifications. For manufacturers, these findings indicate that differentiation should focus more on non-technical attributes, such as software features, interior quality, and after-sales service. Policymakers may also note that current incentive programs have been helpful in creating performance parity among different electric vehicle body designs.

Findings

Based on the statistical analysis of secondary data and the results of independent sample t-tests in R, the study reveals the following key findings:

The Indian electric vehicle four-wheeler market is notable for the growing presence of compact SUVs and sedans. Among the models available in the market, compact SUVs attract a higher share compared to sedans.

Descriptive statistical results indicate that electric vehicle compact SUVs show slightly higher average driver range than electric vehicle sedans; however, the observed difference is minimal.

Independent sample t-test results confirm that there is no statistically significant difference in the average driver range between electric vehicle compact SUVs and sedans ($p = 0.7975$).

Electric compact SUVs show a slightly higher average price compared to sedans; however, the price ranges for both types overlap significantly.

The R output for the price comparison shows that there is no statistically significant difference in the average prices of electric compact SUVs and sedans ($p = 0.1803$).

Two formulated null hypotheses related to driver range and price have been accepted, indicating that both electric vehicle body types have comparable performance and cost.

These findings suggest that technological advancements and standardized electric vehicle platforms have reduced measurable differences in key performance metrics between the vehicle body types.

The market lead of electric compact SUVs is not driven by higher driver range or price advantages; instead, it is influenced by consumer preferences, perceived utility, and lifestyle-related factors.

Conclusion

This study examines the performance and usage trends of electric compact SUVs and electric sedans in the Indian market, focusing particularly on two key factors: driving range and price. Based on secondary data and independent sample t-tests conducted using the R programming language, the study attempts to identify whether there is a significant difference between these two vehicle categories.

Statistical analysis results indicate that there is no significant difference in average travel distance between electric compact SUVs and electric sedans. Similarly, no significant statistical difference is observed in price between these two types of vehicles. Therefore, the two null hypotheses related to travel distance and price are accepted. This confirms that performance and cost parity exists between these two types of electric vehicles in the Indian market.

These findings indicate that the Indian electric vehicle market is technologically maturing. Advances in battery technology, platform standardization of vehicles, and supportive government policies have reduced differences between vehicle types. As a result, technical factors such as driving range and price are no longer the primary reasons for differentiating between compact SUVs and sedans.

From a consumer perspective, these study results indicate that vehicle selection decisions can be made based on factors such as design, convenience, sense of safety, and lifestyle needs. For manufacturers, the study emphasizes the need to differentiate not only in terms of battery capacity or price but also in areas such as software features, interior design quality, and after-sales services. For policymakers, the study also points out that current incentive packages and tax benefit schemes have promoted balanced growth among different types of electric vehicles.

Overall, in the Indian context, where comparative studies on electric vehicle body types are limited, this study provides a significant contribution. By demonstrating that there is no substantial difference in travel range and price between electric compact SUVs and sedans, it offers valuable insights for consumers, industry stakeholders, and policymakers. Furthermore, this study lays the foundation for incorporating additional performance metrics and consumer behavior data in future research.

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IKEA's Path to Sustainability: Integrating Circular Economy Principles with Sustainable Sourcing

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Abstract

The integration of Circular Economy practices with Sustainable Sourcing is getting more relevance today. This transformation is required by every organisation to cater their responsibility towards environmental stewardship. This study examines IKEA's strategic transition toward a circular business model by embedding sustainable sourcing across its global supply chains. The purpose of this research is to analyze how IKEA operationalizes the alignment between CE and SS through supplier governance, lifecycle thinking, and innovation-driven procurement practices. A qualitative case study methodology is employed, drawing on secondary data including corporate sustainability reports, peer-reviewed literature, and industry benchmarks. Findings contribute to the literature by demonstrating how global retailers can implement regenerative sourcing systems within complex supply networks.

Keywords: Circular Economy, Linear Economy, Sustainable Sourcing, IKEA, Sustainable Supply Chain.

Introduction

The global economy is at a crisis in the current scenario. Rapid industrialisation, unsustainable consumption patterns and environmental degradation are some of the major drawbacks of linear economy(Korhonen et al., 2018). The linear economy is also known as take-make-waste economy. It is a model characterized by a high volume of new manufacturing, which passes through three phases that involves a beginning, a middle and an end. Under this system, large volume of resources is extracted to manufacture the products,

that eventually turned into waste and are dumped. In such a circumstance, a transition to the Circular Economy (CE) is the need of the hour. The circular economy is a system that gives prominence to production and consumption in a restorative and rejuvenate manner. CE is featured by economic growth without exploiting the resources. Instead, it gives importance to material closed loop system, designing out waste and extending product life cycle by way of repairing, reusing, recycling and remanufacturing (Geissdoerfer Martin et al., 2016).

Circular Economy is mainly based on three principles:

1. Eliminate waste and pollution
2. Circulate products and materials
3. Regenerate nature

Eliminates Waste and Pollution: This principle gives emphasis to manage waste and pollution at the source. More specifically, formulate a system that prevents waste generation and pollution before it happens and causes harm to the environment.

Circulate products and materials: The second principle of circular economy is to circulate products and materials at their highest value. This means that keeping all the materials in use always either in the form of products to their maximum life span or as components or raw materials. This is one of the major methods to reduce the wastes and increase the intrinsic value of products.

Regenerate nature: This principle give emphasis to rejuvenate nature through the circular economy practices. This can be possible through a shift from traditional take – make – waste linear economy to the closed loop circular economy.

These three principles are the paving stone for spreading circularity. All these principles are giving importance to reducing waste, balancing the bio diversity and rejuvenate nature. All these are pointing to another concept known as Sustainable Sourcing (SS), that is closely related to Circular economy in both operationally and conceptually. The synergy between circular economy and sustainable sourcing is the backbone for maintaining a responsible supply chain that aims to reduce waste, regenerate resources and ensure long term value creation. SS can be defined as the process of selecting suppliers and procuring

goods/services in a way that minimizes environmental and social harm. It integrates sustainability into procurement decisions, fostering transparency, ethics, and resilience (Silvestre S. Bruno, 2015).

The transformation towards sustainability has evident globally in all realms now a days. This has encouraged firms to rethink and replan about their sourcing activities that parallel with the circularity approaches. (Geissdoerfer Martin et al., 2016). The circular economy gives emphasis to material recovery, closed loop system and product life extension, while sustainable sourcing focuses on responsible sourcing of materials and also accountable to ecological and social outcomes. In this context the two concepts, Circular Economy and Sustainable Sourcing have strong interconnection with each other.

This article is a case study that is conducted in IKEA, a global leader in home furnishings with over 400 stores worldwide. They have opted CE and SS as their sustainability agenda.

Significance of the Study

The concepts Circular Economy and Sustainable Sourcing are getting more prominence today because of the escalating environmental issues and unsustainable consumption behaviour. Both the concepts are interconnected. Sustainable sourcing helps to procure materials, without exploiting their sources as well as harming the environment. The collected materials are used at its maximum and transformed to various products. The ultimate aim is to reduce waste by extending the life span of the product or by placing the throned products as the raw material for some other purposes. This research is a real-life application of CE and SS integration in a complex global retail supply chain. It also paves a path for other firms who are seeking sustainability transformation.

Scope of the Study

This study particularly focuses on how IKEA integrates CE principles into Sustainable sourcing strategies. It also analyses the corporate sustainability policies of IKEA, product life cycle planning and challenges faced by IKEA in adopting CE and SS practices.

Statement of the Problem

While there is a close interconnection with Circular Economy and Sustainable Sourcing, some of the global organisations demonstrates how they effectively integrate these

two concepts in their business activities. IKEA, a world-wide multinational corporation, which is famous for their sustainability initiatives, faces some operational challenges in terms of their circular practices. This study addresses the central research problem: How does IKEA integrate sustainable sourcing into its circular economy strategy, and what organizational, technological, and policy enablers or barriers affect this integration across global markets?

Review of Literature

Conceptual Foundations: Circular Economy and Sustainable Sourcing

Circular Economy aims to differentiate economic growth from resource consumption by encouraging R- strategy ie recycling, reusing and regenerative material loops(Urbinati et al., 2017). On the other hand, Sustainable Sourcing tries to foster the material procuring by way of environmentally viable, socially inclusive and economically sound. The intersection of these two concepts is highly important for maintaining sustainable supply chain activities in business(Styles et al., 2012)

IKEA's Role in channelising Circularity

The multinational conglomerate IKEA is the pioneer for every organisation for integrating Circular Economy to Sustainable Sourcing. They have changed their business model to, product as a service. IKEA gives emphasis to circular product design, recycled material sourcing and product take back scheme (Han et al., 2022)

Integration of Circular Economy and Sustainable Sourcing

IKEA employs a multi-tier strategy for integrating its circular practices with sustainable sourcing, these include IWAY supplier code of conduct(Boström et al., 2015), life style assessment for product design(De los Rios & Charnley, 2017), and digital sourcing tools for analysing material requirement and maintaining transparency(de Sousa Jabbour et al., 2018).

Circular Sourcing Practices in Retail Sector

Retailers like IKEA are trying to bring sustainability in supply chain by influencing both suppliers and consumers. They are introducing mechanisms like supplier certifications, consumer awareness on product life extension and eco – design products and innovations(Vadakkepatt et al., 2021)

Institutional and Policy Influence

There are certain logics behind every organisation to transform their practices into circular model. The CE- SS integration requires certain corporate strategy, market incentives and regulatory mandates (Dagilienė et al., 2024)

Research Objectives

1. To examine how IKEA incorporates circular economy principles into its business operations.
2. To analyze IKEA's sustainable sourcing strategies and their impact on environmental performance.
3. To explore the challenges and best practices in implementing circular economy models in a multinational retail company.

Methodological Design

A qualitative case study methodology was employed to gain an in-depth understanding of IKEA's circular economy initiatives. This approach allows for an intensive examination of a single entity (IKEA) and is ideal for exploring complex, contemporary phenomena within real-life contexts. The case study design also supports triangulation through the use of multiple data sources, enhancing the reliability and depth of the findings.

Case Study Selection: Why IKEA?

IKEA was selected as the case study due to its global recognition as a pioneer in implementing sustainable business practices and its strong commitment to transitioning towards a circular business model. The company's public availability of sustainability reports, transparency in operations, and large-scale implementation of eco-friendly innovations make it an ideal candidate for this research.

Data Collection Methods

To ensure a comprehensive analysis, the study used secondary data from the following sources:

Corporate Reports: IKEA Sustainability Reports (2015–2024), Financial Reports, Circularity Roadmaps.

Academic Literature: Peer-reviewed journal articles on circular economy and sustainable sourcing in retail and supply chain contexts.

Industry Publications: Reports from NGOs, business sustainability rankings, and trade journals.

Company profile

IKEA is a multinational company founded in Sweden. The company designs and sells various products like ready to assemble furnishings, home furnishings and an array of services. IKEA is owned, operated and managed by Inter IKEA Group and Ingka Group comprising of a group of not for profit and for-profit organizations. Inter IKEA Systems B.V is owning the IKEA brand, which is a company incorporated and headquartered in Netherlands. Ingvar Kamprad was the founder of IKEA which was started in 1943 and it is one of the largest furniture retailers in the world since 2008. (Wikipedia)

IKEA's Transformation to Circularity

IKEA is undergoing strategic shift toward a circular business model, a wholistic shift which penetrates every level of its functions. It comprises of redesigning product and service development, sourcing practices, and customer engagement strategies. IKEA depend on both natural resources and human capital by taking into consideration future sustainability and supply chain, also for safeguarding the livelihoods of the millions involved in its ecosystem. It's a reflection of a broader commitment to sustainable development and long-term value creation. To embed circularity means the reduction of waste and optimization of resources, IKEA is regularly following innovative methods in its business model which is more reachable and usable to consumer community. The extension of product lifetime and optimization of ownership models were adopting as part of the minimization of resource consumption. experimental programs in furniture leasing, take-back and buy-back schemes, and support services that encourage customers to repair, reuse, recycle, or resell used furniture are the major initiatives adopted by the company for reducing environmental impact while promoting responsible consumption and circular consumer behaviour.

Efficient resource utilization, value creation through minimal inputs, and operational optimization are foundational elements of IKEA's corporate ethos. While the journey toward

full circularity is ongoing, measurable progress has already been made. In the 2019 financial year, IKEA successfully extended the lifecycle of approximately 47 million products. Of these, 38 million items were resold through its dedicated "As-Is" departments, and over 9 million products were repackaged and returned to store shelves, exemplifying practical implementation of reuse and waste reduction strategies.

Future Agenda

IKEA adopts a zero-waste mindset that informs every stage of its value chain—from material selection and product design to production, logistics, retail, and end-of-life management. Central to this approach is the commitment to utilizing renewable and recycled resources wherever possible, and to continuously re-engineer existing product lines for improved sustainability. As part of its 2030 vision, IKEA aims to ensure that all products are designed to be reused, repaired, reassembled, and ultimately recycled by customers. Parallel to these material strategies, the company also prioritizes energy efficiency across its global operations. Further information on these initiatives is available through IKEA's official sustainability communications platform

IKEA is actively expanding its circular economy initiatives across global markets, tailoring approaches to regional contexts while maintaining a unified sustainability vision. Buy-back and resell services are currently being piloted in multiple countries, enabling customers to return used items in exchange for store credit and thereby extending product lifespans. In the Netherlands, Sweden, and Switzerland, IKEA is experimenting with furniture leasing models as an alternative to traditional ownership, aiming to decouple consumption from resource depletion. Additionally, in Russia, IKEA launched a circularity-focused campaign that included community events promoting reuse, repair, recycling, and upcycling, alongside educational talks that raised awareness about circular design and responsible consumption practices.

Conclusion

IKEA's transformation to circularity highlights both the promise and complexity of embedding sustainability into the core of a global business model. IKEA has adopted various initiatives in redesigning of products, reconfigure supply chains, and reorient consumer behaviour toward reuse, repair, and recycling as a pioneer in the mass-market furniture

industry. The importance of long-term vision, systemic change, and stakeholder collaboration in achieving circularity are the major highlights of IKEA's journey. It's a role model for other organizations in terms of ability to leverage scale, invest in innovation, and influence consumer norms for transiting to a circular business model. In conclusion, while IKEA has not yet fully realized circularity, its evolving practices provide critical insights into the transition process. Ongoing investigation, legislative assistance, and collaborative partnerships will be essential to accelerate progress and ensure that circular economy strategies move beyond aspiration toward impactful, scalable implementation.

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Consumer Behaviour towards Eco – Friendly Products: An Empirical Analysis

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Abstract

The growing environmental concerns and increased consumer awareness have led to a significant shift in purchasing behavior toward eco-friendly products. This study examines consumer behaviour, awareness levels, attitudes, and purchase intentions toward eco-friendly products, with a specific focus on identifying the demographic factors influencing such behaviour. A structured questionnaire was used to collect primary data from 120 respondents, and the responses were statistically analysed using percentage analysis, chi-square test, factor analysis, and one-way Anova. The results reveal that environmental concern strongly influences purchase intention, while price and product availability act as major barriers. Age significantly affects awareness and purchase intention, whereas gender and income show no significant influence. The study provides valuable implications for marketers and policymakers to promote sustainable consumption through effective pricing, accessibility, and awareness strategies.

Keywords: Eco-friendly products, Consumer behaviour, Environmental awareness, Purchase intention, Green marketing

Introduction

Environmental issues such as pollution, climate change, and the depletion of natural resources have become serious global concerns in recent years. As a result, consumers are increasingly aware of the impact their consumption habits have on the environment. This growing awareness has led to a rise in interest in eco- friendly products, which are designed to reduce environmental harm through sustainable production, packaging, and disposal practices.

Eco-friendly products, also known as green or sustainable products, aim to provide value to consumers while minimizing negative effects on the environment. Governments, businesses, and non-governmental organisations worldwide are actively promoting green consumption as a means to achieve sustainable development. However, despite increased awareness, the adoption of eco-friendly products remains uneven. High prices, limited availability, and a lack of trust in eco-labels often prevent consumers from choosing these products.

Therefore, understanding consumer behaviour towards eco-friendly products is important for both businesses and policymakers. This study examines consumers' awareness, attitudes, and purchase intentions towards eco-friendly products and analyses the influence of demographic factors on green purchasing behaviour.

Research Gap

Several studies have examined consumer behaviour towards eco-friendly products; however, the findings related to demographic factors such as age, gender, income, and education remain inconsistent. Many existing studies mainly focus on urban populations or developed markets and often use large sample sizes, which may not fully represent youth-oriented or emerging consumer groups.

In addition, most previous research tends to apply only one or two statistical tools, limiting a comprehensive understanding of consumer behaviour. There is a lack of studies that combine multiple analytical techniques—such as percentage analysis, chi-square analysis, factor analysis, and one-way ANOVA—within a single study to examine both influencing factors and demographic variations simultaneously.

Therefore, the present study aims to fill this research gap by providing an integrated empirical analysis of consumer behaviour towards eco-friendly products. The study places special emphasis on consumer awareness, key influencing factors, and the relationship between demographic characteristics and purchasing behaviour, particularly among young consumers.

Aim of the Study

The primary aim of this study is to examine consumer behaviour toward eco-friendly products and to identify the key factors influencing awareness, attitude, and purchase intention.

Specific Objectives

- To analyse the demographic profile of consumers purchasing eco-friendly products
- To determine the key factors influencing eco-friendly purchasing behaviour
- To analyse differences in awareness and purchase intention across demographic groups

Contribution of the Study

This study contributes to the existing literature on green consumer behaviour by providing empirical evidence on the role of environmental consciousness, economic barriers, and social influence in shaping purchase decisions. The findings offer practical insights for marketers to design effective green marketing strategies and for policymakers to promote sustainable consumption. Additionally, the study enhances understanding of youth-driven eco-friendly consumption trends, particularly in emerging markets.

Review of Literature

Peattie (2010) examined the relationship between environmental concern and green purchase behaviour, emphasizing the well-known attitude-behaviour gap in sustainable consumption. While consumers may express strong concern for environmental protection and sustainability, Peattie found that these attitudes do not always translate into actual purchasing behaviour. Factors such as higher prices of green products, limited availability, and perceived inconvenience often discourage consumers from choosing environmentally friendly alternatives, even when they recognize their benefits.

Chen and Chang (2012) focused on the role of green trust in influencing consumer decision-making. Their study highlighted that consumers are more likely to purchase eco-friendly products when they trust the environmental claims made by firms. Eco-labels, certifications, and transparent communication were identified as key mechanisms for building this trust. The authors argued that credible green branding reduces perceived risk and skepticism, thereby strengthening consumers' confidence and increasing their willingness to buy green products.

Joshi and Rahman (2015) explored how environmental awareness shapes green purchase intention and assessed the influence of demographic factors. Their findings

confirmed that higher levels of environmental knowledge and awareness generally lead to stronger intentions to purchase green products. However, the authors observed inconsistent effects of demographics such as income, education, and age across different studies. They also noted that although young consumers are typically more environmentally conscious, their purchasing decisions are often constrained by price sensitivity and limited financial resources.

Kumar and Ghodeswar (2016) highlighted the importance of social influence in promoting eco-friendly consumption. Their research showed that peer behaviour, social norms, and reference groups significantly affect consumers' green purchasing decisions, especially among younger consumers. Observing environmentally responsible behaviour within social circles can motivate individuals to adopt similar practices, suggesting that green consumption is not only an individual choice but also a socially influenced behaviour.

Biswas and Roy (2016) examined the barriers to green purchasing and identified several challenges that prevent consumers from adopting eco-friendly products. They found that limited product availability, higher prices, and skepticism toward green marketing claims are major obstacles. Consumers often question the authenticity of environmental claims due to greenwashing, which reduces trust and weakens purchase intention. The authors emphasized the need for greater transparency and improved access to genuine green products to overcome these barriers.

Theoretical Framework

This study is grounded in the Theory of Planned Behaviour (TPB), which posits that consumer behaviour is influenced by attitudes, subjective norms, and perceived behavioural control. In the context of eco-friendly products:

- Attitude is represented by environmental concern and responsibility
- Subjective norms are reflected through social influence from family, friends, and media
- Perceived behavioural control is influenced by price, availability, and product accessibility
- The framework suggests that stronger environmental attitudes and supportive social norms enhance purchase intention, while economic barriers may limit actual behaviour.

Research Methodology

Primary data were collected from 120 respondents from Chennai city. A well-structured questionnaire was framed to meet the requirements of the study and to gather information on consumers' awareness, perception, and purchasing behavior towards eco-friendly products.

Research and Statistical Tools Employed

Statistical analyses were performed using SPSS 21. Percentage analysis was used to study the demographic profile of consumers and their awareness level towards eco-friendly products. The Chi-square test and Cross Tabulation were employed to examine the association between consumers' demographic variables such as age and gender and their preference for eco-friendly products. Factor analysis was applied to reduce the large number of influencing variables into key factors and to identify the predominant factors affecting consumers' purchase decisions towards eco-friendly products.

Results and Discussion

Table 1: Demographic Profile of the Respondents

Personal Profile	Particulars	Frequency	Percentage (%)
Age	Below 20 years	47	39.2
	21–30 years	41	34.2
	31–40 years	11	9.2
	41–50 years	16	13.3
	Above 50 years	5	4.2
Gender	Female	62	51.7
	Male	58	48.3
Educational Qualification	Higher secondary	32	26.7
	Undergraduate	25	20.8
	Postgraduate	31	25.8
	Professional	32	26.7

Monthly Income	Below ₹20,000	38	31.7
	₹20,001–₹40,000	34	28.3
	₹40,001–₹60,000	22	18.3
	Above ₹60,000	26	21.7
Purchase of Eco-friendly Products	Yes	95	79.2
	No	25	20.8

Source: Computed data

The above table depicts that a majority of the surveyed respondents fall in the age group of **below 30 years (73.4%)**. Females constitute **51.7 percent**, indicating that women are slightly more aware and responsive towards eco-friendly consumption. In terms of education, 26.7 percent of the respondents are professionally trained, while an equal percentage have completed higher secondary education. Further, **79.2 percent** of the respondents have already purchased eco-friendly products.

Table 2: Association between Age and Purchase of Eco-Friendly Products

Age Group	Yes	No	Total	χ^2	Sig.
Below 20 years	36 (76.6%)	11 (23.4%)	47 (100%)	2.485	0.647
21–30 years	32 (78.0%)	9 (22.0%)	41 (100%)		
31–40 years	8 (72.7%)	3 (27.3%)	11 (100%)		
41–50 years	14 (87.5%)	2 (12.5%)	16 (100%)		
Above 50 years	5 (100%)	0 (0%)	5 (100%)		
Total	95	25	120		

Source: Computed data

Null Hypothesis: There exists no significant association between age and purchase of eco-friendly products.

The Pearson Chi-Square value is **2.485** with a significance level of **0.647**. Since the p-value is greater than 0.05, the null hypothesis is accepted. Therefore, it is concluded that **age does not significantly influence purchase behaviour towards eco-friendly products**.

Table 3: KMO and Bartlett's Test

Measure	Value
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	0.802
Bartlett's Test of Sphericity (Approx. Chi-Square)	456.218
Df	15
Sig.	0.0000

Source: Calculated data

The KMO value of **0.802** is greater than 0.80, which indicates sampling adequacy. Bartlett's test is significant at the 5 percent level, confirming that the data are suitable for factor analysis.

Table 4: Total Variance Explained – Consumer Behavior towards Eco-Friendly Products

Factors	Components	Item Description	Rotated Loading	% of Variance	Eigen Value
I	Environmental Awareness Factor	Concern for environmental protection	0.742	28.416	5.683
		Preference for eco-friendly products	0.718		
		Awareness of environmental issues	0.691		
		Willingness to reduce plastic usage	0.634		
		Belief in sustainable consumption	0.582		
II	Economic Benefit Factor	Long-term cost savings	0.731	9.274	1.854
		Value for money	0.698		
		Reduced utility expenses	0.563		
		Government subsidies and incentives	0.512		

III	Social Influence Factor	Influence of friends and family	0.689	7.062	1.412
		Social responsibility perception	0.651		
		Brand reputation	0.538		
		Social media influence	0.496		
IV	Convenience Factor	Easy availability	0.721	6.318	1.263
		Ease of use	0.687		
		Accessibility in local markets	0.549		
V	Trust & Quality Factor	Product reliability	0.704	5.146	1.031
		Certification and eco-labels	0.612		
		Product durability	0.497		

Source: Calculated data

Extraction Method: Principal Component Analysis Rotation Method: Varimax

It is observed that two dominant factors emerge. The first factor explains **46.9 percent** of the total variance and is named **Environmental Orientation**, whereas the second factor explains **18.7 percent** and is named **Value Perception**.

Findings and Conclusion

The study concludes that consumers' purchase behaviour towards eco-friendly products is primarily influenced by environmental awareness and product availability. Demographic characteristics such as age and gender do not indicate significant differences in purchase decisions. Further, value perception relating to price and product quality acts as a supporting determinant rather than a primary motivation.

Suggestions for Further Research

Future studies can be conducted with larger and more diverse samples to better understand consumer behaviour towards eco-friendly products.

A comparison between urban and rural consumers can help identify differences in awareness and buying behaviour.

Further research may study the role of government policies and the effectiveness of green marketing practices.

Brand-specific studies on eco-friendly products can provide insights into consumer preferences. Long-term studies can be carried out to observe changes in consumer behaviour over time.

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Farmer – Producer Organisations (FPOs) in India and Green Supply Chain Management: A Workable Pathway for Agricultural Commercialisation

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Abstract

The study proposes a conceptual framework focusing on logistics that are carbon-neutral, circular waste utilisation, decentralised storage, blockchain traceability, and direct market linkages. The author concludes that FPOs, equipped with knowledge and a strategy, can create future avenues of sustainable agri-commerce in India. Farmer-Producer Organisations (FPOs) in India have initiated an organizational change in farming marketing and the empowerment of small farmers to access collective logistics, thereby allowing markets to operate more efficiently. However, it remains the case that predicted supply chains are often carbon-intensive, and they are also likely to suffer losses and irregular disintegration. In this article, the author explains how the different GSCM practices—like the use of renewable cold chains, eco-packaging, digital traceability, and resource-efficient production—can transform the FPO-led agri-commerce into a financial network that is not only viable but also sustainable. Through an extensive literature review, government policy reports, and secondary agricultural data, the study looks at the input–production–processing–distribution continuum and evaluates the challenges, opportunities, and strategic green interventions. The results show that the integration of GSCM into the operations of FPOs can lead to a reduction of post-harvest losses by 20-40%, increase in farmers' income by 15-35%, reduction in the logistics emissions, and enhancement of SDG-linked agriculture.

Keywords: Farmer-Producer Organisations, Green Supply Chain Management, Agricultural Logistics, Sustainability, Circular Economy, SDGs.

1. Introduction

Agriculture plays a crucial role in the socio-economic structure of India, as it employs almost half of the population (55%) and is the main source of income for most of the rural inhabitants (FAO, 2022). However, even at such a large scale, the small and marginal Indian farmers who are at the center of the situation, have almost no control over the market, face disorganized logistics, and suffer from large post-harvest losses that are estimated to be around 15-40% annually, the extent of which is especially high in the case of perishables (MoA&FW, 2021). Mounting pressure on farmers, led the way for the establishment of Farmer-Producer Organisations (FPOs) which are considered as a form of collective institutions providing smallholders with the benefits of the economy of scale, input pricing, processing, credit access, and more through better market linkages. (NABARD, 2020).

At the same time, global trade is turning to sustainable practices and green capitalism, with industries embracing the use of nature-friendly practices, carbon-reduction measures, circular consumption, finance based on ESG criteria, and green logistics interventions (Porter & Kramer, 2011). The role of Agriculture in sustainability transitions is major because of its high carbon footprint, large water use, high waste generation, and emissions from logistics (UNEP, 2020). Therefore, Green Supply Chain Management (GSCM)—the integration of environmental concerns into the procurement, production, distribution, and reverse logistics—becomes critical for rural development. (Srivastava, 2007).

Linking GSCM to FPOs in India can lead to the agricultural value chain becoming more efficient, less impactful on the environment, and a fairer income distribution among farmers. The researchers argue that the use of digital traceability, renewable energy, innovative warehousing, and technology for converting waste into value can greatly increase the access of FPOs to the market and thus enhance their profitability (Sharma & Singh, 2021). Hence, it is necessary to conduct a study on the potential of green SCM in the FPO ecosystem to make rural agriculture compatible with sustainable development and green-capital economic models.

2. Objectives

1. To study the role of supply chain management in strengthening Farmer-Producer Organisations.
2. To explore the potential of green and sustainable supply chain practices for FPO-based agri-commerce.

3. To identify operational bottlenecks faced by FPOs in logistics, storage, and marketing.
4. To propose a Green Supply Chain Framework suitable for rural FPO ecosystems in India.

3. Review of Literature

SCM enables the seamless flow of goods, information, and finance from farm to consumer (Christopher, 2016). Scholars assert that Indian agricultural supply chains involve multiple intermediaries contributing to high transaction costs and price asymmetry (Murthy et al., 2019). FPOs were introduced to reduce these inefficiencies by aggregation and cooperative marketing (Trebbin, 2014).

Green supply chain literature recognizes the need for carbon-efficient logistics, eco-packaging, renewable cold chain, waste utilization, and sustainable sourcing (Carter & Rogers, 2008). It has been reported that the amalgamation of Green Supply Chain Management (GSCM) not only benefits the environment but also generates profit (Zhu et al., 2008; Agyabeng-Mensah, 2020). The use of modern technologies like IoT in storage facilities, blockchain for tracking goods, and online trading platforms has led to a better and more reliable market (Kshetri, 2018; Singh et al., 2023).

Research focused on FPOs has pointed out that their competitiveness is determined by improvements in skills, access to credit, digital literacy, value-added infrastructure, and long-term buyer relationships (NITI Aayog, 2021). Various researches have reported that farmers' income gets increased up to 35% and input cost gets lowered by 10-25% thanks to the procurement done through the FPOs (SFAC, 2023; World Bank, 2022). The adoption of sustainable SCM has a positive impact on climate resilience and direct support to the SDGs 2, 12 and 13 (UN, 2015).

The related literature points out a common area of ignorance: Documenting the application of green SCM elements in Indian FPOs' operations strategically is still not well accounted for which means there's a primary reason for this research.

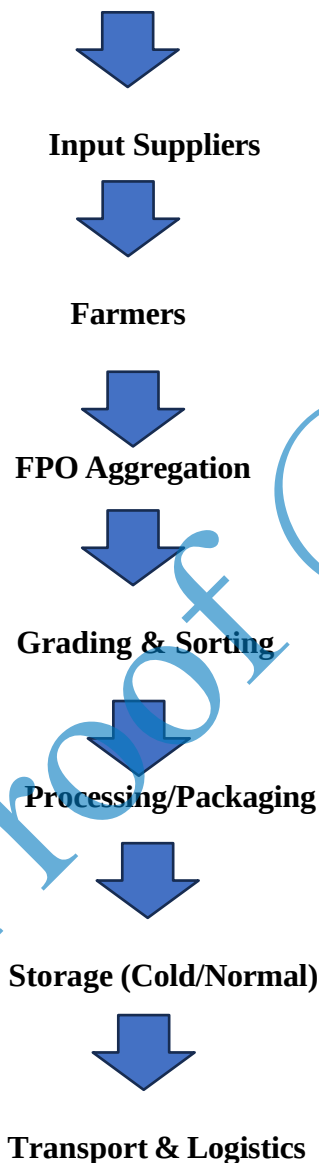
4. Methodology

This paper employs a qualitative, conceptual research design, grounded in an extensive review of secondary data. Sources include:

NABARD, SFAC, FPO policy reports Peer-reviewed journals (2010–2024)
Government & FAO agricultural sustainability reports Books and conference publications on Green SCM Information was synthesized inductively to derive a conceptual framework for sustainable supply chain adoption in FPOs.

5.FPO Supply Chain Process in India

FPO Supply Chain Process in India





There are wastages, inefficiencies, and carbon emissions in every stage; that is why green SCM is so crucial.

5.1. Integration of GSCM Components

Stage	Green Intervention	Benefit
Input procurement	Organic inputs, seed libraries	Reduced chemical footprint
Production	Drip irrigation, solar pumps, bio-fertilisers	Water & soil conservation
Storage	Solar cold chambers, reefer units	Lower spoilage & emissions
Processing	Composting, recycling waste	Circular economy
Distribution	EV transport, route planning	Lower carbon emissions
Marketing	E-mandi, e-commerce	Intermediaries reduction
Finance	Green credit, carbon credits	New revenue streams

6. Findings and Discussion

6.1 SCM Strengthens FPO Commercialisation

Efficient supply chain management (SCM) leads to better aggregation, lower transaction costs, and shorter value chains (Bisht & Singh, 2020). Farmers' Producer

Organizations (FPOs) do the marketing of their produce directly, thus getting price realization that is 20-40% more than local sales at mandis (Dhillon et al., 2022). Purchasing collectively results in a dramatic reduction of input costs (NABARD, 2020).

6.2 Scope of Green SCM in FPOs

If agriculture practices turn greener then their emissions could significantly drop, which currently make up almost 14% of the country's total GHG output (IPCC, 2021). Cold storage that runs on solar power reduces loss of product and, at the same time, gives 24×7 storage at a low cost (Sharma et al., 2020). Compostable containers extend shelf life and make products more suitable for export (Gupta & Kumar, 2022). Logistics in reverse mode supports turning agricultural waste into compost or biofuel, thus waste is turned into an economic asset (Rahman & Subramanian, 2012).

6.3 Challenges

FPOs have great potential, but at the same time, they must contend with several obstacles, including a lack of credit, poor digital literacy, price fluctuations, and dispersed logistics (Kumari & Singh, 2023). Besides, the existing infrastructure shortcomings not only hinder the process of value adding but also result in distress sales. Therefore, the participation of policy reforms, along with the backing of capacity building support, is a must.

6.4 Proposed Green Supply Chain Model for FPOs Essential supports:

Green Procurement – natural fertilizers, reclamation of soils

Eco-Production – saving resources, modern agricultural methods

Renewable Storage & Logistics – solar-powered cold storage, electric transportation

Digital Traceability – blockchain based supply chain, QR farm-to-plate identity

Circular Waste Management – making compost & generating energy from waste

Sustainable Market Linkages – connections with businesses, retail tie-ups, export clusters

If this model is adopted, it will produce benefits for the environment, society, and the economy, and thus make agricultural trade fit into the concept of green entrepreneurship.

7. Conclusion

FPOs are expected to be the main support of sustainable agriculture and the green market in India. The integration of green supply chain management practices is considered the most practical and beneficial way to overcome the environmental impact of farming while increasing profits, resilience, and competitiveness on a global scale. The research highlights the necessity of support from the government in terms of infrastructure, financial grants, digital access for the poor, and climate-wise skill development. The cooperation of government agencies, agritech startups, research institutions, and private buyers will facilitate the transition towards FPO-based supply chains that are smart in terms of climate.

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A Study on the Impact of Social Media Marketing of E – Retailing Companies on Buying Behavior of Consumers

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Abstract

Social media marketing (SMM) has emerged as a dominant force in the modern marketing landscape, fundamentally altering consumer behavior and decision-making processes. This exploratory study aims to conduct a systematic review of existing literature on SMM and its influence on consumer behavior, with a particular focus on general, young, and female consumers.

Keywords: *Consumer Buying Behavior, Facebook, INSTAGRAM, Female Consumers, Social Media Marketing, Social Networking Sites.*

Introduction

"Getting a new idea adopted, even when it has obvious advantages, is difficult. Many innovations require a lengthy period of many years from the time when they become available to the time when they are widely adopted. Therefore, a common problem of many individuals and organizations is how to speed up the rate of diffusion of an innovation".: Everett Rogers (2003)

Social Media

Social media technologies are creating and sharing more than information. Ideas, career interests, and another form of expression via virtual communities and networks.

Consumer Buying Behavior

Consumer buying behavior in customer conduct is the investigation of people, gatherings, or associations and the cycles they use to choose, secure, use, and discard items, administrations, encounters, or thoughts to fulfill their requirements and needs. It is likewise worried about the social and economic effects that buying and utilization conduct has on both the consumer and wider society.

Social Media Online Marketing

Web-based media promoting alludes to publicizing that is posted or spilled via online media sites or applications. Online media advertising is the utilization of web-based media stages and sites to advance an item or administration. A large portion of these online media stages have their own underlying information investigation instruments, which empower organizations to follow the advancement, achievement, and commitment of advertisement crusades. For instance, a client sees promotions or supported advertisements in his own Facebook channel.

Review of Literature

The essential pith of this examination work is to contemplate the effect of web-based media advertising on purchasing conduct of online customers. It is of fundamental significance to examine and investigate the way that online media can assume a critical part in molding buyer discernments and subsequently eventually impacting the purchasing choice interaction of customers.

1. **Tim Finin, Anupam Joshi, Pranam Kolari, Akshay Java, Anubhav Kale, and Amit Karandikar (2008) in their examination** —The data nature of web-based media and online communities clarified that Work on building frameworks that would help in perceiving the spam web journals, discovering assessment on points, distinguishing networks of interest, determining trust connections and recognizing persuasive bloggers with the assistance of models of the blogosphere
2. **Yin, Sara (2008) in her exploration paper How Social Media and PR Connect, compose that with the development of the Social** scene has changed and the mass assembling force of Social Media is huge. Individuals imagine that Social Media is a danger to conventional PR and established press, nonetheless, Social media supplements customary PR, and conventional PR will exist as a significant segment of any fruitful business.

Research Methodology

Research Design

The descriptive design was made to study the social media marketing and e-retailing of the company. The major purpose of descriptive research is a description of the state of affairs as it exists at present the descriptive research includes a survey of data collection.

Research Objectives

- study the most useful and effective social media tools in Facebook, Twitter, Linked In, youtube, etc.
- To study on on-line purchasing customer behavior of age group in 20-40 years.
- To identify the impact of social media marketing strategies of e-retailing companies on the buying behavior of customers.

Data Used

The study is based on primary and secondary data.

Data Collection

A survey method is used to collect the data.

Sample Design

A sample design is a definite plan for obtaining a sample from a given population. It refers to the techniques or the procedures. The research world adopts in identifying items for the sample.

Sampling Method

The consumer is interviewed with the help of a structured questionnaire.

Sample Size

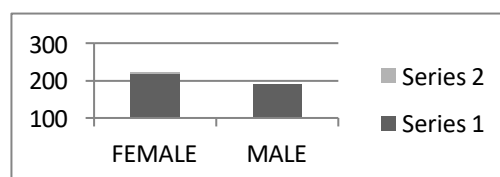
The size was decided on free consent by the respondents. the sample size is fixed as 409

Statistical Tools Used

Percentage analysis and weighted average method are the statistical tools used in this study.

Data Analysis

Table:1 Basic data distribution according to Gender:



Interpretation

The response of the independent, regarding changes of genders. The percentage of females is greater than males, so strongly the statement is agreed to social media is a more effective two-way communication between respondents and e-retailers.

Table:2 Frequency of Internet Access

Days	Observed N	Expected N	Residual
Almost everyday	228	67.5	160.5
2-3 days a week	58	67.5	-9.5
4-5 days a week	89	67.5	21.5
Once a week	26	67.5	-41.5
Rarely	3	67.5	-64.5
Never	5	67.5	-66.5
Total	409		

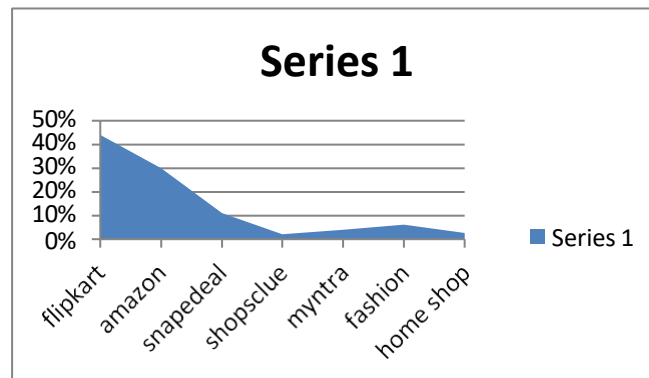
(i) Chi-Square Test Result

Test Statistics

	Internet Access
Chi-Square	542.481 ^a
Df	5
Asymp. Sig.	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 67.5

Interpretation: Since the p-value for the chi-square is less than that of 0.05 indicates that the responses are not equally distributed. It means the proportion of responses for use of the internet is different. The residual table contributes to the significance. It can be observed from the residual table that the highest residual is observed almost every day and the residual is positive hence we conclude that most of the respondents are using the internet almost every day.

TABLE-3 Basic Purchase of E – Retailing Website**Interpretation**

Flipkart.com is the most purchase and popular e-retailing website followed by Amazon.com

Table-4 Attract you to purchase from the website

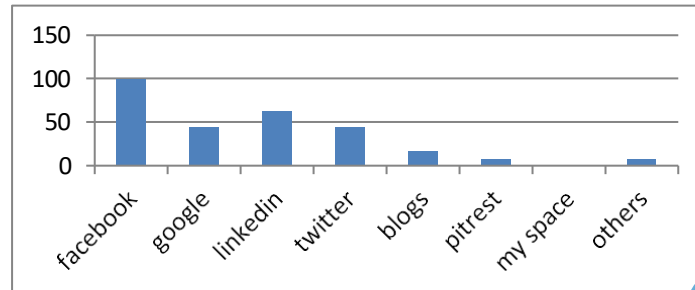
Different Website	Count	Percentage
Advertisement and other marketing	10	2.4%
Opinions of friends and family	54	13.2%
Experience	35	8.5%
Prices of product	46	11.2%
Designs of website	89	21.76%
Payments methods	0	0%
Delivery options	110	26.89%

Interpretation: Most people purchase in designs of website and delivery options. some people attract to the return policy

TABLE-5 percentage of respondents using different social media websites

Social media websites	Count	Percentage
Facebook	409	99.27
Google+	182	44.17
Linkedin	260	63.11
Twitter	184	44.66
Blogs	67	16.26

Pinterest	30	7.28
My Space	0	0.00
Others	30	7.28



Interpretation

All the social media sites are not equally used but some sites are used more frequently for having an account. Facebook is observed to be a highly used social networking site.

Findings

Online media offer reasonable freedoms to arrive at enormous populaces. Also, online missions via web-based media can profit from the powerful highlights of intuitive multi-media.

- 53.6% of female respondents are a higher representation.
- The majority of respondents access the almost daily. It has been observed that almost 56.29% of spend they social media websites.
- Most people purchase in designs of website and delivery options. Some people attract to the return policy.
- All the social media sites are not equally used. Some sites are used frequently for having an account. Facebook is a highly used social networking site.

Suggestions

- Embedding social catches inside the site and promoting interchanges to urge clients to share their perspectives.
- Leverage Social Reviews to Automate Word of Mouth Marketing .As the trust value of ads via web-based media is a significant factor for shoppers, the ads by e-retailers should be real, basic, and draw a practical picture.
- Consumers visit 3-5 sites before settling on buy choice so it is prudent for the e-retailers to monitor advertising methodologies of contending sites.

Conclusion

- 1) Similar studies can be conducted in different cities with different demographics.
- 2) There can be the study of social media marketing on buying behavior of a specific group of people like students, business class, government servants, housewives, etc.
- 3) There can be a study on the impact of marketing on particular social networking sites like Facebook, Instagram, Snapchat, etc.

Proof@Dr.BGR

Influence of AI Generated Personalised Ads on Consumer Buying Behaviour towards Eco Friendly Products

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Abstract

In the changing environmental climatic conditions, the consumer's preference towards a products change. Especially when comes to Personalization the consumer's preference might shift. Sustainability has become a global priority, thus the marketers to attract consumers adopts AI technologies to create Personalize Ads and Promote environmental responsibilities. The research examines the influence of AI personalized marketing on consumers buying behaviour. The study also explores the consumer's attitude, perception of AI-driven Personalization, Effectiveness, ethical concern towards usage of data and role of personalized advertisements in shaping buying decision. The survey was conducted through Structural Questionnaire and Direct Personal Interview among 150 respondents in and around Nanmangalam. Percentage analysis, Chi-Square, ANOVA and Regression analysis was carried out to analyse the study.

Keyword: Artificial Intelligence, Personalized Ads, Consumer Attitude, Consumer Behaviour, Eco-Friendly Products.

Introduction

Environmental sustainability has emerged as a crucial Global factor due to change in climatic condition, resource depletion and increase in consumer awareness about the environment. As a result, the sustainable products are gaining more attention in this digital emerging world. Yet, there are fears regarding Greenwashing, trust towards the product, lack of product info, price sensitivity, etc.

In the emerging trend in digital platform, AI as modernised the marketing trends, particularly through Personalized Ads that deliver tailored product recommendation based on consumer's perception, preference, buying behaviour and browsing patterns. This study mainly focus on how AI Personalised Ads shapes buying behaviour towards ecological products and also focusing on consumer attitude, perception and ethical concerns.

Objective of the Study

- To investigate the impact of AI-enabled Personalized marketing on consumer buying behaviour towards eco-friendly products.
- To examine the influence of AI-driven personalized advertising on shaping consumer perception and increase interest, trust and ethical concerns towards the Ads on eco-friendly products.
- To offer few general views of consumers on sustainable products advertisement generated by AI.

Scope and Limitation of the Study

The Study mainly focuses on consumers in semi-urban locality where still AI adoption in E-Commerce is still in blooming stage. Highlights actionable insight for the marketers thus they can attract the semi-urban and urban consumers.

The study limits to Nanmangalam, Chennai area with 150 consumers who purchase products in online and are aware of sustainable consumption.

Review of Literature

1. Osama Sohaib, Aamna Alshemeili, Tariq Bhatti (2025) underwent a study on "Exploring AI-enabled green marketing and green intention: An integrated PLS-SEM and NCA approach". This study explores various AI-enabled green marketing strategies (AI-enabled strategic, Tactical and Internal green marketing orientation) and their impact on fostering consumer trust and satisfaction, ultimately influencing green intention. This study sheds light on the potential of AI in shaping green marketing strategies and their influence on driving sustainable consumer behaviour. The study also reveals that the perceived environmental sustainability of a product positively influences purchase intent.
2. A.Varshini and A.Sarlin Venotha (2025) underwent a study on "AI in Sustainable Marketing and Consumer Behaviour: A Transformational Perspective". This paper explores

how AI-powered tools facilitate data-driven decision-making, personalized marketing strategies and enhanced customer engagement to promote sustainability. Further, it also examines the ethical considerations and challenges associated with AI implementation. The study concludes that AI has emerged as a transformative tool in sustainable marketing, offering innovative solutions to understand consumer behaviour, optimize resources and promote green practices. By leveraging AI, businesses can align with global sustainability goals while building consumer trust and loyalty. Ethical considerations, including privacy and fairness, must be addressed to maximise AI's potential responsibly.

3. Dr. Nupur Rawal, Dr. Arnaz Wadia, Dr. Priyanka Zala (2025) underwent a research on “AI-Driven Personalization in Sustainable Marketing Campaigns: A Thematic Analysis”. This research investigates how AI-driven Personalization enhances the effectiveness of sustainable marketing campaigns by examining its impact on consumer behaviour, campaign performance and brand perception. Using Thematic Analysis the study concludes that AI-driven personalization has emerged as a transformative tool in enhancing the effectiveness of sustainable marketing campaigns. By delivering tailored content and recommendations, brands can promote stronger consumer engagement and promote environmentally friendly products and services. This approach not only boosts campaign efficiency but also support the growing consumer demand for sustainable-focused solutions.
4. Aarshiya Bansal and Dr. T P Singh (2025) underwent a study on “AI-Generated Advertising Content and Consumer Engagement & Buying Behavior”. The study explores consumer perceptions of AI-generated advertising, focusing on engagement levels and purchase behaviour. The study concludes although consumer acknowledge the creativity and tailored experiences provided by AI-generated advertisements, serious worries about privacy and trust still exist.
5. Ogechukwu T. Ibeama, Lydia A. Dampare Addo, Remilekun L. Durodola, Vanessa Kwakye, Pearlrose Nwuke and Arinze E. Anaeye (2024) presented a research topic on “AI-Powered Advertising and Sustainable Consumer Behavior among U.S. College Students”. The study mainly determines the extent of exposure to AI-driven advertising and also ascertain the correlation between exposure through AI-driven advertising and attitude towards sustainable consumption among U.S. university students. The study reveals that

students frequently encounter AI-driven ads and hold pro-sustainability attitudes, AI exposure alone does not strongly predict their purchase intentions. There is weaker positive correlation between exposure through AI-driven advertising and attitude towards sustainable consumption, implies that AI is potential but the driving force in towards

6. consumer behaviour needs to be worked on.

Research Methodology

Research Design: Descriptive and Analytical.

Sample Design and Size: Purposive Sampling is used and collected data from 150 consumers.

Source of Data:

- ✚ Primary Data: Well Structured Questionnaire and Direct Personal Interviews.
- ✚ Secondary Data: Data were collected from websites and Journals.

Tools Applied:

- ★ Percentage Analysis
- ★ ANOVA
- ★ Chi-Square
- ★ Regression Analysis
- ★ **Percentage Analysis**

Analysis and Interpretation

Table 1 Showing Percentage of Demographic Variables of the Consumers and the Factor Influence their Buying Decision

Variables	Dominal Group	Percentage
Gender	Female	74%
Age Group	Above 55	30%
Education Level	PG	48%
Occupation	Salaried	28%
Monthly Income	Less than 20,000	32.70%
Factor Influence their Buying Decision	Quality	40.7%

Source: Computed Data (Primary Data)

Interpretation: Majority of the respondents were **Female** consumers and are **Above 55** of Age group. Majority of the respondents are **PG Degree holders** and belongs to **Salaried** category earning **Less than Rs.20,000**. **Quality of Eco-Friendly Products** mainly influence consumer's purchase decisions.

ANOVA

Table 2 Showing ANOVA to Study the Significant Difference Between Educational Qualification and General Attitude Toward Eco-Friendly Products

H₀: There is no significant difference between Education Qualification and General Attitude towards Eco-Friendly Products.

Variables		Sum of Squares	df	Mean Square	F	Sig.	Significant / Insignificant	Accepted / Rejected H ₀
I actively look for eco-friendly / sustainable products when shopping.	Between Groups	1.977	4	.494	.551	.698	Significant	Accepted H ₀
	Within Groups	130.023	145	.897				
	Total	132.000	149					
I am willing to pay a higher price for eco-friendly products.	Between Groups	2.543	4	.636	.649	.629	Significant	Accepted H ₀
	Within Groups	142.051	145	.980				
	Total	144.593	149					
I trust claims made by brands about their products being "eco-friendly" or "sustainable."	Between Groups	4.229	4	1.057	1.033	.393	Significant	Accepted H ₀
	Within Groups	148.444	145	1.024				
	Total	152.673	149					

Environmental concerns influence my purchasing decisions.	Between Groups	1.850	4	.463	.396	.811	Significant	Accepted H0
	Within Groups	169.190	145	1.167				
	Total	171.040	149					
I have purchased eco-friendly products in the past 6 months.	Between Groups	3.759	4	.940	.689	.601	Significant	Accepted H0
	Within Groups	197.714	145	1.364				
	Total	201.473	149					

Source: Computed Data (Primary Data)

Interpretation: As the Significant value is more than 0.05 in all the case **H0 is Accepted**. Thus, there is **no significant difference** between **Education Qualification** and **General Attitude towards Eco-Friendly Products**.

Chi-Square

Table 3 Showing Chi-Square to Study the Significant Association Between Perception Towards AI-Personalization and Consumer Buying Behaviour

Ho: There is no significant association between Perception Towards AI-Personalization and Consumer Buying Behaviour.

Variables	Value	df	Asymp. Sig. (2-sided)	Significant / Insignificant	Accepted / Rejected H0
I believe AI-driven marketing can support sustainability goals * I am more likely to purchase eco-friendly products after seeing personalized ads.	51.027	16	.000	Insignificant	Rejected H0

I believe AI-driven marketing can support sustainability goals * Price still influences my purchase decision more than sustainability.	45.143	16	.000	Insignificant	Rejected H0
I believe AI-driven marketing can support sustainability goals * Personalized AI marketing improves my likelihood of switching to eco-friendly brands.	61.445	16	.000	Insignificant	Rejected H0
I believe AI-driven marketing can support sustainability goals * AI Personalization attracts and make me realize the importance of eco-friendly products	46.974	16	.000	Insignificant	Rejected H0
I believe AI-driven marketing can support sustainability goals * AI Personalization recommendation influences my purchase decision.	55.089	16	.000	Insignificant	Rejected H0
AI-personalized ads provide relevant product recommendations. * I am more likely to purchase eco-friendly products after seeing personalized ads.	45.507	16	.000	Insignificant	Rejected H0
AI-personalized ads provide relevant product recommendations. * Price still influences my purchase decision more than sustainability.	28.524	16	.027	Insignificant	Rejected H0
AI-personalized ads provide relevant product recommendations. * Personalized AI marketing improves my likelihood of switching to eco-friendly brands.	57.042	16	.000	Insignificant	Rejected H0

AI-personalized ads provide relevant product recommendations. * AI Personalization attracts and make me realize the importance of eco-friendly products	35.181	16	.004	Insignificant	Rejected H0
AI-personalized ads provide relevant product recommendations. * AI Personalization recommendation influences my purchase decision.	102.341	16	.000	Insignificant	Rejected H0
AI-personalized ads make eco-friendly products more appealing to me. * I am more likely to purchase eco-friendly products after seeing personalized ads.	42.018	16	.000	Insignificant	Rejected H0
AI-personalized ads make eco-friendly products more appealing to me. * Price still influences my purchase decision more than sustainability.	39.156	16	.001	Insignificant	Rejected H0
AI-personalized ads make eco-friendly products more appealing to me. * Personalized AI marketing improves my likelihood of switching to eco-friendly brands.	97.759	16	.000	Insignificant	Rejected H0
AI-personalized ads make eco-friendly products more appealing to me. * AI Personalization attracts and make me realize the importance of eco-friendly products	43.598	16	.000	Insignificant	Rejected H0

AI-personalized ads make eco-friendly products more appealing to me. * AI Personalization recommendation influences my purchase decision.	70.243	16	.000	Insignificant	Rejected H0
Personalized ads save my time by showing suitable eco-friendly options. * I am more likely to purchase eco-friendly products after seeing personalized ads.	55.342	16	.000	Insignificant	Rejected H0
Personalized ads save my time by showing suitable eco-friendly options. * Price still influences my purchase decision more than sustainability.	35.191	16	.004	Insignificant	Rejected H0
Personalized ads save my time by showing suitable eco-friendly options. * Personalized AI marketing improves my likelihood of switching to eco-friendly brands.	85.791	16	.000	Insignificant	Rejected H0
Personalized ads save my time by showing suitable eco-friendly options. * AI Personalization attracts and make me realize the importance of eco-friendly products	41.278	16	.001	Insignificant	Rejected H0
Personalized ads save my time by showing suitable eco-friendly options. * AI Personalization recommendation influences my purchase decision.	63.331	16	.000	Insignificant	Rejected H0
I trust information shown in AI-generated ads. * I am more likely to purchase eco-friendly products after seeing personalized ads.	81.057	16	.000	Insignificant	Rejected H0

I trust information shown in AI-generated ads. * Price still influences my purchase decision more than sustainability.	26.426	16	.048	Insignificant	Rejected H0
I trust information shown in AI-generated ads. * Personalized AI marketing improves my likelihood of switching to eco-friendly brands.	88.273	16	.000	Insignificant	Rejected H0
I trust information shown in AI-generated ads. * AI Personalization attracts and make me realize the importance of eco-friendly products	31.32	16	.012	Insignificant	Rejected H0
I trust information shown in AI-generated ads. * AI Personalization recommendation influences my purchase decision.	62.518	16	.000	Insignificant	Rejected H0

Source: Computed Data (Primary Data)

Interpretation: As the Significant value is less than 0.05 in all the case **H0 is Rejected**. Thus, there is a **significant association** between **Perception Towards AI-Personalization** and **Consumer Buying Behaviour**.

Regression Analysis

Table 4 Showing Regression to Study the Significant Influence Between Age Group and Perceived Effectiveness and Ethical Concerns

H0: There is no Significant Influence Between Age Group and Perceived Effectiveness and Ethical Concerns.

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Accepted / Rejected H0
	B	Std. Error	Beta			
(Constant)	2.604	.229		11.363	.000	

Age * AI personalization helps me make more sustainable shopping choices.	-.070	.052	-.109	-1.329	.186	Accepted H0
(Constant)	2.727	.262		10.390	.000	
Age*I believe companies use my data responsibly when personalizing eco-friendly recommendations.	-.033	.060	-.045	-.544	.587	Accepted H0
(Constant)	2.260	.241		9.391	.000	
Age*I am concerned about privacy when receiving highly personalized eco-friendly product suggestions.	-.067	.055	-.099	-1.217	.226	Accepted H0
(Constant)	2.621	.239		10.956	.000	
Age*I would like to see more transparency about how AI creates personalized sustainability recommendations.	-.139	.055	-.205	-2.544	.012	Rejected H0
(Constant)	2.663	.245		10.854	.000	
Age*Personalized eco-friendly recommendations feel manipulative sometimes.	-.081	.056	-.118	-1.441	.152	Accepted H0

Source: Computed Data (Primary Data)

Interpretation: As the Significant value is more than 0.05 the **H0 is accepted except in one case where Age Group has influence on Concern about Privacy** when receiving highly personalized suggestions on eco-friendly products.

Findings and Discussion

The study highlights the significant role of AI-enabled personalized advertising in influencing consumer buying behaviour towards eco-friendly products. The findings indicate that consumer recognise AI-personalized ads as relevant, appealing and time-saving, which increase their likelihood of purchasing and switching to eco-friendly products. The findings also reveals that Product Quality remains primary purchase determinant and sustainable awareness exists any type of demographic factors which alone does not drive purchases without accompanying functional values.

The strong association between consumer perception of AI personalization and buying behaviour confirms that AI-driven marketing effectively enhances engagement and awareness of eco-friendly products. Yet there is growing concerns regarding transparency and ethical use of consumer data, particularly among all age groups. This suggests that even though consumer accept AI-driven sustainable message, trust and clarity in data usage are crucial for long-term success.

The overall study underscores that AI Personalization can accelerate sustainable consumption when combined with credible product claim, quality assurance and transparent data practices.

Conclusion

AI-enabled personalization adds significantly shape consumer in the purchase decision towards sustainable products, that to in a semi-urban area like Nanmangalam where sustainable consumption infused with emerging digital trends. The study proves a strong association between Perception of AI Personalization- such as preference of consumers, timesaving, benefits and charm – and key purchase influencers like likelihood of buying, brand switching, price and quality adds to the major factor for the consumer towards the adoption of eco-friendly goods. The study states that consumer attitude and consumer perception towards AI Personalisation Advertisement has a strong influence on their buying behaviour.

While conducting personal direct interview with the consumers came across with few general problems they faced and facing, they can understand how important role the AI technology play in the market but they fell the company can even be more transparent so that

they can buy the products without any fear of being cheated or greenwashed. The awareness towards various eco-friendly products along with AI technology is also needed as few products are manufactured by MSME industry, Self-Help Groups and Home-makers as well, which could bring a great change in our Country's Economy thus also uplift the Global market towards sustainable consumption.

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Passengers' Perception of Technology – Enabled Services in Airlines

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Abstract

The airline industry's delivery of services has been transformed by the quick development of digital technologies, that have evolved how travellers look for flights, make reservations, obtain boarding information, ask for help, and assess their overall travel experiences. Technology-enabled services are becoming crucial instruments for increasing customer pleasure, safety, and efficiency as airlines compete in a globalised aviation industry. The opinions of 75 passengers on these technologically enabled services are investigated in this study. The findings, which are based on Likert mean scores and percentage analysis, indicate that travellers value the ease, quickness, and clarity that digital tools provide. But they also prefer human assistance for complex difficulties and are worried about technical issues related to technology and data privacy. In general, when technology enhances rather than replaces human customer service, passengers have a favourable opinion of it. Airlines should keep advancing technology while maintaining straightforward designs, dependable systems, and simple access to support.

Keywords: *Airline Industry, Digital technology, passenger services and Digital systems.*

Introduction

The aviation industry has quickly adopted digital technologies, which has significantly increased the speed and effectiveness of service delivery. To make travel easier, airlines now provide digital boarding passes, internet booking, real-time flight updates, and smartphone apps. Shorter wait times, simpler information access, and more convenient experiences are all enjoyed by passengers. Baggage tracking and biometric verification are examples of automated technologies that improve security and dependability. All things considered, these technologically enabled services have revolutionised air travel, making it quicker, easier to use, and more sensitive to the demands of passengers.

Review of Literature

Ms. Deepica (2022) examined the level of satisfaction on the pre-flight, and in-flight services, customer quality and reason for choosing Emirates Airline in Cochin International Airport. Statistical tools like chi-square, rank analysis, Analysis of variation and Correlation analysis were applied for the analysis. The study covers a sample size of 150 respondents. The result found that there is correlation between quality service experience and satisfaction with overall airport and in-flight services. Seat comfort and leg space are the major factor to choose 1 Emirates. The study revealed that gender is one of the significant predictors of air travel. There is significant difference in opinion of gender and the reputation of Emirates among passengers.

Jeyaraman Ayyan and Captain Prasath (2022) explored the nature of customer loyalty, differences concerning attitude, habit, satisfaction, loyalty, and augmented services (service safety, comfort, luggage allowance and bonus) amongst the three airlines. Primary data was collected through a structured questionnaire from 600 travellers at leading airport in India. The findings of the research showed that the age and occupation of the respondents suggest a significant variance among the three airlines, the augmented service factors of the respondents suggest a significant variance among the three airlines.

Scope of the Study

The aviation industry's increasing reliance on digital technology, it is crucial to comprehend how passengers view and react to these technologies. Many airlines make significant investments in digital platforms without thoroughly evaluating how user-friendly, dependable, or efficient they are to passengers. It's crucial to recognise expected gaps, remove technological obstacles, and meet the varied needs of passengers. This study offers information that airlines can use to boost overall customer satisfaction, optimise system design, and improve service quality.

Statistical Tools Used

Percentage Analysis

The percentage of respondents choosing each response option can be described using percentage analysis.

Likert Mean Score Analysis

A five-point Likert scale was used to calculate satisfaction levels. Mean scores determine the strength of positive or negative perception. A higher mean score indicates higher satisfaction, while a lower score reflects dissatisfaction.

Data Analysis and Interpretation

Table-1 Percentage Analysis (Categorical Questions)

Demographic Data	Characteristics	Frequency	Percentage
Age	Below 20 years	5	6.67
	21- 30 years	18	24
	31- 40 years	25	33.33
	41- 50 years	16	21.33
	Above 51 years	11	14.67
	Total	75	100
Gender	Male	37	49.33
	Female	34	45.33
	Total	75	100
Travel frequency	Once in 2- 3 years	7	9.33
	Once a year	20	26.67
	2- 3 time a year	28	37.33
	More than 3 times a year	20	26.67
	Total	75	100

Purpose	Business	28	37.33
	Leisure	31	41.33
	Education	8	10.67
	Other	8	10.67
	Total	75	100
Services used	Online booking	3	4.00
	Mobile app	6	8.00
	Self -check-in	3	4.00
	All of the above	63	84.00
	Total	75	100
Self-check-in use	Yes	52	69.33
	No	23	30.66
	Total	75	100
Technical issues	Never	25	33.33
	Rarely	31	41.33
	Sometimes	17	22.67
	Often	2	2.67
	Total	75	100
Assistance preference	Human staff	44	58.67
	Automated system	19	25.33
	Either is fine	9	12.00
	No preference	3	4.00
	Total	75	100

The analysis shows that most passengers are young adults (31-40 years), with a slightly higher number of males. They travel mainly for leisure or business, and 84% use all technology-enabled services. Self-check-in kiosks are moderately accepted, and technical issues are infrequent. While most passengers still prefer human assistance, a considerable number are comfortable with automated support. Overall, the data indicates high adoption and positive perception of airline technology services.

Table – 2 Likert Scale Mean Score Analysis (Perception/Satisfaction Questions)

Particulars	Mean score
Online booking platforms	3.83
Airline mobile app applications	3.84
Digital boarding passes	3.91
Flight update satisfaction	4.05
Technology enabled services	4.04
Data comfort	4.01
Overall satisfaction	4.17

The Likert mean scores indicate that passengers are highly satisfied with technology-enabled services. Online booking, mobile apps, and digital boarding received mean scores around 3.8–3.9, showing good usability. Features like flight updates, time saved, data comfort, and overall satisfaction scored above 4, reflecting very high satisfaction. These results suggest that passengers appreciate the convenience, speed, and reliability of airline digital services, with overall perception being strongly positive.

Findings of the Study

According to the report, technology-enabled services greatly enhance the travel experience by providing ease, cutting down on wait times, and facilitating quick access to information. Due to their flexibility and openness, internet booking systems are preferred by most travelers. Particularly for getting real-time updates, mobile apps are thought to be indispensable for contemporary air travel.

The analysis also showed that although most passengers are at ease with technology, other groups especially senior travelers and first-time flyers—want more human assistance and clearer instructions. Technical mistakes and privacy concerns continue to be pivotal problems that airlines need to deal with. Overall, the result show that people have favorable opinions of technology-based airline services as long as they continue to be dependable, user-friendly, and well-supported.

Suggestions

Airlines should ensure that digital interfaces, especially mobile apps and kiosks, are simple and intuitive. System reliability must be strengthened to minimize technical disruptions. Clear instructions, multilingual guidance, and optional human assistance should be offered to accommodate non-tech-savvy users. Airlines must also enhance cybersecurity measures and clearly communicate data protection policies to build trust among passengers. Continuous training for staff on digital support roles would aid in bridging the gaps between automation and human interaction.

Conclusion

Technology-enabled services are now an essential component of airline operations and significantly affect the customer happiness and service perception. The study's conclusions show that travelers typically have a favorable opinion of digital services and value their accessibility, speed, and ease of use. However, data protection, human support, and system clarity continue to be vital. Maintaining a passenger-centric strategy is crucial as airlines continue to incorporate cutting-edge technologies like automated customer help, biometric boarding, and AI-based service tools. Maintaining a competitive edge in the aviation sector, improving customer loyalty, and strengthening service quality can all be achieved by striking the correct balance between technology and human services.

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