10 YEARS OF ACADEMIC EXCELLENCE

IIM BODH GAYA

भारतीय प्रबंध संस्थान बोधगया
Indian Institute of Management
Bodh Gaya

#TheEnlighteningIIM

ICM INTERNATIONAL CONFERENCE ON MARKETING



International Conference on **Marketing 2.0**

Theme

AI-led Transformation in Consumer Experience and Marketing Strategies

Editors:
Dr. Anup Anurag Soren, Dr. Pinaz Tiwari, Dr. Chandan Parsad

भारतीय प्रबंध संस्थान बोधगया
Indian Institute of Management
Bodh Gaya

The Book of Abstracts

International Conference on Marketing (ICM 2.0)

Editor: Dr. Anup Anurag Soren, Dr. Pinaz Tiwari, Dr. Chandan Parsad

Published & Printed by:
Indian Institute of Management Bodh Gaya
Uruvela, Prabandh Vihar
Bodhgaya – 824234, Gaya, Bihar, India

ISBN : 978-93-5810-513-1

Copyright © Indian Institute of Management Bodh Gaya. All rights reserved.
No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means without the prior written permission of the publisher.

This book shall not, by way of trade or otherwise, be lent, resold, hired out, or otherwise circulated without the publisher's prior consent in any form of binding or cover other than that in which it is published.

Cover Design: Jyoti Singh (MBA/4035/11), Prashant Khodre (MBA/4049/11)
Layout: ICM 2.0: Prashant Khodre (MBA/4049/11) Design Team
Disclaimer: The views expressed in the abstracts are those of the authors and do not necessarily reflect the views of the editors or the publisher.

For more information about the conference or future publications, visit
https://iimbg.ac.in/conference/

भारतीय प्रबंध संस्थान बोधगया
Indian Institute of Management
Bodh Gaya

Conference Patron



Hon'ble Director
Dr. Vinita S. Sahay

It gives me immense pleasure to invite you to the International Conference on Marketing 2.0 (ICM 2.0), scheduled to be held on 14th and 15th March 2026 at IIM Bodh Gaya.

As one of India's premier management institutions, IIM Bodh Gaya is committed to advancing knowledge, fostering responsible leadership, and encouraging meaningful engagement with the evolving business landscape. Marketing, as a discipline and practice, continues to play a pivotal role in shaping how organizations create value, build relationships with stakeholders, andrespond to dynamic market environments.

ICM2.0 reflects our commitment to promoting rigorous academic inquiry and meaningful dialogue on contemporary marketing challenges and opportunities.

The conference brings together distinguished scholars, industry practitioners, researchers, and students from across the globe to share insights, present cutting-edge research, and deliberate on emerging trends that are redefining the field of marketing.

Through this platform, we aim to encourage the exchange of ideas, foster interdisciplinary collaboration, and contribute to the development of marketing thought and practice that is both impactful and relevant in today's rapidly changing world.

I warmly welcome all participants to IIM Bodh Gaya and look forward to engaging discussions and enriching interactions during the conference.

I wish the conference great success and hope that it proves to be a rewarding and intellectually stimulating experience for all.

Dr. Vinita S. Sahay

भारतीय प्रबंध संस्थान बोधगया
Indian Institute of Management
Bodh Gaya

Conference Convenors



Dr. Pinaz Tiwari pinaz.t@iimbg.ac.in

Pinaz Tiwari is an assistant professor of marketing at the Indian Institute of Management, Bodh Gaya. She is also working as the Social Media Manager (Global Head) of the International Studies Tourism Association and International Journal of Tourism Cities (Scopus Q1, ABDC-indexed).

She did her PhD from Jamia Millia Islamia and holds two years of industry experience. She has received the Young Service Researcher Award from tha International Research Symposium for Service Management - India chapter in 2023

Dr. Anup Anurag Soren anup.s@iimbg.ac.in

Dr. Anup Anurag Soren is an assistant professor in the marketing management area at the Indian Institute of Management Bodh Gaya. With a celebrated academic background that includes PhD in Marketing from IIM Ranchi and a PGDM from IIM Bengaluru, he brings a wealth of knowledge and expertise to the field. His previous experiences serving as an Assistant Sales Manager at Kalki Communications and as a Software Engineer at Infosys add a unique blend of industry and technical insights to his work.





Dr. Chandan Parsad chandan.p@iimbg.ac.in

Dr. Chandan Parsad is an Associate Professor of Marketing at the Indian Institute of Management Bodh Gaya, with over a decade of experience spanning academia and industry. He earned his Fellow (Doctoral) title from the Indian Institute of Management Raipur,

He holds an MBA in Software Enterprise Management from C-DAC, Noida (Ministry of IT) and a Bachelor's degree in Instrumentation Engineering from Maharshi Dayanand University, Rohtak.

भारतीय प्रबंध संस्थान बोधगया
Indian Institute of Management
Bodh Gaya

Keynote Speakers



Prof. Anand K Jaiswal
IIM - Ahmedabad

Prof. Madhu Vishwanathan
ISB - Hyderabad





Prof. Shaphali Gupta
IIM - Kozhikode



Prof. Geeta Menon
New York University



Prof. Lim Weng Marc
Dean, Sunway Business Sch ool



Prof. Aditya Gupta
Texas State University

Ethical Dilemmas in AI-Driven Marketing Communication: A Systematic Literature Review and Future Research Agenda.

Paper ID:319

Ravi Kant Yadav
Banaras Hindu University

Dr. Shashi Yadav
Banaras Hindu University

ABSTRACT:

Artificial intelligence (AI) is rapidly reshaping how brands communicate with consumers by enabling personalised messages, targeted recommendations, and automated interactions. While these advancements make marketing more efficient and engaging, they also introduce a new set of ethical concerns. Issues such as privacy violations, biased algorithms, manipulative design, and a lack of transparency raise important questions about how consumers interpret and trust AI-driven communication.

This review aims to bring clarity to these concerns by examining the ethical challenges surrounding AI in marketing and exploring how they influence consumer experiences and behaviours. It also brings together existing research to highlight what is well understood, what remains unclear, and where future studies need to focus.

Guided by the TCCM (Theory-Context-Characteristics-Methodology) framework, the review analyses a mix of empirical, conceptual, and bibliometric studies across marketing, AI ethics, digital behaviour, and technology adoption. Using tools like R software, it identifies leading authors, influential publications, and key research trends.

The findings reveal fragmented theoretical use and recurring ethical issues such as data misuse, opaque decision-making, and fairness concerns-all of which strongly shape trust, perceived risk, and consumer acceptance. The review concludes by emphasising the need for cross-cultural evidence, long-term research, and real-world testing to support more transparent, trustworthy, and responsible AI-driven marketing communication.

To Kill a Mocking Fad: A Framework for Evaluating Analogies in Marketing Discourse

Paper ID:231

Mayukh Mukhopadhyay
Indian Institute of Management Indore

ABSTRACT:

Analogies such as “Data is the new oil” and “AI is the new electricity” have become central to marketing and technology narratives. While these metaphors offer accessible entry points for understanding complex ideas, they often oversimplify and distort the underlying phenomena. This study draws on Douglas Hofstadter’s theory of analogy, which positions analogy-making as a core cognitive process, to develop a standardized evaluation tool called the Hofstadter Analogy Evaluation Framework (HAEF). The framework assesses analogies across five dimensions: structural mapping, functional alignment, cognitive utility, contextual sensitivity, and ethical risk. Using HAEF, we evaluate seven widely used analogies from domains such as technology, biology, and economics. The analysis reveals that while some analogies, like “DNA is like a code,” demonstrate high structural and functional fidelity, others, such as “Data is the new oil,” fail to meet critical thresholds. This framework offers marketers a rigorous method to construct and critique analogies with greater clarity and responsibility.

Social Media Affordances and Consumer Engagement in Digital Markets: A Conceptual S-O-R Framework for Mompreneur Business Growth

Paper ID:129

S GRACE PRASANNA
VELLORE INSTITUTE OF TECHNOLOGY, CHENNAI

Dr. S M VADIVEL
VELLORE INSTITUTE OF TECHNOLOGY, CHENNAI

ABSTRACT:

The evolution of digital media and the availability of social media platforms have transformed the entrepreneurial scale from traditional to digital approach, creating unique opportunities for small-scale business owners, particularly mompreneurs, who are known for combining motherhood responsibilities with entrepreneurship. While existing literature indicates that social media can enable consumer engagement and business growth, few studies have examined these tools through the theoretical lens of social media affordances. This conceptual paper develops a framework explaining how social media affordances drive consumer engagement and, in turn, business growth among mompreneurs. The paper structures on Affordance Theory, the Stimulus-Organism-Response (S-O-R) framework, and the Resource-Based View, and also positions consumer engagement as a mediator and studies the moderating influence of social media platforms. The propositions developed in this paper set a foundation for empirical research and add to the growing body of digital entrepreneurship literature through the description of how mompreneurs use social media affordances to sustain and grow their ventures in digital markets.

Explainable AI-Driven Insights for Consumer Purchase Prediction: A SHAP-Based Analysis

Paper ID:208

Kumar Saurav
IQ City UWSB, Kolkata

Ruchi Kumari
IIIT Ranchi

ABSTRACT:

This study examines how explainable machine learning can be used to understand online purchasing behaviour in e-commerce environments. Using the Online Shoppers Purchasing Intention Dataset, three predictive models, Logistic Regression, Random Forest, and XGBoost were developed to estimate the likelihood of purchase from session-level behavioural data. XGBoost achieved the strongest performance, with an ROC-AUC of 0.925. SHAP (SHapley Additive explanations) was applied to interpret the model's predictions and identify the features that most strongly influence purchase intent. The analysis showed that interactions with high-value pages, product-related engagement, and browsing stability play central roles in shaping purchase probability, while seasonal patterns and visitor type add contextual influence. Local SHAP explanations highlighted how individual predictions succeed or fail, demonstrating the usefulness of transparency in understanding atypical user behaviour. The findings provide actionable insights for marketers seeking to optimise website design, improve targeting, and enhance the online purchase experience.

Enhancing Transparency and Trust through Explainable AI for Ethical Consumerism

Paper ID:513

SC Vetrivel, P.Vidhyapriya, R.Maheswari
Kongu Engineering College

VP Arun
JKKN College of Engineering

ABSTRACT:

This has been brought about by the fast incorporation of Artificial Intelligence (AI) in marketing decision-making, which has changed the manner in which a firm interacts with consumers, especially in the aspect of sustainability and ethical consumption. Although AI-driven systems are associated with unparalleled efficiency and personalization, targeting, predictive analytics, they are opaque, which is why the concept has attracted criticism in terms of transparency, accountability, and consumer confidence. In this paper, the concept of Explainable Artificial Intelligence (XAI) with regard to making the process more transparent and encouraging trust in ethically oriented consumers is discussed. Based on the ethical marketing theory and marketing with trust relationship, the study discusses the mechanisms of explainable AI that can be used to bridge the increasing trust gap between consumers and AI-based marketing systems. Based on the literature available in the fields of AI ethics, sustainable marketing and consumer behavior, the paper suggests a conceptual model of XAI features (interpretability, traceability, accountability) to consumer attitudes toward ethicality, fairness, and credibility. The mixed-method research design is suggested, as it will involve a qualitative approach to the study in the form of expert interviews and a quantitative approach to analyze customer reactions to AI-based sustainability communications. Its result shows that the explainability is a significant moderator of consumer trust, perceived brand authenticity, and acceptance of AI-led sustainability initiatives. In addition, consumers show increased engagement and intention to purchase in case AI systems are used to openly share decision rationale based on the environmental and social values. The research advances the marketing literature through assimilating XAI in the ethical consumerism debate and provides practical recommendations to marketers, policymakers, and technology designers. The paper highlights the need to incorporate the principles of technological innovation into long-standing concepts of transparency, responsibility, and societal well-being in marketing practice by defining explainable AI as a strategic facilitator of ethical consumerism.

Keywords: Explainable Artificial Intelligence, Ethical Consumerism, Trust, Sustainable Marketing, Transparency, AI Ethics.

The Role of Generative AI (GenAI) in Content Creation, Marketing Automation, and Brand Storytelling

Paper ID:304

Dr.P.Periasamy, Mr.Aswinsahidya2, Kirthika, Vidhi Patel
Saveetha Engineering College

ABSTRACT:

The field of marketing is undergoing significant transformation due to generative artificial intelligence (GenAI), which includes large language models (LLMs), text-to-image and video technologies, and multimodal systems. This paper synthesizes current academic and industry research to assess the impact of GenAI on three interconnected areas of marketing: content creation, marketing automation, and brand storytelling. Utilizing a combination of conceptual analysis, a small empirical model employing simulation-based scenario analysis, and a comprehensive review of literature from 2019 to 2025, the study formulates testable hypotheses focused on performance improvements, ethical considerations, and brand implications. Results reveal that GenAI has the potential to substantially enhance content efficiency and personalization but may also present new challenges regarding brand trust and authenticity. The paper concludes with practical recommendations for management and a curated reference framework for future studies.

A systematic review of studies addressing the transformation of Experience Economy into Experiential Tourism: A Bibliometric Analysis (1995–2025)

Paper ID:113

Anwesa Dey
Amity university noida

Prof. (Dr.) Manohar Sajnani
Amity University Noida

ABSTRACT:

This study examines the transformation of the Experience Economy into the field of Experiential Tourism from 1995 to 2025 using a quantitative bibliometric approach. Drawing on 270 peer-reviewed articles indexed in Scopus and Web of Science, the analysis employs VOSviewer to conduct co-authorship, keyword co-occurrence, co-citation, and bibliographic coupling analyses. Findings reveal a steady expansion of experiential tourism research, with rapid growth after 2010. Three dominant global collaboration networks emerge: a Europe–Oceania cluster, an Asia–Europe cluster anchored by the United Kingdom, and an Asia–America cluster led by the United States and China. Five key thematic pillars structure the field: experience economy and consumer experience, satisfaction and revisit intention, co-creation and engagement, smart tourism and digital transformation, and experiencescape with value co-creation. Tourism Management stands out as the most central and influential journal, while the United States, United Kingdom, China, Portugal, and Australia lead research productivity. The study confirms that experiential tourism is grounded in a strong interdisciplinary convergence of experience economy theory, co-creation, service-dominant logic, and tourist experience formation. It highlights future research needs in technological acceleration, sustainability, post-pandemic transformations, and Global South perspectives, offering a comprehensive knowledge map for scholars, practitioners, and educators.

Harnessing AI for Sentiment Analysis: Evaluating Twitter-Based Engagement in Smartphone Launch Campaigns

Paper ID:206

Garima Gupta
Faculty of Manaement Studies, University of Delhi

Komal Singharia
Aryabhatta College, University of Delhi

ABSTRACT:

One of the most effective applications of AI and machine learning in marketing is sentiment analysis. This process involves analyzing user-generated content such as reviews, tweets, comments, and posts to determine the emotions expressed by users. In this study, sentiment analysis was applied to tweets related to smartphone launch campaigns by the top five smartphone brands in India. The findings were visualized using a sentiment scatter plot, which indicated that most tweets were positive but showed moderate levels of opinion. Additionally, a detailed examination of the brands' Twitter accounts uncovered intriguing insights into why sentiments might be polarized, suggesting that brands could be actively influencing their reach and engagement on the platform. Moreover, the analysis suggests that while AI and sentiment analysis provide valuable insights, the human element of genuine engagement and customer service is irreplaceable.

Digital Sales Promotional Campaigns during Cultural Events and Consumer Buying Behaviour: A Perspective from Tripura, a North-Eastern State of India

Paper ID:181

RAJARSHI BHOWMIK
ICFAI UNIVERSITY TRIPURA

DR. TRINANKUR DEY
ICFAI UNIVERSITY TRIPURA

ABSTRACT:

The study intends to find out how the use of different sales promotion tools to attract customers can affect consumer buying behaviour at cultural events in West Tripura. The focus is mainly on understanding consumers' perceptions and figuring out the best promotional strategies that not only excite the consumers but also make them decide to purchase within the unique cultural setting. Using mixed-method research, the study purposively sampled 236 consumers attending cultural performances for quantitative data collection and analysed the data using SPSS through descriptive statistics, reliability analysis, correlation, regression, and factor analysis. Besides that, the qualitative data were collected through face-to-face interviews with 18 local business owners chosen by the expert sampling method, and these data were analysed thematically to support the quantitative findings. In essence, the research provides evidence that properly planned and culturally sensitive promotional strategies have a great potential in leading consumer behaviour during cultural events in West Tripura. Since the focus is solely on sales promotions at cultural events in a less-explored region, the findings of this study open new avenues for research and demonstrate how consumer engagement and buying behaviour can be improved substantially through culturally appropriate promotional activities.

Keywords: Sales Promotion, Consumer Buying Behaviour, Cultural Performances, West Tripura, Promotional Strategies

Leveraging Artificial Intelligence in Brand Planning: A Strategic Approach for Pharmaceutical Companies.

Paper ID:222

Apurv Kumar
School of Pharmaceutical Management, IIHMR University

Saurabh Kumar Banerjee
School of Pharmaceutical Management, IIHMR University

ABSTRACT:

The AI has transformed the world of pharma, so companies organize information, advertising strategies, and decision-making. Due to AI, brand strategy is currently more of an effort in real-time understanding rather than assumptions that have gone out of date. In the olden times, teams took things the traditional modes of data collection or surveys crunching to arrive at conjectures on gut feeling. However, as the digital health records flow and user expectations adapt, these archaic ways of doing things can no longer stand the test of time. Machine learning, NLP, and predictive systems allow companies to go through the huge messy datasets to identify trends and spew out actionable outcomes. The end result? Adverts strike more quickly and more precisely and brand performance narrows down. My project taps into a secondary, qualitative material to drag insights into journal articles, industry surveys and real-world examples to look at how AI manifests in five fundamental brand planning cycles of a brand plan, which include: evaluating the environment, strategic design, implementing, evaluating, and changing the plan. The results indicate that AI is the driver of real-time market surveillance, predictive trends modeling, and customized messages. These cuts enhance velocity, accuracy and dynamism in the process of making brand decisions. Also, it has been indicated that AI-based automation assists companies to adapt the strategies dynamically, instead of the fixed annual plans towards fluid systems with control based on insight. Naturally, there are also valid hiccups such as data security, biased algorithms, absence of transparency, and the question of whether the companies are really prepared. The lesson is that AI must become a support ally, rather than a human-flair adjuster: enhancing innovation, making moral judgments, and becoming more strategic. Careful incorporation of branding strategies enables pharma to attain a more stable growth, which is patient-driven, with hard-core evidence. Overall, the contribution of the work to the digital pharma promotion is to provide a physical example of how AI can be applied to building a brand, where the use of technology can be associated with specific marketing achievements.

A Study of Emotional Responses to Social Media Marketing and Their Impact on Buying Behaviour

Paper ID:107

Pooja Goyal
Guru Jambheshwer university of Science and Technology

Prof Harbhajan Bansal
Maharaja Agarsen Insitute of Technology

ABSTRACT:

Social media, or digital platforms, are one of the fastest-growing sectors of expansion, having revolutionized digital interactions and altered global consumer decision-making. Essentially, this study looks at how social media affects customers' emotions and purchasing behaviour, as well as how consumer emotions moderate the aforementioned relationships. Based on the "S-O-R model" and Consumer Socialization Theory, this study views social media as a stimulus that evokes emotional responses, which then lead to behavioural results. This study collected data from 550 active social media users in Northern India who use social media to get product information or make purchases. The measurement and structural models were tested for reliability, validity, and predictive relevance with SmartPLS4 .The analysis confirms all three assumptions. Social media has a large and positive association with consumer emotions, implying that reviews, adverts, comments, and peer interactions influence users' affective states. Mediation study demonstrates that customer emotions partially moderate the relationship between social media and purchasing behaviour. As a result, social media influences purchases both directly and indirectly by eliciting emotional responses. Despite the fact that the model accounts for a moderate level of variance, it contributes significantly to our theoretical knowledge of the function of emotional mechanisms in influencing consumer behaviour in digital commerce contexts. As a result, it has practical implications for marketers and organizations looking to generate emotionally engaging content, build trustworthy online communities, and highlight emotional triggers that raise purchase intent. The limitations include regional concentration, reliance on self-reported data, and low explanatory power. Additional study avenues could include investigating platform-specific impacts, other mediators, and cross-cultural situations. The study as a whole underlines the importance of emotions in driving consumer behaviour in the emerging social commerce landscape.

Rethinking Tourism: Exploring the Influence of 360-Degree Virtual Tour on Intention to Visit Destination

Paper ID:184

Nandini Venkatesh Adhini, Ch V V S N V Prasad,
Rishi Ketan Shah, Ashray Kashyap
BITS Pilani, K K Birla Goa Campus

ABSTRACT:

Virtual tourism has garnered considerable attention in recent times. Given its swift pace of development, it is imperative to study the effect of factors related to virtual tours on the intention to visit a destination. This study employs one group pre-test and post-test experimental research design with 567 generation Z and millennials. The study aims to examine the effect of VR tour-related factors on the intention to visit a destination before and after a 360-degree virtual tour intervention of Paris, France. Data was analysed using PLS-SEM, mediation analysis, Importance-Performance Matrix Analysis (IPMA), and multi-group moderation analysis (MGA). Notably, the outcome reveals that before experiencing the virtual tour, destination image, subjective norms, flow experience, spatial presence, telepresence, and immersion affect attitude and intention to visit Paris. However, after experiencing the tour, media richness, physical immersion, and spatial presence play a substantial role in shaping visit intention instead of destination image and subjective norms. This study contributes significantly to the literature on media richness theory, flow theory and TPB. By harnessing these outcomes, destination marketing officers can effectively use virtual tourism for marketing.

Beyond the Screen: How Emotional Attachment and Anthropomorphism Convert into Purchase Intention via Para-social Relationships

Paper ID:120

Poonam Gupta
NIT SILCHAR

SAURABH VERMA
NIT SILCHAR

ABSTRACT:

Influencer marketing using social media is utilised for various promotional activities. However, the psychological factors that influence customers' views of these non-human entities, known as AI influencers remain unknown. The study explains psychological antecedents such as Emotional Attachment, Hedonic Motivation, and Anthropomorphism that influence para-social relationships and, in turn, purchase intention. Data were collected from active Instagram users who are actively engaged with Indian virtual influencers. A total of 393 valid data were received. PLS- SEM was used for the analysis, the results show that PSR acts as a central mechanism for connecting with the audience, through which consumers form positive purchase intentions toward the brand and its products. Anthropomorphism is found to be an important antecedent for PSR, which in turn influences purchase decisions than hedonic motivation and emotional attachment. The study contributes to virtual influencer literature by demonstrating that psychological and anthropomorphic cues impact behaviours indirectly through relational bonding. Marketing implications and future research directions are suggested based on the results.

Tourists' Parasocial Interactions with ChatGPT and their Propensity to Use it for Tourism-Related Services

Paper ID:403

Prof. (Dr.) Vikas Gautam

Professor of Marketing ,IBS Hyderabad, IFHE University

ABSTRACT:

The rise of user-generated content (UGC) has significantly transformed tourist behavior and destination branding, yet a comprehensive synthesis of existing research is lacking. This systematic literature review, guided by the PRISMA framework, explores how UGC influences tourist behavior and destination branding based on studies published between 2012 and 2024. Findings reveal that UGC from social media, reviews, and blogs significantly shapes tourists' perceptions, trust, and travel decisions, disrupting traditional branding models. Six thematic dimensions emerge: UGC and destination perception, credibility, brand co-creation, image formation, impact on travel decisions, and tourist trends. Despite its growing influence, research gaps persist, including demographic biases, limited analysis of long-term effects, and regional disparities. The review offers theoretical insights into the UGC–branding–behavior relationship and practical guidance for destination marketers to harness authentic UGC and co-created brand images. Overall, the study provides an integrated framework and roadmap for understanding UGC's evolving role in destination branding.

Decentralized Marketing Intelligence: The Future of Brand Analytics in a Web3 and AI Convergent Ecosystem

Paper ID:230

Kishalay Raj
Indian Institute of Management Bangalore

Manish Kumar
KIIT School of Management, Bhubaneswar

ABSTRACT:

Marketing analytics is entering a transformative phase as artificial intelligence (AI) converges with Web3 technologies such as blockchain, decentralized data ownership, and smart contracts.Traditional marketing intelligence systems rely heavily on centralized data platforms controlled by intermediaries, which often raise concerns related to privacy, bias, and data monopolization.

In contrast, the emerging Web3 ecosystem empowers users with data sovereignty while enabling brands to build transparent, trust-based relationships with consumers. This study explores the evolution of Decentralized Marketing Intelligence (DMI) — a framework that integrates AI-driven analytics with decentralized infrastructures to enable secure, transparent, and consumer-centric brand insights. The research investigates how blockchain-based data validation, tokenized consumer participation, and AI-powered predictive analytics can collectively redefine brand measurement, engagement, and value creation.

Using a mixed-method design that combines conceptual modeling with expert interviews from digital marketing and blockchain professionals, the paper examines the practical viability of DMI for enhancing brand performance metrics such as loyalty, authenticity, and equity. The proposed framework demonstrates how decentralized networks can foster collaborative data ecosystems, where consumers actively contribute verified behavioral data in exchange for digital incentives, leading to richer and more ethical marketing insights.

The findings suggest that integrating AI with Web3 architecture could usher in a new era of marketing transparency and personalization, where value is co-created rather than extracted. The study positions Decentralized Marketing Intelligence as a foundational shift from platform-centric analytics to a distributed, trust-driven marketing ecosystem that balances innovation, privacy, and accountability.

Brand Activism for Social Issues: A Systematic Literature Review, Bibliometric Analysis, and Future Research Agenda

Paper ID:171

Priya Rai
Institute of Management Studies, Banaras Hindu University
Annu Priya
Institute of Management Studies, Banaras Hindu University
Prof. Sujit Kumar Dubey
Institute of Management Studies, Banaras Hindu University

ABSTRACT:

Brand activism is an emerging and fragmented phenomenon that has been receiving increasing attention from scholars. Despite this growth, research is still at an exploratory stage and requires further advancement and conceptual clarity. The purpose of this study is to systematize the extant literature on brand activism by offering an in-depth examination of its antecedents, influencing factors, and consequences, which should be empirically validated by future research. Using the TCCM Framework and bibliometric analysis, this study reviews 122 articles published between 2015 and 2025. The findings emphasize that authenticity has become a central element of brand activism, with consumers increasingly rejecting campaigns perceived as symbolic or inauthentic. Therefore, activism must be aligned with the embedded values of a brand to be successful. This highlights the need for further research on how activism campaigns should be designed, which brands can legitimately engage in them, and how the construct can be operationalized and measured.

Anthropomorphism and the Silent Exit: Understanding Why Marketplace Loyalists Ghost Brands in AI-Mediated Environment

Paper ID:305

LISSY LOURDU ILAKIYYA E
LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION(LIBA)

Dr. DEEPA ITTIMANI THOLATH
LOYOLA INSTITUTE OF BUSINESS ADMINISTRATION

ABSTRACT:

Anthropomorphism is used to deliver hyper personalised content to users of many of the online platforms face ghosting by regular consumers. In this context, the study investigates the consequences of AI-driven personalization by examining how anthropomorphism (Gomes et.al.,2025) and personalization fatigue influence consumer detachment behaviour. To explain the psychology process of how loyalists silently withdraw from brand while exposed to anthropomorphised content was analysed using Conservative resources theory (Hobfoll,1989) along with Technology-Trust Behaviour model (Mani et.al.,2025) and Stressor-Detachment model(Sonnentag,2014).

The research proposes a framework where AI driven personalization through anthropomorphism gives rise to fatigue (Molka Triki, Amal Makni Turki.,2025) which is expressed in two different ways as relationship cynicism and micro irritation. Relationship cynicism where consumers develop cynicism due to low-quality sellers, counterfeit products, manipulated reviews, inconsistent delivery or return experiences (helm et.al.,2015)and micro-irritations developed due to delayed deliveries, incorrect items, hard-to-find customer care, slow refunds, confusing return rules(Gupta et.al.,2019) will accumulate small frictions and further leads to macro-exit which contributes to brand ghosting behaviour

The Influence of Virtual Reality Experience on Real-World Travel Intention: An Extended Technology Acceptance Model Perspective

Paper ID:407

Varun Kumar
Vellore Institute of Technology

Bijay Prasad Kushwaha
Vellore Institute of Technology

ABSTRACT:

The present research explores the role of VR content in influencing an individual's intention to travel physically to those destinations experienced via VR. By expanding the Technology Acceptance Model (TAM) and adding an aspect of pleasure, a conceptual model is developed that describes how perceived value, ease of use and pleasure derived from the VT experience contribute to the virtual experience and in turn influence the attitude toward using VR and ultimately lead to an intention to travel to the same destinations as experienced in the virtual environment. Through a systematic investigation of the psychological processes which transform virtual contact into the concrete behavioral intentions to travel, this paper fills most of the existing gaps in the literature on VR merchandising and user behavior. It demonstrates how VR can act as a medium to increase awareness of destinations and diminish the perception of risk versus the benefits associated with traveling, thereby generating the desire to visit those locations. The findings of this research provide significant theoretical extensions of the TAM model as applied to the actual outcomes of travel behavior, as well as offering valuable insight and resources for content creators and marketers who are attempting to create more physical tourist visits through the use of VR content.

Examining customer reviews of LCCs: A study of IndiGo and SpiceJet

Paper ID:404

Ishita Dwivedi
Banaras Hindu University, Varanasi

Shubham Sharma
Madhav Institute of Technology & Science, Gwalior
Dr. Shyju P.J.
Banaras Hindu University, Varanasi

ABSTRACT:

India registers an impressive growth in the international aviation sector in the last decade. The domestic aviation market is dominated by Low Cost Carriers (LCCs), which hold a market share of more than 70% as per Official Airline Guide. However, this market segment is highly susceptible to challenges cause by several factors both include internal and external. Moreover, the popularity of LCCs due to low airfare and convenience are negatively impacted by rude behaviour by staff, schedule cancellations, delays and other complaints such as loss or damage of baggage. The social media is often flooded with complaints of LCCs whenever airlines undergo such crises. The present study examines the negative reviews of customers about the travel experiences with IndiGo and SpiceJet. The study employed large language model-based content understanding with Aspect Based Sentiment Analysis. The sentiment mining reveals that customers are highly dissatisfied on the services of IndiGo and SpiceJet, but IndiGo recorded higher level of customer dissatisfaction. The findings are highly useful to the management of IndiGo and SpiceJet as the findings highlights the areas of service failure causing customer dissatisfaction.

Keywords: LCCs, online reviews, dissatisfaction, Sentiment analysis.

AI-Based Digital Transformation for Healthcare Marketing and Patient Experience

Paper ID:420

SUDHINDER SINGH CHOWHAN, SCHOOL OF PHARMACEUTICAL MANAGEMENT, IIHMR UNIVERSITY, JAIPUR

DEEPANSHU SHARMA, SCHOOL OF PHARMACEUTICAL MANAGEMENT, IIHMR UNIVERSITY, JAIPUR

ABSTRACT:

The future is Artificial Intelligence, becoming the heartbeat of the digital ecosystem, offering personalized and customized care at every touchpoint in healthcare marketing, enhancing customer experience, loyalty, and improving the patient experience. Digital transformation powered by AI is changing the concept of consumer loyalty, trust, and behaviour in healthcare. This paper examines the impact of various instruments and methods, including healthcare consultation, predictive analysis in healthcare marketing, automated diagnostics, digital transformation, and clinical and non-clinical decision support systems, on patient trust, satisfaction, loyalty, and emotional bond. AI-enabled strategies strike a balance between efficiency and empathy, as they effectively comprehend customer expectations and foster trust and loyalty in healthcare marketing. Creating transparency in digital services and fostering ethics in the implementation of data privacy and trust practices, offering practical guidelines for creating an equitable and humanized patient experience in healthcare during the digital era. The findings suggest that AI-aided healthcare can be highly accessible, reliable, and personalized for patients, potentially having a positive impact on patient loyalty and experience, as well as data privacy. Seamless digital experiences implemented with AI can significantly increase trust and patient satisfaction.

Keywords: Artificial Intelligence (AI), Digital Transformation, Customer Loyalty, Patient Experience, Healthcare - Marketing, Patient-Engagement.

EVALUATING AI CHATBOTS AS MARKETING TOUCHPOINTS FOR NRI/PIO BANKING CUSTOMERS

Paper ID:321

Ruhi Mahajan
Sushant University (formerly Ansal University)

Dr. Swati Shrivastava
School of Business, Sushant University
Nitish Kumar Minz
VIT Business School, Vellore Institute of Technology, Vellore

ABSTRACT:

This study provides the first systematic, cross-bank evaluation of AI-driven chatbots as marketing and service touchpoints for Non-Resident Indian (NRI) and Person of Indian Origin (PIO) customers in India's banking sector. Analysing chatbot deployments across the top 25 Scheduled Commercial Banks, the research applies a mixed-method design combining (i) the Marketing Touchpoint Rating Scale (MTRS), (ii) a ten-task diaspora query framework, and (iii) a six-dimension Communicative and Experiential Effectiveness Framework. Results reveal a wide gap between chatbot adoption (84%) and chatbot effectiveness: only four banks - HDFC, Punjab National Bank, Bank of Baroda and Canara Bank - consistently support customer journeys across awareness, consideration, service, and loyalty stages. Even these top performers show weak advisory capability and struggle with compliance-sensitive topics. Most chatbots failed to resolve core NRI/PIO queries on TDS rules, RNOR status, repatriation limits, and overseas KYC, exposing structural deficiencies in regulatory grounding, intent recognition, and conversational depth. The findings demonstrate that, despite widespread deployment, Indian banking chatbots function largely as basic information interfaces rather than relationship-building digital touchpoints. The study highlights critical implications for AI governance, the design of diaspora-specific knowledge architectures, and the strategic alignment of conversational AI with digital marketing and customer-experience goals in the banking industry.

Influencer Credibility, Trustworthiness, Expertise, and Attractiveness in Shaping Consumer Purchase Intention: A PLS-SEM and Machine Learning Analysis

Paper ID:187

Nitu Mahato
Birla Institute of Technology, Patna, Bihar-800014, India
Abhinav Kumar Shandilya
Birla Institute of Technology, Patna, Bihar-800014, India
Pratima Ekka
Birla Institute of Technology, Ranchi, Jharkhand-835215, India

ABSTRACT:

Influencer marketing has now become a component of brand strategy, but there are still questions regarding what influencer attributes represent the most effective in creating consumer purchase intention. This paper explores the impact of four important attributes such as credibility, trustworthiness, expertise and attractiveness on purchase intention through a two-stage analysis. First, Partial Least Squares Structural Equation Modeling (PLS-SEM) was performed based on the data on 452 social media users. Second, an out of sample predictive performance was evaluated using a machine learning-based linear regression model that was trained using the KNIME Analytics Platform. PLS-SEM results reveal that all four attributes significantly and positively influence purchase intention: credibility ($\beta = 0.294$), trustworthiness ($\beta = 0.248$), expertise ($\beta = 0.246$), and attractiveness ($\beta = 0.252$), each with $p < 0.001$. There is an explanatory relationship of 17.8% purchase intention ($R^2 = 0.178$) on the structural model with credibility recording the highest effect size. The KNIME regression model substantiates these results using a similar R2 of 0.176, which would indicate the presence of a modest yet significant predictive power. This comprehensive solution shows that influencer influence is multi-dimensional, that is, it consists of some trust-related (credibility, trustworthiness, expertise) and appeal-related (attractiveness) elements. The results support conventional theories of persuasion and offer a practical advice to the brands to focus on the influencers that not only appear trustworthy and knowledgeable, but also attractive and familiar.

The influence of green branding on consumer purchase intentions for eco- friendly products

Paper ID:521

PRAGADEESH S
VIT BUSINESS SCHOOL, VIT , VELLORE - 632014

DR D GANESAN
VIT BUSINESS SCHOOL, VIT , VELLORE - 632014

ABSTRACT:

With increasingly frequent environmental concerns, numerous brands have attempted to go green with promotional giveaways such as small plants, bamboo products, seed pens, and reusable ideas, which has attracted attention towards products that do not harm nature. Schuitema, G.; Groot, J.I. et.al (2015) highlighted that most of the consumers who are sensitive to environmental degradation support eco-friendly products; however, their support does not translate into necessary action. This research seeks to find out whether green promotional gifts impact consumer perceptions and intentions to purchase. Specifically, this study tests whether receiving a nature-based product increases green awareness and intention to support eco-friendly brands. Many emotional bonds occurred in relation to the gift, specifically with plants and bamboo gifts, as they indicated stewardship for the environment and help for future generations. Ultimately, green giveaways are an easy way to establish green brand perceptions and awareness for consumers to empower intentional actions moving forward with little data to support it. Naini et al. (2024) focused on the segment of ecofriendly customer groupings in India and the factors that influences green product purchases. Their findings recommended that understanding these segments can help green marketers as a tool in designing targeted promotional strategies. The research cements that with awareness campaigns and consistent brand, consumer interest will grow in green products. While there is little empirical evidence to support this, the proposed relationship between promoting clear communication and increasing trust, and thereby impacting consumers' purchasing intentions, is valid. As global demand for sustainable development and eco-friendly products increases, green promotional gifts will definitely impact customers and their brand reputation.

Automation to Engagement: The Role of AI in transforming Brand consumer Interaction.

Paper ID:142

Kanimozhi. T
Dr. K. Shyamala
Dr. R. Subhasri
SDNB VAISHNAV COLLEGE FOR WOMEN

ABSTRACT:

The rapid adoption of artificial intelligence (AI) has significantly transformed branding and marketing strategies by reshaping the nature of brand–consumer interactions. This study examines how AI-driven tools move marketing practices from basic automation toward meaningful consumer engagement and evaluates their impact on trust, satisfaction, and long-term brand relationships. A mixed-method approach was employed. Primary data were collected through a structured Google Form questionnaire, capturing consumer perceptions of AI usage in branding and marketing strategies. Descriptive statistics were used to assess consumer awareness and experiences of AI-driven marketing practices, while regression analysis examined the influence of AI-enabled engagement on trust, satisfaction, and loyalty intentions. In addition, a secondary data analysis was conducted using documented evidence from leading global brands, industry reports, case studies, and reputable business publications to understand real-world applications of AI in marketing The findings reveal that AI-driven personalization, predictive analytics, and intelligent customer interactions play a crucial role in enhancing consumer engagement and brand experience. Evidence from both primary and secondary sources indicates a strategic shift from efficiency-focused automation to relationship-oriented engagement models. The study concludes that AI-enabled branding strategies significantly strengthen consumer trust, satisfaction, and long-term brand relationships, positioning AI as a critical capability for contemporary marketing organizations in competitive digital markets.

From Intention to Action : How Influencer Marketing Affects Consumers Buying Decisions

Paper ID:103

Sabarnica S
PSG Institute of Management

Dr. Harilal A
PSG Institute of Management

ABSTRACT:

Influencer marketing has become a major force in online marketing, changing the way brands interact online as the online marketing environment continues to become even more competitive. As the challenge facing online marketing continues to increase, the need to use influencer marketing, where influencers help the brand to market its products, as a means of reaching the online audience continues to rise. Influencers act as opinion leaders who influence the attitudes and buying decisions of the consumers, especially among the young generation of consumers. Although the promotional efforts are effective in spreading awareness and intention towards purchasing the product or service, the gap between the intention and actual purchasing behaviour has been evident in the previous research conducted. This study investigates the effects of key influencer marketing factors, namely credibility, authenticity, content style, engagement activities and influencer factors, on the actual consumer buying behaviour with particular focus on the intention-action gap. A quantitative research approach was employed using a structured research Instrument in the form of a questionnaire survey conducted on Gen Z and Millennials consumers who are frequent followers of influencers and have experience with the purchase of the influencer-endorsed products. The data was processed using descriptive statistical methods, reliability analysis, correlation and regression methods to explore various relationships between influencer characteristics, purchase intentions, and actual purchasing behaviour. The results reveal that while purchase intentions and actual purchasing behaviour are largely influenced by the credibility and authenticity of the influencing individuals, emotional engagement and actual purchasing behaviour are necessarily affected by style and engagement variables, and these are moderated by differences in digital behaviour between Gen Z and Millennial generations. The proposed work has contributed to the existing bodies of knowledge in that it has offered a comprehensive outlook on various influencing factors in influencer marketing, and also provided a perspective on younger generations of customers in digital influencing.

Social Media's Hidden Path to Revenue: How Fan Sentiment Drives Commerce in Premier League Transfers

Paper ID:124

Kushagra Agarwal
Christ University

Dr. Sunita Kumar
Christ University

ABSTRACT:

With Premier League clubs investing £3.19 billion in player transfers during 2025, understanding how fan reactions translate into commercial revenue has become critical for financial sustainability. This study addresses a fundamental question in digital consumer behavior: does social media engagement directly generate revenue, or work indirectly through purchase intention? Using PLS-SEM analysis of Big Six team fans, we test a mediation model integrating Social Exchange Theory, Self-Expansion Theory, and Global Consumer Culture Theory. Results reveal crucial asymmetry in how digital engagement creates commercial value. Fan sentiment directly influences commercial revenue ($\beta = 0.390$, $p < .001$) and operates through two indirect pathways: via purchase intention ($\beta = 0.194$, $p = .001$) and through social media engagement to purchase intention ($\beta = 0.181$, $p = .008$). Critically, social media engagement shows no direct effect on revenue ($\beta = 0.066$, $p = .378$), functioning exclusively through building purchase intention ($\beta = 0.162$, $p = .027$). Purchase intention emerges as the strongest predictor ($\beta = 0.487$, $p < .001$). These findings challenge the assumption that social media metrics directly indicate commercial value, demonstrating instead that clubs must design digital strategies explicitly focused on converting engagement into concrete purchase behaviors for maximum revenue impact.

Anthropomorphism and the Silent Exit: Understanding Why Marketplace Loyalists Ghost Brands in AI-Mediated Environment

Paper ID:305

Mr. Ashok Keshav Karande
Matrix School of Management Studies, Pune

Prof. (Dr.) Satish S. Ubale
Matrix School of Management Studies, Pune
Dr. Deepali Satish Ubale
PES'sModern college of Engineering (MBA Deptt), Pune

ABSTRACT:

This research describes the essence of Technology and technical upgradation strategies particularly focusing on the keen approach towards the advance technology adoption from beginning of process design development. The study analyses a comprehensive review of existing process design & development strategies in the case of designing new processes & installation of new machines, Assembly lines etc. The research methodology involves addressing questions related to production processes and new machines or set up installations through Innovations, Automations, safety hazards, ergonomic outcomes, optimization strategies, and key performance indicators. The research problem highlights Approaches towards the technology adoptions in the initial phase of process design. Through evaluating technology driven approaches, Process design in startups, strategic problem analysis, data analysis, the study identifies areas for betterment and proposes solutions to making strong organizational indicators, enhance safety, and improve productivity. Overall, the research aims to adaptation of a standard technology driven approach from the management from beginning of any process design & development for more efficient, and cost-effective processes.

HUMANS - AI COMMUNICATING TOGETHER

Paper ID:329

ANULA GUPTA
ENGINEERING COLLEGE , AJMER

ABSTRACT:

Humans and AI can communicating and work together by leveraging their complementary strengths : AI excels at data processing, pattern recognition and repetitive tasks while humans contribute creativity, emotional intelligence and ethical judgement !

This collaboration boosts productivity, improves decision – making and enhances innovation through a partnership where AI handles complex analysis and humans provide strategic, oversight, contextual understanding and final validation !

Humans and AI can communicate and collaborate via –

- Task Automation and Delegation
- Enhanced Decision-Making
- Joint Problem-Solving
- Creative Collaboration
- Continuous Learning

Social Media Influencers' Role in Shaping Purchase Intentions

Paper ID:125

SUMIT SARDESAI
SANDIP UNIVERSITY, SIJOUL, MADHUBANI, BIHAR

DR. JYOTINDRA KUMAR PATHAK
SANDIP UNIVERSITY, SIJOUL, MADHUBANI BIHAR

ABSTRACT:

In today's digital environment, social media influencers have emerged as powerful agents in persuading consumers and attracting them toward products and brands. Influencers shape consumer purchase intentions through both direct influence and indirect mechanisms, including trust formation, emotional bonding, and perceived value. Among various influencing factors, credibility, authenticity, and social proof stand out as key determinants of consumer responses. This conceptual research study examines the significance of social media influencers in shaping consumers' purchase intentions on social media platforms. It explores the relationship between influencers and consumer purchase intentions and how this interaction constructs consumer mindsets and behaviours toward digital marketing. The study also highlights the moderating effects of demographic characteristics and cultural factors on influencer effectiveness. A quantitative and analytical approach was adopted, using a survey method to collect primary data from approximately 125 respondents from rural and semi-urban areas. The findings reveal that the age and frequency of social media usage show an interesting relationship between influencers age group and consumer purchasing intention. The younger demographics strongly support celebrity–product match-up, whereas consumers aged 30 and above show relatively lower influence due to limited knowledge and lower engagement with social media platforms, particularly in rural regions. Although social media influencers can stimulate purchase intentions, actual purchasing decisions are largely determined by consumers' income levels and age, which also play a crucial role in shaping trust toward influencers. Overall, the study concludes that younger consumers aged 15–25 years are the primary contributors to increased social media usage and are the most influenced by social media influencers. Further study needed to investigate how different age group consumers response to the social media influencers and how other factors (income, religion, culture) related to consumers shows their response towards influencers.

Commitment-trust Relationship: A Conceptual Model for Social Commerce

Paper ID:140

MS. RANI M. SUSAN
DEPARTMENT OF MANAGEMENT STUDIES,
RAJAGIRI COLLEGE OF SOCIAL SCIENCES, KALAMASSERY, INDIA.

DR. VEEVA MATHEW
ASSOCIATE PROFESSOR, DEPARTMENT OF BUSINESS ADMINISTRATION,
RAJAGIRI COLLEGE OF SOCIAL SCIENCES, KALAMASSERY, ERNAKULAM, KERALA.

ABSTRACT:

Social commerce is a significant domain still to be fully investigated in the modern business landscape characterized by customer empowerment. This study, grounded in the commitment-trust paradigm, presents a framework that clarifies how customer-oriented methods, specifically firm-initiated customer advocacy and value creation activities, enhance relational commitment to a social commerce platform. This study, in contrast to Morgan and Hunt's (1994) key mediating variable (KMV) model of relationship marketing, not only clarifies the influence of specific trust but also elucidates the impact of social trust on relational commitment. The model seeks to elucidate the difference in commitment to a social commerce platform, based on trust characteristics and brand status. If empirically validated, the study's findings are anticipated to assist brand managers and social commerce managers in comprehending the degree of emphasis required on firm and customer engagement in social commerce. The findings of such empirical research are thought to contribute to the limited literature on firm-initiated customer advocacy, value creation techniques, and the role of brand status in social commerce.

LEADERSHIP COMMITMENT AND ORGANIZATIONAL CULTURE AS ENABLERS OF USER GENERATED CONTENT INTEGRATION IN INDIAN DIRECT-TO-CONSUMER MARKETING STRATEGIES

Paper ID:144

JAIDEEP KEWALRAMANI
DR. MONICA KHANNA
SOMAIYA UNIVERSITY

ABSTRACT:

One of the most structurally transformative forces in the digital economy of India is the Direct-to-Consumer (D2C) industry. Ensured by the widespread use of smartphones, cheap data, and the fast penetration of social media, Indian brands are moving towards more direct consumer engagement through digital platforms. According to recent industry surveys, India has a number of thousand active D2C brands, the most concentrated of which are fashion and apparel, beauty and personal care, and food and beverages.

In this dynamic environment, User-Generated Content (UGC) such as consumer reviews, testimonials, unboxing videos, experience stories, and social media posts has become one of the primary tools of establishing trust, authenticity, and brand legitimacy building.

Although the strategic value of UGC is quite high, the current academic literature is being overly Eurocentrically biased toward consumer-side dynamics. There has been a relatively low level of focus on the organizational factors under which the firms would choose to integrate, manage, and expand UGC as a formal marketing approach.

In a reply to this gap, the current research changes the direction of analytical attention inward, exploring the role of leadership commitment and organizational culture as internal facilitators of UGC integration amongst Indian D2C companies.

A STUDY ON THE ROLE OF HUMAN INFLUENCERS AND DIGITAL COMMUNITY ENGAGEMENT IN SHAPING STUDENTS' PERCEPTIONS TOWARDS INTERNATIONAL HIGHER EDUCATION

Paper ID:143

DARSHANA JAIDEEP KEWALRAMANI
SOMAIYA UNIVERSITY

DR DIMPLE KAUL
SOMAIYA UNIVERSITY

ABSTRACT:

International higher education has become one of the most decisive areas for undergraduate students especially in the field of management studies.

In line with this growth, there has been a tremendous change in the procedures under which the students search information. The contemporary students traverse complicated ecosystems with high information saturation, skewed credibility, and constant peer evaluation that requires them to seek alternative validation sources other than official institutional communication.

It is empirically stated that over 90 percent of Indian undergraduate students spend time on social networking sites. These platforms have become more than their initial social interaction purposes and have become an influential arena of informal learning, aspirational comparison, and perception.

In spite of the growing topicality an interesting empirical void on the interaction between human influencers and digital community engagement in a cohesive decision-making ecosystem to influence student perception of international higher education and translate it into application intentions still persists.

To address this gap, the current paper constructs and empirically verifies a synthesized conceptual framework that will account for the combined influence of human influencer impact and digital community involvement on the perceptions of international higher education and the intention to apply to foreign universities in students.

A Systematic Bibliometric Analysis of Family Online Shopping: Publication Trends, Key Contributors, and Thematic Progression

Paper ID:606

ANUPRIYA V
Dr. S. VICTOR ANANDKUMAR
PONDICHERRY UNIVERSITY

ABSTRACT:

This study provides an overview of how research on family online shopping has evolved. Rather than looking only at general consumer behaviour, the review pays particular attention to the role of children, parents, and everyday household interactions in shaping online purchase decisions. To understand how this area has developed intellectually between 2000 and 2025, 5,998 documents were collected from the Scopus database using a carefully refined set of keywords related to family online shopping and decision-making contexts. The analysis was carried out using Bibliometrix (R) and its Biblioshiny interface, allowing for performance evaluation, authorship patterns, keyword links, and the broader thematic structure of the field. Various visual tools such as thematic maps, keyword networks, and treemaps were used to highlight dominant themes, research clusters, and how scholarly interest has shifted over the years.

The results show a steady and noticeable growth in publications on family online shopping, with a sharp rise after 2015. This increase reflects wider digital adoption in households, the rapid expansion of mobile-based shopping, and changes in family purchasing habits during and after the pandemic period. Research in this area draws contributions from multiple fields such as consumer psychology, marketing, family studies, and digital retailing, showing that the topic is shaped by a wide range of disciplinary perspectives. The thematic map points to four major clusters: (1) family decision-making and the influence of children, (2) online consumer behaviour and retail processes, (3) issues related to sustainability, trust, and technology adoption in e-commerce, and (4) emerging or declining trends linked to digital purchasing patterns. Keyword patterns further emphasize the prominence of children, consumer behaviour, families, and parents, highlighting sustained attention to intra-family consumption roles and digital shopping practices.

Additionally, the study identifies research gaps and potential future directions, such as limited exploration of certain demographic segments, regional disparities, and emerging technologies like AI in family shopping. A brief methodological note on inclusion/exclusion criteria, specifying the types of documents analyzed (article & review), could further strengthen the study. These results provide actionable guidance for markets and policymakers to better understand household purchasing dynamics and design interventions that enhance the family online shopping experience.

FROM EXPLANATION TO PREDICTION IN SEARCH ENGINE MARKETING: A HYBRID SEM–XGBOOST MODEL REVEALING ENVIRONMENTAL AND COGNITIVE DRIVERS OF USER INTENTION

Paper ID:218

DHARANI D
PONDICHERRY UNIVERSITY

DR K. LAVANYALATHA,
DEPARTMENT OF MANAGEMENT STUDIES, SCHOOL OF MANAGEMENT, PONDICHERRY UNIVERSITY, KALAPET. PUDUCHERRY 605014, INDIA.

ABSTRACT:

Search engine marketing (SEMR) is also central to the consumer experience of the digital realm since consumers are becoming more and more dependent on algorithmically-driven information spaces. The present research proposes and evaluates a hybrid model of analysis that combines Structural Equation Model (SEM) and machine learning (ML) in exploring the interaction between environmental prompts and user-based psychological variables in behavioral intention. The model uses the TAM and TPB in exploring how the perceived usefulness, perceived ease of use, attitude, subjective norm, and perceived behavioral control mediate the transformation of the environmental signals, including trust cues, interface clarity, and marketing tactics, into intention to work with search results. A structured online survey carried out was used to collect data of 261 respondents. SEM findings indicate that environmental factors influence the behavioral intention in the form of cognitive mediators and user-centric constructs have the most effective impacts. To complement this, predictive performance was assessed using ML algorithms, such as Random Forest, Gradient Boosting, XGBoost, and Neural Networks. XGBoost was the most accurate and demonstrated nonlinear relationships and perceived ease of use and trust as the most significant predictors. Although no empirical measurement of digital literacy was implemented, it is considered in the conceptual context of the future as a ML-based predictor to increase the predictive accuracy. A combination of causal explanation and predictive modeling helps this study to develop the methodological practice in digital marketing research as well as offer practical information to marketers and platform designers who may be interested in enhancing user engagement in search settings.

Exploring E- Impulse Buying Among Online Shoppers: Online Trust as Mediator Between Web Atmospheric Cues and Online Impulse Buying

Paper ID:162

SHINO ABRAHAM
MS. SUMINA SUSAN KOCHITTY
SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

ABSTRACT:

Impulse buying has always been an area of research which marketers like to explore and study. With the surge in internet users and e-commerce, online impulse buying is catching the attention of the market. The study makes an attempt to understand the role of atmospherics in the context of website on online impulse buying. It further delves into how online trust can play a role in this interaction. For the collection of primary data, questionnaires were distributed among online shoppers which was then analyzed using SEM in SmartPLS. The results of the study suggest that online trust mediates the relationship between the atmospheric cues and online impulse buying. This study adds to the existing literature shedding more light on the role of online trust and atmospheric cues. Managers need to pay attention to the website design and content as it can lead to trust and thus, enabling impulse purchases online.

Emotion AI and Ethical Concerns: A Framework for Responsible Customer Communication

Paper ID:316

DR. SARANSH KUMAR SRIVASTAV
CHRIST UNIVERSITY, BENGALURU
DR. MAHIMA HABIL

ABSTRACT:

The growing use of Artificial Intelligence (AI) in marketing communication has shifted how brands interpret and respond to consumers, with Emotion AI emerging as one of the most influential developments in this space. Emotion AI systems analyse cues such as facial expressions, tone of voice, text sentiment, and behavioural signals to infer emotional states, enabling more personalised and emotionally responsive interactions. While these capabilities offer clear advantages, improved customer engagement, enhanced service experiences, and more adaptive communication but they also raise serious ethical concerns. Issues related to privacy, hidden emotional profiling, algorithmic bias, and the psychological impact of emotion-based persuasion remain insufficiently addressed in current industry practices. Existing research largely emphasisez technical performance, leaving practical ethical guidance for marketers fragmented and limited. This paper addresses these gaps by proposing a Five-Pillar Ethical Framework that integrates principles from AI governance, psychology, and marketing communication. The framework highlights the need for transparency, informed consent, fairness, psychological safety, and accountability in the deployment of Emotion AI. By offering structured and actionable guidance, the study aims to support responsible and trustworthy use of Emotion AI in customer communication, ensuring both effectiveness and ethical integrity.

Keyword: Emotion AI; Ethical AI; Customer Communication; Affective Computing; Responsible Marketing; Algorithmic Bias.

AI-Driven Sustainability Narratives in Business Schools: Consumer Perceptions, Brand Positioning & Cross-Cultural Insights (UAE vs India)

Paper ID:510

RACHEL THOMAS
KARUNYA UNIVERSITY

ABSTRACT:

Artificial Intelligence (AI) is reshaping how business schools communicate sustainability and construct their digital identities in an increasingly competitive global education landscape. As institutions adopt AI-enabled content generation, predictive analytics, and automated storytelling, sustainability narratives have become more sophisticated, data-rich, and strategically aligned with national development goals. This study investigates how business schools in the United Arab Emirates (UAE) and India deploy AI-driven sustainability narratives to influence consumer perceptions and brand positioning. Drawing on a comparative qualitative analysis of more than 200 digital artefacts from 20 institutions, the study reveals two distinct narrative archetypes. UAE business schools foreground techno-global sustainability, emphasising innovation, climate-forward infrastructure, and alignment with national AI and Net Zero strategies. Conversely, Indian business schools highlight socio-ethical sustainability, showcasing community engagement, inclusion, and responsible leadership, with AI used primarily as an analytical and evidence-generation tool. The study introduces the ASBP Framework—integrating AI, Sustainability Narratives, Brand Positioning, and Consumer Perception—to illustrate how these elements co-produce institutional identity. Findings emphasise the growing risk of AI-amplified greenwashing and the need for transparent, ethically governed communication. The study contributes to AI marketing, sustainability communication, and cross-cultural branding literature, offering actionable implications for higher-education leaders and policymakers.

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

Paper ID:314

AGNES DOMINIC
KREA University

ABSTRACT:

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

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

Artificial Intelligence-Machine Learning: A Paradigm Shift in Business Education

Paper ID:605

DR AMITABHA GHOSE
ADAMAS UNIVERSITY, KOLKATA

ABSTRACT:

Artificial intelligence (AI) in business education comes not only with opportunities but mostly with challenges for institutions, academicians and students. Finding the suitable tools to integrate AI into the learning framework represents a test for current and future generations. AI is becoming an integral part of our daily lives; today we have smart homes, smart phones, smart cars (driverless), smart gadgets, smart class rooms etc. A study conducted by McKinsey Global Institute estimated that around 70 percent of companies will adopt at least one type of AI technology by 2030; and 60 percent of current jobs can be automated in the next 10 years. Hence, corporate will need managers who understand AI concepts, methods and capable of using their knowledge and skills to manage AI-augmented workplace, and are well equipped in adopting AI in business functions. Realising the critical role AI will play in future domestic as well as international business competition; many companies are now placing top priority to AI adoption. In the context of business education, understanding the impact of AI is crucial for curriculum designing and delivery. Through an exploratory research this paper aims to identify the beginning of paradigm shifts coming to B-schools such as curriculum development, delivery, personalised learning, students' assessment and placement; and how B-schools are responding to these changes.

AI-Assisted Mindfulness and Wellness Interventions: A Scoping Review of Efficacy, Personalization, and Ethical Considerations

Paper ID:503

DR DEEPSHIKHA AGGARWAL
JAGAN INSTITUTE OF MANAGEMENT STUDIES, ROHINI, DELHI

ABSTRACT:

Digital platforms have extensively implemented mindfulness-based interventions to aid in stress reduction and enhance psychological well-being. Nonetheless, many digital mindfulness apps are still static and not adequately tailored to the specific needs of users, frequently leading to low engagement and variable results. Recent developments in artificial intelligence (AI) present chances to improve digital mindfulness practices with tailored personalization and interactive assistance. This extended abstract offers a scoping review of current literature regarding AI-supported mindfulness and wellness interventions, emphasizing effectiveness, personalization strategies, and ethical aspects.

In accordance with the PRISMA-ScR guidelines, a systematic search was conducted across five major databases for peer-reviewed articles released from 2015 to 2025. Sixty-eight studies in total satisfied the inclusion criteria and were analyzed through descriptive and thematic methods. The assessment recognizes an increasing collection of AI-supported mindfulness approaches, mainly employing chatbots and personalized strategies based on rules. Research indicates possible advantages for lowering perceived stress, enhancing emotional well-being, and increasing user engagement, although there is a scarcity of strong randomized controlled trials. Personalization is frequently applied but often poorly documented, limiting reproducibility and assessment. Issues pertaining to data privacy, transparency, user autonomy, and excessive dependence on AI are addressed inconsistently.

The results emphasize the potential of AI-enhanced mindfulness approaches while stressing the necessity for thorough empirical assessment, clear personalization strategies, and ethics-integrated governance.This assessment establishes a conceptual basis for the ethical development and organizational integration of AI-powered wellness systems.

HOW GREEN PACKAGING AFFECTS CONSUMER LOYALTY- A STUDY OF GENZ BUYING BEHAVIOUR

Paper ID:179

DILPREET KAUR
CHITKARA UNIVERSITY

INDU
DAMANPREET KAUR
ANSHDEEP RANDHAWA
CHITKARA UNIVERSITY

ABSTRACT:

The study focuses on exploring how sustainable products and green packaging affect consumer loyalty as part of Gen Z buying behavior. The mixed-method approach was applied, and quantitative data analysis was taken through 120 valid questionnaire responses as well as qualitative data analysis through focus group discussions. The outcomes of the surveys indicate that the attributes of sustainable products, including using non-toxic materials, biodegradability, and multi-use packaging, have a positive impact on loyalty by strengthening trust and satisfaction. Recyclable and biodegradable displays in green packaging became a very real emblem of authenticity, influencing their intention to buy again. The results of focus groups also show that sustainability is perceived not by Gen Z as a feature that is pleasurable to have but as a constituent of brand identity. Moreover, they promote and are loyal to brands that exhibit the same ecological responsibility and communicate the same efficiency using the digital medium. The researchers have come to the conclusion that sustainable products and green packaging are highly effective as consumer loyalty factors in Gen Z and can provide the company with a practical idea of how to draw and retain this segment of the market with the help of real and open eco-friendly decisions.

The Role of AI-powered Media Intelligence in Fashion-Driven Identity among Indian Millennials and Gen Z

Paper ID:308

Risila Pramanick
Dr. Pritam Chattopadyay
Amity University, kolkata

Dr. Sougata Banerjee
NIFT, Kolkata
AICTE - Ministry of Textiles, Government of India

ABSTRACT:

The study explores how media intelligence enhanced by AI is likely to influence fashion-driven identity formation among the young Indian consumers who fall under Millennials and Generation Z. The current study will be focused on the activities of the private label apparel brands. While technology and AI are reshaping the Indian fashion industry, consumers have started slowing moving towards curated content, AI recommendations and real-time trend updates to stand out with their clothing choices. The paper further examines the role of AI in applying new technologies such as influencer analytics, predictive fashion trend forecasting and personalized marketing engines, which in the near future is likely to change the way younger consumers experience fashion brands, curate their identity and become part of online fashion communities.

Mixed quantitative survey approach will be used with a key focus on qualitative investigation targeting Indian Millennials and Gen Z consumers who are using digital platforms and familiar with private label fashion brands. The survey measures the opinions about the AI-based personalization, the extent of encountering influencer content, beliefs about digital self-expression and AI effects on conscious consumption decision-making. The qualitative responses will provide more detailed information on trust in AI, ethical issues and the interactions between digital recommendations and fashion identity. The aspect of conscious consumption is particularly highlighted and how AI-based marketing can promote or sabotage sustainable fashion decisions. The findings would define the key motivations behind the use of AI-enhanced fashion marketing, indicate generational differences in digital engagement and determine to what extent AI technologies may influence the preferences of young Indian consumers about authenticity and sustainability. Such findings would, in turn, serve as guidelines for actionable measures with respect to the particular aspects in which AI and media intelligence can establish value and meaningful relationships with the developing consumer population in India about its private label brands. Overall, this paper tries to connect conceptual understanding with practical evidence, presenting critical suggestions for marketers and brand strategists who wish to tap AI to enable authentic self-expression, encourage responsible buying and build long-term loyalty among Indian Millennials and Gen Z in the shifting landscape of Industry 5.0.

The Psychology of Luxury: Sentiment, Emotion, and Decision Dynamics in High-Value Consumer Experiences

Paper ID:215

PANKAJ KUMAR
IIM CALCUTTA

ABSTRACT:

The luxury market is characterized by very high consumer expectations, strong emotional influence & symbolic value making the evaluation of luxury marketing strategies crucial for sustaining desirability & competitive differentiation. This study investigates the consumer sentiment towards different contemporary luxury marketing strategies which include heritage-driven storytelling, ultra-personalized experiences, celebrity endorsements, limited-edition releases, immersive luxury events, selective retail distribution, high-art visual branding, craftsmanship transparency, seamless digital experiences & premium after-sales relationship management. We conducted sentiment analysis across eight key parameters: Trustworthiness, Perceived Effectiveness, Emotional Appeal, Purchase Intention, Transparency, Relevance to Lifestyle, Brand Image Boost & Engagement Willingness using a Likert scale. A structured sample of consumers provided the evaluative data enabling the comparative analysis.

Quantitative sentiment results were supported by analytical frameworks including customer journey mapping, cognitive dissonance modelling & perceptual mapping. Customer journey analysis assessed the contribution of each marketing strategy across awareness, consideration, purchase, retention & advocacy stages. Cognitive dissonance was used to identify the gaps between the positive emotional attitude of consumers & their actual purchase intention, revealing the actual conversion barriers. Perceptual mapping will help us position strategies according to trust, transparency, lifestyle relevance & emotional engagement.

Findings indicate that ultra-personalization, craftsmanship transparency, limited editions & after-sales relationship management demonstrate the best performance in sentiment analysis as well as strongest attitudinal support implying strong conversion capability. Conversely, celebrity endorsements and high-art visual branding are generating emotional appeal. The study concludes that strategic prioritization should balance exclusivity, personalization, transparency & experiential value to sustain the competitive advantage. The research provides an empirical insight enabling the luxury brands to optimize their resource allocation, improve customer acquisition, strengthen loyalty & enhance their lifetime brand equity. Future work may apply AI-driven predictive modelling to anticipate sentiment evolution & consumer preference segmentation.

Participative Pricing in Sustainable Marketing: Consumer Motivations, CSR Perceptions, and the Greenwashing Challenge

Paper ID:522

NAVEEN M
IFMR GSB, KREA UNIVERSITY

ABSTRACT:

Participative pricing models such as Pay-What-You-Want (PWYW) and Name-Your-Own-Price (NYOP) allow consumers to take an active role in deciding the price they pay. While these models have been studied in conventional markets, their relevance in sustainable and green marketing contexts remains limited. Eco-friendly products are often premium-priced, and consumers today are increasingly conscious not only of product benefits but also of how brands contribute to society and the environment. This study explores how participative pricing influences green consumers' willingness to pay when additional payments are transparently linked to Corporate Social Responsibility (CSR) activities. It examines whether consumers perceive such pricing strategies as genuine efforts toward sustainability or view them with skepticism as greenwashing. The research also investigates the underlying motivations of green consumers, distinguishing between those driven primarily by personal health benefits and those motivated by broader societal and environmental concerns. Using a mixed-method approach, the study combines survey-based experiments with in-depth interviews to capture both measurable patterns and deeper consumer insights. By focusing on transparency, trust, and consumer motivation, this research aims to provide practical guidance for sustainable brands seeking to design ethical pricing strategies. The findings are expected to help firms build credibility, strengthen consumer trust, and avoid greenwashing perceptions while promoting responsible consumption.

Enhancing User Engagement and Customer Satisfaction through Ai Chatbots: A Comparative Study

Paper ID:307

SANTHOSH BALASSOUPRAMANIEN
PONDICHERRY CENTRAL UNIVERSITY

ABSTRACT:

Purpose:
The main purpose of the study is to develop an idea about the feasibility of Amazon Lex in delivering successful AI chatbot services and their important implications for different websites using them.
Methodology:
A mixed data analysis method using both primary quantitative and Secondary qualitative methods is used. 200 participants including staff of consumer companies of Amazon Lex and the customers of those companies are asked a set of close-ended questions and their responses are analyzed using IBM SPSS. On the other hand, existing surveys and reports regarding Amazon Lex and their usage are evaluated.
Results:
The results clearly show that Amazon Lex is the most feasible and beneficial chatbot that is used by consumers present at different locations but accessing the same website. There remain other chatbot development platforms, but Amazon has gained success in the field because of their easy accessibility and superfast process of building the chatbot. Moreover, the resolution process of frequently asked questions using the chatbot is easier for the company rather than the other ones.

Technology-Enhanced Dark Tourism: An Empirical Investigation of AI, AR, and VR on Visitor Engagement

Paper ID:410

ANIRBAN SARKAR
SHREYA BASU
SUBHABRATA MITRA
WEST BENGAL STATE UNIVERSITY

ABSTRACT:

The current paper explores how the new types of technologies, which are Artificial Intelligence (AI), Augmented Reality (AR), and Virtual Reality (VR), affect the visitor experience in the sphere of dark tourism. This research study is grounded in the context of embodied cognition theory and experiential tourism research approaches and investigates the role of technological interventions in regulating tourist involvement through the perceived authenticity, emotional connection, and immersive experiences. Data obtained from 384 respondents of the various dark tourism sites were subjected to binary logistic regression to determine the significant predictors of engagement. Results indicate that VR application, multisensory characteristics, emotional relatability, and perception of authenticity have a prominent positive impact on visitor engagement, whereas AI application and personalization exhibit positive but non-significant results. The research has its impact on the body of dark tourism literature, which is manifested in the fact that it provides empirical data to support the transformative potential of technology in creating emotionally, educationally significant experiences at tragedy and remembrance sites. The implication of the paper for site managers, policymakers, and technology developers is discussed.

Keywords: Dark tourism, Virtual Reality, Augmented Reality, Artificial Intelligence, Visitor Engagement, Experiential Tourism, Embodied Cognition

Gamification as a Driver of AI-Led Digital Transformation: A Conceptual Framework towards Organisational Change and Technology

Paper ID:141

SATNAM KAUR
DR. SUNIL KUMAR PANDEY
DR. SWETA

BIRLA INSTITUTE OF TECHNOLOGY, MESRA

ABSTRACT:

Modern organisations are struggling to stay competitive in this digital era. Business is now not about satisfying customers but ensuring the fastest move towards the changing circumstances. Instant judgement and decision-making system are required to meet the challenges of the hour. Every setup is being transformed digitally to handle the modifications and enhance the effectiveness of the tasks. Artificial Intelligence (AI) is one element that is being focused in recent years to gain competitive advantage and a huge number of AI tools are developed and used by organisations. Business organisations are nowadays coming forward with gaming solutions in non-gaming contexts. This concept is termed as 'Gamification' where organisations are trying to solve complex problems using simple gaming ideologies. This study tries to integrate the blended roles of AI and gamification in successful digital transformation.

KEYWORDS: Digital Transformation, Artificial Intelligence, Gamification, Organisational Change

Impact of IoT-Based Digital Marketing Campaigns on the Revenue Model of IT Industry in India

Paper ID:207

DR GAURAV JANGRA
MM INSTITUTE OF MANAGEMENT

DR MONIKA JANGRA
CHANDIGARH UNIVERSITY

ABSTRACT:

The current study examines the relationship and impact of IoT-based digital marketing campaigns on the revenue model of medium-sized IT companies in the Tricity area of Chandigarh and the Delhi NCR area. Three hundred respondents were taken as a sample, and primary data was collected using a structured questionnaire with a 5-point Likert scale from CEOs, digital marketing professionals, and marketing managers working across 15 IT firms within the study. The linear regression analysis is used to test the hypothesis. The result shows that there is a positive and significant impact of all dimensions of IOT-based digital marketing—personalized marketing (PM), real-time customer engagement (RTCE), automated marketing processes (AMP), and data analytics and customer insights (DACI)—on the revenue model of IT companies (customer acquisition cost (CAC), customer retention rate (CRR), revenue growth (RG), and return on investment (ROI)). This work delivers both theoretical and practical value by giving IT companies an approach to reconfigure their marketing structures through IoT-based solutions that enhance performance outcomes. These findings help policymakers alongside strategists to recognize the necessity of developing digital infrastructure that supports such marketing innovations.

Comparitive Analysis On SEO strategies of Top 10 Travel Agencies in India

Paper ID:225

DR NISHA PRADEEPA S P
AMITY GLOBAL BUSINESS SCHOOL, CHENNAI CAMPUS

JENIFER AROKIA SELVI A
AMITY GLOBAL BUSINESS SCHOOL, CHENNAI CAMPUS

YOGESWARI B
AMITY GLOBAL BUSINESS SCHOOL, CHENNAI CAMPUS

ABSTRACT:

This study conducts a comprehensive comparative analysis of Search Engine Optimization (SEO) strategies implemented by India's top ten travel agencies—MakeMyTrip, Goibibo, Yatra, Cleartrip, EaseMyTrip, Ixigo, Booking.com, Expedia, TravelTriangle, and Tripoto. The research aims to evaluate how on-page, off-page, and technical SEO factors influence website visibility, customer perception, and overall digital performance. Data were collected through both primary and secondary sources using tools such as SEMrush, Ahrefs, Ubersuggest, and Google Keyword Planner, alongside a structured customer perception survey. Analytical techniques including percentage analysis, descriptive statistics, and benchmarking were employed to interpret results. Findings reveal that EaseMyTrip leads in design consistency, content highlighting, and layout cleanliness, while MakeMyTrip demonstrates strong SEO authority and backlink performance. The results further suggest that user experience factors—such as visual appeal, responsive design, and clean layouts—significantly affect customer engagement and trust. The study concludes that integrating technical SEO excellence with user-centric design and relevant content is vital for sustaining competitiveness in India's dynamic travel sector. Recommendations emphasize the need for improved mobile optimization, faster load times, and enhanced content strategies to strengthen both search visibility and customer satisfaction.

Evaluating the role of sustainable marketing in driving consumer behaviour and brand trust

Paper ID:106

POOJA KAUSHAL
GURU NANAK DEV UNIVERSITY

ABSTRACT:

Over the years, sustainability has emerged as a very important determinant of an organization's strategic framework, with marketing being the main communicative force for reinforcing these values. In recent times, consumers have become more aware of the ethical, social and environmental considerations of the companies and these components have influenced their purchase decisions as well. These components are not just competitive differentiators anymore; they have become strategically imperative for companies to attract customers and drive more loyalty. The main aim of this paper is to explore the role of sustainable marketing in influencing the behavior and purchase intention of consumers and fostering brand trust, while emphasizing its significance in shaping long-term customer relationships. Drawing insights from contemporary literature, the study examines how sustainability-driven branding, transparent communication, and value co-creation impact consumers' perceptions and purchase intentions.

Reimagining Academic Communication with Large Language Models: Emerging Opportunities and Institutional Challenges

Paper ID:312

PROF. SNEHA WAGHATKAR
MITCOM, MIT-ADT UNIVERSITY
DR. GEETA RAO
MITCOM, MIT-ADT UNIVERSITY

ABSTRACT:

Title: Reimagining Academic Communication with Large Language Models: Emerging Opportunities and Institutional Challenges:

Abstract: There are many large language models (LLMs), including tools such as GPT-4 and Claude, are progressively becoming part of everyday communication practices widely across industries. As we see that the corporate environments are moving comfortably to drive in these technologies and embedding them in the well-thought-out operational systems, higher education institutions face fairly complex reality. We must understand that the academic ecosystem around us is conditioned by established governance frameworks, institutional autonomy, and well-built ethical promises to teaching and learning, which formulate the integration of AI-enabled communication far more nuanced. It will be examined in this study how the approaches that are AI-driven communication can be thoughtfully integrated within academic settings. This will not only highlight their capacity to prop up clearer and more consistent exchange of dialogues but also facilitate effective interactions amongst faculty, thereby easing the process of increasing administrative demands positioned on various organisations and institutions. This study also highlights both the prospective breakthroughs and the institutional challenges linked with installing AI-assisted communication structures in higher education, while focusing on insights from budding scholarly literature. The analysis proposes a detailed overview, despite active limitations and apprehensions, responsibly implementing AI-driven communication systems can considerably contribute to institutional effectiveness. This paper, at its core, seeks to inspect how thoughtfully designed AI-enabled communication frameworks can bolster and strengthen faculty dialogue exchange within higher education institutions.

Keywords: AI-driven communication, academic communication, large language models, higher education, generative AI, institutional governance.

From Static Personalization to Adaptive Dialogue: The Role of LLM-Powered Generative AI in Marketing Communication

Paper ID:322

HARSH AGRAWAL
GLA UNIVERSITY

ABSTRACT:

The tremendous growth of generative artificial intelligence and large language models (LLMs) is revolutionizing personalized marketing communication design and execution. LLM-based marketing tools differ fundamentally from conventional rule-based or analytical tools because they have the capability to dynamically interact with consumers based on context and enable brands to reach consumers in an adaptable manner through conversations. Although managerial interest in marketing applications of generative technology is rising, there are gaps in knowledge on how LLM technology influences personalized communication.

This paper conducts a conceptual analysis about the impact and application of generative AI powered by the strength and potential of LLM in the transformation of PCM communication. Based on the systematic review and theoretical analysis of the existing literature, the paper indicates the impact and application of AI in communication in transforming traditional segmentation in personalization and emphasizing the application and impact of generative AI in the elevation of buying intentions and experiences. The results and implications shown in the paper convey the datum and implication about the impact and application in which the indirect effects and application of the AI system influence the purchasing intentions and experiences in the context. The paper focuses and stresses the need and application of ethical considerations in the context of AI communication.

Brand Activism for Social Issues: A systematic Literature Review, Bibliometric Analysis, and Future Research Agenda

Paper ID:171

PRIYA RAI
INSTITUTE OF MANAGEMENT STUDIES, BANARAS HINDU UNIVERSITY

ABSTRACT:

Brand activism is an emerging and fragmented phenomenon that has been receiving increasing attention from scholars. Despite this growth, research is still at an exploratory stage and requires further advancement and conceptual clarity. The purpose of this study is to systematize the extant literature on brand activism by offering an in-depth examination of its antecedents, influencing factors, and consequences, which should be empirically validated by future research. Using the TCCM Framework and bibliometric analysis, this study reviews 122 articles published between 2015 and 2025. The findings emphasize that authenticity has become a central element of brand activism, with consumers increasingly rejecting campaigns perceived as symbolic or inauthentic. Therefore, activism must be aligned with the embedded values of a brand to be successful. This highlights the need for further research on how activism campaigns should be designed, which brands can legitimately engage in them, and how the construct can be operationalized and measured.

AI-ENABLED PHYGITAL EXPERIENCES INFLUENCING BRAND ADVOCACY IN QUICK-SERVICE RESTAURANTS: A CONFIGURATIONAL AND PREDICTIVE ANALYSIS

Paper ID:202

TRIVESHIKA S S
CHRIST (DEEMED-TO-BE UNIVERSITY)

ABSTRACT:

The rapid integration of digital technologies with physical service environments has transformed customer experiences in the quick service restaurant (QSR) industry, giving rise to phygital interactions that reshape how customers engage with brands. Despite the growing managerial adoption of phygital touchpoints, the empirical understanding of the mechanisms through which such experiences translate into favorable customer outcomes remains limited. Drawing on Service-Dominant Logic (SDL) and Customer Engagement Theory (CET), this study investigates how phygital experience influences brand advocacy among QSR customers. Data were collected through a structured survey from customers in Bangalore, who frequently engage with phygital interfaces, such as self-ordering kiosks, mobile apps, and digitally enabled in-store services, offered by leading QSR chains including McDonald's, Burger King, Domino's, and KFC. To capture the complexity and non-linearity inherent in the formation of customer experience, the study employs a two-stage analytical approach that combines Fuzzy-Set Qualitative Comparative Analysis (fsQCA) and Artificial Neural Network (ANN) modelling. The fsQCA results reveal multiple sufficient configurations of technology comfort, personalization, psychological engagement, and value co-creation leading to brand advocacy, highlighting the presence of equifinality in customer experience pathways. Complementary ANN findings demonstrate that value co-creation and technology comfort emerge as the most influential predictors, while personalization and psychological engagement play supportive yet context-dependent roles. By triangulating configurational and predictive insights, the study advances phygital experience literature and offers actionable guidance for QSR managers seeking to design customer-centric phygital strategies that foster brand advocacy.

Digital Literacy and AI-Enabled Consumer Participation Among Women: Implications for Sustainable Development Goals in India

Paper ID:175

NANDINI KATOCH
JAYPEE UNIVERSITY OF INFORMATION AND TECHNOLOGY

ABSTRACT:

Digital literacy has emerged as a critical enabler of social , economic and technological empowerment for women in India . With the rapid growth of Artificial Intelligence (AI)-enabled platforms – ranging from digital finance applications and e-commerce to e-governance services- women's ability to participate meaningfully in the digital ecosystem has become central to achieving several Sustainable Development Goals (SDGs). This paper examines the relationship between digital literacy , women's engagement with AI-driver digital services and the broader implications for sustainable development ,focusing particularly on SDG 4 (Quality Education) , SDG 5 (Gender Equality), and SDG 9 (Industry, Innovation, and Infrastructure).

Drawing on secondary data from government reports , academic literature ,national surveys and digital literacy initiatives such as Digital India ,PMGDISHA and various state-led programs , the paper evaluates how digital literacy enhances women's participation in AI – enabled consumer activities . These include digital payments ,online learning , telemedicine, e-governance and participation in digital marketplaces. The study also identifies critical challenges such as digital gender gaps, socio–cultural barriers ,infrastructure inequalities and the risks of algorithmic bias.

The findings underscore that digital literacy empowers women not only as consumer but also as entrepreneurs , decision –makers and contributors to digital economy. This transformation is essential for inclusive growth and must be supported through targeted digital education policies, gender-sensitive AI design and sustainable technological infrastructure. The paper concludes with strategic recommendations for policy makers ,marketers and technology developers to enhance women's digital inclusion and accelerate India's progress towards achieving the SDGS.

Keywords :Digital literacy ,Women empowerment, AI-enabled consumer participation, Sustainable Development Goals (SDGs),Digital inclusion,Consumer behaviour.

Mapping Social, Cultural and Regional Factors shaping Gen Z Consumption Aspiration and Luxury Spending Behavior

Paper ID:123

MRUNALI JAMBOTKAR
GOVERNMENT COLLEGE OF ARTS, SCIENCE & COMMERCE, KHANDOLA, MARCELA-GOA, INDIA
DR SURAJ VELIP
GOA BUSINESS SCHOOL, GOA UNIVERSITY, GOA, INDIA
ARYA SHETYE
GOA BUSINESS SCHOOL

ABSTRACT:

In the growing digital age, where India's Gen Z, born into a mix of social media influencers, global trends, and peer-powered aspirations, redefines luxury not as elite excess but as essential identity. Facilitated this desire by a digital credit tool, this study looks into the socio-cultural and regional roots that drives their luxury spending. This research contributes by applying theories to the Indian market. Surveying 762 Gen Z customers across India, PLS-SEM analysis shows that cultural shift and globalization is the primary driver affecting consumption aspirations, followed by peer influence and regional differences. As the mobile-first generation eventually social media exposure, largely strengthens the aspiration that leads to an increase in spending behavior. Also, BNPL increases spending on its own, but it does not intensify the link between aspirations and impulsive spending. Research insights shows that Gen Z's blend of global trends and local realities helps marketers design peer-driven global campaigns, while reminding policymakers to improve financial literacy as credit use grows.

Keywords: Gen Z, social media, cultural, regional, BNPL, luxury spending behavior, BNPL

The Digital Bite: A Systematic Literature Review of Social Media Food Influencers and Consumer Behavior

Paper ID:109

DR. PADMAKAR SHAHARE
MIT COLLEGE OF MANAGEMENT

AJIT GAIKWAD
MIT COLLEGE OF MANAGEMENT

ABSTRACT:

Social media has rapidly evolved into one of the most influential ecosystems shaping modern consumer behavior, particularly within the domain of food consumption. Platforms such as Instagram, YouTube, , and Weibo have created a digital environment where food-related content circulates at an unprecedented scale, shaping perceptions, preferences, and purchasing behavior. Social media food influencers—individuals who curate and share food-related content, including recipes, reviews, , and nutritional advice—have emerged as key opinion leaders. Their ability to blend aesthetic appeal, personal storytelling, and perceived authenticity has positioned them as powerful agents in shaping consumer thinking. Despite a surge in research across marketing, psychology, communication, and public health, studies remain fragmented and vary widely in their approaches and findings. This extended abstract synthesizes insights from 28 peer-reviewed studies (2018–2025) drawn from the structured corpus provided, offering a consolidated overview of how food influencers shape consumer behavior, what theoretical frameworks guide this field, and where key research gaps remain.

AI-Driven Personalisation in OTT Platforms: Implications for Consumer Engagement, Viewing Behaviour, and Marketing Strategy

Paper ID:145

Vishakha Kumari
Research Scholar, Department of Management,
Birla Institute of Technology, Mesra

Dr. Ashish Mohan Dubey
Assistant Professor, Department of Management,
Birla Institute of Technology, Mesra

Dr. Sohini Ghosh
Assistant Professor, Department of Management,
Birla Institute of Technology, Mesra

ABSTRACT:

Artificial Intelligence (AI) is being rapidly integrated into OTT platforms, transforming the way content is delivered, engaging consumers, and informing marketing strategies. This study examines the existing literature and investigates the influence of AI-driven personalisation on changing viewer behaviour, consumer experience, and strategic decisions in OTT through a thematic review approach. The following five key themes are identified. These are personalisation as a marketing strategy, consumer engagement, viewing behaviour, strategic implications, and ethical implications. As per the findings, AI-based recommendation systems significantly enhance the relevance of content. This, in turn, engages users and encourages them to view for prolonged periods, along with subscription retention. Artificial intelligence is in advanced stages of strategy execution related to content investment, segmentation, and competition. However, people will also worry about their data privacy, the transparency of algorithms, and excessive personalization that may compromise user trust and mental health. As the use of AI in digital media is growing, so must the ethical governance and regulatory oversight be to ensure responsible adoption. This review integrates marketing, behavioral, and ethical perspectives to provide an overall understanding of the role of AI as both an enabler and an emerging challenge in OTT spaces. The study offers valuable theoretical insights and practical managerial implications for platform operators, policymakers, and researchers.

Emerging Research Methods in the AI Era: AI-Assisted Qualitative Data Coding and Thematic Analysis

Paper ID:602

DR ADHIKARI V V SUBBA RAO
SCHOOL OF MANAGEMENT STUDIES, MADANAPALLE INSTITUTE OF TECHNOLOGY AND SCIENCE

ABSTRACT:

This opinion paper highlights the revolutionary role of Artificial Intelligence (AI) in qualitative data coding and thematic analysis, two major techniques employed across diverse research domains. This article posits that the emergence of AI has raised profound opportunities for enhancing these labour-intensive activities; however, a thorough reflection is needed to provide an assessment along AI safety and ethical dimensions. With the rise of large language models (LLMs) boasting billions of parameters and performing at high levels on natural language processing (NLP) understanding and generation tasks, qualitative coding's historical resistance to automation has been shaken, as such a model can achieve human- or super-human interpretive depth. This discussion focuses on methodological developments and challenges vis-à-vis utilizing AI in qualitative research, with special attention to the extent to which such tools can support rigor, reliability, and efficiency in thematic analysis. In particular, we investigate how AI can help manage large quantities of textual data, allowing us to make rich and deep discoveries based on large corpora. The integration also requires a thoughtful examination of the role AI is to play, not as a substitute for human interpretation but as an advanced tool that allows us to delve deeper into intricate textual data sets and possibly extract meaning in ways that we would never be able to see otherwise. The paper also examines some of the applications, or how AI, particularly techniques such as NLP and text mining, could help improve qualitative data categorization, from manual coding to improved, automated, and more valid methods. This technological breakthrough marks a quantum leap from traditional manual practices, which are generally labour-intensive and plagued by individual bias, to relatively standardized and high-throughput analysis protocols.

Key words: Qualitative data coding, Thematic analysis, NLP, Text mining

AI-Driven Personalization and Competitiveness in Delhi NCR: A Bibliometric Analysis

Paper ID:418

ARCHI SINGH
AMITY INSTITUTE OF TRAVEL & TOURISM

ABSTRACT:

Purpose - Artificial Intelligence (AI) is rapidly transforming service delivery (Wirtz et al., 2018; Chandra, 2025). Research, however, fails to unify its impact on customer outcomes (Service Personalization) and business outcomes (Industry Competitiveness)—a Multidimensional Perspective Gap (Roy, 2024). Success factors are also underexplored in metropolitan economies like Delhi NCR—a Contextual Deficiency (Singh, H., 2024; Verma, 2024). Objectives are to map research themes, detect conceptual gaps, and examine contextual challenges like data privacy and consumer trust.

Approach - This paper adopts a Systematic Literature Review and Bibliometric Analysis of approximately 180 academic records from Web of Science/Scopus. VOSviewer was used for co-occurrence and co-citation analysis to objectively identify thematic clusters and structural holes.

Findings - The analysis confirms a strong, customer-focused research area centered on AI's impact on satisfaction (Kumar, A., 2025). Crucially, the mapping confirmed significant structural holes demonstrating the lack of research integrating customer gains with competitive strategic outcomes. The analysis also confirms the scarcity of localized research addressing friction points (data privacy, consumer trust, and economic efficacy) within the Delhi NCR context (Acharya, 2025; Zoltan, 2024).

Originality & Implications - This study provides the first analytical mapping specific to an emerging market, objectively validating key operational gaps. It establishes a strong foundation that will guide the development and practical testing of a strategic conceptual framework for the Indian context, offering actionable guidance for managers and policymakers.

Prioritizing and Scaling the Notable Challenges Encountered by Tourism Industry of Odisha for the Adoption of Artificial Intelligence for Sustainable Development: An AHP Analysis

Paper ID:517

Gopal Dhanuka
KIIT DU
Dr. Puspalata Mahapatra
KIIT DU
Dr. Lopamudra Lenka
KIIT DU

ABSTRACT:

The global tourism ecosystem is experiencing a significant transformation, fuelled by the incorporation of AI technologies, and if the sector wants to sustain, the application, integration and know-how of AI is the need of the hour. But unfortunately, numerous challenges have to be endured in the form of technological, organisational, socio-cultural, ethical-legal, financial and economical for the incorporation of AI in the tourism ecosystem. The study here uses both first and second-hand information, starting with a detailed review of literature to look for challenges and key elements restraining the AI implementation. Thereafter, AHP technique is being applied to identify and rank to revel which challenge affects the most and which one the least acting as challenge while adopting AI in the tourism sector. Results of the study reveals that among all the major challenges, technical comes (1st), followed by organisational (2nd), financial (3rd), socio-cultural (4th), ethical-legal (5th) and economical challenge as(6th) in the adoption of AI. The findings of the research will provide practical solutions to the Government, tourism policy makers, tour operators, researchers and young generations to overcome the existing challenges and effectively integrate the AI technology for better travelling experience by fulfilling modern travellers' expectations.

Keywords: Artificial intelligence (AI), Tourism Industry, AHP, Sustainable development

SOCIAL MEDIA INFLUENCERS ALTERING CONSUMER PURCHASE BEHAVIOUR: A SYSTEMATIC LITERATURE REVIEW

Paper ID:116

S GRACE PRASANNA
VELLORE INSTITUTE OF TECHNOLOGY, CHENNAI

Dr. S M VADIVEL
VELLORE INSTITUTE OF TECHNOLOGY, CHENNAI

ABSTRACT:

The evolution of digital media and the availability of social media platforms have transformed the entrepreneurial scale from traditional to digital approach, creating unique opportunities for small-scale business owners, particularly mompreneurs, who are known for combining motherhood responsibilities with entrepreneurship. While existing literature indicates that social media can enable consumer engagement and business growth, few studies have examined these tools through the theoretical lens of social media affordances. This conceptual paper develops a framework explaining how social media affordances drive consumer engagement and, in turn, business growth among mompreneurs. The paper structures on Affordance Theory, the Stimulus-Organism-Response (S-O-R) framework, and the Resource-Based View, and also positions consumer engagement as a mediator and studies the moderating influence of social media platforms. The propositions developed in this paper set a foundation for empirical research and add to the growing body of digital entrepreneurship literature through the description of how mompreneurs use social media affordances to sustain and grow their ventures in digital markets.

Artificial Intelligence and the Changing Dynamics of Brand Equity: A bibliometric Analysis

Paper ID:192

Prince Kumar Tiwari
Institute of Management Studies
Banaras Hindu University

Dr. Rajkiran Prabhakar
Institute of Management Studies
Banaras Hindu University

ABSTRACT:

This study reviews two decades of scholarly research on the association between brand equity and artificial intelligence, drawing from 113 peer-reviewed articles published between 2002 and 2024. The analysis reveals an annual publication growth rate of 12.37% and highlights extensive international collaboration, with the United States, Spain, and India leading contributions. The study identifies three core research themes: enhancing brand equity through chatbots and personalization, leveraging AI-driven branding strategies, and incorporating user-generated content into brand equity. By mapping co-citation networks and synthesizing keywords, this paper delivers a comprehensive historical account of how artificial intelligence technologies have influenced the study of brand equity and suggests potential future directions, particularly the exploration of ethical issues in AI-mediated brand development.

Marketing Analytics–Driven Financial Inclusion: A FinTech Study among Rural and Semi-Urban Consumers

Paper ID:217

Anirban Sarkar
Raiganj University

Dr. Ahana Sen
Raiganj University

ABSTRACT:

Financial inclusion remains a central objective of inclusive economic development in emerging economies, yet significant gaps persist in the effective adoption and usage of formal financial services among rural and semi-urban populations. While FinTech innovations have improved access through digital platforms, their success increasingly depends on how effectively firms engage underserved consumers. This study investigates the role of marketing analytics–driven strategies in promoting financial inclusion among rural and semi-urban consumers through FinTech services.

Grounded in the Technology Acceptance Model (TAM), SERVQUAL, and trust theory, the study develops an integrated framework that positions Marketing Analytics Capability (MAC) as a critical antecedent influencing consumer awareness, perceived usefulness, service quality, trust, and behavioral intention toward FinTech adoption. Primary data were collected from rural and semi-urban respondents using a structured survey, and the proposed relationships were examined through advanced multivariate techniques.

The findings indicate that marketing analytics capability significantly enhances perceived usefulness and service quality by enabling personalized and data-driven communication, which in turn strengthens consumer trust. Trust and perceived usefulness play a mediating role in translating marketing analytics efforts into behavioral intention and actual usage of FinTech services. The study further highlights the importance of financial literacy in strengthening adoption outcomes.

By integrating marketing analytics with financial inclusion research, the study contributes to both theory and practice, offering actionable insights for FinTech firms and policymakers seeking to design targeted, trust-centric, and data-informed strategies to expand inclusive digital finance among underserved consumer segments.

Digital Renaissance of Heritage: Leveraging YouTube and Instagram reels and youtube shorts to cultivate Premium Demand for regional Handicrafts among Urban Youth

Paper ID:147

Mahaveer Sharma

Dr. N. Vijayanand

Department of Management Studies, School of Management,Pondicherry University

ABSTRACT:

Digital literacy has emerged as a critical enabler of social , economic and technological empowerment for women in India . With the rapid growth of Artificial Intelligence (AI)-enabled platforms – ranging from digital finance applications and e-commerce to e-governance services- women's ability to participate meaningfully in the digital ecosystem has become central to achieving several Sustainable Development Goals (SDGs). This paper examines the relationship between digital literacy , women's engagement with AI-driver digital services and the broader implications for sustainable development ,focusing particularly on SDG 4 (Quality Education) , SDG 5 (Gender Equality), and SDG 9 (Industry, Innovation, and Infrastructure).

Drawing on secondary data from government reports , academic literature ,national surveys and digital literacy initiatives such as Digital India ,PMGDISHA and various state-led programs , the paper evaluates how digital literacy enhances women's participation in AI – enabled consumer activities . These include digital payments ,online learning , telemedicine, e-governance and participation in digital marketplaces. The study also identifies critical challenges such as digital gender gaps, socio–cultural barriers ,infrastructure inequalities and the risks of algorithmic bias.

The findings underscore that digital literacy empowers women not only as consumer but also as entrepreneurs , decision –makers and contributors to digital economy. This transformation is essential for inclusive growth and must be supported through targeted digital education policies, gender-sensitive AI design and sustainable technological infrastructure. The paper concludes with strategic recommendations for policy makers ,marketers and technology developers to enhance women's digital inclusion and accelerate India's progress towards achieving the SDGS.

Keywords :Digital literacy ,Women empowerment, AI-enabled consumer participation, Sustainable Development Goals (SDGs),Digital inclusion, Consumer behaviour.

Decoding the Gaon Connection: How Linguistic Hyper-Localization and Cultural 'Apnapan' Drive FMCG Purchase Intent in Rural and Semi-Urban India

Paper ID:148 *Neethu Sharma*

Dr. Rajeesh Viswanathan

Department of International Business,
School of Management, Pondicherry University

ABSTRACT:

Purpose: This study examines how Finfluencer characteristics, namely Expertise, Credibility, Attractiveness, Homophily, and Content quality, shape retail investors' attitudinal outcomes and behavioral intentions toward investment. It further investigates the moderating effect of information overload within the Stimulus–Organism–Response (SOR) framework.

Design/methodology/approach: A quantitative research design was employed, utilizing a structured questionnaire administered to active retail investors who engage with financial content on social media. Data were analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM) to assess the measurement and structural models for hypothesis testing.

Findings: Results indicate that credibility and content quality significantly and positively influence investor attitude. Homophily exhibits a weaker influence than expected, suggesting that similarity-based appeal may be less critical in financial contexts compared to informational value. Attitude emerged as a strong predictor of investment intention. However, Information overload was found to be insignificant as a moderator in these relationships.

Research limitations: The study is limited to active social media retail investors in India and relies on self-reported data. Future research could examine cross-platform variations or employ a longitudinal research design.

Practical implications: This includes regulatory guidelines and structured investor education programs to reduce misinformation risks and strengthen responsible investment behaviour.

Hyper-Personalized Online Behaviour Advertising and Consumer Behaviour: A SEM approach with mediation by positive perception

Paper ID:311

Juhi vaishnavi
University of Lucknow

Prof.(Dr) Jyoti Bhargava
National PG College,Lucknow

ABSTRACT:

In the evolving landscape of digital marketing, hyper-personalized technologies powered by Artificial Intelligence (AI) and Big Data have become transformative tools shaping consumer experiences. The integration of hyper-personalization into Online Behavioral Advertising (OBA) has enabled advertisers to deliver highly targeted, data-driven content, yet it also raises questions about consumer perception, trust, and response. Grounded in Psychological Reactance Theory (PRT), this study investigates how consumer awareness of hyper-personalized OBA influences purchase intention, with positive perception serving as a mediating variable. Data were collected from 151 respondents, and Structural Equation Modeling (SEM) was employed to validate the proposed relationships. The findings reveal that consumer awareness has a significant and positive impact on positive perception, which subsequently drives purchase intention. The mediation analysis confirms that awareness alone does not directly enhance purchase behavior unless accompanied by relevance, transparency, and trust. These insights extend PRT by illustrating how perceived control and trust can mitigate psychological resistance in the context of hyper-personalized advertising. The study offers both theoretical and managerial implications, suggesting that marketers in emerging digital economies should prioritize ethical personalization strategies that balance consumer empowerment with persuasive effectiveness.

Keywords: Online Behavioral Advertising, Hyper-Personalization, Artificial Intelligence, Digital Marketing, Consumer Awareness, Positive Perception, Purchase Intention

AI-ENABLED CIRCULAR BUSINESS MODELS: A FRAMEWORK FOR ACCELERATING THE CIRCULAR ECONOMY IN INDIAN MANUFACTURING FIRMS

Paper ID:313

DR. DARA VIJAYA LAKSHMI, SVANIK RASTOGI, RHEA MANOCHA

ABSTRACT:

Artificial Intelligence (AI) is reshaping how business schools communicate sustainability and construct their digital identities in an increasingly competitive global education landscape. As institutions adopt AI-enabled content generation, predictive analytics, and automated storytelling, sustainability narratives have become more sophisticated, data-rich, and strategically aligned with national development goals. This study investigates how business schools in the United Arab Emirates (UAE) and India deploy AI-driven sustainability narratives to influence consumer perceptions and brand positioning. Drawing on a comparative qualitative analysis of more than 200 digital artefacts from 20 institutions, the study reveals two distinct narrative archetypes. UAE business schools foreground techno-global sustainability, emphasising innovation, climate-forward infrastructure, and alignment with national AI and Net Zero strategies. Conversely, Indian business schools highlight socio-ethical sustainability, showcasing community engagement, inclusion, and responsible leadership, with AI used primarily as an analytical and evidence-generation tool. The study introduces the ASBP Framework—integrating AI, Sustainability Narratives, Brand Positioning, and Consumer Perception—to illustrate how these elements co-produce institutional identity. Findings emphasise the growing risk of AI-amplified greenwashing and the need for transparent, ethically governed communication. The study contributes to AI marketing, sustainability communication, and cross-cultural branding literature, offering actionable implications for higher-education leaders and policymakers.

Digital vs. In-Store Shopping Decision-Making in Fashion and Apparel: A Comparative Study of Consumer Behaviour

Paper ID:170

Dr Lingam Sampath
Balaji Institute of Management Sciences

Dr.M. Ravindranath
Assistant Professor, ICFAI Law School,
ICFAI Foundation for Higher Education,
Hyderabad

Dr. K V Ravi Kumar
ICFAI Law School

ABSTRACT:

This article examines the consumer buying processes in digital versus in-store environments for fashion and apparel. Using a mixed-methods approach that includes surveys and observational studies, the research examines factors that influence consumers' decisions, including emotional engagement, trust, seeking product information, social influence, and perceived value. The findings show that digital shopping decisions are mainly driven by rational, information-focused criteria such as product comparisons, reviews, and ease of access to information (Petty & Cacioppo, 1986). In contrast, in-person choices tend to be more influenced by emotions and stimuli (e.g., through various tests or social networks, such as trying on items and receiving advice from a seller) (Verhoef et al., 2015). Additionally, the research highlights the importance of social media influencers and user-generated content, compared to traditional face-to-face communication and sensory experiences in brick-and-mortar stores (Chevalier & Mayzlin, 2006) within a digital retailing context. These results offer important insights for fashion retailers seeking to improve their strategies for both digital and physical channels, aiming to craft personalised experiences by considering consumers' unique purchasing behaviours in each environment.

Keywords: Consumer decision-making, digital shopping, in-store shopping, fashion retail, emotional engagement, social influence, product information, trust, online reviews, sensory experience, omni-channel retailing, social media influencers, purchase behaviour, apparel shopping, fashion and apparel sector.

The Influence of Immersive Retail Technology on Consumer Adoption and Engagement in Mobile Commerce

Paper ID:159

Ruma Agnes R
Bharathidasan Institute of Management, Trichy

R Venkatesakumar
DOMS, Pondicherry University, Pondicherry

ABSTRACT:

This study examines the influence of immersive retail technologies—augmented reality (AR), virtual reality (VR), and mixed reality (MR)—on consumer adoption and engagement in mobile commerce using an extended Value-Based Adoption Model (VAM). Building on prior research, the model is extended by incorporating perceived immersion and trust in immersive interface as critical antecedents of perceived value. The study proposes that immersive technologies enhance both utilitarian and hedonic value perceptions, which in turn influence adoption intention and engagement behavior. A quantitative research design using survey data and structural equation modeling (SEM) is proposed. The study contributes to immersive commerce literature by offering a theoretically enriched adoption framework and practical insights for retailers.

Impact of AI Driven marketing platforms on the Purchase Intention of Fashion Apparel Consumers of Odisha: A MCDM Technique

Paper ID:172

Dr. Ram Kishen Yelamanchili
K.J. Somaiya Institute of Management

Anurag Aggarwal
K.J. Somaiya Institute of Management

ABSTRACT:

As tourism organizations increasingly adopt digital tools to enhance accessibility, engagement, and visitor satisfaction, academic interest in immersive technologies has expanded correspondingly. Despite having this growth, there is limited comprehensive global overview of research trends integrating immersive technologies within cultural, heritage, and destination marketing. This study fills that gap through a full-scale bibliometric analysis using 136 peer-reviewed documents retrieved from the Web of Science, focusing exclusively on VR/AR applications in tourism, cultural heritage, and destination marketing. Using VOSviewer software, the study maps global knowledge structures, revealing key themes, emerging hotspots, influential authors, and intellectual clusters shaping this research domain. The analysis also highlights the core importance of VR-based cultural learning, AR-mediated interpretive storytelling, and the proliferation of mixed-reality mobile experiences for tourism promotion. Findings reveal geographic leadership from Europe, East Asia, and Australia, alongside growing contributions from interdisciplinary fields such as computer science, media studies, and human–computer interaction. This study contributes to tourism by providing an updated and structured knowledge map, identifying gaps, and outlining future research pathways that link immersive technologies to emerging metaverse ecosystems, sustainable tourism goals, and AI-driven personalization. Implications for practitioners, policymakers, and cultural institutions are discussed.

GENERAL PERCEPTION ON KEY ROLE AND IMPACT OF ARTIFICIAL INTELLIGENCE(AI) ON ONLINE BUYING BEHAVIOUR

Paper ID:220

Dr. Puspalata Mahapatra
KIIT DU
Dr. Sonal Jain
KIIT DU
Dr. Abhipsa Mohanty
International Institution Management and Technology, BBSR, Odisha

ABSTRACT:

AI has advanced over the last several decades and its utilization across many businesses is steadily expanding. Utilizing it in marketing offers several advantages that enable organizations to interact with consumers and establish a more robust connection. Understanding customer attitudes about AI in marketing and its impact on consumer purchase intention is becoming crucial as AI becomes more prevalent in the field. This research aims to examine the role of AI in online purchasing behaviour, analyze preferences for different AI technologies in influencing online buying behaviour, and assess the influence of AI on different types of online commerce. There were 55 respondents in the poll. This research study investigates the impact of Artificial Intelligence (AI) on marketers' ability to evaluate and understand client behaviour. Marketers are analyzing internet user behaviour to enhance the efficiency of their marketing plans and tactics. AI might potentially address the issue of data breaches because to the vast quantity of data already accessible and the regularity at which breaches occur. An image recognition system can discover and categorize items in images by analyzing millions of examples. A chatbot may enhance its conversational abilities by analyzing examples of text exchanges. Businesses must now use the top AI talent to stay ahead of the competition. It illuminates every phase of the customer experience and assists marketers in gaining a deeper understanding of the factors influencing consumer behaviour. When executed correctly, it may lead to favorable results such as increased customer lifetime value and enhanced client relationships. Marketing teams may use artificial intelligence to analyze large volumes of data to make use of the information and pinpoint the target market. They may use it to develop sales funnels focused on users and build their marketing strategies around them. Increased traffic benefits marketing teams seeking to convert visitors. Artificial intelligence (AI) is altering people's perspectives and understanding of marketing.

Keywords:-Artificial Intelligence, Online Purchasing Behaviour, Chatbots

Mindfulness and Compulsive Buying : The Mediating Role of Materialism

Paper ID:152

Dr. Manoj Kumar
Associate Professor
Dept. of Commerce, Maharshi Dayanand University,Rohtak,Haryana
Tanu
Neha Gahlawat
Vandana Sharma
Research Scholar
Dept. of Commerce, Maharshi Dayanand University,Rohtak,Haryana

ABSTRACT:

Compulsive buying has emerged as an emergent issue in contemporary consumer behaviour research due to its financial, emotional, and psychological aftermaths. As consumption accelerates and social comparison intensifies, more individuals mesmerize in repetitive, uncontrolled purchasing as a coping mechanism for stress, anxiety, or negative affect. Regardless of its rising prevalence and harmful outcomes, compulsive buying remains an underexplored area within consumer research, particularly in relation to psychological factors such as mindfulness and value orientations like materialism. While prior studies have examined the antecedents underlying compulsive buying, limited attention has been given to the role of mindfulness and the mechanisms through which it lays off compulsive buying tendencies. Guided by Self-Determination Theory, this study propounds a mediational framework linking mindfulness, materialism, and compulsive buying. The framework proposes that individuals with higher levels of mindfulness experience greater emotional regulation, autonomy, and self-awareness, which lowers their orientation toward materialistic values. As materialism is strongly associated with reliance on possessions to regulate emotions and achieve social validation, lower materialism is expected to reduce compulsive buying behaviour. To empirically test this model, the study employs validated scales to measure the variables. Data will be collected through a semi structured questionnaire and analysed using Structural Equation Modelling (SEM) to examine both direct and indirect effects. The study aims to make theoretical contributions by clarifying the psychological pathways through which mindfulness influences compulsive consumption and by positioning materialism as a mediating mechanism. Practically, the findings are expected to offer insights for policymakers, counsellors, and marketing professionals seeking interventions that promote sturdy, sustainable, and mindful consumption patterns. This research advances the understanding of how internal psychological strengths can counteract market driven pressures, offering an extensive perspective on reducing compulsive buying.

Keywords: Mindfulness; Materialism; Compulsive buying behavior; Self Determination Theory

The Indian Fashion Metaverse: An S-O-R Based Framework from a Systematic Literature Review

Paper ID:119

Yumna Hashmi
Research Scholar Marketing
Department of Management Studies, Jamia Millia Islamia

Prof. Rahela Farooqi
Professor, Marketing
Department of Management Studies, Jamia Millia Islamia

ABSTRACT:

The metaverse is changing how fashion is marketed by giving people immersive, gamified, and identity-driven experiences that go beyond traditional marketing channels. A systematic literature review of 18 studies indicates that, although global research has investigated metaverse fashion adoption, the Indiancontext has yet to be empirically examined. This paper formulates a Stimulus–Organism–Response (S-O-R) conceptual framework to elucidate consumer engagement within the Indian fashion metaverse. The model delineates stimuli such as AR/VR try-ons, gamification, NFTs, and sustainability narratives that affect psychological states, including immersion, identity expression, and trust, resulting in responses such as engagement, loyalty, and purchase intention. The framework emphasises Indian contextual moderators—digital literacy, affordability, cultural norms, and hybrid shopping preferences—that influence these relationships but need empirical validation. The study enhances theoretical frameworks by integrating S-O-R into immersive fashion contexts and addressing a notable geographical research deficiency, providing initial insights for culturally relevant metaverse strategies in India.

Keywords: Metaverse, Fashion Marketing, Consumer Engagement, S-O-R, India, Digital Fashion

The Algorithmic Lens on Samarkand: A Comparative Analysis of Generative AI Fidelity and Cultural Bias in Silk Road Destination Image Creation

Paper ID:402

Muhammed Sinan M
Silk Road International University of Tourism and Cultural Heritage, Samarkand, Uzbekistan

ABSTRACT:

The integration of generative artificial intelligence (GAI) in destination marketing presents a critical tension: GAI offers unprecedented creative scale while simultaneously risking the propagation of cultural biases and misinformation. This study critically evaluates the performance of three free to use leading text-to-image (T2I) models—DALL-E 3 (GPT-4o), Gemini, and Meta AI—in depicting Samarkand, Uzbekistan, a UNESCO World Heritage site and pivotal Silk Road destination. Employing a controlled visual experiment involving 36 generated images scored across four objective criteria, the findings reveal the Cultural Competency Paradox: high technical photorealism often masks profound failures in cultural and architectural accuracy. Specifically, the study confirms a critical trade-off in model reliability: DALL-E 3 exhibited superior consistency in architectural fidelity, whereas Gemini demonstrated severe Architectural Genericism and stratified Gender Skew in occupational representation. Qualitative analysis identified persistent historical stereotypes, termed Anachronistic Orientalism, and the failure of conceptual blending, labeled Homogenized Futurism, when depicting future city concepts. This research concludes that T2I outputs remain unreliable without rigorous, local expert vetting, proposing actionable recommendations for Destination Marketing Organizations (DMOs) to mitigate these pervasive algorithmic risks.

AI and VR in Wellness Tourism: A Systematic Literature Review and Emerging Research Agenda

Paper ID:408

Gourav
Deenbandhu Chhotu Ram University of Science and Technology, Murthal

Dr. Vandana Sharma
Deenbandhu Chhotu Ram University of Science and Technology, Murthal

ABSTRACT:

Wellness tourism focuses on improving physical, mental, emotional, and spiritual well-being, but definitions vary widely across studies. This review aims to clarify these definitions while examining how emerging technologies—especially Artificial Intelligence (AI) and Virtual Reality (VR)—are reshaping wellness travel. With tourism rapidly transforming due to digital tools, AI now provides personalised wellness suggestions, while VR enables calming, immersive experiences without long-distance travel. Post-COVID-19, demand for contactless and digital wellness solutions increased sharply. However, limited research connects AI and VR within wellness tourism.

Following PRISMA guidelines, studies were collected from major databases using keywords related to AI, VR, wellness tourism, and digital well-being. After synthesising definitions, wellness tourism is defined as travel designed to promote physical, psychological, social, and spiritual well-being through personalised, immersive experiences. Three research phases emerge: early conceptual works, growing VR and AI applications, and recent focus on personalisation, immersion, and accessibility.

Key themes include digital wellness, personalised wellness, and smarter operations using AI. The Experience Economy and Technology Acceptance Model help explain digital adoption. A simple model is proposed linking technology, experience, and outcomes. Future research should include cross-cultural studies, interdisciplinary collaborations, and measuring real well-being impacts. Overall, AI and VR are transforming wellness tourism into smart, inclusive, and interactive experiences.

From Awareness to Action: An AIDA–UTAUT Perspective on Gen-Z Digital Investment Decisions in India

Paper ID:110

Gobind Narayan Singh
Faculty of Commerce, BHU

Dr. Veenita Singh
Department of Commerce, R.G.S.C.

Diwakar Tiwari
Faculty of Commerce, BHU

Dr. Shantanu Saurabh
Department of Commerce, D.A.V. P.G. College

Aakash Kumar
Department of Commerce, D.A.V P.G. Commerce College, Varanasi.

ABSTRACT:

The rapid expansion of social media has transformed how young individuals access financial information and engage with investment opportunities. Financial influencers (finfluencers) increasingly shape the financial awareness and attitudes of Generation Z investors. However, existing research has largely examined digital financial communication and financial technology adoption separately, offering limited understanding of how social-media-driven persuasion translates into actual investment behavior. Addressing this gap, this study integrates the Attention, Interest, Desire and Action (AIDA) persuasion framework with the Unified Theory of Acceptance and Use of Technology (UTAUT) to examine the pathway from digital financial influence to digital investment behavior. A cross-sectional survey was conducted among Generation Z individuals in India who actively use social media and have exposure to digital investment platforms. Data from 315 valid respondents were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that digital financial influence significantly increases awareness, which subsequently stimulates interest and desire to invest. However, desire does not significantly translate into investment intention, revealing a discontinuity in the traditional persuasion sequence within financial decision contexts. Among the UTAUT determinants, social influence emerges as the only significant predictor of investment intention, whereas performance expectancy, effort expectancy, and facilitating conditions are not significant. Investment intention, in turn, strongly predicts digital investment behavior.

Keywords: Digital Financial Influence; AIDA; UTAUT; Digital Investment Behavior; Gen-Z

AI- Driven Personalized Advertisements and their Psychological Effect on Purchase Intention

Paper ID:146

Nandita Das
Research Scholar, Department of Management,
Birla Institute of Technology, Mesra

Dr. Sushil Kumar
Assistant Professor, Department of Management,
Birla Institute of Technology, Mesra

Dr. Adhip Kumar Mahanty
Assistant Professor, Department of Management,
Birla Institute of Technology, Mesra

ABSTRACT:

The objective of this systematic literature review (SLR) is to analyze how the impact of AI-driven personalized advertisements (AI-PAs) on purchase intent, from a psychological perspective, is different for each individual, because consumers experience the AI-PAs subjectively. The methodology of this SLR is qualitative and the framework used to develop the research was the PRISMA framework. This SLR synthesized the findings of the research conducted within the marketing and consumer psychology domains from 2018-2025. The findings of this SLR highlight that the Dualistic Psychological Response – which is driven by the Privacy Calculus Theory – governs how consumers respond psychologically. AI-PAs provide consumers with the opportunity to have high engagement and utility as AI-PAs improve the ability of consumers to search for products (i.e., search costs) and provide consumers with more relevant information. However, the positive aspects of AI-PAs are offset by negative psychological resistance that arises from two main factors which are (1) algorithmic opacity and (2) creepiness. Both of these factors violate consumers' perception of autonomy leading to a lack of trust and avoidance of brands, regardless of whether the ad was relevant or not. Thus, in order to maintain sustainable marketing success moving forward, it will be important for marketers to move away from an emphasis on high technical precision and place more emphasis on ethical design and transparency in order to promote consumer autonomy, which will ultimately create trust and long-term purchase intent with consumers.

AI-Powered Personalisation in Experiential Marketing: Understanding Consumer Experience and Engagement

Paper ID:421

Dr. Manoj Kumar
Maharshi Dayanand University Rohtak

Neha Gahlawat
Maharshi Dayanand University Rohtak

Vandana Sharma
Maharshi Dayanand University Rohtak

Tanu
Maharshi Dayanand University Rohtak

ABSTRACT:

Artificial intelligence (AI) has become critically important in modern marketing ecosystems due to its ability to process a large volume of data, recognise behavioural patterns, and deliver highly personalised consumer experiences. Its rapid adoption enables firms to design more meaningful, immersive, and real-time interactions, making AI an essential driver of experiential value and consumer engagement. While the existing literature recognises AI's growing role in marketing, a notable research gap exists: there is limited empirical research on how AI-driven personalisation operates specifically in experiential marketing and how it can enhance consumer engagement by mediating consumer experience. This study examines the impact of AI-powered personalisation, which influences the consumer experience and subsequently enhances consumer engagement within experiential marketing frameworks. Based on experience theory, the study develops and examines a conceptual model in which AI-powered personalisation acts as the primary independent variable, consumer experience functions as a mediating mechanism, and consumer engagement serves as the key outcome. Primary data will be collected from consumers who have recently interacted with an AI-enabled experiential marketing platform used on social media platforms such as Facebook and Instagram. The data will be collected by a semi-structured questionnaire. Using structural equation modelling (SEM), the expected findings will demonstrate that AI-powered personalisation significantly enhances the consumer experience, which, in turn, improves both the cognitive and affective dimensions of engagement. The expected results will also indicate a partial mediation effect, suggesting that while AI directly enhances engagement, its impact will be amplified through the enrichment of experiential value. This research will contribute to emerging discussions on AI-driven experiential strategies and provide actionable insights for marketers seeking to design personalised, immersive, and engagement-oriented consumer journeys.

Keywords: AI Personalisation, Experiential Marketing, Customer experience, Digital marketing, Consumer Engagement,

THE MULTI-ALGORITHM INFLUENCE CRISIS: HOW OVERLAPPING AI RECOMMENDATION SYSTEMS CREATE BRAND FLUIDITY AND WEAKEN CONSUMER BRAND LOYALTY

Paper ID:309

Harshit Ahuja
Chitkara University, Rajpura

Akshat Khurania
Chitkara University, Rajpura

Ishika Gupta
Chitkara University, Rajpura

Divyansh Kalra,
Chitkara University, Rajpura

ABSTRACT:

Artificial intelligence (AI) tools are embedded in a variety of online spaces such as e-commerce sites and social media outlets, to provide recommendations that help consumers discover and evaluate products. By the year 2025, consumers will interact with multiple recommendation algorithms at once, and the decisions they make about what to buy will be influenced by different recommendations from various sources. This combination of recommendation sources creates competition between algorithms, and consumers' trust of those algorithms can lead to brand loyalty or to switching brands. This study employs a mixed method approach with qualitative and quantitative data collected through semi-structured interviews with ten multi-platform users and a survey of 100 respondents. Qualitative analyses identified four key themes: conflicting algorithm cues; platform-based algorithm trust; video-mediated switching behaviour; and emerging loyalty to algorithms rather than to brands. The quantitative data generated through Confirmatory Factor Analysis and Structural Equation Modelling indicate that being exposed to multiple algorithms leads to increased levels of conflict (59%); increased levels of brand fluidity (51%); and decreased levels of brand loyalty (46%). Mediation analyses confirm that conflict acts as a mediator between the length of time that someone has been exposed to an algorithm and the level of brand fluidity; Algorithm Trust moderates the intensity level of fluidity. The researcher conducted a cluster analysis to identify three segments of consumers: Algorithm Adopters, Cautious Evaluators and Brand Loyalists, thereby showing that AI saturated markets display a variety of consumer responses. This study fills a gap in the marketing literature by developing an understanding of the relationship between algorithm-induced brand fluidity and how AI influences this relationship. From a practical standpoint, this study provides insights on cross-platform brand strategy by demonstrating the role that algorithm ecosystems play in shaping consumers' purchase journeys and providing insights on the positioning of algorithms.

The Role of Artificial Intelligence & Machine Learning (AI & ML) for Propelling the Global Banking Sustainability: An AHP Analysis

Paper ID:524

Sarita Kumari Singh
KIIT Deemed to be University

Dr. Pratima Sarangi
Utkal University

Dr. Puspalata Mahapatra
KIIT Deemed to be University

Dr. Abhipsa Mohanty
IIMT, Bhubaneswar

ABSTRACT:

The banking sector plays a crucial role in driving sustainable economic development, significantly influencing national growth through its financial activities. In an era marked by technological advancements, the integration of Artificial Intelligence (AI) and Machine Learning (ML) is increasingly seen as vital to achieving sustainability in banking. This study aims to examine the critical factors influencing the sustainability of the global banking sector, with a specific focus on the role of AI and ML in achieving sustainable development goals. The research employs an analytic hierarchy process (AHP) methodology to evaluate the relative importance of various sustainability factors, including technological application, regulatory frameworks, financial performance, and environmental concerns. The findings reveal that technological innovation, particularly AI and ML, is the most significant driver of sustainability in the banking sector. These technologies enhance operational efficiency, risk management, and green initiatives, aligning banking practices with the United Nations Sustainable Development Goals (SDGs). The study implies that for banks to sustain competitive advantage and contribute to global sustainability efforts, they must integrate AI and ML into their core strategies, focusing on technological advancements, regulatory compliance, and environmental stewardship.

Consumer Perception Analytics for Electric Vehicle Adoption: Insights from an AI-Aligned Study in Pune City

Paper ID:205

Parth Bhoyar
Balaji Institute of International Business

Dr. Ushmita Gupta
Balaji Institute of International Business

ABSTRACT:

The study investigates the determinants of Electric Vehicle (EV) adoption in Pune City, emphasizing the integration of Artificial Intelligence (AI) and sustainability in understanding consumer behavior. Despite government incentives and growing environmental awareness, EV adoption remains limited due to infrastructural and perceptual barriers. Using a quantitative explanatory research design, data were collected from 303 respondents through a structured questionnaire covering economic, technological, infrastructural, consumer perception, and driving range factors measured on a five-point Likert scale. SPSS-based regression analysis was employed to test relationships between independent variables and EV adoption likelihood. The findings reveal that infrastructural readiness and driving range confidence are the strongest predictors of EV adoption, while economic and technological factors exert weaker influence. The research introduces an AI-aligned predictive model that enhances understanding of consumer adoption likelihood and supports sustainability-driven policymaking. It contributes to the fields of green marketing, consumer analytics, and sustainable mobility by highlighting the need for improved infrastructure, renewable-powered charging networks, and trust-based marketing strategies. This integrated framework serves as a blueprint for accelerating EV adoption and achieving India's sustainable urban mobility goals.

A study on consumer perception of delivery times, quality, and variety. Price, discount and economic rationality during regular and urgent purchases from quick commerce sites in India

Paper ID:157

Kanak Agrawal
Durva Ravnang
Dr. Rohita Dwivedi
Dr. Chitralekha Kumar

Prin. L.N. Welingkar Institute of Management Development and Research (PGDM), Mumbai

ABSTRACT

The high rate of quick commerce platform development has been a major factor in changing the purchasing behavior of consumers in India as it ensures that most of the necessary products are delivered within minutes. As people are growing more demanding in the areas of convenience and time saving, more of them are turning to quick commerce platforms to make planned and even urgent purchases. This research paper will analyze the consumer perceptions of the major service attributes such as time of delivery, price perception, discounts, quality of products, product variety, and economic rationality when making regular and emergency purchases on quick commerce websites. The research design of the study is exploratory and descriptive research. A structured questionnaire that used a five-point Likert scale was used to collect primary data on 187 consumers in Tier-1, Tier-2, and Tier-3 Indian cities through the questionnaire. Data analysis was done using statistical tools such as Cronbach's Alpha, Pearson Chi -square test, Paired sample t test and one-way ANOVA. A Cronbach's Alpha value of 0.834 that was obtained in the reliability analysis demonstrates good internal consistency. The findings reveal that delivery time, discount offers, price perception, product variety and economic rationality play a major role in consumer purchasing behaviors in quick commerce sites. Nonetheless, there is no statistically significant difference in product quality in regular and urgent purchase situations indicating that customers want to receive the same consistent product standards irrespective of the urgency of buying the product. The results point out the importance of the speed of delivery in the case of urgent buying. The research can be of great use to the quick commerce firms on how to enhance the efficiency of their delivery services, pricing mechanisms, assortment of products, and general consumer experience within the fast-changing digital retail industry.

KEYWORDS: Quick commerce, consumer behavior, delivery time, price perception,economic rationality,urgent purchase

Evaluating AI-Powered Marketing Capabilities and Performance Outcomes in Eco-Certified Hotels Using the Balanced Scorecard Framework

Paper ID:511

Kajal Singh
Central University of Haryana

Dr. Amit Kumar
Central University of Haryana

ABSTRACT:

The study investigates the transformative potential of Artificial Intelligence (AI) in the context of hotel performance specifically with regards to the increasingly complex environment of smart and sustainable tourism. It studies how AI-driven innovations empower employees, customize guest experiences and allow data-informed decision-making. The research discusses why AI is not only a technical advancement but also a driver of development in tourism industry that is both inclusive and responsible. Using a mixed-method research design, the study combines both primary and secondary data which includes responses from 133 hotel managers gathered through questionnaire and scholarly literature and industry reports. The performance is measured using four factors of Balanced Scorecard Model and using Empowerment Theory, a conceptual framework has been created which includes three key constructs: AI Capabilities (market, planning and implementation), market orientation, and customer value co-creation. This framework highlights AI's capabilities of transforming the access to quality services while reducing the potential of human errors and encouraging smart services.

AI-DRIVEN REAL-TIME RECOMMENDATION SYSTEMS AND THEIR IMPACT ON PURCHASE INTENT

Paper ID:214

HARSH KRISHNA
CIMP

ANJALI
CIMP

ABSTRACT:
Artificial intelligence (AI)-driven real-time recommendation systems have significantly reshaped the digital commerce environment by enabling hyper-personalized product suggestions that adapt dynamically to user behavior, contextual cues, and predictive intent signals. As e-commerce competition intensifies, understanding how these real-time AI mechanisms influence consumer purchase behavior has become strategically important for marketers and platform designers. This study examines the impact of AI-powered recommendation engines on consumers' purchase intent using a mixed-method analytical framework supported by both primary and secondary datasets. Primary data were collected from 412 online shoppers across major metropolitan and Tier-II cities in India, using structured questionnaires measuring four key constructs—personalization quality, recommendation relevance, real-time responsiveness, and perceived usefulness. Additionally, a behavioral dataset comprising 10,000 anonymized browsing and clickstream sessions from a leading Indian e-commerce retailer was analysed to simulate real-life user interactions.

Quantitative techniques including cross-tabulation, correlation analysis, and multiple regression were employed to evaluate the predictive relationships among the variables. Results indicate that real-time responsiveness and recommendation relevance emerge as the strongest predictors of purchase intent ($p < 0.01$), while personalization quality shows a moderate but significant effect. Perceived usefulness acts as a partial mediator, strengthening the relationship between recommendation relevance and purchase intent. The regression model explains 68.4% of the variance in purchase intent ($R^2 = 0.684$), demonstrating the substantial influence of AI-driven recommendation systems on consumer decision-making.

The study contributes to existing marketing analytics literature by offering empirical evidence on how micro-moment prediction models and adaptive recommendation algorithms shape online shoppers' cognitive and behavioral responses. Practical implications suggest that e-commerce platforms should prioritize investments in real-time data processing pipelines, context-aware recommendation engines, and dynamic content optimization strategies to enhance user engagement, shorten decision cycles, and ultimately improve conversion rates.

Keywords:AI-driven recommendations, purchase intent, e-commerce, personalization, machine learning, real-time analytics, digital marketing.

Digital Trust, Privacy Concerns, and Social Media Influencers: A Review of Consumer Decision-Making in AI-Driven Marketing

Paper ID:128

Dr. Sundeep Kumar

Assistant Professor, Department of Management studies, Malaviya National Institute of Technology (MNIT), Jaipur, India.

Prof. Nand Kumar

Professor, Department of Architecture and Planning, Malaviya National Institute of Technology (MNIT), Jaipur, India.

Akash Singh

PHD Scholar, Department of Management studies, Malaviya National Institute of Technology (MNIT), Jaipur, India.

ABSTRACT:

The rapid integration of artificial intelligence and its applications has completely revolutionized the way digital marketing and, ultimately, consumers interact with their favourite brands, content, and platforms online. One of the more obvious changes that have resulted directly or indirectly from this transition in digital marketing and consumer engagement has been the ever-rising power and influence wielded by social media influencers over what comes to define consumer behaviour and engagement. However, concerns surrounding digital trust and data privacy are also contributing their share to changing what comes to define these elements for consumers as a whole. This paper will seek to undertake a theoretical overview based on existing literature to make sense of this phenomenon.

The following review attempts to synthesise existing research from marketing, consumer behaviour, digital ethics, and information systems literatures to explore three related topics: (a) the influence of influencers on purchasing intentions, (b) building digital trust in online environments, and (c) consumer privacy issues related to data-driven personalisation. The extant literature has established that influencers facilitate digital trust, enabling individuals to reduce perceived uncertainty created during digital purchases. However, it has been found that AI technologies that facilitate influencers' reach also generate consumer privacy issues.

The following review attempts to synthesise existing research from marketing, consumer behavior, digital ethics, and information systems literatures to explore three related topics: (a) the influence of influencers on purchasing intentions, (b) building digital trust in online environments, and (c) consumer privacy issues related to data-driven personalisation. The extant literature has established that influencers facilitate digital trust, enabling individuals to reduce perceived uncertainty created during digital purchases. However, it has been found that AI technologies that facilitate influencers' reach also generate consumer privacy issues.

Through the consolidation of disparate pieces of research, what this paper offers the field of marketing scholarship is a more nuanced understanding of the interplay between trust and issues of privacy in the way that decision-making is conducted in an online environment. The research also presents a series of potential avenues for future research, with a focus on the inherent importance of an ethical influencer strategy and an ethical AI strategy that is centered around the consumer.

Keywords: Digital Trust; Privacy Concerns; Social Media Influencers; Purchase Intentions; AI-Driven Marketing

AI-Driven Predictive Modelling for Waste Reduction and Circular Economy Practices in Retail and Hospitality - A Conceptual Perspective

Paper ID:520

Prof. Nand Kumar
Professor, Department of Architecture and Planning, Malaviya National Institute of Technology (MNIT), Jaipur, India.

Dr. Sundeep Kumar
Assistant Professor, Department of Management studies, Malaviya National Institute of Technology (MNIT), Jaipur, India.

Abhishek
PHD Scholar, Department of Management studies, Malaviya National Institute of Technology (MNIT), Jaipur, India.

ABSTRACT:

The retail and hospitality sectors face increasing pressure to improve operational efficiency while addressing the growing challenge of waste generation. At the same time, these industries must align their practices with sustainability values that are increasingly important to consumers. Therefore, reducing waste and optimizing resource utilization has become essential not only for improving operational performance but also for creating sustainable value that resonates with modern consumer expectations. With an increase in food waste, levels of inventory, and wastage of resources, the challenge of becoming environmentally sensitive is adding to the cause for concern. And amidst all this concern, becoming environmentally sensitive about the cause for sustainability has added to the challenge to become more environmentally sensitive and towards that specific cause, a tremendous opportunity to adopt the challenge that relates to becoming aligned to the cause of adopting the values of the circular economy and to that specific effect, the use of AI.

The overall aim and objectives of this conceptual piece of research are to strategically explore the potential of AI Predictive Analytics within the broader quest for the reduction of wastage and the development of the circular economy within the retail and hospitality industry value chain. This piece of research is envisaged to have been driven and based on the conceptual underpinnings of the Marketing 5.0 approach to marketing and sustainable value creation. This piece of research aims to conceptualize a new approach to the concept of Predictive Modelling as a smart approach that seeks to utilize the patterns of consumption to make predictions concerning the changes that are anticipated to occur within the patterns of consumer consumption.

Apart from the aspects of efficiency described above, the article is also indicative of the ways the proposed model, through the intervention of AI technology, is helpful to organizations in the promotion of various aspects of the circular economy strategy such as the intelligent pricing of surplus production, efficient reverse logistics, resource recovery, and sustainable product life cycles, which can be quite helpful in the promotion of a closed availability of resources where sustainability perspectives are incorporated within marketing strategies. In addition to this, the transparent promotion of sustainability through AI is helpful for experience marketing authenticity.

The purpose of this paper, therefore, remains conceptual and aims to highlight the significance and relationship between predictive waste reduction, and circular economies through literature compilation that is interdisciplinary and suitable in the aspects of artificial intelligence, sustainability, circular economy, and strategies of marketing, among others. Additionally, this paper aims to join the already established discussion pertaining to sustainable marketing strategies that have been formulated using AI while taking into consideration this conceptual and theoretical platform, which will be crucial to scholars and individuals who are concerned with the formulation of futuristic, dynamic, and sustainable aspects of retail and hospitality environments.

Keywords
Artificial Intelligence; Predictive Modelling; Waste Reduction; Circular Economy; Sustainable Marketing; Retail and Hospitality; Marketing 5.0; Consumer Experience

Artificial Intelligence driven marketing strategies -A question of Professional ethics

Paper ID:523

Vidhya S
Kerala University of Fisheries and Ocean Studies

ABSTRACT:

Artificial Intelligence is used for marketing as a catalyst to boost consumer perception and consumer behaviour. The companies using AI is going to face certain ethical issues viz data privacy, impersonation of eminent personality who still alive and no more. AI may be used to manipulate consumers by influencing them through created AI using the AI created image of great personality.. By creating such kind of AI based advertisement for product promotion there is no regulations imposed as far as intellectual property rights is concerned. While using AI to create videos of reputed persons without their consent can raise ethical concerns. Using someone's likeness without permission can be a violation of their personal rights. Such marketing videos can damage the reputation of the person being impersonated and erode trust in media and technology. This may lead to unethical behaviour in the industry. The recent legislation viz Digital Personal Data Protection Act 2023 provide a foundation for AI regulation. The Act provides protection of individual personal data but lacks of impersonation of video images of individual for the purpose of promotion of their products. Safeguarding individual privacy should extend to include control over using personal images too. The purview of personal data should include persons images too.

AI can personalize messages based on consumer behaviour and demographics, influencing the processing route and maximizing engagement. This theory explores the use of game mechanics to motivate and engage users

However, ethical considerations and responsible data practices will be paramount in ensuring this. Future is positive for both consumers and brands. The digital marketing landscape is saturated with generic messages, leading to consumer disinterest. AI-powered personalization offers a revolutionary solution. Using AI to market products with a reputed personality's name, image, or voice without their explicit consent is illegal and a violation of their personality rights (also known as the right of publicity). These rights allow individuals, particularly public figures, to control and profit from the commercial use of their identity.

AI generated videos used for marketing can significantly impact an individual's reputation, with potential consequences including misinformation and deception, defaming and loss of trust. AI generated videos used for advertisement without sanction may contain misleading content which lead to damaging persons reputation.

This paper peep into the pros and cons of using AI generated marketing videos using reputed personality without their prior consent. In Indian context there is lack of specific laws addressing AI generated content and deepfakes. Using AI for marketing with video images is a misnomer and against the Digital Personal Data Protection Act 2023

Evaluating the Direct Impact of Celebrity Credibility on Purchase Intention for Cosmetics from Indian Consumers

Paper ID:151

Mrs. Guddati Archana
Vignan's Foundation for Science, Humanities and Commerce, Vadlamudi, Guntur, Andhra Pradesh, India

Dr. Vikas Bhatnagar
Jaypee Institute of Information Technology, Noida

Dr. Sarita Satpathy
Vignan's Foundation for Science, Technology and Research

ABSTRACT:

The Indian cosmetic sector is increasing rapidly as rising affluence, beauty awareness, and internet influence shape consumer decisions. Because cosmetics have a high level of personal significance and perceived usage risk, brand reputation has become essential in this fiercely competitive market. Amos, C., Strutton, D., and Holmes, G. (2008). Although previous studies have frequently looked at credibility through mediators like trust or celebrity endorsement, there is little data on its direct impact on cosmetic product purchase intention. Hossain, M. S. (2025). This study addresses this gap by investigating how the three characteristics of celebrity credibility trustworthiness, attractiveness, and expertise directly influence purchase intention among Indian cosmetic customers Atkin.C and M.Block (1983).

A quantitative descriptive design was utilized, and data were collected from 420 consumers throughout major Indian cities. A systematic questionnaire examined the credibility aspects and demographics, followed by reliability and multiple regression analysis. Regression analysis revealed that celebrity credibility considerably predicts purchase intention Mainardes (2023), and Cronbach's alpha verified strong reliability.

The results show that consumers largely rely on credibility cues when selecting cosmetic companies, with trustworthiness being the top determinant, followed by competence and beauty. Although demographic differences did not change the overall association, younger and more frequent cosmetic users showed increased sensitivity to trustworthiness. The data suggest that credibility is independent of endorsements plays a major role in cosmetic purchase behaviour.

The study is limited to direct effects and urban, semi-urban consumers, suggesting scope for future research on mediating and moderating variables. Practically, celebrities should stress transparency, scientific validation, and consistent product performance to increase confidence in the Indian cosmetic sector.

Keywords: Celebrity Credibility; Cosmetic Products; Purchase Intention

Perceived Risk of Online Identity Theft and Its Influence on Consumer Decision Making for Online Activities

Paper ID:168

Dr. Shilpi Saraswat
Ms. Padmakiran Philip
Department of Family and Community Resource Management,
Faculty of Family and Community Sciences
The Maharaja Sayajirao University of Baroda, Vadodara, Gujarat

ABSTRACT:

The rapid expansion of digital platforms has heightened concerns regarding online identity theft, making consumer awareness a critical determinant of online decision-making. Many people remain at risk due to a lack of awareness, careless online behaviour, and an overlooking of proper safety measures. As a result, understanding how consumers interpret online dangers, what preventive methods they use, and how these factors influence their online decision-making has become both important and necessary in today's digital setting. Recognizing these concerns, the study aims to ascertain consumers' perception of risk during online activities, to identify the preventive actions consumers adopt to protect themselves from online identity theft, and to assess consumers' willingness to engage in online activities. The research design will be descriptive and data will be collected using a structured questionnaire covering consumer's perception of risk during online activities, the preventive actions adopted by consumer and assessing consumer's willingness to engage in online activities. The data will be collected from 250 respondents, selected through random selection. The study is expected to reveal that consumers are generally unaware of the risks of online identity theft, frequently underestimating the consequences of disclosing personal or financial information. Despite lack of awareness and preventive behaviour, consumers are expected to continue engaging in online activities, putting convenience prior to safety. Overall, the data will reveal a considerable disparity between perceived security and actual preparation, highlighting the importance of increased awareness campaigns and trust-building activities by businesses and policymakers.

Keywords: Online Identity Theft, Consumer Decision Making, Risk, Online Activities

Decoding Digital Influence: The S-O-R Perspective on Generation Z's Sustainable Food Consumption

Paper ID:115

Jonathan Bhavyan G
Assistant Professor
Christ University

ABSTRACT:

Social media has completely changed how Gen Z thinks about food. These days, apps like Instagram and YouTube flood their feeds with new trends, influencer picks, and all kinds of messages about sustainability. It's not just about what looks good, there's a whole psychology behind what grabs their attention and shapes their habits. This study digs into that, using the Stimulus–Organism–Response (S-O-R) framework to break down how things like credibility, visual appeal, entertainment, and content quality actually shape Gen Z's trust, sense of value, knowledge, and attitudes. And those internal reactions? They end up driving more sustainable food choices and even push people to advocate for change online. Other researchers have already noticed that content that looks good and feels authentic makes people more likely to act in eco-friendly ways, especially when the person sharing it comes off as genuine and cares about the environment (Wu et al., 2023; Chamcham et al., 2024). But even with all the buzz about this topic, there's still a lot we don't know. The big missing piece? Not many studies have pulled together digital engagement, sustainability, and the psychological factors that connect them into one solid framework. This research steps up by blending sustainable consumption theory and source credibility theory with the S-O-R model, trying to really understand how social media shapes the way Gen Z connects with sustainable food. The study surveys 500 people from South Bangalore, using proven measurement scales and statistical models like mediation analysis and structural equation modelling to test these ideas. The goal is pretty practical: to help policymakers, marketers, educators, and anyone working in sustainability find smarter ways to use digital platforms to encourage responsible eating and help hit those global sustainability targets.

Impact of JEEViKA Self-Help Groups on Women's Empowerment in Bihar

Paper ID:210

Rahul Kumar
School of Management Studies
University of Hyderabad

Prof. Chetan Srivastava
School of Management Studies
University of Hyderabad

Ashutosh Sharda
School of Management Studies
University of Hyderabad

ABSTRACT:

This paper presents a critical review of the multidimensional impacts of the Jeevika initiative, with special focus on how Self-Help Groups have promoted women's empowerment along economic, social, financial, and entrepreneurial dimensions. Based on 22 studies between 2010 and 2024, this review synthesized evidence showing significant improvements in the income of rural women, their decision-making capability, and broader participation in society. Critical gaps in research have also been identified, which are necessary to be studied to comprehend the long-term sustainability and scalability of such initiatives. In order to improve operational efficiency and reach, this article has also reaffirmed the need for more research into the SHG goods' continuing market viability and incorporation of cutting-edge technology. The new thorough research highlights how important SHGs are to promoting inclusive growth and lowering gender inequality in the area. By offering incentives for group activity and solidarity among members, SHGs may play a transforming role as tools for reducing poverty and empowering women, as this introduction demonstrates. By providing them with a voice to express their demands and concerns on gender-related problems, this type of collective action empowers women. Moreover, it finds manifestations in the improvement of decision-making skills, increased mobility of rural women outside their homes, and their control over financial resources. However, it has been indicated in this review that despite substantial economic contributions, a considerable proportion of financial resources is utilized to meet the health challenges faced by these households, underlining a need for integrated health interventions along with economic empowerment strategies.

AI-ENHANCED GEOSPATIAL INSIGHTS FOR SUSTAINABLE TOURISM DEVELOPMENT: FUTURE PROOFING AI ECOSYSTEM IN URBANIZATION AND STRATEGIC DESTINATION MANAGEMENTIN AGRA CITY

Paper ID:413

Dr. Madhumita Mukherjee
Dr. Deependra Sharma
Dr. Sudipta Mukherjee
Dr. Vishwanath Karad MIT World Peace University
Dr. Pinaz Tiwari
IIM Bodh Gaya, Bihar

ABSTRACT:

Agra is a major heritage tourism destination in India and across the world because of the majestic Taj Mahal, one of the Seven Wonders of the World. Although tourist expansion has provided financial stability for communities, it has also caused environmental deterioration and pollution. The changes seen in the ecological, climatic, and social domains are strongly linked to the rapid development characterized by a demographic movement from rural to urbanized areas. Therefore, this research seeks to analyze the urbanization trend in Agra city by examining the land use pattern during the previous 30 years. Land use classification has been carried out in the Google Earth Engine (GEE) platform using Landsat 5 TM and Landsat 8 OLI datasets. The machine learning algorithm Random Forest (RF) has been used to classify the images from 1993 and 2023 and subsequent change detection. The results obtained from the study suggest a rapid increase in built-up areas between 1993 and 2023, whereas a sharp decline was observed in agricultural land and vegetation cover. The growing tourism industry in Agra and along with the relevant infrastructure development is the main reason behind ecological degradation in Agra. This study also tried to briefly identify potential challenges in tourism development and their proposed solutions. The results obtained from the study underscore the potential of machine learning and geospatial techniques in urban planning for fostering sustainability in the tourism industry.

Keywords: Agra, Tourism, Landsat, Random Forest, Google Earth Engine, Land use.

Globalness, Trust, and Willingness to Pay: Examining the Contingent Role of Consumer Ethnocentrism in Luxury Consumption

Paper ID:149

Sakshi
IGNOU

Prof. Nawal Kishor
IGNOU
Dr. Shashi Yadav
SS Dempo College of Commerce, Goa

ABSTRACT:

The present study investigates the influence of perceived brand globalness on consumers' willingness to pay for luxury products. Specifically, it examines the mediating role of trust and the moderated mediation effect of consumer ethnocentrism within this relationship. Data was collected through a structured survey administered to 757 respondents in Mumbai, India, and analysed using Variance-Based Structural Equation Modeling via SmartPLS software. The results reveal that perceived brand globalness significantly enhances willingness to pay through the mediation of trust. Furthermore, consumer ethnocentrism was found to negatively moderate the mediated pathway between perceived brand globalness and willingness to pay. This study is among the first to explore the interactive effect of perceived brand globalness and consumer ethnocentrism on willingness to pay, thereby offering novel theoretical contributions to the branding and consumer behaviour literature. From a managerial standpoint, the findings provide valuable insights for international marketers and brand managers in designing effective pricing strategies and trust-building initiatives, particularly within ethnically diverse emerging markets.

AI-Prescriptive Modeling for Assessing the Influence of Digital Communication Channels on Customer Engagement and Perception in Banking

Paper ID:135

Ratan Kumar Behera
Department of Business Administration, Sambalpur University, Jyotivihar Burla, Odisha, India

Monalisha Pattnaik
Department of Statistics, Sambalpur University, Jyotivihar Burla, Odisha, India

ABSTRACT:

This research includes the effects of digital communication modalities on customer engagement and perceptions in the banking industry, using artificial intelligence-based prescriptive modeling in order to explain complex behavioral patterns. Through the use of machine learning algorithms, especially are Support Vector Machines (SVM), the exploration highlights that methodologies of AI-enabled surpass conventional analytical techniques in comprehending the most efficacious communication touchpoints. The results show that customized and carefully structured digital interactions have a big impact on customer engagement and affect positively the perceptions about the banking services. The prescriptive information provided by AI models gives strategic advice on how to optimise communication channels, improve message relevance and strengthen customer relationships. Additionally, the results highlight the possibility of omnichannel strategies enabled through AI to optimize the decision-making process and improve the efficacy of marketing. In summary, the current study calls out the role of AI to be an instrumental changer for augmenting customer experience and steering financial institutions towards data-informed communication strategies to create competitive advantage and effectiveness of operations.

Application of R Programming in Human Resource Analytics for Strategic Decision-Making

Paper ID:604

DR. ASHWINI BHAGWAT
AISSMS INSTITUTE OF MANAGEMENT

PRAVIN THORAT
MATRIX SCHOOL OF MANAGEMENT

ABSTRACT:

Anthropomorphism is used to deliver hyper personalised content to users of many of the online platforms face ghosting by regular consumers. In this context, the study investigates the consequences of AI-driven personalization by examining how anthropomorphism (Gomes et.al.,2025) and personalization fatigue influence consumer detachment behaviour. To explain the psychology process of how loyalists silently withdraw from brand while exposed to anthropomorphised content was analysed using Conservative resources theory (Hobfoll,1989) along with Technology-Trust Behaviour model (Mani et.al.,2025) and Stressor-Detachment model(Sonnentag,2014).

The research proposes a framework where AI driven personalization through anthropomorphism gives rise to fatigue (Molka Triki, Amal Makni Turki.,2025) which is expressed in two different ways as relationship cynicism and micro irritation. Relationship cynicism where consumers develop cynicism due to low-quality sellers, counterfeit products, manipulated reviews, inconsistent delivery or return experiences (helm et.al.,2015)and micro-irritations developed due to delayed deliveries, incorrect items, hard-to-find customer care, slow refunds, confusing return rules(Gupta et.al.,2019) will accumulate small frictions and further leads to macro-exit which contributes to brand ghosting behaviour

Determinants of Consumer Intention to Adopt Chatbots in Electricity Distribution Services of India's Business Capital

Paper ID:320

Mr. Souvik Sen
National Institute Of Technology Silchar

Dr. Saurabh Verma
National Institute of Technology, Silchar

ABSTRACT:

Artificial Intelligence started being used to increase customer satisfaction and retention in the quickly advancing technological landscape. While there is substantial literature on the technological sector, previous research on the electricity sector is almost nonexistent. As such, the purpose of the study is to assess consumer intention to adopt chatbots in electricity distribution within the framework of the TAM model. The research employed a cross-sectional quantitative approach whereby 433 power utility consumers in Mumbai were surveyed using a purposive sampling method. The study utilized a structured questionnaire and the data were analyzed using Smart-PLS (SEM) to evaluate the relationships between the variables of trust, attitude and intention and the anthropomorphism of chatbots, as well as the effect of the demographic variables as moderators. The results showed that, while the effect of attitude on the adoption of chatbots is significant for both genders, the effect is even more significant for younger and more educated individuals, who are more likely to possess advanced digital skills.

The research proved that anthropomorphism and trust considerably shape consumer attitude and intention to adopt chatbots in the energy utility sector and as such, offer guidance on how to increase the effectiveness of customer-facing AI in this essential sector.

Shaping Purchase Intentions in the Digital Age: The Effect of Social Media Influencers on Fashion Product Choices

Paper ID:166

Disha Gupta
Marketing, Assistant Professor
GL Bajaj Institute of Management and Research

Dr. Rashi
HR Assistant Professor
GL Bajaj Institute of Management and Research

ABSTRACT:

Social media has redefined the concept of fashion marketing, particularly in the digital consumer segments like Gen Z and Millennials. In this dynamic ecosystem, SMIs are extremely important in creating consumer perceptions and motivating purchases. The paper attempts to examine the extent to which the five influencer characteristics, which include Attitude Homophily, Attractiveness, Trustworthiness, Expertise, and Parasocial Relationship, influence the purchase intentions of fashion product consumers in the Delhi-NCR region. Based on the Persuasion Theory, the conceptualisation behind the research is based on a multidimensional framework and is supported by psychological, relational and credibility-based mechanisms to mediate consumer decision-making in influencer-based settings.

A causal research design was adopted with the use of primary data, that is, based on a structured questionnaire; the information was gathered among 110 respondents. Measurement scales were validated based on previous studies, and the hypothesis testing was conducted with the help of PLS-SEM. Findings indicate that the strongest predictors of purchase intention are Trustworthiness and Expertise, but the role of Attractiveness and Parasocial Relationship is significant but indirect. Attitude Homophily has a positive impact on perceived credibility, which enhances emotional and cognitive ties between the influencers and the followers. The model has a high explanatory power, which explains a large amount of variance in the purchase intention, expertise and magical social relationship.

This research paper adds to the developing literature in influencer marketing by applying little-researched constructs like Parasocial Relationship into a fashion-oriented Indian setting. The study also singles out gaps and future research opportunities, such as longitudinal designs, intercultural comparisons, and the impact of the new AI-driven virtual influencers. Overall, the findings indicate the strategic significance of influencer attributes in consumer behaviour modelling in the modern digital world.

Keywords: Social Media Influencers (SMIs); Purchase Intention; Digital Fashion Marketing; Influencer Marketing; Persuasion Mechanisms; Influencer - Follower Interaction

AI in the Coal Supply Chain: Strategic Relevance for India in a Global Context

Paper ID:509

Bishwambhar Lal
Coal India Limited

Ayushman Arun
Coal India Limited

ABSTRACT:

Coal has remained a central pillar of global electricity generation since 1875 due to its abundance, affordability and baseload reliability. Despite recent growth in renewable energy, coal remains a significant contributor to global electricity, accounting for approximately one-third of the total. China and India drive the majority of this demand. The extensive coal supply chain—covering exploration, mining, processing, transportation, storage and end-use—plays a crucial role in ensuring uninterrupted energy supply and industrial productivity. However, the sector faces growing challenges including logistical bottlenecks, quality inconsistencies, import dependency for coking coal, equipment downtime, environmental concerns and policy uncertainty.

This study explores the potential of Artificial Intelligence (AI) to transform the coal supply chain into a more efficient, sustainable and transparent ecosystem. AI applications, such as predictive analytics, IoT-enabled sensing, computer vision, real-time logistics optimisation, predictive maintenance, and automated safety monitoring, offer solutions to long-standing operational barriers. These technologies can reduce costs, minimise pilferage, improve workforce safety, optimise domestic coal utilisation and support regulatory compliance through automated ESG reporting. The paper argues that AI-enabled coal supply chains can help reconcile the competing priorities of energy security, sustainability and economic efficiency, offering a pragmatic pathway for emerging economies such as India during the ongoing global energy transition.

The Role of Social Media Influencers in Shaping Sustainable Purchase Intentions among Gen Z Consumers

Paper ID:190

DR. NIHAR RANJAN AGASTI
MEDICAPS UNIVERSITY

DR. ASUTOSH KUMAR JHA
MEDICAPS UNIVERSITY

ABSTRACT:

The swift spread of social media platforms has significantly altered marketing communication and redefined how consumers make purchasing decisions, making social media influencers (SMIs) essential intermediaries between products and buyers (Kaplan & Haenlein, 2010; Kietzmann et al., 2011). Influencer marketing has become increasingly important in emerging and semi-urban marketplaces, where the rate of digital adoption is accelerating and the credibility of traditional advertising is waning (De Veirman et al., 2017; Lou & Yuan, 2019). This systematic literature review compiles existing research on the impression of social media influencers on customer buying intentions, aiming specifically on Tripura, a northeastern Indian state noted for its rising internet access, youthful population, and growing digital commerce (Statista, 2023; IAMAI, 2022).

Using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines, this examination analyzes peer-reviewed articles published in Scopus-indexed journals from 2013 to 2024 (Moher et al., 2009). A total of 100 studies were systematically located, evaluated, and examined to reveal prevalent themes, theoretical frameworks, research methods, and contextual insights regarding influencer-driven purchase intentions. The outcomes show that influencer reliability, trustworthiness, expertise, authenticity, attraction, and parasocial interaction are the most consistent factors influencing purchase intentions (Erdogan, 1999; Ohanian, 1990; Djafarova & Rushworth, 2017; Sokolova & Kefi, 2020). Moreover, the alignment between influencers and brands, the characteristics of the platform, and cultural proximity significantly influence consumer reactions, which is especially pertinent in region-specific markets like Tripura (Breves et al., 2019; Casaló et al., 2020; Jin et al., 2019).

The review indicates a significant dependence on theories such as Source Credibility Theory, Social Influence Theory, and the Stimulus–Organism–Response (S–O–R) framework, while also recognizing the scarcity of research contextualized to northeastern India (Erdogan, 1999; Mehrabian & Russell, 1974; Kelman, 1958). By merging global findings with local context, this study adds to the influencer marketing literature by providing a structured synthesis and pinpointing areas that require further empirical investigation in underrepresented regions.

The findings offer insightful information for academics, marketers, and policymakers who are aiming to create culturally attuned and effective influencer marketing strategies.

Artificial Intelligence Recommendations in Consumers' Fashion Apparel Purchase Decisions: A Bibliometric Analysis of Current Trends and Future Research Directions

Paper ID:317

Ashok Reddy Paluri
VIT-AP University

Prabhakar Nandru
VIT-AP University

ABSTRACT:

Artificial intelligence (AI) is becoming an essential part of fashion retail, changing the way consumers make purchase decisions and how retailers design shopping experiences. The purpose of this study is to explore how AI adoption shapes consumer behavior in the fashion apparel sector through a bibliometric analysis. A total of 358 Scopus-indexed research articles published between 2016 and 2025 were examined to identify major research trends, influential authors, and collaboration patterns in this growing field. The analysis uses a combined approach of bibliometric methods and trend evaluation, supported by visualization tools such as Biblioshiny and VOSviewer to map co-authorship and keyword networks. Findings show that research on AI in fashion has grown rapidly, with an annual increase of 65.07 percent in publications and citations. Key themes emerging from the analysis include personalization, trust in technology, and AI-enabled decision-making using chatbots. The results also highlight that emotional trust plays a vital role in influencing consumer behaviour and encouraging the acceptance of AI tools, suggesting that retailers should not only focus on technical performance but also on building positive consumer relationships. This study adds value by presenting a comprehensive overview of the academic landscape on AI in fashion retail and by pointing out areas for further research. It emphasizes the need to study the long-term effects of AI on consumer trust, satisfaction, and competitive advantage, offering insights that are relevant to both scholars and practitioners in the industry.

Understanding the women entrepreneurs perspectives: using AI based hybrid approach on Twitter analysis and in-depth interviews

Paper ID:607

Dr. Seema Gupta
Indian Institute of Management Sambalpur

ABSTRACT:

This research aims to analyse the experiences and challenges of women entrepreneurs in India. A mixed-methods approach is used for public discourse on Twitter, utilising Artificial Intelligence network analysis to analyse the sustained public sentiment of women entrepreneurs rather than event-driven noise. The aim is to understand and validate the obstacles that women entrepreneurs encounter across countries from the perspectives of social information processing theory and stakeholder theory. To elicit the experiences and learning of Indian women entrepreneurs, this study has conducted qualitative interviews with 50 individuals in the manufacturing and service industries. Using NVivo-based thematic analysis, combined with validated sentiment classification and inter-coder reliability checks, the study provides theoretically grounded and methodologically robust insights into online public discourse, aiming to understand the local and global challenges faced by women entrepreneurs. The findings indicate that Twitter conversations are dominated by family motivation, freedom in decision making, desire to bring social change, flexibility and financial distress, reflecting stakeholder concerns in sustaining the success of women entrepreneurs. While Twitter users are not representative of the general population, the platform provides valuable insights into salient stakeholder narratives. Moreover, inadequate finances, unsupported government policies, and a lack of professional education have been identified as the most significant barriers confronting women entrepreneurs in India and throughout the world. This can serve as an exemplary work for emerging economies to address the issues of women entrepreneurs.

CREDIBILITY TO CONVERSION: INFLUENCERS' TRAITS SHAPING GEN Z'S PURCHASE INTENTIONS IN DIGITAL ECONOMIES

Paper ID:153

Sandhiya D
Loyola Institute of Business Administration

Dr. Madhava Priya Dananjayan
Loyola Institute of Business Administration

ABSTRACT:

The rapid rise of digital and social media platforms has transformed how consumers interact with brands and make purchasing decisions. Platforms such as Instagram, YouTube, TikTok, and Facebook have created a strong digital marketplace where young consumers rely heavily on online cues, peer reviews, and influencer recommendations. Social media influencers have emerged as key opinion leaders whose credibility, relatability, and content style significantly shape youth attitudes and buying behaviour. In India's growing digital economy, understanding how influencer characteristics affect purchase intentions is increasingly important.

This study examines how influencer traits—expertise, trustworthiness, attractiveness, content quality, authenticity, and social influence—influence the purchase intentions of young Indian consumers aged 18–30. A quantitative research approach was used, gathering data from 200 respondents through a structured online questionnaire using 5-point Likert scales. Data analysis included descriptive statistics, correlation, and regression techniques, grounded in the Source Credibility Model and Social Influence Theory.

The findings reveal that influencer credibility is the strongest predictor of purchase intention, with expertise, trustworthiness, authenticity, and high-quality content playing major roles. Attractiveness and social engagement showed moderate influence. Overall, the study concludes that credible and authentic influencers have a strong impact on youth purchasing decisions, offering valuable insights for brands and marketers operating in digital environments.

A Study of the Mediating Influence of Fear of Missing Out Between Influencer Credibility and Brand Addiction

Paper ID:102

Jayesh P. Aagja
Institute of Management, Nirma University

Sanjay Jain
Institute of Management, , Nirma University

Joffy Thomas
IIM, Kozhikode

ABSTRACT:

Social media endorsers who are credible increase consumers' tendency toward social comparison and stimulate a desire for a product or service, or to copy a trend. Maria Teresa Borges- Tiago et al. (2023) note that the effectiveness of endorsement varies among consumers based on the nature of the endorser. The present research aims to examine how the nature of endorsers influences consumers' perceptions of triggering a fear of missing out.

Fear of missing out (FOMO) is an important driver of compulsive consumption. Consumer engage more with brands when they fear missing out on social trends or peer experiences. Such intense engagement with brands is a precursor to brand addiction behavior. The study is based on the self- determination theory and the stimulus- organism- response theory. We adopted a descriptive research design involving a sample survey of college students for this study. A convenience sample was drawn from consumers in the fashion and gaming sectors in India. The findings of the study will provide information on the nature of the influence of different types of social media influencers on triggering fear of missing out among consumers. It will also assess the influence of fear of missing out on brand addiction among consumers.

The study offers interesting insights into the influence of influencer credibility and fear of missing out on brand addiction for academics and practicing managers. The study responds to the call for further research on the influence of different types of social media influencers on fear of missing out and brand addiction in a different cultural context compared with First World countries (Maria Teresa Borges- Tiago et al., 2023).

Consumer Anxiety in Digital and AI-Driven Consumption Environments: A Bibliometric AnalysisConsumer Anxiety in Digital and AI-Driven Consumption Environments: A Bibliometric Analysis

Paper ID:114

SANTHIMOL T J
Kerala University of Fisheries and Ocean Studies

Dr. Anoop K K
Kerala University of Fisheries and Ocean Studies

ABSTRACT:

This paper introduces an overall bibliometric investigation of consumer anxiety in digital and technology-mediated consumption spaces through the usage of the Scopus-based literature published in 2012-2024. An initial set of 141 documents was searched using a structured search strategy and screened using PRISMA; 17 relevant journal articles were located. The analysis of bibliography was done using biblioshiny to determine the patterns of publications, sources that have an impact, pattern of authorship, structure of keywords and development of themes. The results show that the growth rate per annum is moderate and is 5.95 which means that there is a stable scholarly interest in the subject. The keywords to be used include the internet shopping anxiety, technology adoption, digital technologies, choice overload, consumer behaviour, and covid-19 because they demonstrate the growing significance of digitalisation and the sophistication of AI-based settings in consumer anxiety development. Thematic mapping determines developed motor themes that are based on online shopping anxiety and demographical factors, as well as developing themes based on consumer anxiety and excessive spending. Co-occurrence analysis shows that there are four conceptual clusters between consumer behaviour, digital interaction and psychological response. The review of the cooperation among authors reveals that there is no extensive cooperation among countries and that the United States is the central point. As a whole, the research shows that digital changes, algorithm-driven space, and shopping conditions mediated by technologies are becoming more and more influential on consumer anxiety studies.

AcaDragon: Designing AI-Driven Communication Strategy, Ethics, and Value Creation in a Connected Knowledge Economy

Paper ID:303

Abhijeet Singh
School of Business, Nipissing University

Priya Pandey
Yorkville University

ABSTRACT:

This teaching case examines AcaDragon, a next-generation technology company operating at the intersection of artificial intelligence, education, corporate learning, and digital communication strategy. AcaDragon functions as an AI-enabled ecosystem that connects educational institutions, corporates, subject matter experts, and end consumers through a product-based digital platform, while also delivering customized AI-driven solutions across sectors. The firm's core value proposition lies in orchestrating knowledge exchange, personalized communication, and value co-creation at scale using advanced AI capabilities.

As organizations increasingly rely on AI-driven communication across omnichannel environments, AcaDragon reaches a strategic inflection point. Its AI-powered content engines, conversational interfaces, personalization algorithms, and emerging emotion-aware messaging capabilities enable scalable engagement and operational efficiency. However, these same capabilities introduce growing concerns related to data ethics, transparency, emotional manipulation, algorithmic bias, and erosion of stakeholder trust. Simultaneously, clients demand more sophisticated features such as real-time personalization, AI-assisted crisis communication, and reputation management, further intensifying strategic and ethical complexity.

Set against the backdrop of rapid AI adoption, heightened public scrutiny, and evolving regulatory expectations, the case follows AcaDragon's leadership team as they evaluate how to design a responsible and scalable AI-driven communication strategy. The central challenge is to balance innovation and growth with ethical governance, human oversight, and long-term competitive advantage. Drawing on research in adaptive leadership and AI-driven digital transformation, the case highlights how leadership capability, governance mechanisms, and organizational culture shape the effectiveness and legitimacy of AI-enabled communication strategies.

Designed for graduate-level courses in Business Strategy, Entrepreneurship, Strategic Communication, Digital Marketing, and AI Governance, the case aligns closely with Track 3: AI & Emerging Communication Strategies. It invites students to analyze how AI-driven communication influences stakeholder trust, organizational legitimacy, and sustainable value creation, and to grapple with strategic trade-offs between scale and responsibility in an increasingly AI-sensitive environment.

AI for Sustainable Social Entrepreneurship: Balancing Innovation with Ethics and Mindful Impact

Paper ID:505

Prof (Dr) Namita Rajput
Sri Aurobindo College, University of Delhi, Delhi,

Dr Jeyalakshmi R
Anna University, Chennai, India

Dr Jyotsna
Institute of Management Studies Sector-5, Rohini, Delhi, India

Radhika
Chaudhary Devi Lal University, Sirsa, Haryana, India

ABSTRACT:

The role of AI is increasing these days due to operational efficiency, data-driven decision-making ability, and scaling Impact in transforming social enterprises. Thus, this paper was an attempt to develop a comprehensive research conceptual framework that examines how AI adoption, technological infrastructure, entrepreneurial orientation, ethical AI awareness, and resource capability influence sustainable social enterprise impact through ethical innovation practices and stakeholder trust as mediating factors, and mindfulness orientation is proposed as a key moderating factor. Whatever, its integration also raises critical ethical, social, and sustainability concerns. Data was gathered from 544 respondents; the conceptual model and hypotheses aim to guide future empirical research by offering a holistic perspective on the mechanisms through which AI can strengthen or compromise social value creation. The findings were that all independent variables named organisational AI readiness, entrepreneurial orientation, ethical AI awareness, and technological infrastructure readiness significantly affect sustainable social enterprise impact, with a substantial mediating impact of ethical innovation practices. Overall, the paper contributes to sustainable entrepreneurship literature by highlighting the importance of balancing technological advancement with ethical responsibility and mindfulness-driven decision-making to ensure long-term social impact.

A Human-Centered AI Framework for Addressing Rural Entrepreneurial Challenges: Evidence from Small-Scale Industries

Paper ID:211

MANOJ DEVA YEDDU
ADIKAVI NANNAYA UNIVERSITY

Dr.K.V. RAMANA MURTHY
Andhra University

ABSTRACT:

This paper addresses a critical lacuna in the literature by proposing and conceptually validating a novel Human-Centered AI (HCAI) Design Framework (HCAI-SSI) tailored to overcome the systemic, technical, and socio-economic challenges faced by rural small-scale industries (SSIs) in developing economies. The primary purpose is to shift the developmental discourse from technology adoption to context-specific AI co-creation; a process rooted in the principles of Inclusive Innovation. Background & Gap: Existing AI frameworks are predominantly designed for urban, resource-rich enterprises, failing to account for the unique context of rural SSIs, characterized by low digital literacy, sporadic infrastructure, and acute capital constraints. This design misalignment often leads to technology rejection and a widening of the digital divide (Yeddu et al., 2025). Methodology: The study employs a rigorous evidence-based conceptual analysis, synthesizing insights from Human-Centered Design (HCD), Sociotechnical Systems Theory (STS), behavioural adoption models (TAM/UTAUT), and empirical findings on rural entrepreneurship. Key Findings: The resulting HCAI-SSI Model is an iterative, four-phase design cycle that mandates placing the entrepreneur and consumer at the core of the AI lifecycle. Findings emphasize that successful AI interventions must be low-cost, vernacular, and Explainable (XAI), focusing primarily on transforming the local Consumer Experience (CX) and simplifying Marketing Analytics, which aligns with the IIM Bodh Gaya ICM 2.0 conference theme. Contributions: This research offers a novel theoretical synthesis of HCD and STS for rural AI contexts and provides a tangible, socio-culturally sensitive design blueprint for policymakers and implementing agencies seeking equitable digital transformation and sustainable rural development.

Anthropomorphism, Cultural Localization, and Engagement: Evidence from AI-Driven Virtual Influencers on Instagram in India

Paper ID:127

DR. NISHITA DESAI, ASST PROF IMDR, PUNE
DR. SURAJ KAMBLE, ASSOCIATE PROF IMDR, PUNE
PROF NISHA GANGOLA, ASST PROF IMDR, PUNE

ABSTRACT:

Anthropomorphism is used to deliver hyper personalised content to users of many of the online platforms face ghosting by regular consumers. In this context, the study investigates the consequences of AI-driven personalization by examining how anthropomorphism (Gomes et.al.,2025) and personalization fatigue influence consumer detachment behaviour. To explain the psychology process of how loyalists silently withdraw from brand while exposed to anthropomorphised content was analysed using Conservative resources theory (Hobfoll,1989) along with Technology-Trust Behaviour model (Mani et.al.,2025) and Stressor-Detachment model(Sonnentag,2014).

The research proposes a framework where AI driven personalization through anthropomorphism gives rise to fatigue (Molka Triki, Amal Makni Turki.,2025) which is expressed in two different ways as relationship cynicism and micro irritation. Relationship cynicism where consumers develop cynicism due to low-quality sellers, counterfeit products, manipulated reviews, inconsistent delivery or return experiences (helm et.al.,2015)and micro-irritations developed due to delayed deliveries, incorrect items, hard-to-find customer care, slow refunds, confusing return rules(Gupta et.al.,2019) will accumulate small frictions and further leads to macro-exit which contributes to brand ghosting behaviour

Transformative Impact of AI: Advancements, Implications and Techniques

Paper ID:315

Bhavna Galhotra
Jagan Institute of Management Studies

ABSTRACT:

In this paper the evolution and the paradigm shift of the generative AI is explored, also it highlights the technological changes and leaps that have spurred the creation of the image and the video content based on the reality. As we get into the effects and synthetization of the video and alteration of the same, we can realize that the functionalities of the generative AI go beyond the existing usage of the Generative AI (Adanyin, (2024).). There are multiple methods that are actually being used in the AI usage like frame interpolation, neural video synthesis, and motion transfer, all of which play a role in the smooth generation of realistic video clips and manipulation of existing video content. Frame interpolation enables rendering in between the frames which improves the videos. motion fluctuation while the neutral video synthesis utilizes the deep learning models to create new video content from the basic. Motion transfer is a technique or a method that allows to transfer one object moving which is a result of the animation having an authentic visual media. With the navigation of these performances and the developments it is really becoming a relevant source so that we can comply to the broader implications of the generative AI for the world. (Biddle, (2021))

Ethical concerns with Generative Artifical Intelligence: Impact on Student's Decison Making

Paper ID:507

Mayank Dimri
Chitkara Business School,
Chitkara University Rajpura

Jaiditya Arora
Chitkara Business School,
Chitkara University Rajpura

ABSTRACT:

This research shows student views of GenAI (Generative Artificial Intelligence) in the context of education, cantering on their ethical concerns, learning outcomes, and behavioural changes. A quantitative, cross-sectional survey collected data from 141 students of various educational levels through online questionnaires containing demographic items and Likert-scale questions. The study looked into the impact of GenAI-powered tasks on academic integrity, social communication, critical thinking, and academic confidence. Results indicate that students, as a group, recognize GenAI as a learning aid, yet a significant number worry about the loss of social interaction, decline in problem-solving skills, and the rise of unethical behaviour. Most of them feel that GenAI weakens the real learning process and the trust of education, which points to an immediate necessity of setting up clear rules that would ensure the proper and ethical use of AI.

AI Enhanced digital promotions and consumer buying behaviour in the fruit based beverages sector : A systematic literature review

Paper ID:133

Pratik Nagre
MIT College of Management

Ashok Todmal
MIT College of Management

ABSTRACT:

Artificial intelligence (AI) has transformed digital promotional activities in consumer markets, although there is a lack of specific evidence in the sector with respect to fruit-based beverages (FBBs). The proposed systematic literature review focuses on peer-reviewed articles published in the past ten years (2015-2025) in Scopus, Web of science, Science Direct, SpringerLink, IEEE Xplore, Google Scholar and DOAJ in an attempt to determine the role played by AI-enhanced promotional tools in influencing cognitive, emotional and behavioural aspects of consumer buying behaviour in the FBB industry. Using a multi-stage screening plan, 1,248 records were identified, and 41 studies finally included in the study according to the PRISMA 2020 guidelines through independent screening and quality evaluation with the use of CASP, JBI, and MMAT. The comprehensive theoretical approach of the review is based on the combination of the Stimulus-Organism-Response (SOR) model, Technology Acceptance Model (TAM), Theory of Planned Behaviour (TPB), and Unified Theory of Acceptance and Use of Technology (UTAUT), which allows the review to take a structured look at how AI-based stimuli influence internal processing and behavioural reactions to consuming a beverage. Results show that personalisation engines, recommender engines, social-media engines, predictive analytics, chatbots, programmatic advertising, and immersive AR/VR platforms have a great impact, with personalised and immersive mechanisms having the greatest effect on younger consumers. The review is the first industry-specific synthesis of AI-enabled digital promotion of fruit drinks, which offers theoretical insight, management implications of segmentation and targeting, and policy implications on ethical disclosure and youth-focused promotion. The future research directions are cross-cultural comparisons, cross-cultural sensory expectation formation using AI, generative AI usage, and governance schemes to promote responsible and evidence-based implementation of AI in the marketing of fruit-based beverages.

Artificial Intelligence in Tourism and Experience Management: Implications for Service Quality, Personalization, and Sustainability

Paper ID:405

RACHARLA MAMATHA
AMITY UNIVERSITY

DR. ASHUTHOSH KUMAR
PROFESSOR, AMITY BUSINESS SCHOOL, AMITY UNIVERSITY RAJASTHAN, JAIPUR,

DR. ABHINEET SAXENA
ASSISTANT PROFESSOR, COORDINATOR YSBC, AMITY BUSINESS SCHOOL, AMITY UNIVERSITYRAJASTHAN, JAIPUR

ABSTRACT:

Artificial intelligence (AI) is reshaping tourism and hospitality by transforming how experiences are designed, delivered, and governed across the visitor journey. This paper develops a conceptual perspective on the role of AI in experience management with specific attention to service quality, personalization, and sustainability. Synthesizing research on AI in tourism, smart services, and experience management, the paper first maps key AI applications—such as recommender systems, chatbots, conversational agents, sentiment analysis, robotics, and augmented/virtual reality—to pre-trip, on-site, and post-trip stages of the journey. It then introduces a framework linking AI-enabled functionalities (prediction, automation, interaction, and augmentation) to core dimensions of the tourism experience (cognitive, affective, behavioral, relational, and symbolic) and to sustainability outcomes (environmental, socio-cultural, and economic). AI can enhance experiential value through hyper-personalized offers, real-time service recovery, and smart destination management, while supporting environmental and social goals via demand forecasting, resource optimization, and visitor flow control. At the same time, it creates critical risks: privacy and surveillance, algorithmic bias, labor displacement, loss of authenticity, and rebound effects that may intensify travel and emissions. To address these tensions, the paper proposes principles for humanized and responsible AI in tourism that embed sustainability and well-being into optimization logics, adopt human-in-the-loop design, and align governance mechanisms with ethical AI standards. A set of research propositions and a future research agenda are offered to guide empirical work and policy design in international management and sustainability contexts.

The Role of Social Media Influencers in Shaping Consumer Purchase Intentions in Tripura: A Systematic Literature Review

Paper ID:117

ANIRBAN DASGUPTA
RESEARCH SCHOLAR, FACULTY OF MANAGEMENT AND COMMERCE, ICFAI UNIVERSITY, TRIPURA, INDIA

DR. SUJIT DEB
PROFESSOR, FACULTY OF MANAGEMENT AND COMMERCE, ICFAI UNIVERSITY, TRIPURA, INDIA

ABSTRACT:

The swift spread of social media platforms has significantly altered marketing communication and redefined how consumers make purchasing decisions, making social media influencers (SMIs) essential intermediaries between products and buyers (Kaplan & Haenlein, 2010; Kietzmann et al., 2011). Influencer marketing has become increasingly important in emerging and semi-urban marketplaces, where the rate of digital adoption is accelerating and the credibility of traditional advertising is waning (De Veirman et al., 2017; Lou & Yuan, 2019). This systematic literature review compiles existing research on the impression of social media influencers on customer buying intentions, aiming specifically on Tripura, a northeastern Indian state noted for its rising internet access, youthful population, and growing digital commerce (Statista, 2023; IAMAI, 2022).

Using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines, this examination analyzes peer-reviewed articles published in Scopus indexed journals from 2013 to 2024 (Moher et al., 2009). A total of 100 studies were systematically located, evaluated, and examined to reveal prevalent themes, theoretical frameworks, research methods, and contextual insights regarding influencer-driven purchase intentions. The outcomes show that influencer reliability, trustworthiness, expertise, authenticity, attraction, and parasocial interaction are the most consistent factors influencing purchase intentions (Erdogan, 1999; Ohanian, 1990; Djafarova & Rushworth, 2017; Sokolova & Kefi, 2020). Moreover, the alignment between influencers and brands, the characteristics of the platform, and cultural proximity significantly influence consumer reactions, which is especially pertinent in region-specific markets like Tripura (Breves et al., 2019; Casaló et al., 2020; Jin et al., 2019).

The review indicates a significant dependence on theories such as Source Credibility Theory, Social Influence Theory, and the Stimulus–Organism–Response (S–O–R) framework, while also recognizing the scarcity of research contextualized to northeastern India (Erdogan, 1999; Mehrabian & Russell, 1974; Kelman, 1958). By merging global findings with local context, this study adds to the influencer marketing literature by providing a structured synthesis and pinpointing areas that require further empirical investigation in underrepresented regions. The findings offer insightful information for academics, marketers, and policymakers who are aiming to create culturally attuned and effective influencer marketing strategies.

Keywords: Social media influencers; Digital marketing; Purchase intention; Consumer behavior; Influencer marketing; Tripura; Systematic literature review

AI and Big Data Analytics for Detecting Anomalies in ESG Disclosures

Paper ID:502

RAM KRISHNA

DEPARTMENT OF COMPUTER APPLICATION
INTEGRAL UNIVERSITY, LUCKNOW, INDIA

ABSTRACT:

Environmental, Social, and Governance (ESG) disclosures are now common, but concerns about their accuracy and bias persist. To address this, we propose a novel AI and big data analytics framework for automatically detecting anomalies in ESG reports. The method uses natural language processing to interpret narrative disclosures alongside machine learning analysis of quantitative metrics. It links textual claims with reported indicators and benchmarks them against sector-specific norms and trends, enabling detection of outliers (e.g. improbable emission cuts or unsupported net-zero pledges). This approach effectively applies AI at scale to ESG data, expanding the scope of big data analytics in corporate sustainability assessment.

We demonstrate the framework on a dataset of ESG disclosures from Indian companies, achieving improved anomaly detection compared to traditional auditing. The system generates interpretable alerts combining numerical deviations with textual evidence, which guided auditors to focus on genuinely high-risk claims. For example, it flagged cases where ambitious environmental targets were not backed by operational data. By automating validation, our model reduced manual review effort (roughly 15 hours saved per 100 reports) and aligned with industry findings that AI validation enhances data credibility. Overall, AI-assisted assurance on large ESG datasets promises to strengthen transparency and stakeholder trust in sustainability reporting.

Keywords: ESG reporting, Artificial Intelligence, anomaly detection, Graph Neural Networks, sustainability assurance, Big Data, Corporate Governance.

Conceptualizing Phygital Capability in Retail: A Framework for Enhancing Customer Experience

Paper ID:620

DR. PAYAL SANAN

PRIN.L.N.WELINGKAR INSTITUTE OF MANAGEMENT DEVELOPMENT AND RESEARCH (PGDM),MUMBAI,INDIA

ABSTRACT:

The retail landscape has undergone a fundamental transformation with the integration of digital and physical channels, giving rise to the concept of phygital retail. While practitioners increasingly deploy hybrid customer journeys combining in-store and digital touchpoints, the academic understanding of phygital capability remains fragmented. Existing studies often examine omnichannel retailing or digital transformation independently, without conceptualizing the organizational capabilities needed to integrate digital and physical experiences seamlessly. This paper develops a conceptual framework that identifies the key constituents of phygital capability in retail and examines how these capabilities shape customer experience. Drawing upon the resource-based view, service-dominant logic, and omnichannel retailing literature, the study proposes four core components of phygital capability: (1) digital–physical infrastructure integration, (2) data-driven personalization capability, (3) channel integration and journey orchestration, and (4) service flexibility and responsiveness. The framework argues that these capabilities collectively enable retailers to create seamless, personalized, and responsive customer journeys across channels, thereby enhancing overall customer experience. The paper advances several propositions and discusses implications for retail strategy and future research.

Keywords: Phygital capability, Retail, Customer experience

Impact of Eco-Labels on Gen Z Consumers' Sustainable Fashion Choices: The Role of Social Influence and Trust

Paper ID:189

MR. HIMANSHU GAUR
DPG INSTITUTE OF TECHNOLOGY & MANAGEMENT
ASSISTANT PROFESSOR, DEPARTMENT OF MANAGEMENT STUDIES

DR. PRIYANKA SINGH
MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH AND STUDIES
PROFESSOR, SCHOOL OF LEADERSHIP AND MANAGEMENT

ABSTRACT:

This research tries to explore the influence of Artificial Intelligence (AI) on consumer decision making within the fashion apparel industry. It examines how AI-powered platforms in various channels, including social media advertising, webpages and blogs, Smartphone applications, and automated emails, impact user trust, attitude, and ultimately, purchase decisions. The study highlights the importance of building trust with consumers as a crucial factor influencing their purchasing behavior. Social media advertising, when transparent and ethical, can positively impact trust through increased brand awareness and familiarity. Similarly, well-designed websites, informative blog content, and helpful AI chatbots on webpages contribute to positive user attitudes towards the brand or product. Furthermore, the research emphasizes the effectiveness of AI-powered personalization in influencing user decisions. Smartphone applications with personalized recommendations and features significantly affect user attitudes, potentially leading to higher purchase rates. However, the study also identifies potential drawbacks. Automated emails, if perceived as impersonal or spammy, can negatively impact user attitudes. Additionally, concerns regarding data privacy, misinformation, and algorithmic bias remain crucial considerations for AI integration in marketing strategies. Overall, the research underscores the significant role AI plays in shaping consumer experiences and influencing purchasing decisions within the fashion e-commerce landscape. It emphasizes the need for ethical and transparent practices to build trust and foster positive user attitudes while leveraging the power of AI personalization to enhance the customer journey and drive business success.

Keywords: Artificial intelligence, AI driven Marketing, Apparel Industry, SEM

FACTORS AFFECTING CONSUMER PURCHASE BEHAVIOUR ON E-COMMERCE WEBSITES IN PATNA

Paper ID:134

ARINDAM ROY
VEER KUNWAR SINGH UNIVERSITY, ARA, BIHAR

DR. SANJAY KUMAR SINGH
HEAD OF THE DEPARTMENT (COMMERCE AND MANAGEMENT), VEER KUNWAR SINGH UNIVERSITY, ARA, BIHAR

ABSTRACT:

By the end of 2025, the Indian e-commerce market is predicted to have grown to a value of over Rs.17000 Crore. Some of the elements driving this industry's growth include better infrastructure, a rise in smartphone plus internet access across India, and a shift in consumer behaviour that favours purchasing goods online over traditional retail establishments. Due to the widespread adoption of the online shopping experience by Indian consumers, a growing number of vendors are shifting to e-commerce websites for marketing their goods and services.

This study aims to comprehend the reasons behind consumers' shift to e-commerce platforms, as well as the various factors that influence consumers' adoption of these platforms. Hedonistic incentives, time-saving and cost-saving orientations, post-use value of services, and attitudes about online websites are some of these aspects. The goal of the study is to determine what factors encourage consumers to shop online and how e-commerce businesses can raise the calibre of their services to draw in more clients. The study's primary data came from respondents residing within the city of Patna.

Keywords: Consumer Purchase Behaviour, Online Shopping Behaviour, Technology Adoption, Customer Experience, Post-Usage Usefulness, Hedonic Motivation, Price Saving Orientation, Time Saving Orientation, Attitude Toward Online Websites, Contingency Framework, E-Loyalty, Shopping Motivation, Digital Buying Behaviour, Factors Influencing Online Purchases, Customer Preferences in E-Commerce, Online Payment Behaviour.

How Users Anticipate Electric Mobility: Exploring Pre-Adoption Expectations of Electric Two-Wheeler Consumers

Paper ID:188

KARTIKEYA ASHOK
SOURABH ARORA

DEPARTMENT OF MANAGEMENT STUDIES,
INDIAN INSTITUTE OF TECHNOLOGY ROORKEE, INDIA

ABSTRACT:

A rise in electric vehicle (EV) discontinuance across multiple nations has given a jolt to the entire EV segment, including electric two-wheelers (E2Ws), weakening consumer adoption sentiment and disparaging consumer confidence. The E2W literature has extensively covered the adoption angle, yet the percentage rise in E2W sales is marginal. Incidentally, the current E2W users have a fair working knowledge of the internal combustion two-wheelers (IC2Ws), which serves as a base metric for assessing the performance of current E2Ws. The literature suggests that consumers experience satisfaction with respect to the expectations they set for the performance. This study examines the expectations of new users regarding E2Ws through a qualitative inquiry. The study targeted and interviewed new E2W users only at the time of their delivery receipt. In total, 40 interviews were conducted in Bengaluru using purposive sampling, and an iterative method was employed to code the interview transcripts using NVivo software, drawing conclusions based on Gioia's methodology. The findings revealed three types of user expectations in the form of functional, experiential, and symbolic that played an important role in assessing the future expectations regarding the overall experience of E2Ws. EV stakeholders can benefit from such revelations by altering the current E2W offering in accordance with user expectations to reduce EV discontinuance, leading to an increase in overall EV sales.

Keywords: Expectations, Electric two-wheelers, Qualitative, E2W

THE IMPACT OF AI AND GENERATIVE AI IMPLEMENTATION ANNOUNCEMENTS IN TRAVEL, TOURISM, AND RECREATION SECTOR

Paper ID:414

DR. GOPAL KUMAR

INDIAN INSTITUTE OF MANAGEMENT RAIPUR (IIM RAIPUR)

ABSTRACT:

Travel, tourism, and recreation have become important parts of the global economy. This sector contributes significantly to the world's GDP. After a disruption during COVID-19 pandemic, this sector is gaining momentum and has seen several innovations in its operations and its customer experience. One such innovation is implementation of AI and Generative AI to streamline their operations and customer experience. Smart room control, skip the check-in desk, Infinite Kitchen, eco-friendly practices, reducing food wastage, entertainment, etc., are some of the examples using AI capabilities. This study aims to study the impact of AI and Generative AI implementation in the sector of travel, tourism, and recreation. We have collected announcements and news about when a company in this sector announced to use and implement AI or generative AI for their operations and deliver better customer experience. We have collected 179 such instances when a company announced and reported using AI or ChatGPT for their operations and customer experience. Among these companies, 57 companies registered with the stock markets were filtered. Stock returns data was fetched from Yahoo Finance, and event study was conducted on the data. We uncovered several interesting findings. Companies registered in Asia show positive returns during a window of [0,1]. Almost 50% of the companies registered with the New York Stock Exchange have shown positive returns while others displayed negative returns. Companies registered in France have shown significant positive returns over a window from [0,1] to [0,5]. Companies registered with the UK's London stock market have shown significant negative returns. This study puts everything into perspective and draws theoretical and managerial implications.

AI Powered Branding Strategies as Drivers of Customer Engagement among GENZ females.

Paper ID: 161

DR.T.ANITHA
MRS.NIRMALA
MS.KIRTHIGA.B

DEPARTMENT OF COMMERCE, SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN, CHROMEPET,CHENNAI - 600 044

ABSTRACT:

The branding practices that heavily relied on artificial intelligence AI are now quickly adopted by companies to communicate with digital natives like generation z in a much different way among all the consumers. Gen z women have the strongest influence due to their highly tech-savvy lifestyles heavy dependence on social media and the desire for brands to treat them as individuals. The aim of this study is to find out how far AI-based branding can get in turning gen z females into loyal customers. The research is directed to specific AI practices like personalization of suggestions, interaction with virtual assistants or bots and predictive analytics, partnership between AI influencers and content creation powered by AI. Through a structured questionnaire a primary data collection will be done from gen z female respondents about their knowledge perception and engagement reactions to AI-enabled brand interactions. The study uses quantitative research design along with statistical methods such as descriptive analysis, factor analysis and regression in order to find out which AI branding dimensions have the most impact on driving engagement outcomes like trust emotional connection brand loyalty and purchase intention. It is expected that the findings will help in understanding how brands can use AI as a strategic tool in a way that the creation of brand experiences for gen z females would already be meaningful ethical and immersive.The study not only adds to the existing literature on branding but also gives marketers new ways to engage consumers through intelligent data-driven branding strategies.

Keywords: Artificial Intelligence, Branding strategies, Customer engagement, Gen z females, Digital marketing, Personalized branding.

Scope and Challenges of Private Labels in India

Paper ID: 121

RISILA PRAMANICK
DR. PRITAM CHATTOPADYAY
AMITY UNIVERSITY, KOLKATA

DR. SOUGATA BANERJEE
NIFT, KOLKATA
AICTE - MINISTRY OF TEXTILES, GOVERNMENT OF INDIA

ABSTRACT:

Private label brands (PLBs) in India's organized fashion sector have undergone a paradigmatic shift, evolving from cost-driven alternatives into strategic instruments of retail differentiation. This narrative review navigates the unique "dual reality" characterizing the Indian PLB landscape: while private labels have become the financial backbone of leading retailers—accounting for 75–90% of apparel SKUs and delivering superior margins of 20–50%—they remain constrained by legacy perceptions of quality inferiority and a trust deficit that limits broader market penetration. Drawing on a synthesis of consumption literature, buying behavior research, and retail strategy, the study articulates how PLBs are transitioning from functional, price-led positioning to becoming dynamic, trend-responsive fashion brands. The analysis reveals that while retailers have successfully expanded scope through multi-tiered portfolios, substantive challenges persist, including structural distribution limits, inventory forecasting vulnerabilities, and the deep psychological inertia favoring established national brands.

Crucially, the review identifies that the future trajectory of PLBs is being reshaped by the "transformative forces" of digital influence and conscious consumption. It argues that for PLBs to bridge the gap between retailer reliance and consumer acceptance, they must pivot from a transactional value proposition to an identity-centric approach. This requires building authentic brand narratives anchored in sensory quality, experiential retail excellence, and verifiably sustainable practices that resonate with the values of digital-native Gen Z and Millennial consumers. The study concludes that PLBs are no longer peripheral players but are central to the future architecture of Indian fashion retail, provided they can successfully integrate digital engagement and ethical credentials to overcome persistent trust barriers.

Decoding Digital Investment Influence: The Role of Finfluencer's Credibility, Homophily in Shaping Retail Investment Intentions

Paper ID: 150

SHRUTI AGRAHARI
RESEARCH SCHOLAR
BANARAS HINDU UNIVERSITY
DR. VANDANA SONKER
ASSISTANT PROFESSOR
BANARAS HINDU UNIVERSITY

ABSTRACT:

Purpose: This study examines how Finfluencer characteristics, namely Expertise, Credibility, Attractiveness, Homophily, and Content quality, shape retail investors' attitudinal outcomes and behavioral intentions toward investment. It further investigates the moderating effect of information overload within the Stimulus–Organism–Response (SOR) framework.
Design/methodology/approach: A quantitative research design was employed, utilizing a structured questionnaire administered to active retail investors who engage with financial content on social media. Data were analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM) to assess the measurement and structural models for hypothesis testing.
Findings: Results indicate that credibility and content quality significantly and positively influence investor attitude. Homophily exhibits a weaker influence than expected, suggesting that similarity-based appeal may be less critical in financial contexts compared to informational value. Attitude emerged as a strong predictor of investment intention. However, Information overload was found to be insignificant as a moderator in these relationships.
Research limitations: The study is limited to active social media retail investors in India and relies on self-reported data. Future research could examine cross-platform variations or employ a longitudinal research design.

Practical implications: This includes regulatory guidelines and structured investor education programs to reduce misinformation risks and strengthen responsible investment behaviour.

How Reviewer Background Images Shape Purchase Intentions: A Visual and Emotional Processing Perspective

Paper ID: 105

NEHA
PH.D. SCHOLAR, DEPARTMENT OF MANAGEMENT BIT,MESRA,RANCHI
BIRLA INSTITUTE OF TECHNOLOGY, MESRA , RANCHI

ABSTRACT:

Purpose.
This study aims to examine the influence of background images on the purchase intention of consumers. The influence of visual complexity, socio-economic hints, background beauty, contextual relevance is examined along with the mediating impact of emotional ambivalence and moderating impact of product-type (mainstream vs. high-end).

Method.
We used measurement scales used by other researchers in the same field. Researchers used a structured questionnaire to gather data from 251 Indian online consumers, who were users familiar with pictorial reviews. The PLS-SEM (SmartPLS 4.0) was used to analyse the proposed conceptual model as it fits best for predictive models with multiple mediators and moderators. The evaluation of reliability, validity, and structural relationships took place during the measurement process.

Findings.
According to the results, the background cues shaped consumers' emotions and purchase intentions. A good background will increase intention through perceptual fluency whereas a low-quality background with additions will lessen intention through emotional ambivalence. The socioeconomic cues and relationship with product type creates differentiation in evaluative patterns of a mainstream and a high-end product.

Implications.
This study builds on research about online reviews and visual processing by uncovering background-image effects in consumer decisions. For practitioners, the findings indicate the need for contextually relevant and appealing review images to positively enhance consumer trust, mitigate conflict and improve purchase outcomes.

Role of Virtual Reality in the Enhancing Entertainment Experience: An Empirical Study of Mall-Based Gaming Experiences in Kerala

Paper ID: 409

PROF. LIMISHA MATHEWS
ASSISTANT PROFESSOR, GOVERNMENT COLLEGE KATTAPPANA &
RESEARCH SCHOLAR PAVANATMA COLLEGE MURICKASSERY

PROF. DR.ALOYSIUS O.C,
RESEARCH GUIDE, PAVANATMA COLLEGE MURICKASSERY & PRINCIPAL
GOVERNMENT COLLEGE MUNNAR.

ABSTRACT:

Virtual Reality (VR) has emerged as a powerful transformative technology in the entertainment and gaming sector by enabling the customers to imbibe immersive, interactive, and emotionally engaging experiences. It has changed the way games are played on the screens, especially at homes. VR has made games multi-dimensional. In India, VR adoption is more visible in location-based entertainment environments, particularly the shopping malls. Kerala, known for its high digital literacy, increased mall culture, and a youth-driven leisure economy, provides a suitable context to analyse the VR- enabled entertainment experiences. This study investigates the empirical role of VR in shaping entertainment experience in terms of quality, satisfaction, engagement, and behavioural intentions among mall visitors in Kerala. Based on presence theory and flow theory, the study proposes and tests a structural model using the data collected from 300 respondents who experienced VR gaming in malls located in Kochi, Kozhikode, and Thiruvananthapuram. Structural Equation Modelling (SEM) was employed for data analysis. The findings reveal that VR system and content features significantly influence presence and flow, which in turn enhance entertainment experience quality. Experience quality positively affects satisfaction and engagement, which subsequently drive footfalls, word-of-mouth publicity, and willingness to pay higher quality. The study contributes to immersive entertainment literature and provides practical insights for mall entertainment operators and VR developers in Kerala.

Keywords: Virtual Reality, Entertainment Experience, Gaming, Presence, Flow, Mall-Based Entertainment,

THANK YOU

Editors:
Dr. Anup Anurag Soren, Dr. Pinaz Tiwari, Dr. Chandan Parsad