

Exploring Business Success

Leadership, Marketing Strategies,
and Societal Dynamics
in Modern Enterprises

RAJITA NAIR,
DR. KAJAL CHHEDA



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E-mail: info@booksarcade.co.in, booksarcade.pub@gmail.com

Website: www.booksarcade.co.in

Edition: 2025 (Revised)

ISBN: 978-93-49689-52-7



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CHAPTER 1

A STUDY ON CULTURAL AWARENESS IN GLOBAL LEADERSHIP: AN INTERDISCIPLINARY APPROACH TO MANAGEMENT

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ABSTRACT:

In today's interconnected and diverse business landscape, effective global leadership demands a profound understanding of different cultures, making Cultural Intelligence (CQ) a critical competency for success. This research paper delves into the multifaceted realm of Cultural Intelligence, examining its significance from a cross-cultural management perspective. It underscores the imperative role CQ plays in the context of global leadership, shedding light on its development, measurement, and application in enhancing organizational performance. It scrutinizes various assessment tools and training programs designed to cultivate CQ, stressing the importance of customized approaches that consider an individual's background and context. Furthermore, it discusses the correlations between Cultural Intelligence and positive organizational outcomes, such as improved team collaboration, innovation, and global market expansion.

The paper also delves into the challenges that global leaders may encounter in developing and applying Cultural Intelligence, including ethnocentrism and cultural biases. It highlights the need for continuous learning and adaptability in a constantly evolving global business environment.

In conclusion, this research paper illuminates the pivotal role of Cultural Intelligence in the domain of global leadership and cross-cultural management. It underscores the importance of recognizing and leveraging diverse cultural perspectives to drive organizational success. By synthesizing theoretical insights with practical applications, it offers a valuable resource for leaders and organizations seeking to thrive in a culturally interconnected world.

KEYWORDS:

Cultural, Diversity, Equity, Inclusivity, Psychology.

1. INTRODUCTION

In a world that has become increasingly interconnected, the success of new global leaders is dependent upon their ability to understand and adapt to different cultural contexts. This research paper dives into the convergence of Cultural Intelligence and Global leadership, intending to unravel the complex dynamics that carry successful leadership in today's global societies.

The research employs a comprehensive review of existing literature, drawing on various disciplines such as psychology, management, and cross-cultural studies to synthesize a holistic perspective on CQ and its implications for leaders. It explores the mechanisms through which cultural intelligence influences the decision-making process, interpersonal relationships, and organizational performance. In this paper, the status of social intellect in worldwide headship and how it fits into the larger framework of diversity, equality, and inclusion (DEI) initiatives is reviewed. DEI is becoming increasingly important in enterprises

around the world, and global leaders play a critical role in promoting these ideals. The purpose of this paper is to shed light on how leaders with high CQ contribute to DEI goals, hence building a more inclusive and fair global work environment. Until the mid-1900s, academics were the primary experts in the inspection, dissection, and comparative study of the biosphere's civilizations [1], [2].

Having some understanding of the topic helped us when we traveled overseas and when we welcomed visitors from other countries. Furthermore, this paper investigates the practical application of CQ within the context of global leadership. It highlights the relevance of cultural intelligence in cross-cultural negotiation, conflict resolution, and building inclusive teams.

The research examines real-world case studies and examples to illustrate how CQ can lead to successful global leadership outcomes. This research paper contributes to a deeper sympathy for the synergy between social intellect and global leadership. It underscores the necessity for leaders to cultivate and harness their CQ to excel in a diverse, interconnected world. The findings provide valuable insights for organizations, policymakers, and educators in fostering the development of cultural intelligence among aspiring and current global leaders, ultimately facilitating a more harmonious and productive global community.

2. LITERATURE REVIEW

E. Tuleja *et al.* [3] explored that For today's commercial front-runner who aspires to communicate successfully crossway limits, understanding how firms work about cultural and societal factors is essential. It can be difficult to acquire and assess this kind of expertise, though. "Mindfulness" the capacity to employ introspection to bridge the gap between knowledge and action is one idea that offers a comprehensive definition of intercultural competence.

A model of cultural competency was presented During their pre-departure seminars, and a group of MBA students studying global leadership supported their cross-cultural education during a cross-cultural immersion program in China. Papers submitted by students were examined using a reflective coding technique to show how well they understood intercultural competency.

S. Ahmad *et al.* [4] described the Global executives who have a tremendous challenge in addressing office variety. The purpose of this research is to determine how cultural intelligence influences global leadership effectiveness. In this conceptual research, we summarize important advancements and emerging themes in the field of international management and the impact of cultural awareness on global leaders' performance in cross-cultural work settings during the last few years. The study concludes that a key element determining a global leader's performance in cross-cultural work environments is cultural intelligence.

I. Alonet *et al.* [5] discussed that Global leaders who are emotionally and culturally aware and who can adapt to the unique distant surroundings of many nations and interpersonal work settings must be formed. Two new ideas in particular have an impact on the development of competent global leaders: cultural and emotional intelligence.

When considered through the prism of the conventional definition of intelligence, which is IQ, cultural and emotional intelligence provides a framework for understanding cross-cultural leadership and aids in identifying potential changes that ought to be made to the leadership development program of multinational corporations. This paper claims that to build

successful global leadership, one's emotional intelligence (EQ), analytical intelligence (IQ), and behaviors related to leadership have an impact that is moderated by cultural intelligence (CQ).

K.SaidaLavi^{et al.}[6] explained that global executives have a tremendous challenge in addressing office variety. The purpose of this research is to determine how cultural intelligence influences global leadership effectiveness.

In this conceptual research, we summarize important advancements and emerging themes in the field of global leadership including the impact of cultural intelligence on global leaders' performance in cross-cultural work settings during the last few years. The study concludes that a key element determining a global leader's performance in cross-cultural work environments is cultural intelligence.

B. Forsyth *et al.*[7] discussed the distinctions between the many forms of intelligence, the list was reduced to only two. Emotional quotient (EQ) is the first, while cultural quotient (CQ) is the second. There were variations observed, such as the fact that emotions are not required in many cultural circumstances. There is a difference; CQ was thoroughly examined. It was argued that CQ should be given significant attention to the training of those concerned. Ultimately, a gap in the literature was found. The research paper aims to address the pressing need for a deeper understanding of cultural intelligence within the context of global leadership. In an increasingly interconnected world, where businesses and organizations operate across diverse cultures, the ability to navigate the intricacies of cultural differences is paramount for effective leadership and successful cross-cultural management. This study seeks to shed light on the significance of cultural intelligence in facilitating collaboration, decision-making, and innovation in international leadership, offering insights that can inform and enhance the practices of leaders in a globalized landscape.

3. METHODOLOGY

3.1 Design:

This education employs a qualitative research design. Qualitative investigation is well-suited for traveling multifaceted social phenomena, as it allows for in-depth analysis of existing knowledge and insights from various secondary data sources.

3.2 Sample and Instruments:

The research methodology for this paper on "Cultural Intelligence in Global Leadership: A Cross-Cultural Management Perspective" aims to explore the intersection of Cultural Intelligence (CQ), Diversity, Equity, and Inclusion (DEI), and strategies for achieving a successful and diverse workplace. This research paper relies solely on secondary data sources, such as academic literature, case studies, reports, and relevant theoretical frameworks.

3.3 Data Collection:

- a) *Academic Journals:* Scholarly papers from reputable journals related to cultural intelligence, cross-cultural management, diversity, equity, and inclusion will be reviewed.
- b) *Reports and Case Studies:* Industry reports, organizational case studies, and reports from global institutions like Harvard Business Review and McKinsey and Company related to cultural intelligence and diversity in the workplace will be analyzed.

- c) *Databases:* Such as Google Scholar, ResearchGate, and relevant academic search engines are used to access the most recent and comprehensive secondary data sources.

3.4 Data Analysis:

The collected subordinate information will be exposed to content analysis. This involves categorizing, summarizing, and synthesizing the key findings, themes, and theoretical frameworks from the selected sources.

The study will be guided by relevant theoretical frameworks, such as Hofstede's cultural dimensions, the Cultural Intelligence framework by Earley and Ang, and models of DEI and leadership such as the transformational leadership model and inclusive leadership theory [8], [9]. The research will adhere to ethical guidelines, ensuring that all sources and authors are properly credited.

The research methodology for this paper on "Cultural Intelligence in Global Leadership. A Cross-Cultural Management Perspective" relies on qualitative data analysis of secondary sources to explore the interplay of Cultural Intelligence (CQ) with Diversity, Equity, and Inclusion (DEI) in global leadership. The study will utilize established theoretical frameworks and ethical guidelines to provide a comprehensive overview of the subject matter.

4. RESULT AND DISCUSSION

Cultural intelligence is a relatively new idea, which has caught the world's attention due to its importance in today's globalized business landscapes. The capacity to perform successfully in contexts with different cultural norms is known as cultural intelligence. General intelligence is the capacity to aim concepts correctly, whereas emotional intelligence is the capacity to function well by managing one's own and others' emotions and resolving glitches and social intellect is the ability to familiarize effectively with new social settings. Managers will have to interact with counterparts from cultures very different from theirs as a result of the heightened pace of global integration [10], [11].

Hence, it is believed that individuals who can approach these cultural concerns effectively can gain a significant competitive advantage. For many years almost none to very little light was shed on the topic and importance of cultural intelligence and cross-cultural management and its importance in the workplace.

Over the years businesses are bound to expand internationally, without the implication of adopting cultural communication skills, which can result in miscommunication, misunderstandings, and, ultimately, the failure of international ventures. Today's managers must learn how to communicate effectively across cultures, a challenge that did not exist for their predecessors. Many managers still don't recognize the importance of cultural intelligence, and fail to understand that if they adopt certain strategies, it can decimate future business deals and mergers.

4.1 The Lewis Culture Model Is Based on Three Aspects:

- a. Lined-dynamic,
- b. Multi-active and
- c. Sensitive.

Linear-active cultures remain rational, task-concerned with, and direct. Multi-active is people-oriented, emotional, and expressive. Reactive cultures are relationship-oriented, respectful, and indirect. This whole model is based on Lewis' observations after being employed with people from different regions and philosophies. This is not a definitive classification, however, works as a guide for training managers in multinational companies. Figure 1 illustrates that there are six dimensions of cultural perspective. We must understand that each ethos has different values, and these are bound to develop and change ended period. For example, the class system in civilization was expunged many years ago from most countries, but still to this day exists in parts of India, despite it being outlawed.



Figure 1: Illustrates the There are six dimensions of cultural perspective [Geert Hofstede, 1980] [12].

- a) *Power distance*: The degree to which the less powerful members of groups and organizations such as families expect and tolerate an unequal allocation of power is known as the power gap. This is the epitome of inequality when the decision is made between more and less (from beneath rather than above). It implies that the degree of disparity in a society is influenced by both leaders and followers. Of obviously, two of the many essential elements of every civilization are power and inequality. All societies have some degree of inequality, although some are more severe than others.
- b) *Individualism v/s collectivism*: The opposite of individualism and it's the degree to which a society's people integrate into groups is referred to as collectivism; this is a social rather than an individual trait. Individualist societies place a high value on self-sufficiency and the close-knit family, with little to no emphasis on interpersonal relationships. Collectivist cultures are ones in which people create strong, cohesive in-groups from birth, sometimes called extended families.
- c) *Masculinity v/s femininity*: The concept of masculinity in this context is "a preference in society for accomplishment, bravery, assertiveness, and material rewards for success." The contrary signifies a desire for collaboration, modesty, aiding those in need, and quality of life. According to IBM research, men's values range depending on the country, from being extremely aggressive and competitive and quite distinct from women's values to being modest and compassionate and fundamentally similar to women's values. Contrarily, women's values are more universal across cultures than men's.

- d) *Uncertainty avoidance*: The degree to which a society accepts or rejects an unforeseen, unusual, or unexpected occurrence is measured by the index of uncertainty avoidance. As demonstrated by several Western European countries, cultures that have a high degree of uncertainty avoidance typically have rigid norms, controlled environments, and a strong demand for predictability. Nations like the US, which have low levels of uncertainty avoidance, are more accepting of change, creativity, and taking calculated risks.
- e) *Extended-term v/s petite term location*: Later Hofstede added another dimension, originally known as 'Pragmatic versus Normative'. This talks about society's perspective on time. Long-term-oriented cultures, such as those seen in East Asian countries such as China and Japan, place a high value on future benefits, perseverance, and adaptation. Short-term oriented cultures, which are common in many Western civilizations, like the US, value rapid outcomes over sustaining tradition.
- f) *Indulgence v/s Restraint*: This dimension assesses a culture's attitude toward having fun and enjoying life.



Figure 2: Illustrates the Methods to employ to avoid cross-cultural conflicts [13].

High-indulgence cultures are more accommodating and allow for a greater spectrum of individual desires and impulses, whereas low-indulgence cultures emphasize self-control and discipline. Understanding these six cultural characteristics can assist individuals, businesses, and organizations in navigating cross-cultural relationships and adapting their strategies to be more effective in various cultural contexts. These characteristics shed light on the values, attitudes, and behaviours that shape cultures worldwide. Developing an effective communication style in a workplace can go a long way in benefitting an organization. When the above-mentioned cultural differences are understood, organizations can begin to develop their communication style when approaching foreign counterparts and avoid the need to resolve cross-cultural misunderstandings [14], [15]. Figure 2 illustrates the Methods to employ to avoid cross-cultural conflicts. This ability seamlessly links to the concept of high-level emotional intelligence popularized by psychologists.

Daniel Goleman, this makes one more tolerant of uncertainty, more open to other cultures, and less convinced that their culture is correct in all contexts and situations. The processes of artificial intelligence, global regulation, and cultural leadership are depicted in Figure 3 the Values of the Business Intelligence Culture Model. Being open and agreeable in your communication can help others appreciate you as an authority and facilitate productive dialogue. To strengthen your abilities in cross-cultural communication, ask for and accept comments. Cross-cultural misunderstandings that might sabotage successful collaborations can be prevented by being aware of cultural differences. Refusing to become irritated, we frequently assume that others would act following their cultural standards. The first impulse

is to reject it if this isn't the case. Even though it is very hard to accomplish, leaders and managers should not become annoyed by behavior that is motivated by different cultural standards.

Be sensitive to cultural variations to counteract this. Rather than behaving in a biased manner, make an effort to find out more by asking questions about the principles guiding particular actions. This ought to help settle disputes in a way that fosters cooperation and understanding. In the past few years, organizations have opened their door to many international employees as well, as to them the skillset of a worker is now of most importance, this leads to a workplace having a very diverse workforce. In a situation such, which is very common now, it is important to Employ appropriate motivations. Recognize how people behave and interact. Whether recruiting a cross-cultural team, expanding to new areas, or recruiting talent remotely, your present incentive programmed and motivational strategies may lessen employee effectiveness and productivity in situations where disparities in culture exist. It should be acknowledged that worker groups may happily live with such cultural variances.

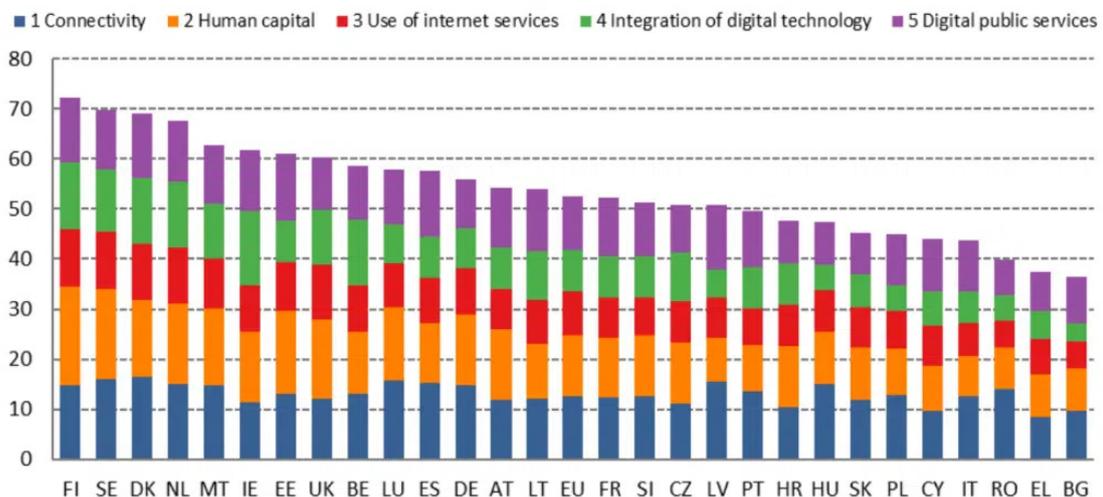


Figure 3: Shows How Artificial Intelligence, Global Regulation, and Cultural Management Are Integrated: The Principles of the "Business Intelligence Culture" Model [proud pen].

For instance, although some people may be motivated by increased autonomy, others may not accept it because they believe that their employer or supervisor should be responsible for the work at hand. being aware of people's behaviors and interactions. The cultural context has a tremendous impact on natural reactions. Knowing this enables a leader to customize the approach to policies and processes and select the best applicant for each individual's cultural variety. However a leader needs more than this to engage their culturally diverse staff. It's also critical to comprehend how individuals respond and behave, and the extent to which their cultural background shapes that behavior. When one has this kind of self-awareness, they may adapt their leadership style to incorporate other cultures and become more compassionate towards others in a multicultural team.

4.2 Empowering DEI:

Initiatives and legislation that encourage the involvement and representation of various communities are referred to as diversity, equity, and inclusion. DEI includes people with varying ages, hues, races, capacities, disabilities, genders, sexual orientations, and faiths. There are also individuals with a wide variety of backgrounds, experiences, abilities, and

specialities. While separate concepts, diversity, equity, and inclusion are interrelated. They work together to promote an environment of fairness and dignity. It comprises actions that support equitable employment opportunities, access, and a sense of belonging for underrepresented groups in the workforce. To ensure that recruiting and recruitment procedures are efficient and inclusive in the workplace, DEI is essential. The Inclusion, Equity, and Diversity Lighthouses 2023 Report found that five success characteristics were possessed by all DEI programmers and created the most significant, scalable, quantitative, and long-lasting effect for underrepresented groups. The Five Success Factors Associated with All DEI Lighthouse Initiatives are Shown in Figure 4.

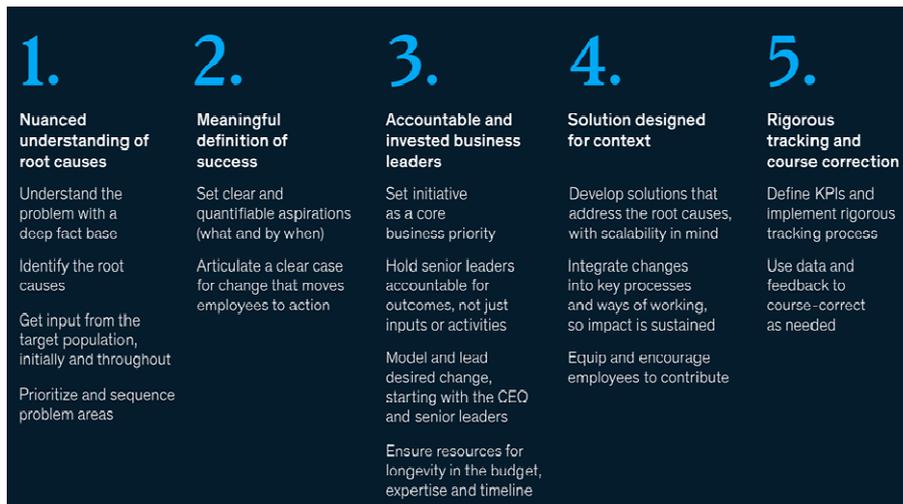


Figure 4: Illustrates The Five Success Factors Common Across DEI Lighthouse Initiatives [17].

Critical success components include having a clear understanding of the underlying causes, a useful description of success, accountable and dedicated corporate leaders, a solution specifically designed for the given circumstance, and rigorous oversight and course correction. Case studies from real-world situations where these elements were used may be used to explain each success component:

- a) *Nuanced Understanding of Root Causes:* Walmart launched a programme in the US to increase worker social mobility through free schooling and upskilling. Walmart discovered that 39% of its frontline employees, who identify as Black or Hispanic/Latino, were not being promoted to higher-paying jobs inside the firm when it carried out a standard equity and accessibility audit of its operations. Walmart used root cause analysis (RCA) to determine that this was caused by the degrees or skill sets needed for internal advancement, as well as the excessive time and expense needed to acquire such degrees or skill sets. The approach has resulted in a 20% increase in programmer participant retention and an 87.5 percent increase in Black programmer participant promotion likelihood as compared to non-participants.
- b) *Meaningful definition of success:* The energy business Schneider Electric created the global-local pay equity framework (GPE) to eliminate pay disparities throughout the whole organization. Their primary goal during the initial years was to scale the GPE throughout their whole worldwide presence, aiming for a coverage of 85% by 2017 and 95% by 2020 [18], [19]. The objective was established in 2021 to guarantee that by 2025, the wage disparity would not surpass 1 percent for every employee. The corporation also set a goal to have a 50/40/30 gender balance by 2025. Schneider Electric made the following arguments for change. Allow all workers to get fair compensation based on

their performance; remove any obstacles preventing gender parity in the workplace; enhance the organization's competitive position as an employer of choice; and enable it to draw in and keep a wider pool of talented personnel. The initiative's results include a year-over-year improvement in the gender pay gap since its inception and coverage of 99.6% of the workforce by 2020 for those covered by the GPE framework.

- c) *Accountable and invested business leaders:* Through inclusive work rules, process reform, upskilling, and community impact, consumer cosmetics major Shiseido set out to accelerate equal representation at board and managerial levels for women within its Japan offices as well as the local business community. Senior leadership began to prioritize this in 2014 when the CEO declared DEI a cornerstone of the business's corporate strategy. A measure known as the "social value indicator," which is included in performance metrics and linked to a company's remuneration, was used to hold senior business executives responsible for increasing the proportion of female managers and leaders. Additionally, the CEO made a direct contribution by endorsing the training programmer, mentoring programmer participants, personally assessing the selection of female candidates during the succession planning phase, and acting as the first chair.
- d) *Solutions designed for context:* Tata Steel, a steel manufacturer, started an initiative to address the main root causes of intersectional gender diversity among its workforce. These causes include unsafe work practices, legal and geographic limitations, historical marginalization's lasting effects, nonexclusive policies, stereotypes, and a lack of support systems. The multi-pronged approach comprised a range of initiatives, including inclusive policy and infrastructure reform, career assistance, upskilling, and the provision of job opportunities. Among the effects was the introduction of India's first transgender employment initiative.
- e) *Rigorous Tracking and Course Correction:* An effort to promote economic empowerment for at-risk women in the US through opportunity creation and upskilling was started by HR consultancy firm Randstad. To assess programmer success and participant completion rate, the organization conducted one-on-one check-ins with participants at key programmer stages and recorded key performance metrics and participant feedback. After realizing that participants need childcare and business attire to effectively finish the program and land a long-term job, Randstad expanded the program's offers to include these services after the first year. Support for 1,000 at-risk women was one of the program's impacts, and 95% of apprenticeship graduates went on to get long-term employment as a result of it.

4.3 The following list shows the benefits of making workers feel included appreciated and valuable to the organization:

- a. Businesses with a high degree of inclusivity have a 120% higher chance of meeting their financial targets.
- b. Excellence is equivalent to diversity.
- c. DEI Promotes a Safe, Respected, and Connected Work Environment for Employees
Currently, there is a great need for happier, more engaged people.
- d. Diverse groups innovate more quickly.
- e. DEI promotes better business results
- f. Workers will have a feeling of community
- g. Every employee is made to feel valued and inspired to succeed.
- h. Diverse innovations provide an organization with a competitive edge.
- i. DEI produces better outcomes

- j. Having a diverse and inclusive workplace helps prevent "work-from-home burnout.
- k. A varied audience may be reached by numerous cultures.
- l. A sense of psychological safety is created via inclusions.
- m. A stronger sense of empathy leads to better teamwork.
- n. Employee retention is boosted by a diverse and inclusive workplace.

4.4 Findings:

- a) *Social Intellect Enhances Worldwide Management Efficiency:*The research originates a strong positive association between social intellect and global leadership effectiveness. Leaders with higher levels of cultural intelligence exhibit improved decision-making, message, and problem-solving skills in diverse and multicultural settings. They are more adaptable to new environments, demonstrate greater cultural sensitivity, and exhibit an ability to motivate and manage global teams effectively.
- b) *Impact on Team Dynamics:*The study revealed that leaders with higher cultural intelligence tend to foster more inclusive and cohesive team dynamics. They are better at managing interpersonal conflicts arising from cultural differences, thereby promoting better collaboration among team members from various cultural backgrounds. This, in turn, positively affects team performance and innovation.
- c) *Social Intellect and Organizational Recital:*The findings indicate a direct link between the cultural intelligence of leaders and overall organizational performance. Organizations led by culturally intelligent leaders tend to have a competitive edge in international markets. They are better positioned to adapt to changing global landscapes, establish effective global strategies, and leverage cultural nuances for business growth.

4.5 Analysis:

The research underscores the critical significance of cultural intelligence in global leadership, aligning with the growing need for businesses to navigate diverse and dynamic global markets effectively. As globalization continues to shape the business landscape, leaders must develop their cultural intelligence as a core competency [20], [21]. It allows them to bridge cultural gaps, inspire teams, and drive success in an international context. Table 1 illustrates the social intellect as a core capability of comprehensive management.

Table 1: Illustrates Cultural Intelligence as A Core Competence of Inclusive Leadership [ResearchGate].

Position	Keywords	Frequency / Occurrences
1	cultural intelligence	517
2	performance	158
3	model	128
4	personality	101
5	impact	92
6	emotional intelligence	96
7	adjustment	87
8	management	51
9	leadership	51
10	work	45
11	mediating role	38
12	diversity	45
13	experience	48
14	behavior	48
15	dimensions	39

The positive influence of social intellect on team dynamics then organizational presentation cannot be overstated. Organizations that invest in cultural intelligence development for their leaders are likely to experience improved collaboration, increased innovation, and a competitive advantage in the global marketplace. Furthermore, the findings emphasize the importance of inclusive leadership that promotes diversity and inclusivity within teams and organizations. However, the study also highlights the challenges in developing cultural intelligence, suggesting a need for organizations to implement targeted training programs, provide exposure to diverse environments, and encourage international experiences for their leaders. Overall, the research provides valuable insights for businesses, emphasizing the pivotal role of cultural intelligence in global leadership and irritated-social management. It calls for proactive efforts to cultivate and nurture cultural intellect among leaders to thrive in the increasingly interconnected global economy.

5. CONCLUSION

Finally, this research work has examined the complex domain of cultural intelligence in global leadership, with a keen focus on its implications from a cross-cultural management perspective. The study has meticulously examined the role of cultural intelligence in guiding leaders through the complexities of managing diverse teams in an increasingly globalized world. Through an extensive review of existing literature and empirical findings, we have unveiled the significant influence of cultural intelligence on leadership effectiveness, team dynamics, and organizational performance. Our findings underscore the imperative for organizations to prioritize the development and enhancement of cultural intelligence among their leaders, as it has been proven to foster better cross-cultural communication, more effective conflict resolution, and enhanced cultural adaptability. Furthermore, our research highlights the symbiotic relationship between cultural intelligence and successful global leadership, wherein leaders who exhibit higher levels of cultural intelligence tend to be more adaptable and capable of navigating the intricate nuances of diverse international markets. In a world where globalization is rapidly redefining business paradigms, the cultivation of cultural intelligence is not a mere option but a requisite skill for leaders seeking sustainable global success. As this study concludes, the profound impact of cultural intelligence in global leadership cannot be underestimated, and organizations must proactively invest in developing the cultural intelligence of their leaders to remain competitive and adept in the evolving global business landscape. This paper serves as a stepping stone for future research in the field, with the potential to contribute to the development of strategies and practices that better equip leaders for the challenges of cross-cultural management.

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CHAPTER 2

AN ANALYSIS OF BYJU'S SUCCESS THROUGH ACQUISITION STRATEGIES IN THE EDTECH INDUSTRY: ASSESSING CHALLENGES AND OPPORTUNITIES

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ABSTRACT:

This research paper entitles a combination of BYJU's limited and the impact it has on the educational technology industry as a whole, and whether the company has been successful in providing effective, flexible, and engaging learning for the end users of the edtech market. The objective of this research paper is to find out if BYJU has been effective in capturing a larger customer base in the ed-tech market through its acquisitions and mergers and providing meaningful learning to its users. The main objective of the study on Byju's success with its acquisitions in the Edtech industry and the challenges faced is to comprehensively analyze the factors contributing to Byju's effectiveness in acquiring and integrating other companies within the educational technology sector. The edtech market has grown significantly in size over the past few years and is expected to grow even more in the following years. Due to COVID-19, the tech industry gained success due to increasing demand for online education, simultaneously leading to a spontaneous growth of the implementation of technology in the educational sector. Even though classroom education remains top of the hierarchy, integrating technology into classroom studies has helped create a more interactive atmosphere. While classroom education is important, statistics show how students have been more interested in shifting to hybrid forms of study, to integrate extracurricular activities along with their academic rigor. The global Edtech market is expected to witness a growth of 137.60% by 2028.

KEYWORDS:

Biju's, Edtech, Education, Expansion, Market, Startup.

1. INTRODUCTION

The rapidly developing EdTech Educational Technology sector uses technology to offer cutting-edge approaches to teaching and learning. The EdTech sector has seen tremendous expansion and change in recent years, primarily due to changes in educational requirements, technological advancements, and the growing desire for flexible, affordable, and accessible learning options [1], [2]. Since Biju Raveendran founded the business in 2008, it has grown and changed remarkably, providing a variety of digital learning options for students of all ages. Byju has increased its market share in a variety of ways thanks in large part to the EdTech industry. The worldwide EdTech market is expected to reach USD 467263.92 million by 2027, growing at a compound yearly growth rate of 26.32% from its projected value of USD 115022.22 million in 2021. The transition towards digital learning has increased demand for online education increasing the customer base and acquisition for Byjus.

Byjus has successfully captured the Edtech market through its various acquisitions, for example, its acquisitions with Whitehat JR, US tech companies, and lastly the K-12 education. These strategic acquisitions have helped Byjus improve its market share and become India's leading edtech platform, integrating various aspects like interactive content, assessments, video lessons, and individual learning paths. Byju has become an essential tool for many students since it provides one place to go for all of their educational needs [3], [4]. In addition to these acquisitions, Byjus penetrated the test preparation market through its acquisition of Aakash Education. Byju acquired Aakash Educational Services Limited, a well-known test-prep and coaching facility in India, in April 2021. In April of this year, BYJU paid over \$1 billion to acquire Aakash Educational Services Ltd.

Through this, it has been successful in capturing a larger market, especially by providing services to children preparing for NEET and JEE, having higher customer acquisitions which have led to improved profits for us. Byju has put a lot of effort into growing outside of India. Through partnerships and acquisitions, it has made its way into international markets, such as those in the United States, the United Kingdom, and Australia. Byju's has been able to reach a larger global audience owing to this expansion. In August 2020, Byju purchased [5], [6].

for \$300 million in an all-cash transaction. This acquisition expanded Byju's product line to include coding and technology education for children. Byju aimed to diversify and strengthen its position in the educational technology sector by acquiring these businesses, enabling them to cater to K-12 students, working professionals, and competitive exam candidates, making them a more versatile player in the EdTech industry.

2. LITERATURE REVIEW

A. Bargaviet *al.*[7] explored the approximately 260 million students are enrolled in more than a million schools and colleges in India, making it one of the largest education sectors in the world. The nation's education system is beset by several issues, such as low learning outcomes, poor facilities, and a teacher shortage. The EdTech sector has surfaced as a viable remedy for these issues in recent years, giving students access to high-quality instruction and individualized learning opportunities. This case study investigates the revolutionary rise and difficulties encountered by India's EdTech sector.

S. Bilaneyet *al.*[8] described in 2020, the edtech and e-learning industry saw tremendous financing and growth, with an unprecedented rate of growth. The expansion of this industry has led to changes in business methods. The author of this piece examines the tech sector, including its ecology, main value generators, and business strategy. Advice on a reasonable transfer pricing policy that might be taken into account under various models follows this examination.

M. Park *et al.*[9] discussed COVID-19 epidemic and noticed that there has been a noticeable increase in attempts to incorporate artificial intelligence (AI) into the EdTech sector. Future research on creating more effective AI-enabled adaptive learning systems to address particular learning challenges and enhance learning outcomes might draw guidance from this work. An analysis of the use of AI in the EdTech sector was done through a case study involving IBM and Raid. Cloud platforms, varied learning experiences, and cognitive computing are all examined by IBM Watson Talent, a suite of talent management tools that helps businesses find and develop talent for all stages of their careers. Using data from problem-solving activities, Raid's unique AI technology assesses a learner's aptitude and tailors' adaptive material to inspire timely goal completion.

N. Fouadet *al.*[10] focused on the Malicious cyber-attacks that are increasingly targeting the education sector, with devastating financial losses, postponed examinations and classes, and widespread data breaches involving students and staff. This study looks into the accountability of education technology (EdTech) providers for this cyber (in)security issue, using EdTech in India as a case study.

The research examines the many economic obstacles that prevent EdTech vendors from upgrading their security procedures and, theoretically, builds on the literature on security economics to establish a connection between the dynamics of the EdTech market and the cyber insecurities of the education sector.

The study does an empirical analysis of publicly disclosed cyber incidents that have been publicized in media over the past ten years and have targeted the Indian education sector and EdTech enterprises.

- I. MezInovaet *al.*[11]described that the actions carried out by its powerful actors, which are by definition new marketplaces that facilitate the matching of suppliers and buyers, embodied in the platform economy. Access to or even joint use of idle assets, the creation of new workspaces, and the streamlining of human existence through online services and transactions constitute a new market, predicated on the platform economy's potential to achieve sustainable development and potentially align with several of the UN's Sustainable Development Goals (SDGs), which were introduced in 2015.

The first goal of this article is to investigate if sustainability is a fundamental component of the platform business model. It also looks at whether platform firms from two specific industries education technology and ride-sharing services meet the Sustainable Development Goals (SDGs) to a comparable degree.

3. METHODOLOGY

3.1 Design:

The research paper aims to accomplish several key objectives. This study seeks to elucidate how acquisitions can contribute to the enlargement of a company's customer base [12], [13]. This involves understanding the mechanisms through which the acquisition of other businesses can attract and retain a more extensive clientele.

The research intends to comprehensively evaluate the implications that such customer base expansion through acquisitions can have on the organization as a whole. This involves a thorough examination of the financial, operational, and strategic consequences that may arise from this strategy.

In addition to acquisitions, the research will explore broader market development strategies that a company can employ to achieve customer base expansion. This includes investigating organic growth, diversification, and other market entry methods, offering a holistic view of potential avenues for business expansion.

The study seeks to provide a well-rounded analysis of expansion decisions. This entails not only examining the advantages and opportunities that expansion initiatives can bring but also critically considering the risks, challenges, and downsides associated with such strategic choices. By presenting both sides of the argument, the paper aims to offer a comprehensive perspective on the appropriateness of these expansion decisions for the company.

3.2 Sample and Instrument:

In this research paper, aim to delve into a range of sources to capture a wide array of viewpoints and insights. To accomplish this, we carried out primary research using a questionnaire. I've collected data by reaching out to my younger brother and his friends, all of whom belong to the age group of 12 and older. I've posed questions to them regarding the impact of educational technology, particularly during the COVID-19 pandemic, and their experiences with the concept of hybrid learning. Additionally, by conducted secondary research by analyzing qualitative and quantitative data through known publications like Forbes Business News, and Business Insider. These resources, going beyond what was initially taught, offered valuable information about Byju's and its acquisitions. This allowed me to assess whether these acquisitions have indeed helped Byju's expand into a more comprehensive multi-channel approach. Furthermore, within the course of this research paper, I've employed the qualitative and quantitative tools and strategies listed below to conduct the analysis.

- a) *Red Ocean Blue Ocean strategy:* In adopting the Blue Ocean strategy, Byju has sought to shift the focus from competing in a saturated market to creating innovative, uncontested spaces in education [14], [15]. This approach has allowed Byju to grow rapidly and become a prominent player in the global EdTech industry. Blue ocean strategy is a business concept that proposes creating new market spaces and red ocean strategy refers to the approach of business competing in an established market.
- b) *Comparative Market Share Analysis:* This quantitative method will illustrate the expansion of subscribers over a 4-year timeframe. It aims to assess the effectiveness of the acquisitions and their influence on the company's market standing resulting from these acquisitions.
- c) *Porter's five forces:* By making use of the five forces: industry rivalry, power of suppliers, power of buyers, threats of substitutes, and threats of new entries, this tool will help derive competition in the educational technology market, along with the competitive intensity and attractiveness of the industry. Besides the operations of Byjus and its acquisitions, it is important to know the competitors in the market as it determines the growth and success of the companies.

3.3 Data Collection:

Data collection for the analysis of Byju's success through acquisition strategies in the Edtech industry would involve a multi-faceted approach to gathering comprehensive information. Firstly, quantitative data can be collected through financial reports, market analysis reports, and databases tracking mergers and acquisitions within the Edtech sector. This data would provide insights into Byju's acquisition activities, such as the number of acquisitions, financial performance before and after acquisitions, and market share growth. Secondly, qualitative data can be gathered through interviews and surveys with key stakeholders, including Byju's executives, employees, and representatives from acquired companies. These interviews and surveys would delve into the strategic rationale behind Byju's acquisition decisions, the integration process, the challenges faced during integration, and the perceived benefits or drawbacks of acquisitions. Additionally, case studies of specific acquisitions by Byju can be conducted to gain in-depth insights into the factors contributing to success or failure, including cultural alignment, technology integration, and talent retention strategies. Furthermore, a review of secondary sources such as industry reports, academic literature, and news articles can provide context and additional perspectives on Byju's acquisition strategies and the broader landscape of the Edtech industry.

3.4 Data Analysis:

With these acquisitions, especially Aakash, BYJU penetrated an undiscovered market which is a blue ocean strategy. The Blue Ocean strategy involves the creation and capture of a market space with no direct competition, rendering existing rivals obsolete. Byju's has managed to find its unique place in the tech market by embracing the core principles of the Blue Ocean Strategy. Table 1 illustrates the Comparative Market Share Analysis. This strategy has not only fueled their substantial growth but has also made them a standout player in a highly competitive market.

Statistically speaking, especially during the challenging times of the COVID-19 pandemic, an impressive 85% of parents chose to subscribe to Byju's for their children's education. Consequently, Byju's app has emerged as a frontrunner among online education providers in India amid the pandemic. The growth of subscribers was directly proportional to the growth of the business as Byjus by acquiring Aakash education has allowed it to grow and increase its customer base. The subscribers increased by 75% in 2020 due to the pandemic. Since parents preferred online education, the rise in subscribers led to a huge growth in the business. However, the greatest increase was recorded after the acquisition of Aakash. Table 1 illustrates the comparative market share analysis. The opportunity to start a brick-and-mortar method helped increase the number of subscribers by 87.5%. It is also visible that since 2019 Byjus had a slower growth, in terms of subscribers as they increased by only 10 or 20 million.

Table 1: Illustrates The Comparative Market Share Analysis.

Year	Registered Subscribers	Paid subscribers
2019	40 million registered	2.8 million paid users
2020	70 million registered students	and 4.5 million paid users
2021	80 million users	5.5 million paid users
2022(after the acquisition of Aakash)	150 million subscribers	Approx. 7.5 million paid users.

4. RESULT AND DISCUSSION

The aim of these acquisitions was twofold: not only to decrease competition but also to provide services through hybrid platforms. Byjus, having an established market share in the industry, is currently leading the market [16], [17]. However, as competition is increasing at a rapid rate in the educational technology industry, Porter's five force model will be used to investigate the present as well as future competition. Figure 1 illustrates Porter's five forces for the educational technology market.

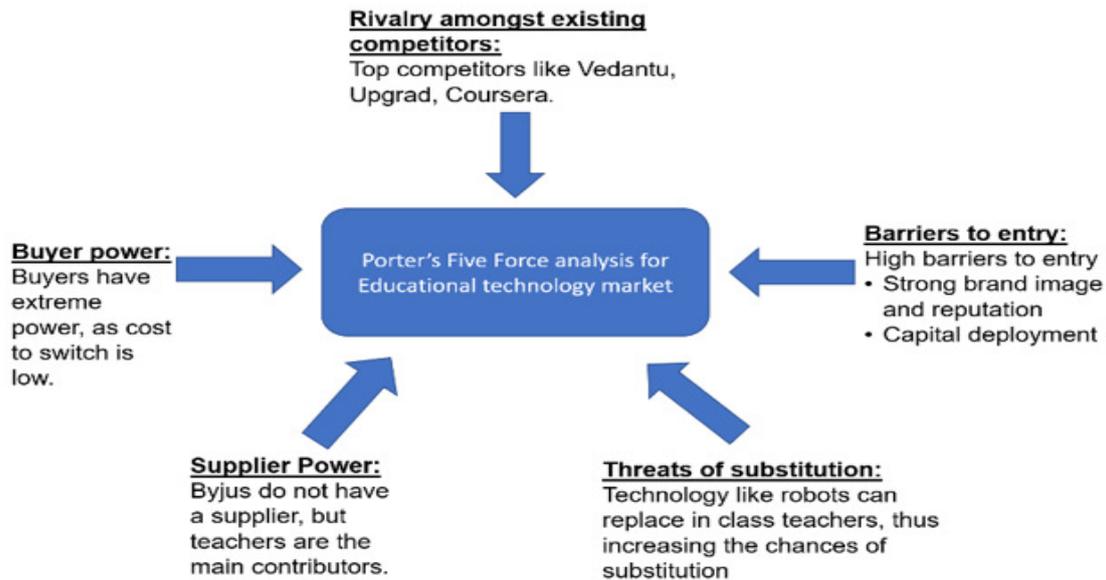


Figure 1: Illustrates Porter's Five Forces for Educational Technology Market.

4.1 Rivalry amongst existing competitors:

This factor focuses on the rivalry among the well-established companies in the industry, with Byju's market share being \$2.34 billion and Unacademy standing at \$354 million respectively. Over the past 5 years, Unacademy has been Byju's biggest competitor, but there are several other major companies like Vedantu, Upgrade, Coursera, Embibe, Doubtful, and Cue math in the industry that are similar in the services they provide like test preparation, K-12, certification and skill development, thus making the industry extremely competitive. By launching "Byju's tuition classes" following the acquisition of Aakash, Whitehat, etc., Byju's gained an initial edge over competitors, benefiting from first mover advantage in the Omnichannel market, thereby creating a competitive edge [18], [19]. This indicates that Byju's might encounter future competition, which could interfere with its success even after the acquisitions. Nonetheless, it is important to note that there is no other equivalent rival available yet.

Since there is no competency in the omnichannel market yet, Byju benefits from being the market leader and charging high prices to customers. The educational technology industry has 4450 Edtech start-ups each year and is estimated to be currently valued at US \$2047 million which will almost double to \$4000 million by 2025. (Statista). This means that in the future Byjus is bound to have competition. There are several barriers to entry as researchers and experts claim that India will become the Ed-tech capital of the world through immersive and fun learning. Indian Edtech Industry is Taking India to the World. Devising an omnichannel requires substantial capital deployment that may be difficult. Only through the investment of \$1 billion in the acquisition of Aakash, the combined entities were able to develop unique programs like "4-Years Integrated Hybrid Course for Class 9 to 12 students, NEET, Olympiads, and NTSE [20], [21]. Figure 2 illustrates the value of the tech industry across India in 2020, with estimates until 2025(in million us dollars).

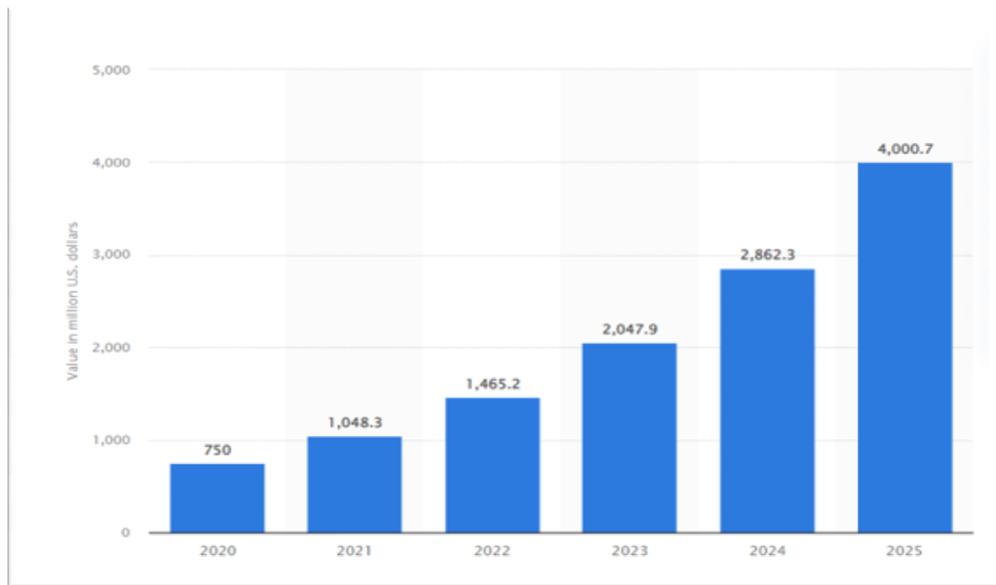


Figure 2: Illustrates the value of the edtech industry across India in 2020, with estimates until 2025(in million US dollars).

4.2 Barriers to entry:

Byjus also aims to look at investing \$200 million to grow its offline play over the next 12-18 months. This makes it difficult for other competitors to match the quality provided by Byjus, hence increasing the barriers to entry. Another barrier stands at the ability to attract a large number of customers to make virtual learning environments efficient, and then convert them to hybrid platforms. This has been only possible through the acquisition of Aakash, as the centers were now used for Byju's.

4.3 Threats of substitution:

Omni channel includes offline and online learning. With the technological advancements, virtual reality (VR) will replace online learning with the introduction of experiential learning, where students can receive first-hand experience of concepts. This will not only enhance learning but also help bridge the gap between student engagement and practice that is not offered by online learning platforms [20], [21]. On the other hand, classroom teachers will be replaced by in-class robots in the future, that provide similar learning to what Byju's offers of its knowledge domain, and well-designed expert engine. Even though it might be easy to replicate the online interactive content, the student-teacher interaction and bond cannot be replaced. Hence in the future, there are chances of Byjus being substituted, which may result in future failure of the company.

4.4 Supplier Power:

Since this is a service industry, Byjus does not have suppliers, however, its faculties who deliver the service could be considered suppliers. The teachers being the main contributors in the educational industry increases competition for recruiting some of the best teachers. The acquisitions have helped Byjus obtain 2200+ expert faculty on their platform and improve their service. By this acquisition, the combined entities have created an offering that is difficult to replicate thus teachers have no power as the company is an Edtech giant, consequently reducing the supplier power. However, in the future, with more competition emerging in the ed tech industry, supplier power may increase, thus requiring Byjus to increase their stipend to retain their existing expert teachers.

4.5 Buyer power:

Table 2 illustrates Porter's Five Forces It Helps Me Conclude That the Omni Channel Market Is Somewhat Competitive Due to The Introduction of New Players Like Vedanta and Academizing this industry, buyers have the most power since they have many options and the liberty to shift between teaching platforms easily, simply because of the low cost of the switch. However, because of the acquisitions, the buyers (57% of students) are hooked to the hybrid learning platform as the content and delivery are great, thus making It difficult for the buyers to move out. These acquisitions have helped Byjus improve its buyer power in comparison to what the company had originally as it had several options like Vedantu, Unacademy, and Coursera to fall back on. Even though Byjus has no equivalent competition in the omni-channel market, there might be competitors taking over in the future.

Porter's Five Forces, helps me conclude that the omni-channel market is somewhat competitive due to the introduction of new players like Vedantu and Unacademy. In the future, the rivalry amongst existing customers is bound to increase as more ed tech firms might adapt to changing trends like starting more offline classes. Additionally, the barriers to entry are likely to decrease as competitors may find strategies to match Byjus. The threat to substitution which is currently low, may rapidly increase in the future as technology is bound to improve and emerge. Since the supplier power is currently low, it may increase to a great extent in the future as competition increases which may require Byjus to come up with strategies to retain their expert faculty. Lastly, there are no assumed changes in the buyer power in the future. Overall, Byjus is currently successful in terms of competitive advantage and increased subscribers. However, in the future, Byjus may require extensive differentiation strategies to overcome the increased competition.

Table 2: Illustrates Porter's Five Forces It Helps Me Conclude That the Omni Channel Market Is Somewhat Competitive Due to The Introduction of New Players Like Vedantu and Unacademy.

Forces	Present	Future
Rivalry amongst existing competitors	Medium	Bound to increase
Barriers to entry	High	Likely to decrease
Threat of substitution	Low	Likely to increase
Supplier power	Low	Likely to increase to a great extent
Buyer power	High	High

5. CONCLUSION

This concludes that the acquisitions by Byjus have been successful to a great extent and will be successful to some extent in providing a competitive edge through hybrid platforms along with capturing a larger customer base. This helps improve the growth and survival of Byjus in the Ed-tech industry. An analysis of the acquisitions of Byjus and how it has helped to provide a broader omni-channel platform has brought up many interesting viewpoints. The blue ocean strategy helped evaluate how the competition was irrelevant in the market at first and then changed due to Vedantu and Unacademy introducing offline classes and offering similar services to Byjus. As supported by the market share analysis, despite the new entrants, Byjus was able to grow and increase its revenue 4 times to \$1000 crores and its subscribers. It can be proved by the market share calculation that moving to an Omni channel

increased Byju's subscribers historically. Byjus has grown, this could be attributed to the increasing adoption of digital post covid, by using various new means of business methods. A significant amount can also be attributed to omnichannel strategies. It can be suggested that the customer base increased hence leading to larger profits. By competing in the existing market and differentiating itself through technology and content, it has established itself as a strong player in the education market. At the same time, by exploring a new market and diversifying its product range by incorporating test preparation services (online and offline). Byjus is creating new demand and expanding its reach. Nonetheless, Byjus will have to continue to innovate to make this red ocean strategy sustainable. Porter's five forces have helped understand that through these acquisitions, Byjus has entered an omni channel, where competition may develop over time.

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CHAPTER 3

ECONOMIC IMPACT OF WAR PROFITEERING: A COMPREHENSIVE ANALYSIS

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ABSTRACT:

With roots in historical events such as the American Revolution, war profiteering has become a contemporary issue with exponential development, particularly among politicians. The film "Lord of War" captures the heart of this problem by emphasizing how widely guns are circulated in the world. There has been a noticeable increase in war profiteering in the last several decades; USA Today (2011) reports that the top 100 contractors sold \$410 billion worth of weapons and services. Although making money out of conflict is not intrinsically bad, the strategies and systems used pose moral questions. This research examines war profiteering as a widespread and serious issue that transfers funds intended for the war effort to the pockets of powerful individuals and businesses. This distraction damages public confidence in the government in addition to undermining the war's efficacy. The research focuses on the complex relationship between war profiteering and polemology, looking at its financial ramifications in different industries, offsets, and effects on stocks, bonds, and moral issues. The arms trade, which involves selling weapons to parties engaged in conflict and often involves the delivery of inferior goods and the employment of illicit means, is a crucial component of war profiteering. This commerce exacerbates the conflict. This research aims to provide a thorough analysis of war profiteering by diving deeply into the subset of polemology, illuminating the financial ramifications on various industries, investigating the impact on stocks and bonds, and exposing the unethical and ethical practices associated with it. The research aims to offer insights into potential policy interventions and recommendations aimed at addressing the systemic drivers of war profiteering. By identifying key areas for intervention, the research seeks to contribute to efforts aimed at promoting global security and prosperity by mitigating the detrimental effects of profiting from armed conflict.

KEYWORDS:

Conflict, Cost, Economic, Financial, War Profiteering, World War.

1. INTRODUCTION

The concept of war, as defined by the Oxford English Dictionary, signifies a state of armed conflict between different countries or groups within a country. In the realm of study known as polemology, which delves into the multifaceted dimensions of warfare, lies a provocative notion known as the Butler Proposition. This proposition, named after its proponent, General Smedley D. Butler, posits a cynical perspective on war, portraying it not merely as a clash of nations or ideologies but as a grand deception orchestrated for the benefit of a select few[1]. Contrary to conventional interpretations, the Butler Proposition suggests that wars are not solely driven by noble causes or geopolitical imperatives but are instead manipulated by a clandestine "inside" group for their gain. According to Butler, this group, operating behind the façade of national interest or ideological fervor, exploits the masses by perpetuating

conflicts that serve their vested interests. In essence, war becomes a lucrative racket, a scheme designed to enrich the privileged few at the expense of the majority[2].

Within the framework of the Butler Proposition, war is not merely about territorial conquest or ideological supremacy; it is a carefully orchestrated scam, concealed behind patriotic rhetoric and grandiose narratives. Butler contends that the true nature of war remains obscured from the public eye, with the majority of people unaware of its underlying motives and beneficiaries. Instead, they are led to believe in the righteousness of their nation's cause, unaware of the ulterior motives driving the conflict[3].

The staggering economic implications of war further underscore the profitability of this alleged racket. Historical examples, such as the aftermath of World War I, serve as poignant illustrations of the immense wealth generated for a select few. In the wake of the Great War, the United States witnessed a staggering surge in the number of millionaires and billionaires, a testament to the economic windfall enjoyed by those with vested interests in perpetuating conflict[4]. This economic disparity, coupled with the human cost of war, reinforces the Butler Proposition's assertion that war is a racket conducted for the benefit of a privileged minority. Butler's Proposition challenges conventional perceptions of war, portraying it as a deceptive enterprise driven by self-interest rather than noble ideals. By shining a light on the hidden motives and economic incentives underlying armed conflict, it prompts critical reflection on the true nature of warfare and its impact on society[5].

The opening dialogue from "Lord of War," delivered by the character Yuri, paints a stark picture of the global proliferation of firearms, highlighting the staggering statistic of over 550 million guns in circulation worldwide. This equates to approximately one firearm for every twelve individuals on the planet, leaving us to ponder: what about the remaining eleven individuals? This question encapsulates the pervasive presence of weapons in our world and underscores the urgent need to address the imbalance in access to arms. In recent decades, there has been a discernible trend wherein governments and business entities seem to adhere to a philosophy reminiscent of Yuri's statement. This symbolic adoption is reflected in the escalating arms race and the exponential rise in wealth among those who profit from conflict. The correlation between the proliferation of weaponry and the enrichment of certain individuals and organizations underscores the intertwined nature of militarization and economic interests on a global scale [6], [7].

The historical context further accentuates the enduring prevalence of warfare throughout human civilization. Despite sporadic periods of peace, which constitute only a fraction of our collective history, conflict has been a recurrent feature of human existence. The emergence of the "War Industry" in ancient Mesopotamia around 2400 BCE marked a pivotal moment in the institutionalization of warfare, laying the groundwork for the complex military-industrial complexes that exist today. Comparatively, the longevity and influence of the War Industry surpass that of other key sectors such as banking, education, and information. This historical perspective highlights the entrenched nature of militarization and underscores its enduring significance in shaping human societies and civilizations[8], [9].

To gain a deeper understanding of the dynamics at play, it is imperative to examine the United States, which stands as the world's foremost spender on defense. The scale and scope of U.S. military expenditure provide valuable insights into the complexities of the global arms trade, the geopolitics of conflict, and the intricate relationships between governments, corporations, and the military-industrial complex. In essence, the discourse surrounding the proliferation of arms, the profitability of conflict, and the historical trajectory of militarization underscores the urgent need for critical examination and reevaluation of our approach to

warfare and its socioeconomic ramifications. Only through a comprehensive understanding of these issues can we begin to address the challenges posed by the omnipresence of weapons and strive toward a more peaceful and equitable world[8], [10].

Whatever the situation, a government's goal in a fight is to maintain the military's level of funding, readiness, and training. As evidenced by a 2006 CosmoQuest article about the USA-Iraq War, the most privatized war in history, which stated that Halliburton charged the US Government \$45 for a pack of six-cokes and \$100 for each 15-pound bag of laundry, or \$1 million a month to clean clothes, a government will overpay in its quest for survival as long as war profiteering companies receive their extravagant markups. With Agility Logistics of Kuwait and State-owned Kuwait Petroleum Corporation obtaining \$13.5 billion in U.S. contracts, KBR—one of the primary logistical providers to the United States during the Iraq War—earned \$39.5 billion in less than ten years[11], [12].

The CEOs of Titan and Caci, the two major companies that supplied the interrogators in the Abu Ghraib prison torture case, JP London and Gene Ray, received \$22.2 million and \$47.2 million in compensation from 2004 to 2005, respectively. KBR's parent company, Halliburton, paid its CEO, David Lesar, \$42.6 million in 2004. The typical profit margin for a firm is around 10%. But earnings during a battle might reach 20%, 60%, or even 300% the possibilities are endless. During World War I, DuPont, which provided 40% of the smokeless powder that the allies used, had a sharp increase in its revenues of 950%. Three years before, the Central Leather Company made \$3.5 million, but this year they brought in \$15 million a 1300% increase in sales. Even less war-focused businesses, like as the American Sugar Company, had a \$6 million sales increase in 1916 compared to a \$2 million revenue in the previous year. Through taxes and inflation, the people are the ones footing the bill for these enormous gains, not the governments[13], [14].

War profiteering is about your company's allegiance to all governments worldwide, not just your own country. Invading Europe, the United States discovered that the continent was also using Ford and Upec automobiles.

The L.A. Times reports that during the Gulf War, it was discovered that governments, corporations, and at least 26 different nations supplied weaponry to both sides in the Iran-Iraq conflict. Furthermore, according to a CBS News piece, Halliburton had a Cayman Islands-based business, Halliburton Products and Services Ltd. that provided the Iranian government with oilfield services worth more than \$40 million a year. Last but not least, the government's cost-plus percentage of costs contract, which guarantees to pay for all costs incurred during the product's manufacturing process and then pay the companies a specific percentage of those costs as profits, is the Gold Standard of the war profiteering companies and encourages them to significantly and pointlessly raise their expenditures. Companies that profit from wars in one location often achieve success in other regions, demonstrating the interconnectedness of the global war-profiteering sector. This network is made up of a complex web of financial organizations, companies, and people whose investments either fuel war or profit financially from militarization and hostilities[15], [16]. The likelihood of war continuing increases, when violence is still a profitable endeavour and the quest for peace and emancipation, is subordinated to the financial interests of powerful groups.

This research explores the concept of war profiteering, particularly through the lens of the Butler Proposition, which suggests that wars are orchestrated for the benefit of a select few rather than noble causes or geopolitical necessities. War profiteering involves individuals or entities exploiting armed conflicts to gain disproportionate financial benefits, often through activities like selling weapons, privatizing military services, and resource extraction in

conflict zones. The research examines historical examples, economic implications, and the intertwining of militarization with economic interests. It also discusses the impact of war on the stock market and analyses the performance of various industries and asset classes during significant conflicts. Additionally, it provides insights into contemporary issues such as the Russia-Ukraine conflict's effects on Indian stocks. Through extensive literature review and data analysis, the research sheds light on the complex dynamics of war profiteering and its broader socioeconomic ramifications.

2. LITERATURE REVIEW

Musa A. and Horst C. [17] explained the unrecognized territory of Somaliland operates under a unique hybrid political system, where both state and non-state actors provide security, representation, and social services. Local business elites have wielded significant influence over state formation post-war by lobbying against regulations, providing loans to the government instead of paying taxes, and impeding the development of robust financial institutions. That has resulted in de facto protectionism, limiting foreign access to the Somaliland market. While such protectionism may hinder economic growth, the recent involvement of multinational corporations in the Berbera port raises concerns about potential conflict escalation. In contrast, domestic businessmen have played a role in preventing or resolving violent conflicts in Somaliland's history. Fieldwork in Somaliland highlights the importance of understanding the impact of international corporate actors within the context of local culture and power dynamics, particularly the influential role of local business elites in shaping political and economic landscapes.

Cvitanović L. et al. [18] examined the introduction of an exemption from the statute of limitations for war profiteering and criminal offenses related to privatization in the Croatian legal system, implemented through constitutional amendments in 2010 and subsequent legislation in 2011. These changes, with retroactive effect, are unprecedented both in Croatia and in comparative law, sparking significant controversy among scholars. Proponents argue that they aim to rectify injustices that led to the non-prosecution of such crimes, while opponents, including the authors, argue that the approach to addressing "transitional injustice" is flawed and contravenes principles of legality, justice, and efficiency. The research analyzes the concept, scope, and effectiveness of retroactive statute of limitations exemptions for war profiteering, as well as potential future developments and their impact on the Croatian criminal justice system.

Moosa I. [19] investigated that a war profiteer is an individual or entity that seeks excessive profit during times of conflict by selling weapons and other goods to warring factions and engaging in activities facilitated by war. That category encompasses arms traders, companies involved in military privatization and outsourcing, resource extractors in conflict zones, financial institutions investing in arms manufacturers, and various others. Historically, figures like Nathan Rothschild are cited as prominent war profiteers. The military-industrial complex represents an informal alliance between a nation's military and the industry supplying weaponry. Additionally, the concept of the deep state denotes a clandestine association of government elements and influential finance and industry figures, capable of exerting governance without formal political consent.

Chong T. and Li X. [20] described the current trade war between China and the US through a historical lens, comparing it with past trade conflicts. It identifies three primary causes - trade imbalances, US midterm elections, and competition for global economic dominance - from both economic and political angles. Despite these complexities, the study holds a pessimistic outlook on a full resolution of the trade war due to fundamental conflicts between the two

nations. Through scenario analysis, it predicts potential economic impacts, suggesting that in the worst-case scenario, China may experience a 1.1% decrease in employment and a 1% GDP loss, which while significant, are manageable for China.

Krpec O. and Hodulak V. [21] explored the economic repercussions of military conflicts on global trade flows. Focusing on three major conflicts Napoleonic Wars, World War I, and World War II the study emphasizes that disruptions in trade patterns during these conflicts result in enduring changes in economic structures, trade policies, and international trade dynamics. These shifts persist regardless of the outcomes of the conflicts for individual nations and exert substantial influence on regions not directly involved in the warfare.

The previous studies examine various aspects of conflict and its impact on economics and politics. The current study refers to the financial consequences resulting from individuals or entities seeking excessive profit during times of conflict by engaging in activities such as selling weapons and other goods to warring factions, military privatization, resource extraction in conflict zones, and investment in arms manufacturing.

3. METHODOLOGY

3.1 Design:

The design of this research is primarily exploratory and analytical, aiming to conduct a comprehensive examination of war profiteering. The study adopts a qualitative approach, utilizing solely secondary data sources to achieve its objectives. The research design incorporates various methods for data collection and analysis to provide a nuanced understanding of war profiteering and its impacts.

3.2 Sample:

As this research relies solely on secondary data sources, there is no specific sample selection process. Instead, the research encompasses a broad range of literature, government reports, historical data, news articles, media sources, corporate reports, financial data, and statistical information related to war profiteering. The inclusion of diverse sources ensures a comprehensive exploration of the topic, allowing for a holistic analysis of war profiteering from multiple perspectives.

3.3 Instrument:

The instrument employed in this research is the collection and synthesis of secondary data from various sources. No primary data collection methods are utilized. Instead, the study relies on accessing and analyzing existing information available in academic literature, government reports, historical archives, news articles, corporate reports, financial data, and statistical sources related to war profiteering. The instrument focuses on gathering relevant data to address the research objectives effectively.

3.4 Data Collection:

The data collection process involves accessing and gathering secondary data from diverse sources related to war profiteering. The research employs the following methods for data collection:

- a. *Literature Assessment:* Comprehensive review and synthesis of academic literature, scholarly papers, books, and other relevant publications on war profiteering.

- b. *Government Reports and Documents*: Examination of local and international government reports, official papers, and documents from defense departments, regulatory authorities, and international organizations.
- c. *Historical Analysis*: Analysis of historical data, archives, declassified papers, and case studies from previous conflicts to understand the historical context and evolution of war profiteering.
- d. *Analysis of News Articles and Media Sources*: Review and analysis of news articles and media sources to gain insights into current cases and trends of war profiteering.
- e. *Corporate Reports and Financial Data*: Scrutiny of corporate reports, financial statements, and data from key defence contractors and arms manufacturers to understand the financial aspects and economic incentives associated with war profiteering.
- f. *Statistical Analysis*: Utilization of military spending, weapons trade, and economic indicators to quantify the scope and size of war profiteering and identify trends and patterns.

3.5 Data Analysis:

The data analysis process involves synthesizing and interpreting the collected secondary data to address the research objectives effectively. The analysis includes:

- a. Thorough examination and synthesis of literature to provide insights into the historical backdrop, types of profiteering, and economic ramifications of conflict.
- b. Interpretation of government reports and documents to understand the legal framework, policy ramifications, and specific incidents of war profiteering.
- c. Historical analysis to identify patterns, trends, and the impact of conflict on economic interests.
- d. Analysis of news articles and media sources to capture the present scene identify major participants and develop trends.
- e. Scrutiny of corporate reports and financial data to comprehend the financial components and economic incentives associated with war profiteering.
- f. Statistical analysis to quantify the scope and size of war profiteering and identify links and trends in data.

The research aims to present a comprehensive analysis of war profiteering by integrating information from diverse secondary sources, shedding light on its historical roots, contemporary manifestations, and broader economic implications associated with profiting from armed conflicts.

4. RESULT AND DISCUSSION

WWII was the most expensive war in US history, even though it was over in four years. When inflation was taken into account, the war's true cost was almost \$4 trillion, and in 1945 the year it ended defence expenditure made up more than 40% of the country's GDP. The cost of US wars over the last century is examined in more detail in Figure 1 below. Historians can observe that throughout America's short involvement in World War I, \$334 billion (amount adjusted for inflation) was spent fighting the enemy. This amount rose to \$4.1 trillion during

World War II. The fact that US troops were in battle for four of the five years of World War II, although fighting for just one year throughout the war, helps to explain some of the disparity in spending. After fifty-five years, the cost of war has decreased dramatically: between 2001 and 2014, it cost 1.5 to 1.7 trillion dollars; nevertheless, the War on Terror has been going on for much longer. During the same three-year period, 4.7 million, 12.2 million, and 2.5 million men and women, respectively, were sent to fight in these battles. The number of men lost during WWII increased by almost 400% compared to the number of men killed thirty years earlier, and this figure includes numerous military and government people. The growth in casualties during the same period was comparable. These numbers drop significantly when the number of US military personnel killed in the War on Terror is lowered to fewer than 7,000.

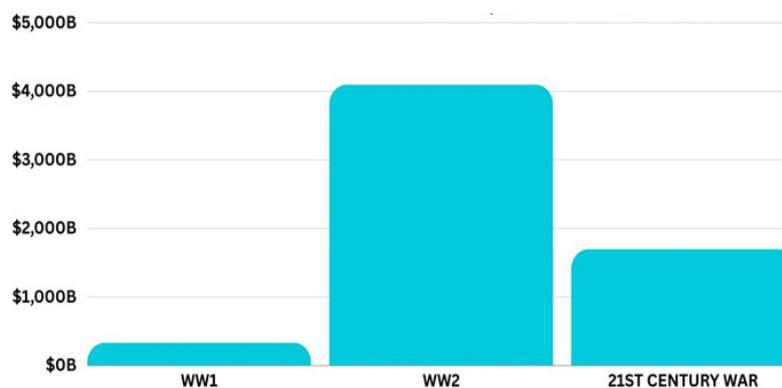


Figure 1: Illustrates a detailed examination of the cost of US wars over the past century.

Returning to our original topic, Norwich University claims that 3M cannons, howitzers, rifles, and carbines were used. 300,000 aircraft, 100,000 tanks, and about 40 billion rounds of ammunition were created by factories. During that time, 200 submarines, 27 aircraft carriers, and 10 battleships were built. Although purchasing war bonds out of patriotism was a significant financial hardship, it was essential to pay for these costs. These enormous figures thus subtly reveal the enormous profits that the war profiteers would have gained and the enormous markups that an impatient government would have had to pay, so providing the only source of finance for these profits.

After a broad range of secondary data sources were examined, relatively few investors believed that a third world war would pose a danger to the world economy before 2022. Even if it's still very unlikely, the Russian invasion of Ukraine has increased the likelihood. Not to mention the financial markets, a limited nuclear exchange, much alone a global nuclear war, would have devastating effects on humanity as a whole. However, it is worthwhile to consider the consequences of just intensifying the current conflict.

By definition, war means falling stock prices and economic disaster. On the other hand, a global pandemic doesn't. Still, the S&P 500 was much higher a year after COVID-19 became global. Given the significant differences in war profiteering and expenses throughout the last century, it is imperative to pause this analysis and pose the following query: What is the performance of stocks, or more accurately sectors and factors, in wartime? The US stock market, which has the finest dataset for individual equities and indexes, was the subject of a study to provide an answer to this issue. The study examined how US stocks performed in three significant wars: World War I (1917–1918), World War II (1941–1945), and the US Civil War (1861–1865). The Performance of American Stocking during Major Wars is Illustrated in Figure 2.

These three wars caused enormous losses, infrastructure creation and destruction, city upheavals, and economic changes, all of which had a huge impact on the US people and economy. Remarkably, the US stock market grew by 112% and 66%, respectively, during the US Civil War and World War II, despite the difficulties and hardships of war. The market saw a net decrease of 17% during World War I, the lone exception. Regrettably, recency bias affects stock research: the quality of securities data decreases with increasing historical time. Consequently, the remaining portion of the research will focus on information about World War II.

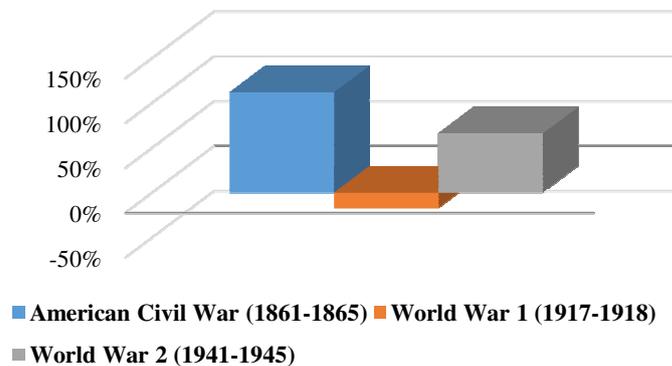


Figure 2: Shows the Performance of U.S. Stocking During Major Wars.

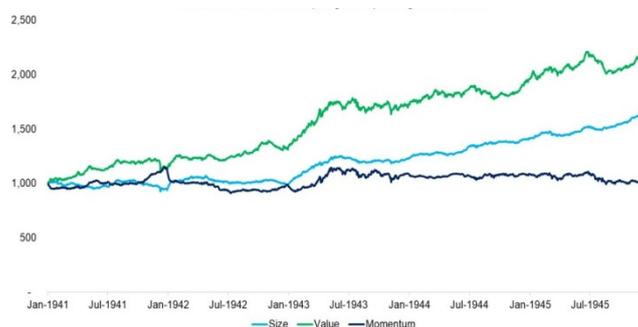


Figure 3: Illustrates the Performance of Factors (Long-Short) during World War II.

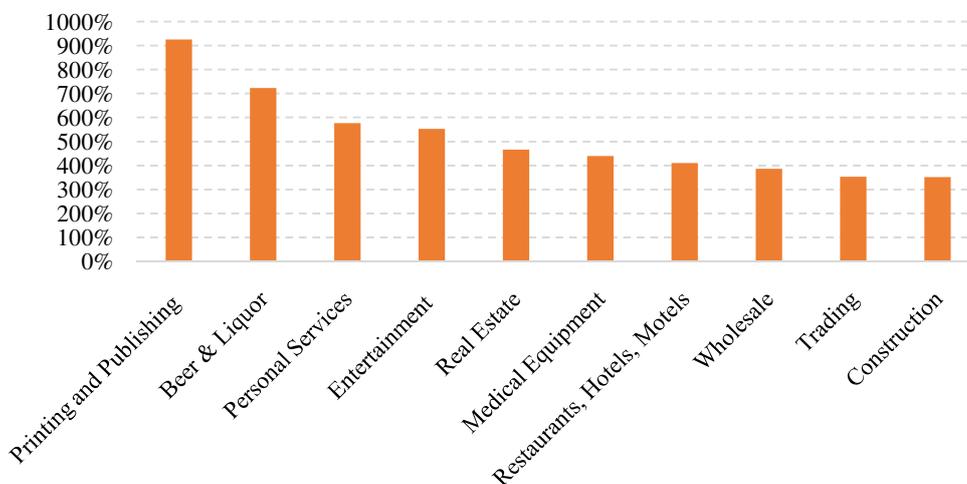


Figure 4: Represents the Performance of industries during World War (1941-1945).

The performance of factors (long-short) during World War II is seen in Figure 3. The size, value, and momentum components all had positive long-short performances between 1941 and 1945, however, momentum's performance was only slightly better, according to the Kenneth R. French Data Library.

The value element produced a compound annual growth rate of 16%, whereas the size component produced an 11% CAGR. Theoretically, these gains would have offered a typical portfolio an attractive diversification advantage, since they represent excess returns from long-short portfolios. These earnings, however, were calculated before transaction costs during a time when shorting stocks was a laborious and ineffective process. But was there a certain industry that distinguished itself during World War II? The 49 industries in the Kenneth R. French Data Library were examined to determine the top and bottom 10 industries.

Figure 4 shows how industries performed from 1941 to 1945 during World War II. Anybody's preconception would be that the top ten should be dominated by sectors of the economy that are directly engaged in the war effort, including heavy equipment and defense companies. But the best-performing industries were publishing and printing, followed by alcoholic drinks and personal services. Figure 5 shows how asset classes performed from 1941 to 1945 during the World War.

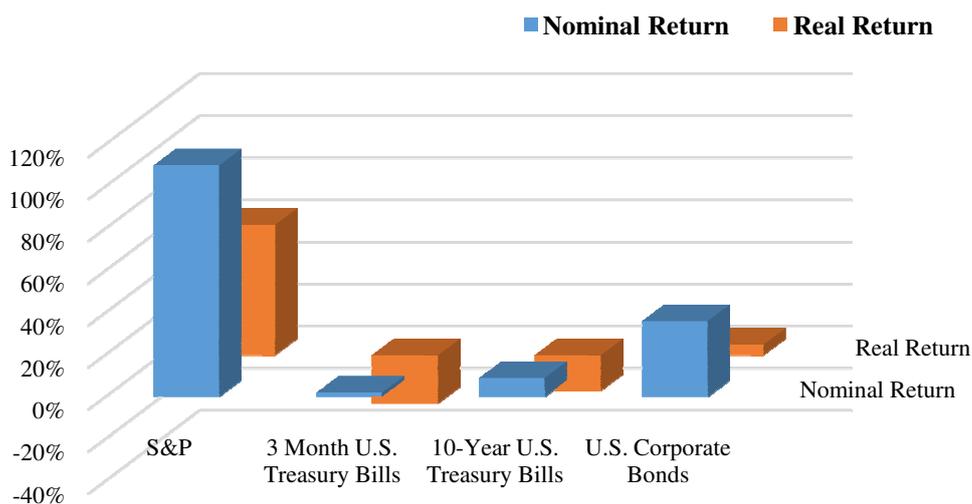


Figure 5: Illustrates the Performance of Asset Classes during World War (1941-1945).

Evaluating how bonds performed relative to equities during World War II is crucial because bonds provide a predictable revenue stream. The largest nominal gains between 1941 and 1945 came from stocks, while corporate bonds, as well as short- and long-term treasuries, also had positive returns over that same period. However, only corporate bonds had positive real returns after inflation. Even though stocks gained value throughout two of the three main US wars, this strategy is retroactive rather than proactive. A third world war is unimaginable without the employment of nuclear weapons. Even still, these weapons can obliterate much of human civilization, let alone collapse the financial system. It is a disastrous time to invest, with few attractive options. The fertile regions of Australia or New Zealand would be feasible options. But even in this case, capital preservation would be the goal instead of capital growth.

The likelihood of a worldwide economic and stock-market catastrophe has increased due to the Russia-Ukraine conflict, as previously mentioned. This has implications for the Indian economy. Thus, an assessment was also conducted of the main Indian stocks that suffered due to the Russia-Ukraine War. Comparing the Close Prices and Returns for the Stock from February 23 to March 3 is shown in Table 1.

Table 1: Shows the Stock Performance Comparison: Close Prices and Returns from 23rd Feb to 03rd Mar.

Company Name	Close 23 Feb	Close 03 Mar	Return
Kajaria Ceramics Ltd.	1190	961.4	-19.21
Brightcom Group Ltd.	130.35	107.45	-17.57
Indus Towers Ltd.	251.2	211.9	-15.64
Interglobe Aviation Ltd.	2039.2	1728.65	-15.23
Gujarat Gas Ltd.	620.35	525.9	-15.23
Biocon Ltd.	394.85	340.1	-13.87
Rain Industries Ltd.	212.6	183.6	-13.64
Dalmia Bharat Ltd.	1656	1430.35	-13.63
Responsive Industries Ltd.	185.35	160.75	-13.27
Varroc Engineering Ltd.	375.05	326	-13.08
Maruti Suzuki India Ltd.	8701.2	7598.1	-12.68
Tata Teleservices	123.45	107.85	-12.64
Ambuja Cement Ltd.	331.1	290.1	-12.38
Ultratech Cement Ltd.	6784.5	5981.85	-11.83
Dr. Reddy's Laboratories Ltd.	4198.75	3719.65	-11.41

As Russia launched a military campaign against Ukraine, the stocks of Indian companies exposed to Europe and Russia fell precipitously. The shares of Tata Motors, which also owns Jaguar Land Rover (JLR), dropped nearly 10% to close at ₹427.85 on the BSE. Indian auto accessory companies have suffered from the Russian invasion of Ukraine as well. These companies had previously seen a decline in demand from European original equipment manufacturers (OEMs) due to a worldwide chip shortage. Largely traded on the Russian market, Dr Reddy's Laboratories shares fell over 3% intraday to a 52-week low of ₹4,055.85 a share.

5. CONCLUSION

Industrialists who provide war supplies and bankers who provide funding to the opposing sides are the two most obvious examples of war profiteering. Nonetheless, there are many distinct forms of war profiteering as fighting is the ultimate enterprise. First of all, manufacturers' need to acquire raw materials and markets drives imperialism and violence. This sums up Lenin's argument that imperialism represents the height of capitalism. Stealing state property in occupied nations may be profitable (examples include Iraq, the Belgian Congo, and Japanese-conquered provinces). The main goal of the Opium Wars, which were fought for the benefit of drug traffickers, was to protect Britain's lucrative opium

trade in China. Because bombs and rockets are costly, the firms that make them go out of business and their CEOs lose their bonuses in the absence of conflict. The profitability of mercenary firms such as Dick Cheney's KBR in Iraq and Blackwater (previously Academic), who provide services to occupying soldiers, depends on war. Governmental elites and cabals that control aggressive conflicts profit monetarily from war. The conquest of Kuwait and its subsequent liberation benefitted the Bushes handsomely, as did King Leopold from Belgium's despicable ownership and exploitation of the Congo. Warfare intended to overthrow an established government might result in lucrative contracts if the goal is achieved. The military and non-military suppliers of the aggressor nation are increasingly purchased by occupied states (Iraq, for instance, has been getting massive quantities of US military hardware since 2003). Cheerleaders who convince war friends to fight with them end up as clients for their nation's military contractors, which is why Australia is just as important a client for the US military sector as Saudi Arabia. And last, when the state uses its army as a mercenary force, war brings in money. Kuwait and Saudi Arabia had to pay the US billions of dollars for Kuwait to become free. Put more simply, the thesis presented in this research is that, contrary to popular belief, the real motivations for conflicts are not moral reasons but rather the pursuit of financial gain. Transferring income from taxpayers to war profiteers, from the vanquished to the victorious, from the aggressors to the victims, and from the oppressed to the oppressors is all part of war.

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CHAPTER 4

A COMPREHENSIVE STUDY OF SENSORY MARKETING: ENHANCING CONSUMER ENGAGEMENT AND BRAND LOYALTY

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ABSTRACT:

This study explores the fascinating field of sensory marketing intending to clarify how important it is for boosting brand loyalty, increasing product identification, and strengthening consumer engagement. Utilizing an extensive array of qualitative and quantitative data sources over the last ten years, the research closely examines the five basic human senses taste, sound, sight, touch, and smell and how best to strategically incorporate them into the creation of captivating multi-sensory brand experiences. Throughout the whole customer journey, these well-chosen sensory experiences have a significant impact, actively influencing attitudes and behaviours and helping to develop a brand's unique character and sensory signature.

The study reveals the intricate processes by which sensory marketing not only draws in customers but also acts as a spark for a multi-sensory narrative, producing naturally captivating material. Additionally, the research sheds light on how sensory marketing may revolutionize several aspects of the consumer experience strategy and elucidates how it enhances the perception of product quality, diminishes perceived wait times, and cultivates positive word-of-mouth, all contributing significantly to bolstering the overall reputation of the business. However, the study emphasizes how important it is to carefully match sensory marketing to the target audience's tastes and the brand's distinct character, stressing the need to avoid the dangers of sensory overload. Using the information and understanding that were gathered during the study process, the article offers practical advice and step-by-step instructions for putting sensory marketing tactics into practice. Moreover, it does a comprehensive examination of the three main domains of operation in sensory marketing. In conclusion, this thorough analysis highlights the effectiveness of sensory marketing as a strong and vital tool for modern marketers.

It not only makes it easier to build genuine relationships with clients, but it also serves as a stimulant for boosting brand loyalty and influencing choices to buy. Sensory marketing is a key component of contemporary marketing techniques that addresses the widespread issue of poor customer engagement. Its revolutionary potential is seen in the ever-changing environment of consumer interactions.

KEYWORDS:

Brand, Customer, Engagement, Marketing, Sensory.

1. INTRODUCTION

Using sensory appeal, you may use sensory marketing, sometimes referred to as sensory advertising, to appeal to your audience's five senses. It prioritizes creating content that engages the senses of vision, touch, hearing, smell, and taste. The goal is to stimulate

customers' senses to make the brand and product experience more powerful and memorable. Therefore, the primary goal of sensory marketing is to track how a customer's unique senses impact his or her buying behaviour and the amount to which they influence the judgments that he or she makes about what to buy[1]. To influence customers' motivations, desires, and actions, it also leverages all five senses to shape perceptions, memories, and learning experiences.

1.1. Qualities Of Sensory Marketing

The fundamental attributes that underpin the efficacy of sensory marketing strategies in engaging consumers and shaping brand experiences. The qualities of sensory marketing encompass creating multisensory experiences, fostering emotional connections, maintaining brand consistency, enhancing memory and recall, and setting ambiance and mood, while also balancing sensory overload considerations and accounting for cultural preferences. These qualities collectively contribute to the effectiveness of sensory marketing in engaging consumers and building lasting brand relationships[2].

i. Multisensory Experience

Scent, taste, smell, sound, and sight are among the senses that sensory marketing concurrently stimulates. In doing so, it creates a brand experience that is more thorough and engaging.

ii. Emotional Connection

Creating an emotional connection with consumers is the aim of sensory marketing. Different emotional reactions to various sensory stimuli may influence how consumers see and process information[3].

iii. Brand Consistency

Sensory marketing ensures that all sensory aspects (such as colors, logos, sounds, and fragrances) are in line with the brand's identity and message to create a cohesive brand image.

iv. Improved Memory and Recall

There is a higher chance that sensory information will be retained and recalled. Brands and goods are more likely to be remembered by customers when they are associated with strong sensory recollections.

v. Ambiance and mood

Businesses may use sensory cues to designate a certain ambiance or mood in their physical venues (restaurants, retail shops, etc.) that will impact the overall client experience.

vi. Sensory Overload Considerations

Finding the right balance is essential, even with the benefits of sensory marketing. Overwhelming sensory stimulation may sometimes have the reverse effect, driving away potential clients from a business.

vii. Cultural Considerations

Since various cultures may have unique sensory preferences and interpretations, target markets should be taken into account when developing sensory marketing strategies[4].

1.2.Explaining Customer Engagement: The Impact of Sensory Marketing Strategies

Sensational marketing is a dynamic and adaptable approach that works well for a wide range of products and markets. By carefully incorporating sensory aspects into marketing initiatives, businesses can provide their customers with a more engaging and memorable brand experience. These days, sensory marketing is very significant and applicable as it addresses two of the biggest issues facing businesses: customer experience and engagement[5], [6].The following are some ways that sensory marketing might assist with consumer engagement problems:

1.2.1. Enhanced Attention

The customer's attention is captured by sensory cues. When a product or brand message is presented to customers via interactive displays, music, or graphics, they are less likely to lose interest or get distracted.

1.2.2. Multi-Sensory Storytelling

Through sensory marketing, brands can weave tales that captivate different senses. Combining visual displays, music, and a particular aroma, for example, may take customers to a new location or time and improve the brand story as a whole.

1.2.3. Interactive and Engaging Content

Marketing-oriented videos and advertisements may use sensory aspects. By including interactivity, the material may get more buzz and become viral on social media, encouraging consumers to participate and spread the word about the company[7], [8].

Low consumer engagement may be efficiently addressed by using sensory marketing to appeal to customers' senses, create memorable experiences, forge emotional relationships with them, and ultimately enhance sales and customer loyalty. It's a useful tool in today's marketers' toolkit that helps create meaningful and engaging relationships between businesses and their customers.

1.3.Explaining Positive Customer Experiences: The Power of Sensory Marketing

There are several ways that sensory marketing may greatly increase favourable consumer experiences, some of which are included below:

1.3.1. Enhances Perceived Quality

Sensory marketing may have an impact on how consumers perceive a product. To create the illusion that consumers are touching a high-end item, for instance, luxury establishments usually use soft fabrics and ambient lighting.

1.3.2. Diminishes Perceived Wait Times

When consumers are exposed to sensory elements, they might feel timeless. For example, providing engaging material or playing soothing music in waiting areas might reduce wait times.Excellent sensory experiences inspire consumers to spread the word about them online and offline via reviews, social media postings, and word-of-mouth recommendations, all of which may help a brand's reputation[9], [10].

1.4.Sensory Branding: Examples from Leading Companies

Language and cultural boundaries may be overcome by sensory marketing, which makes it an effective strategy for companies that serve a variety of customers. It's crucial to remember

that successful sensory marketing should complement the target audience's tastes as well as the brand's identity. What appeals to one set of clients may not appeal to another. It's important to exercise caution. Sensory marketing should only be used sparingly and after a thorough analysis of the target market [11], [12]. Listed below are some well-known companies that use sensory marketing:

1.4.1. Apple

Apple simultaneously appeals to the senses with its branding. Their completely white, minimalistic, and tidy boutiques convey the impression to customers that they represent a high-end, contemporary IT firm. Apple utilizes not only visual and tactile elements but also auditory cues to engage its target audience. The sound emitted when locking a device resembles a secure latch or click, enhancing consumers' perception of the device's security. The similarity in sound among all iPhones creates a feeling of comfort and homogeneity [13], [14].

1.4.2. Starbucks

Due to the requirement that each store grind its unique mix of coffee beans, Starbucks outlets are well known for their strong scent of freshly brewed coffee. Customers may thus smell the coffee as soon as they walk in the door and throughout the establishment. Starbucks ensures that its fragrances are potent enough to evoke powerful emotions in customers when entering the establishments. Even though it has been shown that grinding, packing, and shipping the beans to certain merchants would be more cost-effective, the company still operates in this manner. Starbucks benefits from increased consumer and brand loyalty as a result of its homogeneous scent, which helps customers feel at home wherever they are in the world [15].

1.4.3. Singapore Airlines

The airline's branding stimulates the senses, especially scent and sight. During services, the airline spritzes towels and other things with light, citrus, and lavender-scented air fresheners worn by all of its flight attendants. When using the airplane, there is just one fragrance that you will experience. The airline requires all flight attendants to don "The Singapore Girl" uniforms, aligning with the colour and design associated with their distinguished title. These instances of sensory branding are exclusive to Singapore Airlines, ensuring a sophisticated, high-quality, and uniform experience for their target clientele of travellers [16], [17].

This research explores the realm of sensory marketing, which utilizes the five senses sight, touch, sound, smell, and taste to enhance customer engagement and brand experiences. The study underscores the importance of striking a balance in sensory stimulation to avoid overload and emphasizes the need to tailor sensory marketing strategies to different cultural preferences. The methodology section outlines a mixed-methods approach that integrates quantitative and qualitative techniques to investigate the importance of human senses in modern marketing. Following this, the literature review section discusses previous studies on the topic. The results and discussion section delves into the significance of the five primary senses in sensory marketing, elucidating how taste, sight, touch, smell, and sound impact consumer behaviour and brand perception. Lastly, the research concludes with a final section summarizing the findings and suggesting future directions for this study.

2. LITERATURE REVIEW

Japutra A. and Molinillo S. [18] explored the significance of brand personality in marketing, focusing specifically on the dimensions of responsibility and activity. While these dimensions are crucial for competitive differentiation, there has been limited research on their

relationship with key marketing constructs. The research, conducted with 339 Spanish participants, explores the influence of various facets of brand experience—sensory, affective, behavioral, and intellectual on perceptions of brands being responsible and active, and their subsequent effects on satisfaction, trust, and brand loyalty.

Results indicate that not all aspects of brand experience affect brand personality, and there are variations in how perceptions of responsibility and activity influence satisfaction, trust, and loyalty. Specifically, being responsible is associated with higher satisfaction and trust, whereas being active leads to greater loyalty.

Wang S. et al. [19] analyzed the concept of brand experience, emphasizing its significance in consumer perceptions and loyalty, particularly in the saturated smartphone market. It highlights that the brand experience encompasses consumers' interactions with the brand, extending beyond product consumption to include marketing efforts.

The study finds that factors such as unique logos, personalities, activities, stories, and features contribute to shaping the brand experience. Results indicate that brand experience positively influences perceived effectiveness risk, while sensory and intelligent experiences impact purchase intention. Notably, sensory experience yields the strongest effect. Moreover, the study suggests that brand experiences do not significantly differ across various smartphone brands.

Kumawat M. and Rathore S. [20] investigated the impact of brand awareness and sensory feelings on the apparel choices of college students. Brand awareness plays a crucial role in decision-making by aiding in brand recognition and influencing brand selection even in situations of slight confusion.

The study aims to explore how sensory marketing techniques influence brand awareness among college students, considering it as a vital aspect of the decision-making process. Conducted among 80 college students from professional colleges in Udaipur, the experiment revealed that students' preferences and perceptions of apparel brands are significantly influenced by their sensory feelings.

The findings suggest that marketers should incorporate sensory marketing techniques across various product categories to enhance brand awareness and foster brand loyalty among consumers.

Zahedani B. et al. [21] aimed to address food shortages resulting from population growth by proposing organic farming as a sustainable solution. The study focuses on developing a comprehensive branding model for sensory marketing through interviews with 20 experts in marketing. Using MAXQDA software, various aspects, and variables related to sensory marketing are identified. Through qualitative data analysis, 86 initial codes are categorized into 18 key areas including brand value, brand image, brand awareness, trust, marketing, and customer loyalty. The study concludes by presenting a model based on the identified criteria, offering insights into the role of branding in addressing challenges related to sustainable development.

Chatterjee S. and Pandey M. [22] examined consumer brand awareness from a cognitive perspective, highlighting the role of both conscious and non-conscious experiences in shaping consumer decisions. It proposes the use of multi-sensory metaphors, facilitated by the ZMET method, to uncover hidden consumer insights. By stimulating various human senses, researchers aim to reveal the subconscious factors that influence consumer decision-making processes. The study focuses on the hospitality industry, providing qualitative examples to

illustrate how hidden metaphors contribute to consumer satisfaction with service experiences. Ultimately, the study offers implications for marketers to better understand and identify key decision-making factors in the hospitality sector.

Pelet J. et al. [23] examined the influence of Artificial Intelligence (AI) and the Internet of Things (IoT) on the immersive brand encounters of patrons within upscale hotels rated four and five stars.

In light of the escalating importance of digital engagements within the hospitality sector and the growing integration of multisensory tactics by luxury accommodations, this investigation aims to scrutinize the advantages and challenges introduced by AI and IoT within this domain. Employing interviews and an online survey, the research reveals a shared perception among both hotel administrators and guests that the incorporation of IoT technologies can enrich guests' sensory journeys, ultimately fostering heightened satisfaction and brand loyalty. Nevertheless, the study underscores the necessity of meticulously evaluating various digital instruments, employing methodologies such as SWOT analysis, to assess their prospective influence on patrons' sensory encounters before integration. The study concludes by acknowledging its limitations and suggesting avenues for future research in this area.

These previous studies contribute valuable insights into branding, consumer behaviour, and marketing strategies, highlighting the importance of sensory experiences, brand awareness, and responsible marketing practices across various industries. This study provides an in-depth exploration of sensory marketing, utilizing the five senses to enhance customer engagement and brand experiences. The study serves as a valuable resource for companies aiming to enhance consumer experiences through sensory marketing.

3. METHODOLOGY

3.1. Design:

The design of this research adopts a mixed-methods approach, integrating both quantitative and qualitative techniques to explore the significance of human senses in contemporary marketing. The study utilizes secondary data sources obtained from various websites and scholarly articles to analyze the role of sensory marketing in enhancing the competitiveness of companies and their products.

3.2. Sample:

The sample for this research comprises secondary data sources gathered from websites, scholarly articles, and other reliable sources. These sources provide diverse perspectives and insights into sensory marketing practices within the past decade, allowing for a comprehensive analysis of contemporary trends and strategies.

3.3. Instrument:

The primary instrument employed in this research is the collection and analysis of secondary data. Quantitative data in the form of graphs and pie charts are utilized to present statistical trends and patterns in sensory marketing. Qualitative data are also employed to understand the characteristics and nuances of sensory marketing strategies and their effectiveness in contemporary contexts.

3.4. Data Collection:

Data collection involves accessing and gathering secondary data from various sources, including scholarly articles, industry reports, market analyses, and online resources. These

sources provide valuable information on sensory marketing techniques, consumer behavior, market trends, and case studies illustrating successful implementation of sensory marketing strategies.

3.5. Data Analysis:

Data analysis involves the utilization of both quantitative and qualitative methodologies. Quantitative data undergo statistical analysis to discern trends, correlations, and patterns within sensory marketing strategies. Qualitative data, on the other hand, are subjected to thematic analysis to reveal fundamental themes, perceptions, and insights concerning the impact of human senses on marketing. The synthesis of quantitative and qualitative findings allows for a comprehensive understanding of the significance of sensory marketing in contemporary business environments.

4. RESULT AND DISCUSSION

In their study, the author and their co-worker divided their analysis and conclusions into three key sections. First, they examined the role of the five basic senses in sensory marketing, highlighting how taste, sight, touch, smell, and sound impact consumer behavior and brand perception. Then, they provided valuable insights and actionable steps for implementing sensory marketing strategies effectively.

Finally, they outlined the three primary areas of activity within sensory marketing, including creating immersive buyer experiences, leveraging all five senses, and developing a distinctive sensory signature for brand identity. Overall, their research offers a comprehensive understanding of sensory marketing and its significance in contemporary business practices.

4.1. Examination of the Five Fundamental Senses Concerning Sensory Marketing:

The primary element of sensory marketing is the senses. The following describes and examines the five senses:

4.1.1. Taste:

Five flavours may be experienced: umami, sour, sweet, salty, and bitter. We use other senses other than taste to determine a product's flavour. Sampling is a simple, often-used method. You must create an experience to use this sense more effectively.

People believe a brand tastes better when they are acquainted with it, and there is a positive correlation between flavour and brand familiarity. Children were given similar meals and beverages in either McDonald's or non-branded packaging to taste in particular research. Youngsters favoured the flavours of meals and beverages they thought were from McDonald's.

4.1.2. Sight:

In sensory marketing, vision is the most engaged sense among the five. Customers can swiftly recognize color palettes and logos associated with prominent brands. We need to think beyond conventional strategies like displays. As marketers, we can also combine music and vision to provide customers with an emotionally engaging experience that they will remember. Thanks to technology, marketers can use digital technology to provide customers with an experience. Participants used their vision to assess the product's use and form. For instance, when it came to juicers, buyers believed they were "so big," "so cute," and that the top resembled a "speedboat."

4.1.3. *Touch:*

Customers are prone to develop a fondness for your product or service through direct interaction. The act of touching a thing increases the sense of ownership associated with it. Regardless of the kind of goods, increased levels of contact with it via augmented reality also positively impact attitudes about it and inclinations to buy.

4.1.4. *Smell:*

A product's aroma may make a buyer fall in love with it. Identifiably scented items improve memory for other characteristics of the object, whether in the presence or absence of fragrance assistance. Retailers use scent to evoke pleasant memories and experiences in their customers.

4.1.5. *Sound:*

Sound is commonly used in marketing and may take many forms, from ambient music to distinctive noises to classic jingles and slogans. According to research, we utilize music to control our moods. Pitch, loudness, and tempo changes may influence how customers perceive a product. A well-rounded marketing activation may be achieved by including music in sensory marketing campaigns. Customers reported spending more time shopping when the music was familiar, but they also browsed longer when it wasn't.

4.2. *Useful Advice & Action Items for Using Sensory Marketing:*

After conducting extensive research and analysis on sensory marketing, my colleague and I have gathered valuable insights and practical advice for leveraging sensory experiences in marketing strategies. Here are our observations and suggestions:

4.2.1. *Define Clear Objectives:*

Before delving into sensory marketing initiatives, it's crucial to define specific objectives. Take the time to understand what you aim to achieve through sensory marketing. Remember, a well-defined target is essential for effective execution.

4.2.2. *Maximize Sensory Appeal:*

Sensory marketing hinges on engaging all five senses to create immersive brand experiences. When crafting your sensory marketing plan, consider how sound and visuals can complement each other to resonate with your target audience. For instance, choose music and imagery that evoke the desired emotions and atmosphere for your brand.

4.2.3. *Consider Emotional Impact:*

Be mindful of the emotional effects that different sensory stimuli can evoke. Factors such as tone, frequency, loudness, and duration can significantly influence users' emotions and perceptions. Select sensory elements that align with your brand identity and resonate with your audience on an emotional level.

4.2.4. *Integrate Multiple Senses:*

While sound plays a significant role in sensory marketing, don't overlook the importance of other senses, such as touch. Explore creative ways to incorporate tactile experiences into your marketing efforts, such as interactive touchscreens or haptic feedback.

4.2.5. *Leverage Product Features:*

Capitalize on your product's unique features and sensory attributes to enhance the overall user experience. Consider how movement, texture, and sensory feedback can add value to your product or service, making it more engaging and memorable for consumers.

4.2.6. *Embrace Embodied Cognition:*

Recent research has underscored the impact of physical encounters on decision-making procedures. Utilizing embodied cognition via sensory marketing enables advertisers to forge stronger bonds with consumers and elevate brand involvement.

4.2.7. *Harness the Power of Sensory Advertising:*

In today's competitive landscape, sensory advertising offers a unique opportunity to stand out and captivate audiences. Embrace sensory marketing techniques to ensure that your brand engages users on a deeper level, making your adverts more memorable and effective. Sensory marketing holds immense potential for enhancing brand engagement, creating memorable experiences, and driving consumer loyalty. By carefully integrating sensory elements into your marketing strategies and leveraging the power of multisensory experiences, you can unlock new opportunities for brand growth and success.

4.3. *Three Main Fields of Sensory Marketing Activity:*

In the realm of sensory marketing, three primary areas of activity have emerged, each offering unique opportunities to engage consumers and enhance brand experiences:

- a. Creating buyer and user experiences using "360° sensory marketing" to impact the customer's behaviour throughout the purchasing process.
- b. The comprehensive application of all five senses, in which the sensory encounter is focused on a single objective.
- c. Using a single, defining sense a sensory signature to create a unified brand experience via the senses.

These three areas of activity in sensory marketing 360° sensory marketing, comprehensive sensory application, and sensory signature branding offer businesses diverse strategies for engaging consumers, shaping perceptions, and fostering brand loyalty through the strategic integration of sensory experiences. By adopting these strategies, brands can unleash the complete potential of sensory marketing, crafting impactful and unforgettable brand encounters that propel growth and achievement.

4.3.1. *360° Sensory Marketing:*

Creating buyer and user experiences using "360° sensory marketing" to impact the customer's behaviour throughout the purchasing process. Brands prioritize experience optimization and creating the perfect in-person or online buying environment. Customers' behavior and attitude may be enhanced, their relationship with the product or service is strengthened, and satisfaction levels can rise when they have a pleasant and memorable experience. As a result, there's a greater chance that the consumer will buy something, remain in the shop longer, see a greater variety of things, and ultimately make more purchases in the future. Initiating this process also helps the brand's reputation. Sensory marketing can influence consumer behavior throughout the entire purchasing journey, from sparking desire and product/service awareness to evaluating options, making a purchase, and assessing post-purchase usage.

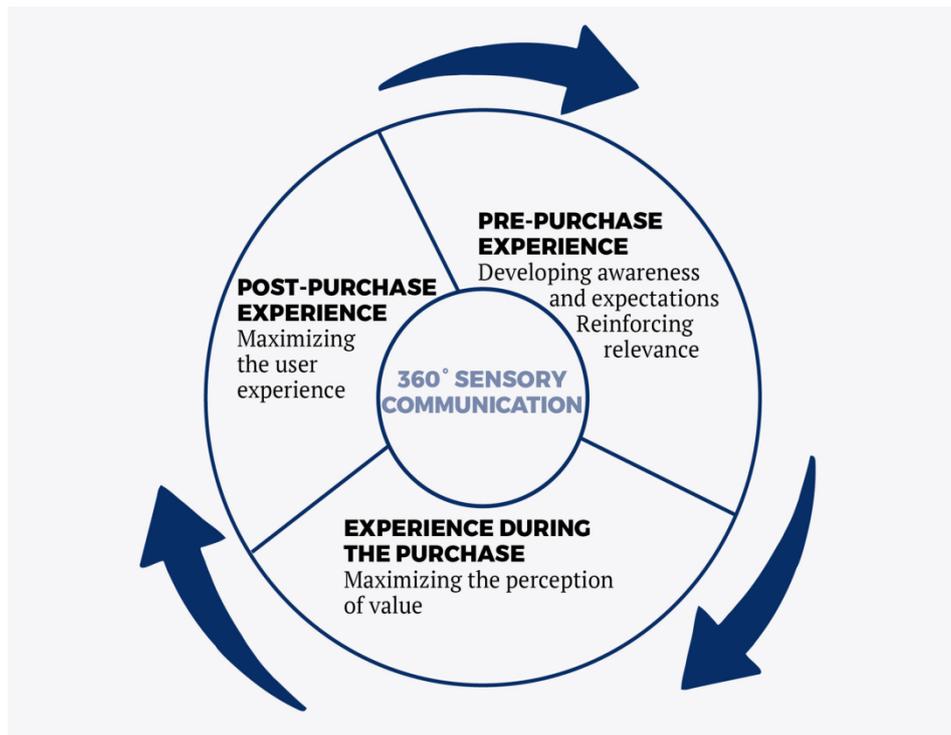


Figure 1: Illustrates the 360° Sensory Communication.

By leveraging sensory stimuli, brands can identify and engage with consumers at every touchpoint, spanning pre-purchase, purchase, and post-purchase stages, thereby implementing a comprehensive 360° sensory marketing approach. Figure 1 depicts the 360° Sensory Communication.

At every stage of the buying journey, including establishing a brand presence, communicating relevance and value to consumers, and providing the actual user experience, the touchpoints are listed and ranked based on their significance. After defining the specific objectives for each phase, the sensory inputs influencing the target audience are pinpointed. Their roles and attributes are then crafted to maximize their impact on achieving the overarching goals.

4.3.2. Comprehensive Sensory Application:

The comprehensive utilization of all five senses, with a concentrated focus on a particular goal. The contribution of each sense to shaping experiences and conveying perceptions fluctuates based on the nature of the product or service and the customer's position in the purchasing journey. Nevertheless, heightened sensory stimulation typically correlates with enhanced communication and a superior overall experience.

Research has shown that when many senses are used in concert, perceptions may be improved when the information from each sense complements one another. Put another way, the signals that each sensory experience provides are bolstered by one another, leading to perceptions that are more robust, coherent, and all-encompassing. This coherent collection of sensory information improves the consumer's perception and becomes more embedded in memory. Therefore, the integration of multimodal perceptions enables quicker processing rates, leading to enhanced message evaluation, faster product recognition, and attribution in response to stimuli.

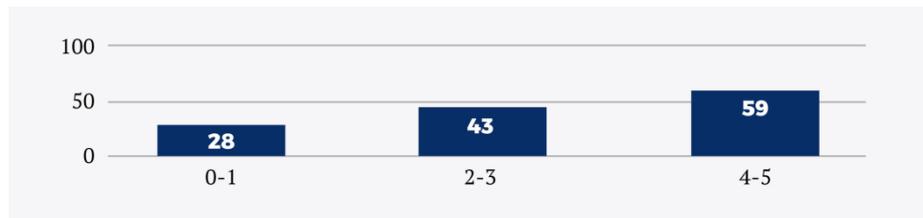


Figure 2: Represents the Number of positive senses recalled and generation of brand loyalty (%).

Figure 2 illustrates the relationship between the number of positive senses remembered and the development of brand loyalty, expressed as a percentage. Although touch and vision are commonly acknowledged as primary senses in perception, they tend to relate more to conscious processes and pragmatic aims. Conversely, the often-overlooked senses of taste, smell, and hearing exert a deeper emotional influence on the creation of experiences and exhibit stronger connections to loyalty.

4.3.3. Sensory Signature Branding:

Utilizing the senses to integrate the brand by emphasizing a singular, predominant feeling that moulds recognition (referred to as a sensory signature) is the primary aim of sensory marketing. The key strategic goal is to convey a brand's image or sensory identity. The objective is to leverage the senses to underscore a product's characteristics, values, personality, and emotional or practical benefits. In addition to, and perhaps most significantly, accentuating the product's unique value for a specific consumer demographic in a progressively competitive market, this serves to elucidate the product's rapport with the consumer and its brand essence. A sensory approach delineates the senses that will convey the image, establishes a connection between each sense and the consumer, and outlines the experiences and messages that each sense will deliver. This approach yields sensory branding. Crafting a brand's sensory signature, representing the principal perception associated with a product or service, is a crucial facet of sensory branding. The sensory signature, which also aids in identification and product differentiation, communicates the primary message that marketers aim to convey to the market.

A product's sensory signature encapsulates its positioning and primary competitive edge. Thus, selecting this signature is imperative for every brand. Only two criteria need to be fulfilled by a sensory signature: firstly, the chosen sense must be apt for communicating the product category to a specific customer segment; secondly, and perhaps more importantly, the signature must convey the brand's unique value proposition. If these two criteria are satisfied, any sensation has the potential to evolve into a sensory signature. Figure 3 depicts the Sensory Strategy and Sensory Experiences.

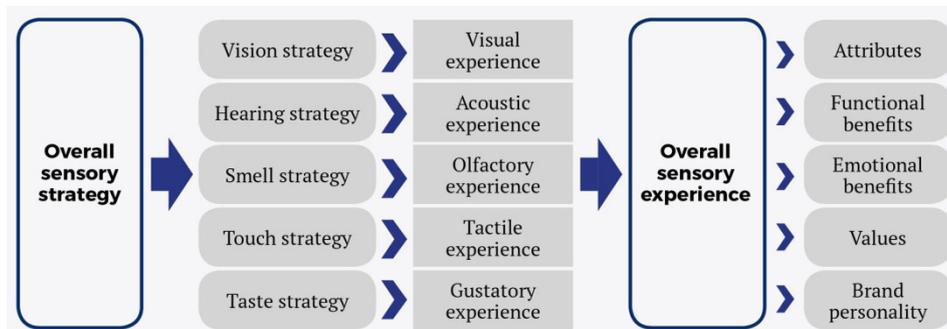


Figure 3: Illustrates the Sensory Strategy and Sensory Experiences.

The marketing endeavours involved in formulating a brand's sensory strategy encompass the particulars of the product (such as its name, brand, and packaging), its communication methods (including advertising and promotions), and strategies about the point of sale (such as location and merchandising).

5. CONCLUSION

An in-depth discussion of sensory marketing and its significant effects on consumer engagement and brand loyalty are provided in this extensive study report. We have discovered important insights and doable actions to successfully execute sensory marketing strategies by a thorough examination of the five primary senses (taste, sight, touch, smell, and sound) in the context of sensory marketing. In addition, we look at the three main facets of sensory marketing activity: using a dominating sensory signature, utilizing an integrated strategy that incorporates all senses, and taking a 360° vision. Our results highlight how important sensory marketing is to building brand loyalty, improving customer connections, and optimizing referral marketing. We have shown how certain senses may have a big impact on customer behavior and perceptions. For example, smell can evoke pleasant memories, while sight and sound can help people recognize a brand. To solve the problem of poor consumer engagement, sensory marketing may draw in customers, enable multi-sensory storytelling, and provide dynamic and interesting content. It also increases good word-of-mouth, lowers perceived wait times, and improves the perceived quality of the products—all of which help to strengthen a brand's reputation. Nonetheless, the research also emphasizes how crucial it is to match sensory marketing to the target audience's tastes and the brand's identity, while simultaneously advising against overstimulating consumers' senses. For companies looking to improve consumer experiences and brand loyalty using sensory marketing tactics, this study report is a great starting point. It can provide the foundation for further study and advancement in this area by providing insightful analysis and useful applications in the sector. In summary, sensory marketing shows itself to be a potent instrument for modern marketers, able to have long-lasting effects on consumer behaviour and perceptions, build brand loyalty, and create meaningful relationships with consumers.

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CHAPTER 5

A STUDY ON THE CORRELATION BETWEEN SELECTED SOCIAL MEDIA INFLUENCERS FROM THE FASHION AND BEAUTY INDUSTRY AND SOCIAL MEDIA MARKETING

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ABSTRACT:

Social media marketing, a digital approach that uses a variety of channels to promote goods, services, brands, or ideas, has completely changed the way that information is delivered to customers. To achieve marketing goals, this strategy comprises creating and sharing content on social media platforms, interacting with the target audience, and using paid advertising. With time, social media marketing has developed into a flexible and dynamic instrument that is now a crucial part of many companies' overall marketing plans. At the same time, social media influencers have exploded in popularity throughout the world, and many people see influencer work as beneficial and easy. Influencers do, however, face several obstacles in their professional lives. Influencer marketing and social media marketing are closely related and mutually beneficial and often involve partnerships to promote goods, services, or brands. This mutually beneficial partnership uses influencers' well-established authority and reach within certain markets or sectors to further marketing objectives. According to a 2014 poll, more than 80% of corporate leaders said social media was essential to their operations. This paper will examine the crucial role that influencers play in social media marketing initiatives, helping to create real and meaningful relationships between companies and their target markets. Pinterest, TikTok, YouTube, Twitter, Instagram, and Facebook are important social media marketing tools. The best platforms to use depend on things like the demographics of the target audience, the kind of content, and particular marketing goals. This means that companies should focus their efforts on the platforms that best suit their strategy and the preferences of their target audience.

KEYWORDS:

Content, Product Promotion, Influencer Marketing, Social Media Marketing, Social Media Influencers.

1. INTRODUCTION

Social media marketing is a digital marketing approach that uses different social media platforms to promote businesses, goods, services, or ideas. It includes producing and sharing content on various platforms, interacting with the target audience directly, and using paid advertising to meet marketing goals. Social media marketing has become a vital and flexible tool for many firms' larger marketing plans [1], [2]. Influencers and social media marketing have a noteworthy and beneficial relationship that often involves working together to promote goods, services, or brands. Even though American businesses spent \$5.1 billion on social media advertising in 2013, a recent Gallup poll found that most American consumers gave these ads little thought when making purchases. We propose that for social media marketing initiatives to be successful, they should be in line with the various demands of social media users. As a result, this article presents a taxonomy of modern social media

platforms that are divided into categories for relationships, self-media, cooperation, and creative outlets. We explore how various social media platforms satisfy basic human wants and provide guidance for social media marketing tactics based on need-congruence. The use of influencers for marketing purposes is nothing new[3]. However, the use of influencers in marketing has gained pace and become much more accessible with the advent of the internet and, more recently, other types of social media. This essay explores the ever-evolving field of social media marketing, including information on tactics, developments, and the significant effects it has on companies in the current digital age. The internet has transformed social connections in the same way that it has altered music consumption, travel planning, and research. People may exchange images, videos, news articles, blog entries, and participate in online discussions using social media platforms[4], [5].

Influencers on social media often represent a certain way of life or way of thinking, and they may be found in a wide range of industries, including technology, travel, culinary arts, gaming, fashion, music, politics, sports, or entertainment. Companies and organizations use online celebrities as part of influencer marketing to sell their goods to their fan base and followers across several platforms. Nike's impressive social media following of 231 million on Instagram and 9.3 million on Twitter says a lot about their skill. Nike's social media strategy focuses on highlighting athletes and regular people who act as brand ambassadors[6], [7]. Nike uses its platform to support causes it believes in, inspiring people from diverse backgrounds to strive for greatness. Examples of these causes include encouraging social distancing during the pandemic, supporting the Black Lives Matter movement, and empowering girls to pursue their dreams. Fashion Nova, a company well-known for its influencer marketing tactics, calls its social media brand ambassadors "Nova Babes." These influencers are living examples of inclusiveness and diversity, which aligns with Fashion Nova's mission to support all body shapes and ensure that everyone can afford clothing. The American cosmetics business Glossier has used social media to grow its empire. Glossier creates an inclusive and community-minded following by showing actual individuals using their products, interacting with their audience via user-generated content, and providing behind-the-scenes looks. Influencer culture may be quite profitable, but there are drawbacks as well[8], [9]. Influencers have to deal with concerns of authenticity when working with brands, adjust to changing social media algorithms, and face the attention that comes with being in the public eye. In this environment, success requires finding a careful balance between sincere relationships and business alliances.

1.1 The Rise of Influencers on Social Media:

There is a wide range of influence, from a few thousand to several million followers. No matter how far they may go, influencers are seen as special by many people on the internet. They have the power to influence the opinions, ideas, and purchase choices of those who follow them. This suggests that influencers may persuade followers to buy needless goods, embrace dangerous ideals, or develop unhealthy materialism. On the other hand, they may also mentor them in morally righteous and helpful ways. From a marketing perspective, this idea has been around for more than a hundred years.

Social media use has become a vital part of most people's lives as cellphones grow more and more commonplace globally. As such, it's more important than ever to include social media marketing in your digital marketing approach. A large number of people, especially the younger generation, are becoming well-known on Twitter, Instagram, TikTok, YouTube, and other platforms very quickly[10], [11]. Many of them are generating good salaries by using their powerful internet platforms to endorse items and businesses. The landscape of media consumption has changed as a result of the rise in popularity of platforms like TikTok,

the integration of podcasts into everyday life, and Instagram's concentration on video and commerce. Customers also deliberately choose to avoid conventional advertising wherever they can, indicating the dawn of a new age in democratic media consumption. Influencers are essential to digital marketing at these times because they can command the attention of their target audience.

1.2 Theoretical Structures: Influencer Marketing Models:

Influencer marketing has given rise to several theoretical frameworks and models. A prominent paradigm is the "Source-Message-Channel-Receiver" (SMCR) structure, which includes the audience as the receiver, the social media platform as the channel, the influencer as the source, and the content as the message. This paradigm offers a methodical way to comprehend how influencers affect brand engagement and customer behaviour. Tram Nguyen's study article "The Impact of TikTok Influencer Marketing on Consumer Behaviours" focuses on how TikTok affects the attitudes and behaviours of its users, especially those of Generation Z. TikTok gives its users access to a virtual creative playground where they may express their ideas using effects and elements found in audiovisual content. Because of its algorithmic structure, material from arbitrary users may easily acquire an audience, even in the absence of previous connections.

Advantages and Drawbacks of Influencer Marketing: Influencer marketing has benefits and drawbacks just like any other marketing method. Businesses need to take into account several criteria when determining if a product campaign or partnership is appropriate. Influencer marketing's main benefit is that it may increase a brand's reputation and level of customer trust. Users of social media are often impacted by people who are near to them as well as by others who have similar interests, aspirations, and viewpoints. Influencers are seen as reliable, understandable, and real providers of advice and information [12], [13]. They can produce interesting material that presents goods in a flattering and realistic way, enticing customers to give them a try. Furthermore, since influencers have a devoted and engaged fan following that respects their ideas and engages with their material, influencer marketing may result in increased engagement and conversion rates for companies. Brands may expand their message and reach by using influencers' networks and platforms, which will eventually drive traffic, leads, and purchases to their online platforms.

Influencers who look inauthentic run the danger of losing trust, which is one of the many issues that influencer marketing faces. The effect of a campaign may be lessened by market saturation and overexposure, and ROI measurement is still difficult and often has no direct relationship to sales. Influencer verification is crucial due to the possibility of fake followers and engagement. While maintaining long-term connections, adhering to legal requirements, and adjusting to platform changes are ongoing challenges, ensuring brand fit, as well as relevance, is difficult and demands careful alignment of values. The picture is made more complex by the need to budget and determine appropriate remuneration for influencers with different numbers of followers. Additionally, crisis management is essential since influencers may get involved in personal scandals that might damage the brand. Notwithstanding these difficulties, social media marketing is still a potent instrument that helps companies communicate with their customers, increase brand recognition, and foster community involvement [14], [15].

Even while the influencer culture offers a plethora of benefits, it is not without difficulties. Influencers struggle to remain genuine in the face of corporate partnerships, changing social media algorithms, and the scrutiny that accompanies being well-known. To successfully navigate this terrain, one must strike a careful balance between sincere relationships and

business alliances. Here are a few actual instances of social media marketing initiatives that were successful: Nike's #JustDoIt Campaign: The "Just Do It" campaign from Nike is a good example of social media marketing done well. They distribute motivational material, athlete endorsements, and inspirational tales on a variety of social media channels, such as Facebook, Instagram, and Twitter. The brand has come to be associated with the hashtag #JustDoIt. Starbucks on Instagram: Starbucks uses Instagram to creatively interact with its audience and highlight its goods. They include consumer images with the hashtag #Starbucks to promote user-generated content. Customers become brand ambassadors as a result, and a feeling of community is fostered.

2. LITERATURE REVIEW

P. D. S. Fauser, *et al.* [16] discussed the impact of Virtual Influencer (VI) marketing on customer purchase behaviour examined in this research. It seeks to define the parameters and effects of VI marketing, comparing it to conventional Human Influencer (HI) marketing and revealing the unique benefits and challenges related to VIs. Consumer views and behaviours about VIs were examined using a survey; the results showed that respondents' degrees of acceptance and trust varied widely. Although several participants expressed openness to buying things recommended by VIs, others had reservations about their legitimacy. Furthermore, the research explores the potential function of VIs in the metaverse, emphasizing the advantages and disadvantages of this changing digital environment. As a result, this study highlights the growing impact of VIs and recommends further research in the field of marketing.

G. LI *et al.* [17] investigated the impact of influencer marketing channels on e-tailers' profitability and social welfare. Using a stylized model, it examines conditions favoring the adoption of influencer marketing channels and compares scenarios with or without merchant live broadcast channels. Findings suggest that influencer marketing channels benefit retailers more with fewer waiting cost-sensitive consumers and higher-priced products. Additionally, merchant live broadcast channels can enhance or substitute influencer marketing channels under certain conditions.

D. Cahyani [18] emphasized that social media has a big effect on the tourist sector, especially in Indonesia with its enormous number of islands. It affects how travellers may get information about destinations. Influencer marketing is becoming a more popular tool used by tourist marketers to handle issues related to influencing customer attitudes and intentions. Important Performance Analysis and Structural Equation Modelling are used in this research to collect data from 217 Indonesian tourists in Jakarta, Bogor, Tangerang, Depok, Bekasi, and Bandung who are between the ages of 18 and 35. To favourably affect consumer interest and visit intent, the goal is to find successful micro-influencer marketing tactics based on credibility, trustworthiness, influencer attitude, and content quality. The results will help the tourist industry as a whole by informing marketing plans for Singgah companies and other travel-related enterprises.

S. Shahid and S. Zafar [19] described that building human ties between customers and companies is essential in the cutthroat retail fashion sector. This research explores the link between brand love and brand positioning methods benefit, surrogate, and feature, taking market mavens' influence into account. Around 607 young consumers from private institutions were surveyed for the study, which finds substantial connections between brand love and all positioning techniques, mediated by the interpersonal effect of market mavens. In addition, the research provides marketers with useful insights by presenting market mavens as educated, urban women.

S. Zhang [20] determined that Self-media marketing is a new kind of marketing that has evolved as a result of the widespread use of the Internet and other social media platforms. This has raised investment in the market. Influencers—people who use their internet presence to promote products and earn money—have become more well-known in this environment. Influencers, as opposed to conventional celebrities, interact with audiences mostly via their own websites and social media accounts. Through the analysis of various platforms, the study aims to provide recommendations to businesses on how to optimize the positive aspects of the fan economy while reducing its drawbacks in the contemporary period.

3. METHODOLOGY

3.1 Design:

The research adopts a mixed-methods approach, integrating quantitative and qualitative methods to thoroughly examine how businesses utilize social media influencers in their marketing campaigns. A cross-sectional analysis offers a snapshot of contemporary digital strategies, while structured questionnaires and in-depth interviews gather insights from key stakeholders involved in influencer marketing practices. This comprehensive approach enables a nuanced understanding of the strategies employed by businesses and their impact on marketing effectiveness.

3.2 Sample:

The sample comprises marketing professionals, influencers, and consumers engaged in influencer marketing. Participants from diverse industries and demographics ensure thorough data collection. This inclusive approach facilitates a comprehensive understanding of influencer marketing practices. By involving individuals with varied backgrounds, the study captures insights from different perspectives. Marketing professionals contribute expertise, influencers offer firsthand experience, and consumers provide valuable feedback. This diverse pool enhances the validity and reliability of the data collected. Insights gathered from participants across industries enrich the analysis. Demographic diversity ensures representation from different consumer segments. Overall, the varied sample composition enhances the robustness of the research findings.

3.3 Data Collection:

Quantitative data on influencer marketing effectiveness, return on investment, and consumer behaviour are collected through structured questionnaires featuring closed-ended and Likert scale questions. These questionnaires aim to provide a comprehensive understanding of the quantitative aspects of influencer marketing. Additionally, qualitative insights into experiences and perspectives on influencer collaborations are obtained through in-depth interviews with key stakeholders. These interviews offer valuable qualitative data, allowing for a deeper exploration of the nuanced aspects of influencer marketing. By combining quantitative and qualitative methods, a holistic understanding of influencer marketing practices and their impact is achieved.

3.4 Data Analysis:

The data analysis approach encompasses several crucial aspects. Firstly, it seeks to evaluate the Impact of Influencer Collaborations on Brand Visibility by comparing the reach and exposure attained through influencer partnerships against other marketing strategies. Secondly, it aims to Assess the Influence of Social Media Influencers on Consumer Engagement by scrutinizing metrics such as likes, comments, shares, and overall engagement elicited by influencer-generated content. Additionally, the analysis endeavors to Identify the

Key Components of Successful Influencer Collaborations, delving into influencer selection, campaign planning, and content creation to ascertain best practices for optimal outcomes. Lastly, it delves into Investigating the Challenges in Maintaining Authenticity, probing into the authenticity dilemmas encountered by brands when partnering with influencers, and exploring strategies to navigate and surmount these obstacles. Through these multifaceted analyses, the research aims to glean insights into the nuanced dynamics of influencer marketing in the digital landscape.

4. RESULT AND DISCUSSION

4.1 *NIKE Case Study:*

An illustrative case study of Nike's social media strategy showcases the effectiveness of running multiple social media profiles to target diverse audience interests. With millions of followers across various platforms like Instagram, Twitter, and TikTok, Nike demonstrates the success of leveraging social media for brand promotion and engagement.

4.2 *Renowned Social Media:*

Social media influencers wield substantial influence online. Even modest influencers with only a handful of followers offer brands significant opportunities to connect with committed audiences. Additionally, studying the methods employed by prosperous influencers to engage with their followers and expand their communities is of great value.



Figure 1: Illustrates the style of Kylie Jenner[kyliejenner].

Kylie Jenner, who is well-known for her work in reality television and as a cosmetics entrepreneur, is the creator and owner of Kylie Cosmetics, as shown in Figure 1. She is the fifth most followed person on Instagram, with an astounding 398 million followers. 2015 saw Jenner start her business career when she used \$250,000 from her modelling earnings to start a brand of lip kits. Notably, Jenner supposedly made \$1.2 million for each sponsored Instagram post in 2019, which kept her as the highest-paid user on the site for two years in a row. Beyond cosmetics, Jenner's impact also extends to other products that she has promoted, such as Fashion Nova, Fit Tea detox tea, Waist Gang Society waist trainers, Calvin Klein, Adidas, and SugarBearHair hair supplements.

With her partnership with Glow Beverages in 2019, Jenner became the first well-known celebrity to appear in a major marketing campaign for the hydration and energy drink brand. Through social media, the collaboration sought to draw in Generation Z and early millennials. Glow's managing partner, KevKouyoumjian, highlighted Jenner's worldwide impact as the main driver for the collaboration. Jenner, who has 372 million followers on Instagram, announced the partnership there, and Glow saw an instant increase in followers and interaction, as shown in Figure 2. With Jenner's endorsement, the brand's Instagram following climbed by 7,500 to over 25,000, demonstrating the significant influence. To stand out in the market going ahead, Glow intends to use ads on several channels, such as Instagram, TikTok, Twitter, Facebook, and Snapchat.



Figure 2: Shows the Instagram page of Kylie Jenner.

Robyn Globally renowned as a singer, songwriter, actor, and entrepreneur from Barbados, Rihanna Fenty has cemented her place as one of the most significant characters in the music industry of the twenty-first century. Launching Fenty Beauty on September 8, 2017, Rihanna entered the cosmetics industry, capitalizing on her enormous fame and spirit of entrepreneurship. Rihanna launched the brand, which has quickly gained notoriety and an astounding \$2.8 billion in valuation today. Through her partnerships with well-known companies, Rihanna had already achieved notable success in the cosmetics sector before the launch of Fenty Beauty. Notably, she broke with MAC Cosmetics' custom of one-time celebrity partnerships by working with the company on many beauty lines. Through her partnership with MAC, Rihanna's standing in the beauty market was enhanced, gaining her the title of "creative partner" or showcasing her impact as a trendsetter.

But Rihanna's most noteworthy foray into the cosmetics industry is Fenty Beauty, which is her first independent cosmetics brand. Fenty Beauty was developed in partnership with

luxury conglomerate Louis Vuitton Moët Hennessey (LVMH), with which Rihanna inked an agreement in 2016 to manufacture the brand's Kendo division. The brand immediately became successful; three hours after its introduction, its initial collection sold out, proving how popular Rihanna has transformed the beauty business by putting diversity and equality at the forefront of her Fenty Beauty product line, as shown in Figure 3. The business was widely praised for breaking industry conventions and establishing a new benchmark for inclusion in beauty with its broad choice of foundation hues that suit a variety of skin tones. Because of Rihanna's inspiring leadership, Fenty Beauty has amassed a devoted following and is still thriving as an innovator in the cosmetics sector.



Figure 3: Shows the Huda Kattan and Self-branding.

4.3 Huda Kattan and Self-branding:

Determining and promoting one's personality and ideals is personal branding. It includes the combination of traits, abilities, and convictions that make each person unique. Huda Kattan, an American cosmetics artist, businesswoman, and self-made millionaire, is a prime example of this idea. Kattan, who founded the cosmetics business, Huda Beauty, has achieved amazing success by skillfully using her brand. She has used social media to provide beauty secrets and exhibit her skills. She has an impressive 54 million Instagram followers, 9.1 million TikTok followers, and over 190 million likes. Due in large part to her genuine and accessible material, Kattan's online following has grown significantly. The launch of Huda Beauty was a turning point in Kattan's business career. Acknowledging her growing impact, she entered the cosmetics business in 2013 and made a name for herself with artificial eyelash goods. Huda Beauty quickly gained notoriety after becoming well-known for its inventive and high-quality cosmetics, which included anything from lipsticks to eyeshadow palettes. To maintain Kattan's high standards, every product was placed through a thorough testing process, which helped to solidify the brand's stellar reputation. The strength of Huda Kattan's brand is essential to her victories. Through her dual persona as a beauty guru and a genuine, personable person, she effectively cultivated a strong bond with her audience. Because Kattan was open and honest about her struggles, triumphs, and personal stories, her fans developed a feeling of trust and devotion that helped Huda Beauty become a household name.

5. CONCLUSION

As we go further into the world of social media influencers, it's becoming more and more evident that these trailblazers of the digital age aren't just creating trends rather, they're fundamentally changing marketing, communication, and digital culture. Comprehending the subtleties of influencer culture is essential for marketers looking for efficient channels for promotion as well as for customers navigating a constantly linked and influencer-dominated digital environment. The marketing industry has seen substantial changes as a result of the quick development of information and interaction, most notably the emergence of social media marketing. The rise of influencers on social media highlights how drastically changing internet connection can be. These influencers, who range from lifestyle enthusiasts to authorities in certain professions, have transformed the narrative in the digital age. They engage a variety of audiences by telling real, honest, and accessible stories while navigating a world overflowing with data and promotional material. Most importantly, the secret to their success is the genuineness they exude.

Influencers, in contrast to traditional marketing strategies, provide raw insights into the lives of producers and customers, bridging the gap between them. This genuineness builds relationships that go beyond the internet and promotes trust. The path of social media influencers is not without difficulties, however, such as constantly changing social media algorithms, striking a careful balance between sponsored content and authenticity, and the criticism that comes with being publicly visible. Nevertheless, these challenges spur expansion, pushing companies and influencers to innovate and change. Authenticity is the key to the success of influencer marketing. Influencers function as more than just messengers for businesses; they are real and relatable people who successfully connect companies with their intended markets. In a time when deep connections are crucial, customers find great resonance with this honesty. Influencer marketing is more affordable than conventional advertising, especially when working with small or micro-influencers. Brands can analyze and quantify the effect of their campaigns with the help of advanced analytics tools, which provide priceless insights into return on investment (ROI). With a data-driven approach, marketing tactics can be continuously improved and optimized, guaranteeing their relevance and effectiveness in a constantly changing digital environment.

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CHAPTER 6

NAVIGATING THE MARKETING DYNAMICS: A COMPARATIVE ANALYSIS OF LUXURY AND EVERYDAY BRANDS

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ABSTRACT:

A brand can maintain a position in intense market competition by carrying out detailed market development and mapping out the proper brand positioning. Luxury and everyday brands may be broadly categorized among the market's brands available to consumers today. The market analysis in this paper should make it a bit simpler for readers to identify and differentiate between the marketing differences between luxury and everyday companies, as well as the contributing factors that contribute to those discrepancies in market competition by carrying out detailed market development and drafting out the proper brand positioning. Everyday Brands focuses on making their products useful and functional whereas Luxury Brands are chosen for their symbolic and personal connotations. Therefore, Luxury Companies place a greater emphasis on innovation and the symbolic value of the product and Mainstream Brands place a greater emphasis on the use and utility of the product. This paper could serve as a useful resource for people and businesses looking to expand their markets and strengthen their brand.

KEYWORDS:

Business, Luxury Brands, Market Analysis, Marketing Dynamics, Market Development.

1. INTRODUCTION

This scenario is merely one example of numerous brands that have attained such prominence that they seem omnipresent. By minimizing marketing efforts, these brands preserve an aura of exclusivity and desirability around their products, thereby fueling consumer longing. Some enterprises inherently embody and convey their offerings without the need for extensive promotional endeavors, regardless of their industry, be it technology, gaming, fashion, or otherwise [1], [2].

This paper aims to delve deeply into how luxury brands cultivate distinct markets and command elevated social status by strategically addressing the emotional needs of their target demographic through brand building and positioning.

1.1 *Marketing Similarities between Luxury and Everyday Brands:*

Despite the disparity in price points and target consumers, luxury brands and everyday brands exhibit striking similarities that contribute to their market share and profitability. Both categories of brands prioritize understanding consumer behavior and conducting extensive research to decipher behavior patterns, preferences, and attitudes. This understanding enables them to adapt to market changes swiftly and develop effective marketing strategies to

enhance their positioning in consumers' minds. Additionally, both luxury and everyday brands invest in creating a strong brand identity, leveraging it to differentiate themselves in a crowded marketplace and resonate with their target audience [3].

Another shared characteristic between luxury and everyday brands is their recognition of the pivotal role of social media in modern marketing. Both categories understand the power of social media platforms in connecting with their target audience, fostering relationships, and promoting their products or services. Utilizing social media marketing allows them to engage consumers directly, build brand awareness, and drive customer interaction. Moreover, sustainability has emerged as a common focal point in the marketing strategies of Luxury and mainstream brands alike are recognizing the growing consumer consciousness concerning environmental impact. In response, both types of brands are incorporating sustainability into their practices and championing eco-friendly initiatives. In summary, the marketing similarities between luxury and everyday brands extend beyond consumer behavior understanding, encompassing social media marketing utilization and sustainability integration [4]. By recognizing these shared strategies, brands from both categories can enhance their market presence, engage with their target audience effectively, and align with evolving consumer values. Moreover, both luxury and everyday brands recognize the pivotal role of social media as a marketing tool. They understand that social media platforms offer a direct and cost-effective means to connect with their target audience, enhance brand recognition, and foster customer engagement. By establishing a robust online presence and engaging with customers in real-time through social media marketing, both luxury and mainstream brands can amplify brand awareness and strengthen customer relationships. Overall, the marketing strategies employed by luxury and mainstream brands exhibit significant similarities.

To effectively reach and engage their target audience, both luxury and everyday brands prioritize understanding consumer behavior, utilizing social media marketing, and tailoring their strategies accordingly. By comprehending consumer behavior and adjusting their marketing approaches accordingly, both categories of brands can establish a strong connection with their target audience and deliver messaging that resonates with their needs, interests, and values. Additionally, both luxury and mainstream brands recognize the power of social media marketing as a potent tool for customer engagement. In summary, despite catering to vastly different target audiences, luxury and everyday brands employ similar strategies to expand their market share and enhance brand value. This illustrates that even brands with distinct identities can implement comparable strategies to grow and thrive in the market [5], [6].

1.2 Marketing Differences between Luxury and Everyday Brands:

Describing luxury is challenging; it encompasses attributes such as high price without being considered overpriced, durability, excellent quality, unique aesthetics, rarity, elitism, and service orientation. Luxury brands are expected to adhere to ten distinct values, encompassing exclusivity, innovation, sophistication, aesthetics, a sense of time and place, relevance, heritage, responsibility, creative expression, and craftsmanship. In contrast, everyday brands prioritize functionality and cost-effectiveness. Consumers of everyday brands seek more affordable, durable, and easily replaceable products.

1.3 Practicality Orientation vs. Innovation Orientation:

Companies with different positioning will adjust their competitive strategic focus to enhance market competitiveness and build brand equity, particularly in the era of rapid Internet technology development. While everyday brands concentrate on production and marketing to achieve optimal cost performance, luxury brands increasingly focus on product innovation to meet the expectations of specific consumer groups. The development of new products significantly impacts consumer experiences and purchasing behavior in rapidly advancing fields such as science and technology, influencing brand equity[7]. The importance of cost-effectiveness versus product innovation varies based on product type and corporate brand equity. Everyday brands prioritize cost-effectiveness, while luxury brands emphasize innovation. Creating new products with practicality in mind helps build brand equity for everyday brands, whereas innovative new products enhance brand equity for luxury brands. Figure 1 depicts the elements comprising luxury branding.

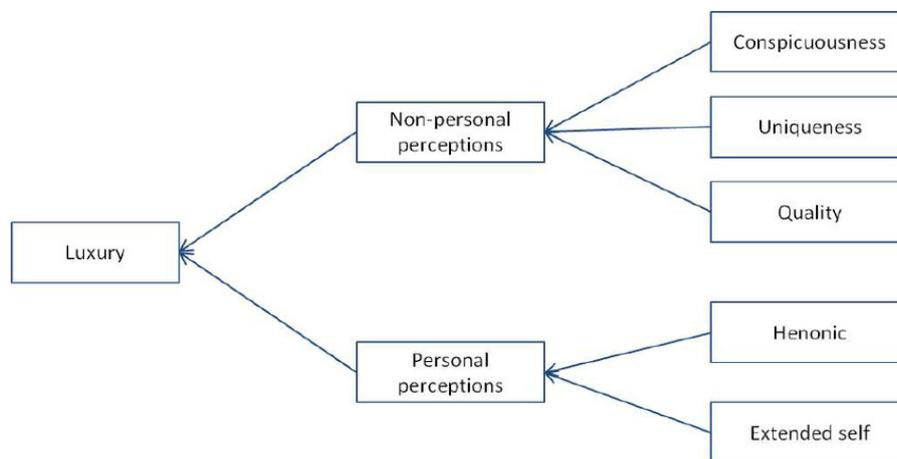


Figure 1: Represents the factors of luxury brands.

To stay ahead of the curve, luxury brands must embrace innovation. Luxury brands can distinguish themselves from the competition by offering their customers an exceptional and captivating experience through the integration of disruptive innovation, personalization, sustainability, digital transformation, and experiential marketing. Innovation-focused luxury brands have a greater chance of long-term success and building enduring relationships with their clientele. Practicality is a top priority for everyday companies because it enables them to customize their offerings to suit the wide range of demands and tastes of their clientele. In the end, this practicality-focused approach increases consumer pleasure, fosters brand loyalty, as well as fortifies market competitiveness [8], [9]. In the dynamic landscape of the modern business environment, everyday brands and luxury brands are strategically responding to market demands in distinct ways. Luxury brands prioritize exceptional experiences and innovative products to meet the specific expectations of their affluent clientele, while everyday brands prioritize affordability and practicality to meet the diverse needs of a wide range of consumers. Both kinds of brands can improve their market competitiveness, build brand equity, and develop enduring relationships with their respective consumer segments by comprehending and meeting these demands. Sustained success and growth in their respective market segments are contingent upon a strategic alignment with their core values and consumer preferences as they navigate the constantly changing landscape of technological advancements and changing consumer behaviors[10], [11].

1.4 Functional Value VS Symbolic Value:

Three components make up a brand's value, according to a theory put forward by Keller: functional, symbolic, and experiential. Among them, experiential value illustrates the emotional experience people have when they use a particular brand's goods or services, symbolic value describes how consumers view a brand as an image of their wealth, power, or status, and functional value explains the practicality of products that consumers pay attention to. Figure 2 illustrates the comparison between Functional Value and Symbolic Value.

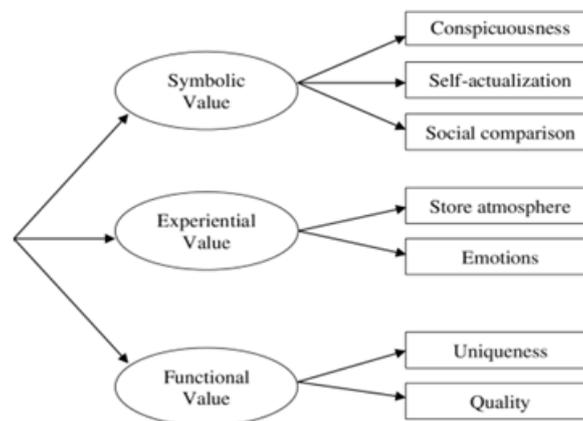


Figure 2: Shows the Functional Value VS Symbolic Value.

Luxury brands are renowned for their distinctive and highly visible presence, particularly in products such as expensive watches, exotic automobiles, real estate, and unique collections. The representational value of a brand is most evident in luxury items, where scarcity plays a pivotal role in differentiation. Brand differentiation is manifested externally through limited edition or personalized products, which individuals acquire to stand out from the crowd. Internally, brand differentiation offers customers a unique experience that they are willing to pay a premium for. Luxury brands have evolved to reflect superior quality, innovation, and exclusivity, and their promotion strategies must align with these attributes [12], [13]. Consequently, luxury brands often leverage celebrity endorsements to enhance brand communication and influence. Celebrities lend credibility, distinct personality, and increased product recognition to luxury brands, ultimately influencing consumer purchasing decisions [14], [15]. In contrast, everyday brands prioritize functional value, as exemplified by brands like Vivo, known for offering affordable smartphones targeted at the middle and lower classes. These brands rely less on celebrity endorsements and instead focus on meeting consumer expectations for affordability and functionality. Brands like Apple and Samsung dominate the high-end smartphone market, appealing to consumers with higher disposable incomes and stronger brand awareness. Overall, while luxury brands emphasize exclusivity and celebrity endorsements, everyday brands prioritize affordability and functionality to cater to diverse consumer segments.

2. LITERATURE REVIEW

L. Walasek, *et al.* [16] investigated the social rank hypothesis, finding that regions with higher income inequality tend to mention luxury brands like "Louis Vuitton" more frequently on Twitter, while areas with more equal income distribution mention everyday brands like "Walmart" more often. Sentiment analysis shows that tweets mentioning high-status brands

in unequal regions are more positive and exciting. This supports the idea that consumers in unequal regions are more inclined towards positional consumption as a form of social signaling.

E. Paschetto[17] discussed the fashion industry, there is a noticeable trend towards rapid, neurotic fast-fashion cycles that often lead to the burnout of designers and a shortened lifespan for collections. The incessant demand for constant innovation and novelty has resulted in renowned designers resigning due to exhaustion or the sudden decline of their brands. This monotony pervades the fashion world across all price points and design proposals. However, Slowear has emerged as a unique player in this landscape. Founded over a decade ago, Slowear takes a markedly different approach to fashion. Instead of prioritizing rapid turnover and quarterly profit analysis, Slowear focuses on culture, heritage, and product craftsmanship. The company's ethos revolves around ethical values, contemporary comfort, and timeless design tailored for everyday use. This distinctive business philosophy sets Slowear apart in an industry dominated by fast-paced trends and commercial pressures.

H. Solanki [18]evaluated luxury companies concerning their e-commerce marketing tactics. This study aims to investigate the variables that impact the e-commerce strategies used by luxury brands or the deliberate integration of e-commerce into their marketing campaigns.

E. Díaz *et al.*[19]delves into the realm of luxury brand websites, seeking to understand their persuasiveness across various dimensions such as informativeness, involvement, credibility, usability, inspiration, or reciprocity. To identify separate categories of luxury brands based on website persuasiveness, analysis of content and latent class cluster analysis were used to information from 197 luxury brand websites. Three primary categories emerged from the data: “old-fashioned websites,”“transparent and easily accessible websites,” as well as “exclusive websites.” The present research offers crucial perspectives that luxury brand managers may use to assess and enhance the persuasive qualities of their online platforms, hence augmenting their appeal and customer engagement.

J. Lin [20] discussed the marketing techniques for luxury firms, this study investigates the relationship between consumer psychology and luxury marketing. It explores the creative strategies used by luxury goods marketers and looks at how cognitive biases affect customer behavior by evaluating the body of current studies. The study analyzes the primary determinants of customer behavior towards luxury companies, including exclusivity, scarcity, individualized attention, and prestige. To match marketing efforts with trends, the research highlights the use of social media or Key Opinion Leaders (KOLs). It also suggests creating lucrative and convincing marketing strategies that are adapted to the psychological makeup of the target audience to increase customer satisfaction.

3. METHODOLOGY

3.1 Design:

This research examines the impact of marketing methods on customer behavior using a qualitative approach, focusing on how to differentiate between luxury and mainstream companies. Through the integration of both secondary and primary information, the study seeks to provide a comprehensive understanding of the topic. A thorough investigation of customer preferences and perceptions about branding, marketing tactics, and consumer involvement is made possible by the qualitative approach.

3.2 *Sample:*

The sample for this research consists of college students, chosen due to their status as active consumers with diverse tastes and purchasing patterns. A convenience sampling method is employed to gather responses from college students, ensuring a wide range of perspectives. Despite the possibility that the sample is not entirely representative of all consumers, it provides insightful information on the habits and choices of a large demographic group.

3.3 *Data Collection:*

Primary data is collected through a Google Form survey distributed among college students. The survey includes questions designed to investigate various aspects of consumer behavior, such as the influence of marketing strategies on purchasing decisions, the effectiveness of advertisement campaigns, and the impact of recommendations from friends and family. The survey responses serve as the foundation for the analysis, offering firsthand insights into the attitudes and behaviors of consumers towards luxury and everyday brands. Secondary data sources are used in conjunction with primary data gathering to improve and supplement the analysis, giving the study results more context and depth. These secondary sources include academic research papers, industry reports, articles, and news articles related to marketing strategies, consumer behavior, and brand positioning. By incorporating a diverse range of secondary sources, the research aims to provide context and perspective to the findings obtained from the primary data.

3.4 *Data Analysis:*

The qualitative data collected from the survey responses is analyzed thematically, identifying recurring patterns, themes, and insights related to branding strategies, consumer engagement, and the influence of marketing tactics on purchasing behavior. The analysis involves coding and categorizing the survey responses to identify key themes and trends emerging from the data. Additionally, the secondary data sources are analyzed to provide additional context and support for the findings derived from the primary data. This qualitative study's major goal is to provide a comprehensive understanding of how college students see the marketing relationships between mainstream and premium companies. The goal of this inquiry is to provide fresh perspectives to the body of knowledge already available on consumer behavior and marketing tactics. The results are meant to provide insightful information to businesses, scholars, and other interested parties who are attempting to navigate the complexities of the current market environment.

4. RESULT AND DISCUSSION

Figure 3 provides a clear visualization of the divergent trajectories between everyday brands and luxury brands concerning their market share dynamics. A consistent upward trend is evident for everyday brands, indicating their enduring appeal to a broad consumer base and their ability to meet the practical needs and preferences of diverse demographics. This steady ascent underscores the inherent resonance of everyday brands with consumers across various segments. In contrast, the market share trends for luxury brands exhibit fluctuations, suggesting a susceptibility to external factors such as economic conditions or shifts in consumer preferences. These fluctuations imply a more volatile trajectory for luxury brands and underscore the complexities involved in marketing high-end, aspirational products. Further analysis is warranted to explore the underlying drivers behind the observed variability

in market share for luxury brands, including economic fluctuations and evolving consumer behavior. Overall, the graphical representation offers valuable insights into the distinct market dynamics influencing the performance of everyday and luxury brands, shedding light on their respective strengths and challenges in navigating the competitive landscape.

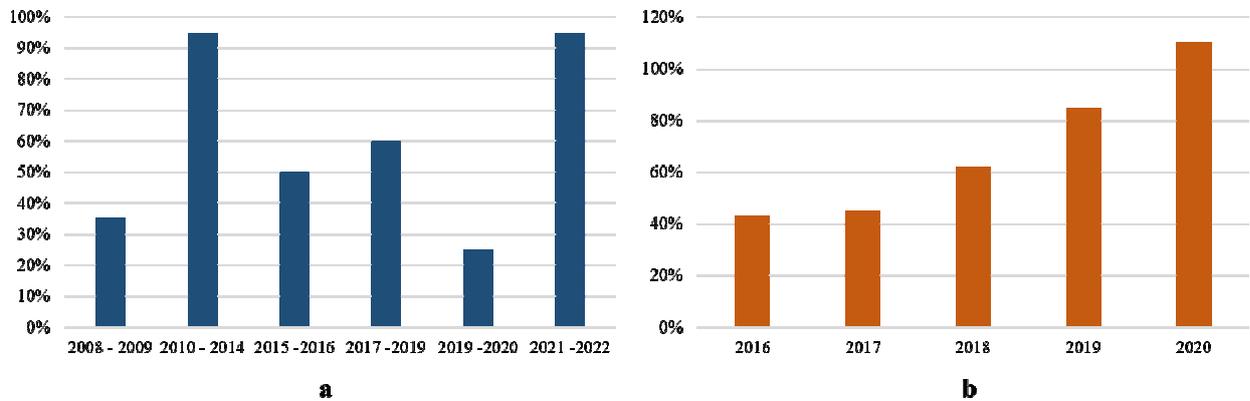


Figure 3: Illustrate the Luxury Brands Market Trend vs. mainstream Brand Market Trend.

Everyday brands, characterized by their accessibility and affordability, often adopt a high-frequency approach to social media posting in an attempt to maintain top-of-mind awareness among consumers. However, despite the volume of content pushed out, these brands typically encounter lower levels of engagement from their audience. This phenomenon can be attributed to the inherently utilitarian nature of everyday brands, where consumers may interact with the content briefly but lack the emotional connection or aspirational allure that drives sustained engagement. Conversely, luxury brands, renowned for their exclusivity and premium positioning, take a more selective approach to social media content, opting for quality over quantity. By curating visually stunning and culturally relevant posts, luxury brands can captivate their audience and foster a sense of exclusivity and aspiration.

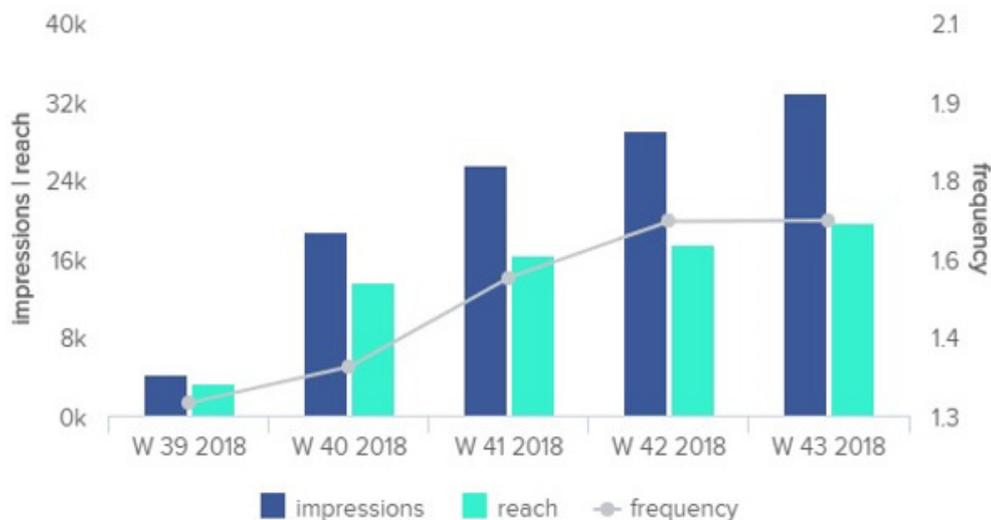


Figure 4: Illustrates the Everyday Brands Social Engagement VS Luxury Brands.

As a result, despite posting less frequently, luxury brands often achieve higher levels of engagement from their audience. This engagement is driven by a deeper emotional connection, as well as the desire to be associated with the prestige and sophistication

embodied by luxury brands. The contrasting social media strategies employed by everyday and luxury brands highlight the importance of tailoring marketing approaches to the specific brand identity and target audience, as shown in Figure 4. While everyday brands may benefit from a high-frequency strategy to maintain visibility and accessibility, luxury brands thrive on a more selective and curated approach that cultivates exclusivity and fosters meaningful connections with their discerning audience. By comprehending and adjusting to these subtleties, brands can adeptly utilize social media as a potent instrument for cultivating brand recognition, encouraging interaction, and fostering consumer loyalty within an ever-growing competitive market.

In the consumer landscape, everyday brands often symbolize affordability and convenience, blending into a perceived homogeneity where minimal product distinctions drive decisions, particularly evident in staple purchases like bread or rice where cost efficiency reigns supreme. Conversely, the allure of luxury brands lies in their exclusive appeal, prompting consumers to meticulously scrutinize every detail and seek out unique features that signify premium quality and prestige. While everyday purchases may prioritize practicality and budget-consciousness, luxury brand consumers actively seek out products that differentiate themselves and elevate their status, underscoring the necessity for tailored marketing strategies that resonate with distinct consumer motivations within each segment. Figure 5 depicts the categories that warrant specific attention regarding brands.

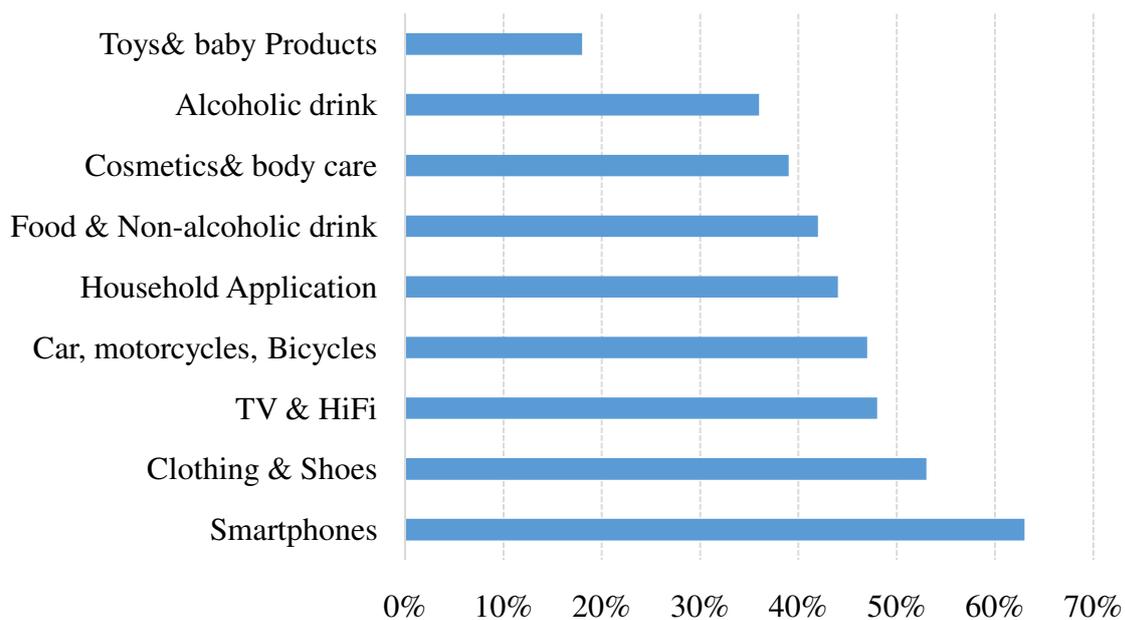


Figure 5: Illustrates the categories to pay particular attention to brands.

4.1 *Everyday Brands Marketing Impact:*

People like to entrust influencers they relate to on the internet this gives them the power to market products to the everyday consumer to purchase. This is most common and works best when selling a night out or personal care products mostly catered to women. Figure 6 illustrates the categories that heavily rely on influencer marketing.

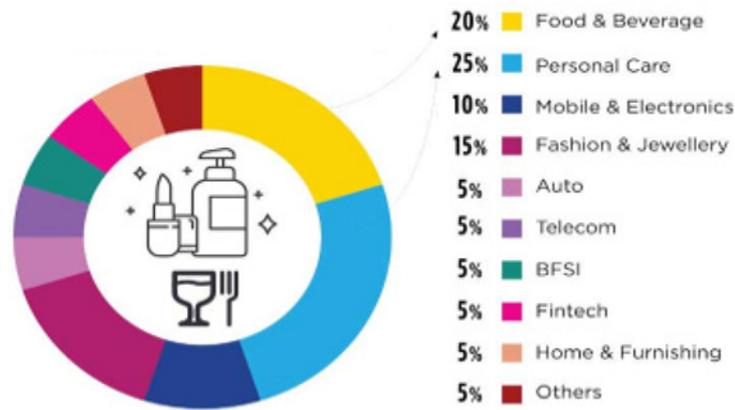


Figure 6: Represents the categories heavy on influencer marketing.

5. CONCLUSION

In conclusion, this comparative analysis of marketing strategies between luxury and everyday brands sheds light on their distinct approaches to adapting to evolving consumer preferences and market dynamics. Luxury brands prioritize exceptional experiences and innovation to cater to their discerning clientele, while everyday brands focus on affordability and practicality to serve a broader consumer base. The findings underscore the importance of aligning marketing tactics with the specific needs and preferences of target market segments, positively impacting customer loyalty, brand equity, and market competitiveness. Both luxury and mainstream brands must remain attuned to shifts in the business environment, including changes in consumer behavior, market trends, and technological advancements, continuously innovating and adjusting their marketing strategies to maintain a competitive edge and ensure long-term success. Further research and deeper analysis in this area are warranted to gain a comprehensive understanding of the nuances in marketing strategies within these distinct brand categories.

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CHAPTER 7

REVIEW OF THE EFFECT OF PERFORMANCE FEEDBACK AND QUALITY ASSESSMENT ON THE MORALE OF EMPLOYEE

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ABSTRACT:

There has been substantial research into the link between employee performance and feedback effectiveness. This paper investigates the role of feedback frequency and quality in affecting employee motivation. By reviewing current research, this paper emphasizes the critical significance of feedback in monitoring and improving employee performance. Two basic components, input frequency, and quality emerge as important influences on motivating outcomes. The results indicate that performance feedback is an important tool for motivating workers since it facilitates performance recognition, identifies areas for growth, and fosters management support. Furthermore, offering frequent and high-quality feedback has been related to increased motivation, engagement, and productivity among workers. This paper's thorough assessment emphasizes the relevance of both the frequency and quality of performance feedback in determining employee motivation. The findings show that highly motivated workers are more likely to get effective and quality-based feedback, but the absence or poor quality of feedback might lower motivation levels. Furthermore, the research highlights the interaction between feedback frequency and quality on employee motivation. It emphasizes the need to provide continuous and constructive feedback to drive staff productivity and performance development. This paper demonstrates the importance of performance feedback in increasing employee motivation. Managers may create a work climate that promotes employee engagement, productivity, and overall organizational performance by understanding and prioritizing feedback frequency and quality.

KEYWORDS:

Continuous Improvement, Employee Motivation, Frequency, Performance Feedback, Quality.

1. INTRODUCTION

An essential element of both employee growth and corporate success is performance feedback. It acts as a tool for staff members to comprehend their performance, pinpoint areas in need of development, and sense the managers' or supervisors' support. The significance of regularly giving workers high-quality performance feedback to improve their motivation and performance levels has come to light in recent years. This review paper examines the connection between employee motivation, performance, and performance feedback, using knowledge from a range of studies and research results in this field.

1.1 Performance Feedback's Significance:

Employees are greatly motivated by performance feedback, which also helps them create objectives and make the required corrections. When given feedback regularly, employees are often more engaged and motivated at work than when given it seldom. The majority of workers believe that receiving regular feedback is crucial to their performance, according to a

Society for Human Resource Management poll, underscoring the important role that feedback plays in boosting worker motivation [1], [2]. Additionally, a key factor in determining employee motivation and performance results is the quality of performance feedback. To successfully lead people towards progress, feedback must be constructive, action-oriented, and explicit. Studies have shown that workers who get high-quality feedback are more adept at recognizing their areas of strength and growth, which boosts their drive to close performance gaps.

1.2 Performance feedback's effects on worker engagement and output:

Regular and high-quality feedback is more likely to be given to engaging workers, according to a Gallup Organization paper. This research emphasizes how critical performance feedback is in raising employee engagement, which raises output and fosters corporate success. Employees are more likely to be dedicated to their jobs and pursue excellence when they feel appreciated and encouraged by regular feedback. Furthermore, the scheduling of performance reviews has a significant impact on how motivated and productive employees are. Research has shown that a significant disparity in productivity exists between workers who get frequent feedback and those who do not [3], [4]. For example, a paper by the University of Warwick revealed that there was a 12% productivity gap between those who received frequent work-related briefings and those who did not. This emphasizes how crucial prompt and consistent feedback is to optimizing worker performance results.

An essential component of efficient management and organizational growth is performance feedback. It is an essential tool for increasing employee motivation, production, and engagement in any kind of work environment. Prioritizing the provision of feedback allows firms to enable their employees to excel in their positions, which in turn propels corporate success and cultivates a culture of ongoing improvement [5], [6]. A key advantage of performance feedback is its capacity to raise employee engagement. Employees feel appreciated and acknowledged for their work when they get frequent performance reviews. Higher levels of involvement result from this acknowledgment, which helps to reaffirm their dedication to their job and the business. Employee engagement drives overall performance and success because engaged workers are more likely to be creative, imaginative, and dedicated to accomplishing corporate objectives.

Furthermore, encouraging workers to do their best work is mostly dependent on performance reviews. Managers may assist staff members in understanding their areas of strength and growth by giving them precise, lucid comments on their work. Employees are therefore inspired to pursue greatness and consistently enhance their performance as a result. Employees are more likely to stay motivated and dedicated to reaching their objectives when they perceive that their efforts are valued and acknowledged via feedback [7], [8]. Furthermore, employee productivity and performance are directly impacted by performance feedback. When workers hear helpful criticism on their job, they learn important lessons about how to advance and succeed in their positions. Employees may use this feedback as a guide to find areas where they can make significant improvements and improve performance. Employee performance rises as a consequence, improving the organization's overall performance as well as production and efficiency.

However, companies need to be extremely aware of the delivery tactics they choose if they want performance feedback to be successful. It is important to provide regular and consistent feedback to workers to guarantee that they get timely direction and assistance. Feedback should also be given in a positive and supportive way, emphasizing particular acts or behaviors rather than personal qualities. In contrast to being chastised or demotivated, this

fosters a positive feedback environment where workers feel encouraged to learn and develop. Organizations also need to understand how crucial it is for managers and other leaders to have continual training and development to provide meaningful feedback. Many supervisors may lack the competence or self-assurance needed to provide constructive criticism, which might lessen its influence on worker results. Organizations may provide managers with the skills and methods necessary to provide feedback in a manner that is beneficial, constructive, and inspiring by making training and development program investments [9], [10].

To further our knowledge of performance feedback's efficacy and effects on workers, further papers in this field are essential. Although previous research has illuminated certain elements of feedback, many factors are still unidentified. Prospective investigations might concentrate on analyzing how elements like the frequency, subject, and form of feedback affect employee motivation, engagement, and productivity. Researchers may get important insights into the best feedback strategies for maximizing employee performance by exploring these characteristics. For example, feedback frequency describes how often staff members get feedback on their work. While some companies provide feedback often, others may only do it occasionally. Organizations may choose the best strategy for employee motivation and performance development by knowing the consequences of various feedback frequencies. Further research might focus on how the structure of feedback including its type and delivery method affects how useful it is. Organizations looking to improve their feedback procedures may find useful comparisons between, for instance, the effectiveness of spoken vs written feedback and the advantages of receiving feedback immediately versus later.

Furthermore, studies in the future may look at how the emphasis and substance of feedback affect employee results. For example, researching the impacts of strengths-versus-weaknesses feedback or looking at how feedback affects certain work tasks or abilities may provide important insights into the most effective feedback techniques. Organizations may customize their feedback methods to better fit the requirements of their workforce by determining the kinds of feedback that are most beneficial for employee motivation, engagement, and performance development. Additionally, studies in this field may examine how performance feedback influences more general organizational outcomes, such as workplace culture and environment. Organizations may cultivate a healthy and supportive work environment by recognizing the influence of feedback on culture since it plays a critical role in creating organizational norms and values. Furthermore, studies might look at how feedback affects work satisfaction, retention, and employee well-being. Organizations may better grasp feedback's function in fostering employee engagement and retention by looking at how it affects these outcomes.

Businesses may increase employee motivation, engagement, and productivity with the help of performance feedback. Businesses may promote a culture of continuous development and achieve commercial success by giving workers frequent, high-quality feedback. Feedback's efficacy, however, depends on how it is given as much as how often and what it says. To optimize the influence of feedback on employee performance, organizations need to make sure that it is given constructively and encouragingly. More paper is required to deepen our knowledge of the factors influencing the efficacy of feedback and how it affects employee outcomes. Through an examination of variables including feedback frequency, structure, and substance, researchers may get important knowledge on the best feedback methods that boost employee engagement, motivation, and productivity. Furthermore, researching the wider effects of feedback on employee retention, organizational culture, and well-being may provide businesses with practical advice on how to improve their feedback procedures and

boost productivity. Thus, further paper on performance feedback is necessary to guide evidence-based procedures and promote organizational continuous improvement.

2. LITERATURE REVIEW

J. Richard Hackman and Greg R. Oldham[11] carried out a thorough analysis of the several organizational context-related elements that provide difficulties for the effective execution and long-term viability of work redesign projects in their groundbreaking work. The limitations that impede the successful execution of work redesign tactics are clarified, with a focus on how crucial it is to synchronize organizational procedures with the revised work processes to guarantee consistency and coherence. Furthermore, Hackman and Oldham examined the critical role that middle managers play in assisting and promoting work redesign initiatives, emphasizing their importance as major players in propelling organizational transformation and encouraging the adoption of creative work arrangements. Insights into the intricate dynamics of work redesign implementation were gained by Hackman and Oldham via their paper, which also emphasized the vital necessity of management support and organizational alignment for long-term success in work process redesign.

Edwin A. Locke and Gary P. Latham's[12]proposed a model, which they refer to as the "high-performance cycle," that integrates several ideas, including goal-setting, expectation, social-cognitive, attribution, work characteristics, equity, and turnovercommitment. According to this strategy, organizational members are first given challenging or high-risk objectives. High performance is produced when these obstacles are coupled with a high anticipation of success or self-efficacy, assuming that the objectives are committed to, feedback systems are in place, appropriate ability is available, and situational restrictions are minimal. The four main processes that help achieve high performance are task strategy and plan formation, perseverance, effort, and direction of attention and action. High performance therefore encourages work satisfaction, which in turn encourages dedication to the company and its objectives if it is lucrative. This concept has significant implications for education, self-management, and leadership. It suggests that by comprehending and putting its ideas into practice, one may improve satisfaction and performance in corporate settings.

Richard M. Ryan and Edward L. Deci[13] analyzed data from three prior studies with a total of 782 participants to investigate the factors that affect the efficacy of an online stress management intervention. By concentrating on elements of stressors that are within one's control right now, the intervention sought to improve the perception of current control. Regression analyses were used to assess particular moderators, such as baseline scores on outcome measures (e.g., felt stress, stress symptoms, anxiety, and depression) and perceived current control, the hypothesized mechanism of the intervention. The intervention's impacts on all outcomes were shown to be influenced by baseline symptom levels, with higher baseline symptom levels in students showing greater efficacy. The intervention was more successful for those with lower levels of present control, although baseline levels of present control showed less consistent moderating effects. This was indicated by substantial interactions. The investigators used the innovative Johnson-Neyman methodology to ascertain distinct threshold scores on these metrics, below which the impact of the intervention was deemed non-significant, and scores linked to differing effect magnitudes. These results guidethe creationof screening standards for future studies and clinical uses.

Guerrero et al.'s[14] research included 17 equipment rental businesses and frontline staff members who answered questionnaires on work performance, psychological empowerment, transformational leadership, and positive customer feedback. The final sample for the

research consisted of 178 employee-supervisor dyads. Findings showed that the association between transformational leadership and task performance was mediated by psychological empowerment. Moreover, good customer feedback attenuated the indirect relationship which was especially important when the customer's feedback was low between transformative leadership and task performance. According to these results, positive customer feedback may take the place of management leadership, giving frontline staff members a greater feeling of psychological empowerment and control. This research adds to the body of knowledge in service marketing by shedding light on the hitherto understudied motivating influence of customer feedback on frontline staff members. By highlighting the relevance of recognizing and using customer feedback to increase staff motivation and performance, it provides practitioners with insightful information.

3. DISCUSSION

Given that it has a major impact on employee motivation and, eventually, organizational results, performance feedback is an essential component of organizational management. The purpose of this review paper is to investigate the connection between employee motivation and performance feedback, with an emphasis on how it affects big businesses. This paper aims to provide insights into the intricacies of performance feedback and its consequences for organizational success by reviewing the literature that has already been written and the research results [15], [16]. This paper aims to explore how performance feedback affects employee motivation and if it may lead to beneficial changes in organizational results. The report specifically attempts to assist big enterprises in comprehending how employee motivation is impacted by performance feedback. The paper aims to add to the body of information already available on performance management and organizational behavior by addressing these goals.

A mixed-method design combining quantitative and qualitative methodologies will be used to fulfill the paper's goals. This method enables a thorough analysis of the connection between employee motivation and performance feedback. Information from several sources will be obtained using secondary data research methodologies to provide insights into the relationship between employee motivation and feedback on job results. However, there are a few research-based considerations that need to be made. Initially, the absence of a commonly acknowledged criterion for on-the-job feedback presents difficulties in comparing papers across different journals and extrapolating results. The intricacy of the link between performance feedback and employee motivation is further highlighted by the contradictory findings of previous research in this area. While some research indicates that workers are motivated by performance feedback, other studies show the reverse impact. The reasons for this discrepancy might include things like how the feedback was given, the traits of the employees, and the format of the feedback.

This paper pays particular attention to how performance reviews might be used in the workplace to inspire workers. It will examine the advantages and disadvantages of several types of performance feedback and provide insight into the most effective ways to raise employee motivation in big businesses. A thorough analysis of the body of research on the subject shows that many studies are looking at the connection between employee motivation and performance feedback. While some research has shown that motivation and feedback are positively correlated, other studies have pointed out possible disadvantages with certain feedback strategies.

A mixed-method approach will be used to answer the paper's goals, mixing focus groups or qualitative interviews with quantitative surveys. When appropriate, standardized instruments

will be used to gather data on employee impressions of the usefulness of performance feedback and how it affects motivation for the quantitative component. A deeper understanding of the underlying processes and contextual elements affecting the feedback-motivation link will be possible thanks to the qualitative component [17], [18]. This paper concludes by highlighting the role that performance feedback has in boosting employee motivation in big companies. To improve organizational results, it is crucial to comprehend the intricacies of feedback systems, notwithstanding the obstacles and discrepancies in a previous paper. Organizations may cultivate a culture of continuous improvement and employee engagement by using feedback systems that are more successful in meeting the goals described in this paper.

For managers looking to boost employee enthusiasm and productivity, performance feedback is an essential tool. The paper results on the connection between performance feedback and employee motivation are reviewed in this review paper, which also highlights the significance of efficient feedback administration and its effects on worker morale and productivity in workplaces. A significant discovery in the examined literature is the function of performance feedback in helping staff members recognize their advantages and disadvantages, establish goals for growth, and track their progress over time [19], [20]. Employees get insightful information about their work performance, abilities, habits, and team contributions when they receive well-administered feedback, which may be obtained via formal performance reviews, casual chats, or written assessments. This clarity encourages individuals to pursue continuous improvement by assisting them in coordinating their efforts with company objectives.

Furthermore, the research under evaluation emphasizes how important timely, constructive, and targeted feedback is in inspiring workers. When given quickly upon observation and customized to each employee's actions or accomplishments, feedback is more helpful in boosting morale and performance. Constructive feedback promotes a growth-oriented and encouraging work atmosphere by providing recommendations for development instead of concentrating only on areas of weakness [21], [22]. The way that feedback is provided is another significant topic covered in the literature. According to research, workers are more likely to be motivated when they get feedback in a non-judgmental, non-critical way that respects their dignity. Supervisors need to make sure that employees see comments as constructive and encouraging rather than harsh or demoralizing, as this affects their motivation and engagement levels. Moreover, the frequency of feedback is shown to have a significant impact on its ability to motivate. Although receiving feedback frequently is typically linked to improved performance and motivation, the best time to provide feedback varies depending on the worker and the kind of work being done. Additionally, how workers feel about feedback is greatly influenced by the culture of the firm. Employee resistance or resentment may result from a culture that perceives feedback as punishing or condemning, in contrast to a supportive and collaborative culture, which tends to foster a good feedback experience.

Performance feedback is acknowledged as a potent instrument for inspiring workers and enhancing output in businesses. The way that feedback is given, however, determines how successful it is; timely, constructive, and targeted feedback has a greater influence on motivating and engaging employees. Furthermore, the way that feedback is given, how often it occurs, and the culture of the business all affect how motivating it is. Following these guidelines may help managers create a performance feedback system that works well for understanding workers' strengths and shortcomings, helping them establish goals for growth, and making them feel valued and appreciated at work. Research on performance feedback is

complex and includes a range of factors that impact how well it motivates people in the workplace. This paper has emphasized several significant takeaways from the body of research, illuminating the significance of certain factors to take into account when giving performance reviews and their effect on worker motivation.

First off, performance feedback's motivating impact is greatly influenced by the way it is given. Research has repeatedly shown that constructive negative feedback tends to reduce motivation, whereas positive but nonconstructive reinforcements may increase it. Consequently, to successfully boost motivation, feedback should be straightforward yet encouraging, focusing on timeliness, sincerity, and specificity. Furthermore, performance feedback's timing and frequency have a significant impact on how motivated people are. According to research, workers are more likely to be inspired by frequent, timely feedback than by irregular or delayed input. It's crucial to understand that, based on preferences and certain work positions, there may be differences in the ideal intervals for performance reviews.

The moderating effect of employee personality and individual demands in the feedback-motivation relationship is another significant discovery. High self-determination people could react favorably to criticism which gives them a feeling of authority and control over their job. Constructive criticism may also be inspiring to workers who have a strong drive for success since it fosters personal development. Additionally, a key mediator in the link between employee motivation and performance reviews is organizational culture. Feedback is seen favorably and increases motivation in cooperative, supportive work situations. Employees may find criticism difficult to take and see it as frightening in settings where it is perceived as judgmental or punishing. Consequently, supervisors need to create an environment at work where receiving feedback is valued as an essential part of professional development and where it is given helpfully.

3.1 Managerial Implications

The current paper's results have many implications for managers who want to improve employee motivation by providing performance feedback: First and foremost, managers need to understand how important motivation is to boosting worker productivity and organizational success. Workplace efficiency, staff retention, and production are all significantly influenced by motivation. As a result, managers must give top priority to tactics that inspire their people, such as giving constructive criticism for work well done. To optimize the motivating effect of performance feedback, managers had to take into account both the kind and mode of delivery. While constructive criticism may aid in performance improvement, positive feedback has the power to motivate staff. Managers may successfully inspire their people to reach their maximum potential by providing feedback that is clear, timely, and encouraging. Thirdly, supervisors have to make sure that employees get performance reviews on a regular and timely basis. Feedback frequency has to be customized for each employee's preferences and job function to provide prompt direction and assistance to staff members.

Finally, managers should adjust performance feedback to reflect the varied demands and preferences of their team members. Supervisors may enhance the motivating effect of their comments by catering to each employee's unique needs and desires, such as their desire for accomplishment or autonomy. Managers have a critical role to play in promoting employee motivation by providing insightful performance reviews. Managers may establish a positive work atmosphere that recognizes feedback as a driver for improvement by grasping the fundamental ideas and factors discussed in this paper. Ultimately, managers may empower

their people to accomplish their objectives and propel organizational success by emphasizing motivation and putting tactics into place to improve performance feedback.

4. CONCLUSION

Performance feedback is an essential instrument for enhancing worker motivation, engagement, and output in work environments. To better understand the critical role that feedback frequency and quality play in influencing employee motivation, this review has examined a variety of studies and paper results. It becomes clear that feedback frequency and quality have a critical role in employee motivation and organizational performance. Feedback quality and frequency are critical components of effective performance management; timely direction is provided by frequent feedback, and feedback quality helps identify areas for improvement as well as areas of strength. Feedback must be given consistently and constructively to maximize its positive effects on employee motivation. This is because the frequency and quality of feedback have a symbiotic connection. A crucial part of managers' roles in this process is to provide ongoing training to improve their ability to convey feedback. Going ahead, further research on the structure, substance, and cultural context of feedback will be necessary to improve feedback processes, support staff growth, and foster organizational success. In the end, performance feedback is a crucial instrument for creating a positive work atmosphere where staff members feel appreciated, empowered, and motivated to succeed. This review emphasizes how important it is to comprehend feedback and give it a high priority to foster an environment at work that supports worker engagement, output, and overall organizational success. It is still essential to do further papers in this area to improve feedback procedures and maximize the benefits they provide for workers.

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CHAPTER 8

REVIEW OF SHEIN'S E-COMMERCE STRATEGY FORENHANCED MARKET SHARE IN THE UNITED STATES

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ABSTRACT:

The fast-fashion retailer SHEIN's marketing tactics and their effect on its market share in the US are the subject of this research paper. SHEIN, which was established in 2008, has grown to become one of the biggest online retailers of clothing worldwide, upending the fashion sector with its on-demand business strategy. The examination analyzes SHEIN's marketing mix and tactics using secondary research and analytical methods including competition analysis, perceptual mapping, SWOT analysis, and brand identity prism. SHEIN is under fire for unethical business practices, including suspected child labor and subpar working conditions, despite its explosive expansion. The ramifications of these methods for SHEIN's brand image and the sustainability of its development trajectory are covered in the paper's conclusion.

KEYWORDS:

Fast Fashion, E-Commerce, Generation Z, Influencer Marketing, SHEIN.

1. INTRODUCTION

Since its founding in 2008, SHEIN has quickly grown to become a major player in the fast fashion retail industry. Originally founded as a clothing business, it has solidified its position as one of the biggest online clothes retailers in the world, with a presence in 220 countries. SHEIN first concentrated on selling wedding gowns online, but in 2012 it expanded to provide womenswear. Later, it added menswear and childrenswear to its lineup. SHEIN's success may be ascribed to its creative business approach and keen awareness of customer preferences. The company was founded by CEO Chris Xu. A key factor in the apparel industry's transformation has been SHEIN's on-demand business model. SHEIN has reduced the amount of unnecessary clothes manufacturing by developing new goods in small consignments and increasing production in response to demand [1], [2]. This strategy guarantees that customers are always exposed to new trends while also cutting down on surplus inventory. SHEIN's official website boasts an astounding 2,800 new designs per week, positioning the company as a provider of quickly evolving fashion.

SHEIN does not have any physical storefronts; instead, all of its business is done online. This sets it apart from regular merchants. SHEIN, a Chinese corporation, acquired substantial momentum by aggressively focusing on overseas markets, especially the United States. Its capacity to provide fashionable apparel at a low price point struck a chord with customers, catapulting it to the top of the fast fashion industry. SHEIN uses sophisticated algorithms to stay aware of changing customer tastes and make sure that its products are still enticing and relevant. SHEIN's focused marketing approach, which centers on connecting with Generation Z and Millennials the main generation influencing online shopping and fashion trends has played a significant role in the company's explosive growth [3], [4]. SHEIN has developed a strong online presence on sites like TikTok, Instagram Reels, and YouTube because it

recognizes the value of social media in connecting with its audience. SHEIN makes sure that the people who make up its target market can readily access its services by arranging product placements and adverts strategically.

The company's focus on internet marketing strategies has been especially helpful in gaining market share in the very competitive US industry. SHEIN benefited from the rise in popularity of online shopping by using a variety of e-commerce marketing strategies and deals that were customized for its target market. This proactive strategy not only gave SHEIN a competitive advantage but also cemented its leadership position in the quick fashion industry. SHEIN revealed sales of more than \$152 million in 2019, highlighting both its outstanding financial performance and its clout in the fashion sector [5], [6]. SHEIN can distinguish itself in the very competitive retail sector by adhering to customer preferences, using creative business methods, and using digital marketing platforms. SHEIN continues to push the limits of fast fashion and establish new benchmarks for online commerce with its finger firmly on the pulse of the newest trends and customer behavior.

SHEIN's quick ascent from a small online store to a dominant force in the fashion sector is evidence of its creative thinking, flexibility, and deep understanding of customer behavior. SHEIN has transformed the fashion industry and established itself as a major force in the digital era by using on-demand production, emphasizing online involvement, and focusing on certain demographic groups. SHEIN's impact is expected to increase as it develops and broadens its appeal, influencing the direction of fashion in the digital age. SHEIN's success is largely due to its skillful use of on-demand manufacturing. SHEIN has a more agile business strategy than typical fashion firms, creating goods only when there is a demand, as opposed to established brands that depend on mass manufacturing and lengthy lead periods [7], [8]. With this strategy, SHEIN can quickly adapt to changing trends and customer preferences while also cutting waste and inventory expenses. SHEIN is nimble in a sector where things change quickly because it keeps an eye on the market and quickly adjusts its manufacturing procedures.

Furthermore, SHEIN's focus on online communication has been crucial in building a devoted clientele and propelling its rapid expansion. Fashion fans may interact, discuss, and discover new designs in a lively online community that SHEIN has created via influencer relationships, social media platforms, and user-generated content [9], [10]. With a focus on digital-first, SHEIN can collect insightful data about customer behavior in addition to increasing brand awareness. This helps with focused marketing campaigns and customized shopping experiences. SHEIN's ability to use internet platforms has allowed it to reach stylish consumers worldwide, surpassing regional limitations.

Additionally, SHEIN has been able to carve out a unique niche for itself in the fashion industry because of its deliberate emphasis on certain demographic groups. SHEIN has successfully tapped into the tastes and lifestyles of younger generations by customizing its product offers and marketing tactics to cater to Gen Z and millennial customers. SHEIN connects with its target market by providing a wide range of reasonably priced fashion alternatives, from amusing accessories to fashionable streetwear [11], [12]. SHEIN's quick climb has been driven by its acute grasp of demographic patterns, which has also helped to develop a feeling of community and belonging among its consumers. This has resulted in increased brand loyalty and advocacy.

SHEIN's effect on the fashion industry is expected to increase significantly as it broadens its zone of influence. With a constantly growing product line, creative marketing campaigns, and an unwavering commitment to customer satisfaction, SHEIN is well-positioned to influence

how fashion develops in the digital age [13], [14]. SHEIN continues to lead the industry in innovation, creating trends and breaking barriers, whether it's by adopting cutting-edge technology like augmented reality, rethinking the notion of fast fashion, or leading the way in environmental efforts. However, SHEIN's explosive expansion and innovative business strategy have also generated discussion and controversy in the fashion industry. SHEIN's focus on quick manufacturing and cheap pricing, according to critics, leads to unsustainable consumption habits and environmental damage.

The growth of fake goods on SHEIN's platform and the working conditions in its supply chain have also drawn criticism. SHEIN is under increasing pressure to implement greater ethical standards across its operations and embrace more responsible practices as it struggles with these issues.

SHEIN's rise from a small online store to a major force in the fashion sector highlights the transformational potential of originality, adaptability, and customer-focused thinking. SHEIN has permanently changed the face of the fashion business with its creative production methods, internet engagement tactics, and focused marketing campaigns [15], [16]. SHEIN will have a greater and greater impact on fashion in the digital era and beyond as it develops and broadens its customer base. But tremendous success also comes with great responsibility, and as SHEIN forges forward in a constantly shifting environment, it must negotiate the challenges of sustainability, ethics, and social effect.

2. LITERATURE REVIEW

Gong and Wang [17] investigated China's garment sector, which has grown significantly to become the biggest base for clothing manufacturing and processing worldwide. Fast fashion attracted more and more customers of all ages and locations due to its affordability, in-demand styles, availability in physical shops, and ease of online purchasing. China's fast fashion apparel industry has expanded quickly in recent years, and as cross-border e-commerce has increased, so has the market. SHEIN is a fast fashion garment company based in China that has not done well in its native market. Rather, the fast fashion internet retailer made billions of dollars in sales by focusing mostly on its foreign markets. This study examines the competitive and growth strategies of China's local fast fashion clothing firms under the new retail model, using the international fast fashion company SHEIN as an example. Our findings imply that SHEIN's future competitiveness-increasing tactics may include focusing more on home markets, strengthening the stability of APPs, enhancing product quality, and selecting appropriate cross-border e-commerce platforms.

Rach [18] offered a perceptive look at the growth and evolution of marketing and sales automation, following its evolution in tandem with advancements in technology, organizational acceptance, and contextual application. Although the present state of marketing and sales automation has been facilitated by contemporary computers and extensive internet access, organizational adoption issues have resulted in disparities in operating environments and technology levels. These differences get much more complicated when people are involved in the decision-making process. To rectify these imbalances, Rach promoted the use of the Human Activity Assistive Technology Model. To achieve maximum efficiency and effectiveness, he emphasized the significance of coordinating cutting-edge technologies with the domains of autonomous decision-making and technology interaction. Rach emphasized the promise of cutting-edge technologies like smart glasses for real-time analytics and algorithmic commerce for total automation, even if he was unable to address every technology's effect. Value chain integration is the next step in the advancement of marketing and sales automation, and Rach introduces the idea of the autonomous company.

Even if they are speculative, businesses like SHEIN have already welcomed these developments. Each advised businesses to evaluate the state of their marketing and sales automation, pinpointing areas in need of development and making use of new developments to expand their capabilities.

Wang *et al.*[19] provided a compelling insight into the impact of business models on the success of companies. The Business Model Canvas (BMC) is a useful tool for explaining business logic, but it falls short of providing a thorough academic grasp of underlying structures. This research examines SHEIN's business model via a case study using the grounded theory technique, qualitative analysis, and entrepreneurial orientation theory. According to the report, SHEIN successfully integrates its Chinese supply chain to meet the needs and preferences of its target market, which includes affluent women. This helps SHEIN gain the confidence of these clients. SHEIN's value network is established via its entrepreneurial approach, which also enables it to successfully target segmented client groups and cultivate strong customer connections through social networks. The research introduces the Business Model Iterative Canvas (BMIC) as an innovative tool for interpreting business models in depth. Moreover, it elucidates how competitive advantage is forged through value network reconstruction, offering valuable insights into the dynamics of fast fashion markets.

Fairley[20] looked at the incredible ascent of SHEIN, a Chinese online fashion store, in the UK market in the literature study. SHEIN has seen an incredible spike in its monthly unique visits, going from 500,000 to 4 million in only six months. It is now the third most popular fashion e-commerce site in the United Kingdom, only surpassed by Next and ASOS. Furthermore, SHEIN has shown its powerful presence on the world scene by effectively expanding its reach to embrace 230 foreign markets.

3. METHODOLOGY

The research paper is going to answer the research question- "To what extent has SHEIN's Marketing Strategy Enabled it to Gain Market Share in the United States?" To answer this question the investigation will look at SHEIN and its performance before and after it began to dominate market share in the US, how it got a leg up on its competition which are other fast fashion brands, the marketing mix, and strategies used by SHEIN, why those marketing strategies were successful and who is the brand's target audience. This investigation will use secondary research and other analytical tools like the SWOT matrix to answer the previously mentioned research question. Competitor analysis and Perceptual mapping to compare how SHEIN is performing concerning other fast fashion brands. Further assessment and investigation of SHEIN's marketing mix by Ansoff matrix. To evaluate market share, the BCG matrix will be used. Brand Identity Prism will help identify the still weak spots in SHEIN's marketing mix and how it can build a strong brand story and give the brand a recognizable identity. Some unethical practices conducted by SHEIN will also be discussed, which include incorrect product placement, manipulating purchase habits, to some of the more severe activities that the organization has been accused of such as child labour, unsustainable practices, and exploitation of its workers.

3.1 Background information:

SHEIN's key value-creation strategies are low cost and uniqueness. These tactics provide the firm with a considerable competitive advantage as it extends its worldwide operations and strives for profitability and profit growth. SHEIN implements an overall approach based on global integration called the Low-Cost Approach to create and deliver products and services of a uniform kind and grade across more than 220 countries and regions worldwide. Since there aren't any physical retailers, they don't need any. Several designer items are priced

between \$5 and \$20. Because SHEIN offers reasonably priced and fashionable items, over thirty percent of customers come back to make orders. Despite the consequences of the coronavirus 2020, SHEIN's sales exceeded forecasts thanks to low-cost strategies. market segmentation-based differentiation approach that prioritizes consideration of customer preferences, culture, policies, etc. To win over multiple market sectors, SHEIN also has two unique brands, SHEIN (business style) and ROMWE (cute style), nine minor language sites, a user hierarchy, different emails in different nations, and a unique supply chain structure in each area.

3.2 SHEIN's target market:

SHEIN's target audience is an important part of the company's tremendous growth because they are the entire basis behind SHEIN's marketing strategy, which uses social media such as TikTok, Instagram Reels, and YouTube. SHEIN's target audience is Generation Z (Gen-Z) which is a huge fashion market. Generation Z and Millennials are both part of SHEIN's mass-market audience which is people from the age of 10 to 40, this is the age of social media and SHEIN very carefully curates its advertisements and product placements in such a way that their target audience has very easy access to it.

SHEIN's market segmentation can also be curated for 'Peacocks'. The best way to stand out for these individuals is through fashion and SHEIN quenches this need by supplying the trendiest fashion items at the most affordable prices. SHEIN's goal is to appeal to all types of customers and ensure that they can appreciate fashion regardless of their financial situation. Cheaper clothing is popular in the US because it resides more than 19.4 million students who are looking for affordable clothing. Now most questions raised are, how SHEIN is still able to make profits regardless of providing such cheap clothing. It really comes down to how effective SHEIN's production is but the company also has 2 other things that work in its favor, firstly SHEIN has profit margins of 60-70% per product, and secondly, shipping is direct to consumers which allows the company to avoid import taxes so price remains the same.

3.3 Data collection:

Table 1: Represents data about the competition in the US market for SHEIN.

Fast fashion brands in the US	Market share	International presence	Revenue made in 2021	Growth in 2021	Sales dominance (in the US)
SHEIN	40%	Ships to 220 countries	15.02 billion euros	22%	28% of sales in the whole industry
Zara	17%	96 countries	27.72 billion euros	+2% (from. 2020)	11% of sales in the whole industry
H&M	27%	74 countries	22.18 billion euros	-10%	20% of sales in the whole industry

Fashion Nova	6%	International shipping	450.37 million euros	-9%	10% of sales in the whole industry
Forever 21	9%	27 countries	2.58 billion euros	-12%	8% of sales in the whole industry

The table above shows data about the competition in the US market for SHEIN, which includes companies like Zara, H&M, Fashion Nova, Forever 21, Amazon, etc (as shown in Table 1). The biggest competition for SHEIN is Zara and H&M in the fast fashion industry. Zara's unique selling point is their product lineup, instead of relying on designers to create new looks, what Zara does is concentrate on the catwalk (runway) trends and aim to make something similar. One of the biggest competitive advantages SHEIN has over Zara is the pricing of products. SHEIN has immensely cheap pricing whereas Zara has a pretty expensive pricing range for its products.



Figure 1: Illustrates the price difference between the two apparel companies.

This image shows the price difference between the two apparel companies (as shown in Figure 1). This is a TikTok video that took off with the hashtag #Zara. v.s.SHEIN. There are many other short videos and even Instagram handles that compare SHEIN and Zara's pricing and quality.

3.4 Perceptual mapping

This again indicates the low prices provided by SHEIN, but alongside that, it also shows the low level of quality that SHEIN provides to its consumers (as shown in Figure 2). Quality has been an issue when talking about SHEIN's products, as most of these products are mass-produced and sold at such low prices (even with the profit margin of 60-70% for SHEIN), there ought to be some faults. These are some of the very many customer reviews that can be found about SHEIN. SHEIN can be good quality for the price but they are generally not high-quality pieces. Considering how cheap and affordable SHEIN's products are to people, it

generally doesn't matter if some products they receive are of bad quality because the amount spent on the product is next to insignificant. And most people on the app bulk buy products on the app/website which naturally reduces the disappointment of one bad product. This is why despite the bad quality of a few products, SHEIN is nearly unaffected in terms of sales and revenue. Whereas, other companies such as H&M, Mango, and Zara are much higher on the price and quality level. These companies are expected to deliver good quality products because of their high prices on similar kinds of products. Consumers spend money on Zara per se, the dresses range from \$50 to \$150, and at these prices, consumers have certain expectations of quality and durability.



Figure 2: Illustrates the cheap costs that SHEIN offers, but it also demonstrates the poor quality that SHEIN offers to its customers.

3.5 Data Analysis:

i. SWOT analysis:

The biggest strength for SHEIN is its cheap manufacturing and its huge profit margins. SHEIN has optimized these profits by marketing and promoting its products through social media and e-commerce platforms. However, the biggest weakness for SHEIN is its bad reputation, there are numerous claims regarding SHEIN's labor practices that lead one to believe the company contracts with garment manufacturers who may be grossly abusing, overworking, and underpaying their employees.

The same questions have been raised with child labor and factory working conditions. These claims can ruin SHEIN's brand image and slowly start losing consumers. SHEIN claims "it never engages in child or forced labour" but there is not a shred of evidence to prove that claim which is alarming. There are several opportunities for SHEIN as a business to grow further, opportunities as engaging in physical stores now that quarantine days are over so that it can give tough competition to its competitors offline and online. SHEIN has started engaging in pop-up stalls, in Toronto in 2022, this can act as a test run to see how the

company would perform in offline stores. Threats for SHEIN can be competition from other brands now that physical stores are now opening, reopened Zara stores as well and the Zara website can create a double threat.

Price is seen as one of SHEIN's unique selling points because of its cheap and efficient prices for products, millennials and Generation Z find it more appealing. Especially, students in the US who are on a budget but still want a variety of clothing and accessories. SHEIN also offers a wide range of products which gives consumers more styling options and SHEIN a preference over other brands. Online stores played most in favor of SHEIN during the pandemic, saving costs on physical stores and increasing revenue through online marketing and websites.

4. RESULT AND DISCUSSION

4.1. SHEIN's E-commerce strategy:

i. Micro-Influencing Strategy:

SHEIN using influencers to market its products is an easy and effective form of promotion. SHEIN's influencers have a long-standing connection and a devoted following. They gain credibility and trust for the brand when they post about it. SHEIN is tapping into the creativity of influencers to drive vitality and recognition for the SHEIN brand. Instead of only creating a separate follower base on social media, SHEIN tried to acquire the many already existing local fan bases for popular influencers and used them to create awareness and credibility for SHEIN. For this marketing campaign, SHEIN needed to make sure the influencers have the right demographic, a good number of followers, and engagement rates on their profiles to reach maximum consumers. This is perfect for SHEIN's target market, especially with an increase in screen times during lockdown by almost 200%.

The image above is an example of influencer marketing. The caption reads "For an extra 15% off", this in itself is incentive enough for consumers to open the SHEIN website which is in the influencer's Instagram bio which will redirect consumers to the website. For every person that uses this code ("ADDISON"), the influencers themselves receive a commission. This incentivizes the influencers to promote the brand more as well as consumers to receive the offer. Both of them benefitted SHEIN in terms of increasing sales and acquiring a larger market.

ii. Social media:

SHEIN uses these influencers to promote products on Instagram, TikTok, and YouTube. SHEIN's target audience is Generation Z, it is the most accessible form of marketing as TikTok alone is used every day by 63% of Generation Z users and Instagram by 57%. One of their marketing techniques is the exchange model, whereby influencers and video bloggers are given free goods in return for producing content that promotes SHEIN. SHEIN is giving rise to fashion influencers as they have an "Affiliate program for influencers"- In affiliate programs, influencers receive commissions by merely directing clients to SHEIN.com.

Even without paid promotions, some content creators that make fashion content constantly do fashion looks and hauls, for these they most often bulk buy on SHEIN because it is affordable. These content creators mostly post videos on YouTube, Pinterest, Instagram, and TikTok as fashion inspiration.



Figure 3: An ad for SHEIN is also shown.

The image above shows videos posted on YouTube, these content creators then give reviews about the products which is also beneficial for SHEIN as it builds credibility (as shown in Figure 3). In the picture, an ad for SHEIN is also shown. SHEIN very carefully curates its advertisements and product placements in such a way that its target audience has very easy access to it, in this case on TikTok and Instagram. The ad is a redirection link which is also very convenient to consumers.

iii. *New products:*

SHEIN uses algorithms to identify new trends, and this information helps them to produce new products daily. SHEIN adds approximately 3000 new products on its website every single day, this means consumers never get tired of scrolling and are presented with new clothes every day. SHEIN's on-demand business model also allows it to produce consumer favorites and ensure that consumers are provided with what they want at all times.

4.2. *Website:*

i. *Popup:*

Several discount coupons are presented to you when you first access the SHEIN website; you may "collect" all of them with a single click and then use them to your complete transaction (as shown in Figure 4). This gives the impression that SHEIN is a cheap fashion shop while also giving the impression that their low pricing is caused by the coupons rather than low costs for the actual items. A second pop-up offers more discounts if you join the website after the first one disappears. Being able to instantly add visitors to the SHEIN email list makes this pretty brilliant. They are offering a £3 discount, free delivery on orders over £35, and free returns for up to 60 days in exchange for the visitor's email address. After that, they may employ this data to launch computerized email campaigns and retarget individuals with ads on other websites.

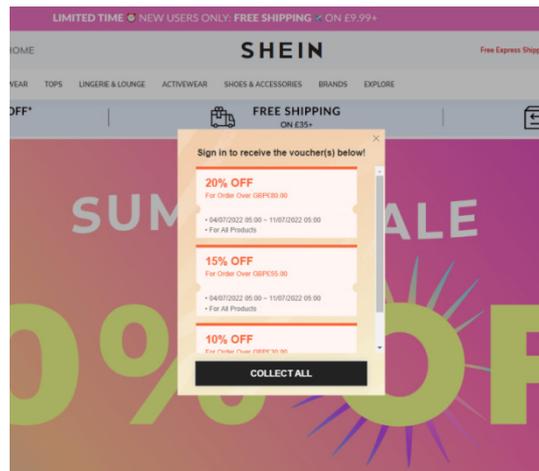


Figure 4: Shows several discount coupons first offered when you visit the SHEIN website.

ii. Benefits:

The SHEIN app uses the Check-In system. An innovative strategy to encourage users to use the app every day is the check-in feature. For logging in each day, the user is rewarded with points that may be utilized for purchases. They will be urged to use the app frequently, but they may also think about using their accrued points to pay for something later. SHEIN expanded by bringing elements of China's gamified e-commerce sector to the world of fashion. These are the points that shoppers receive in exchange for:

- a. Daily SHEIN app/website check-ins
- b. Carrying out transactions,
- c. Posting reviews with pictures,
- d. Playing seasonal mini-games and watching live feeds.

These rewards can develop a loyal customer base

iii. Discounts:

Seasonal discounts are very effective as consumers are incentivized to buy more when prices are lower (as shown in Figure 5). Even though SHEIN is a well-known brand and this strategy makes sense given how they have positioned themselves in the market, 80% feels like a lot. SHEIN wants to be very clear that it is a discount apparel company.

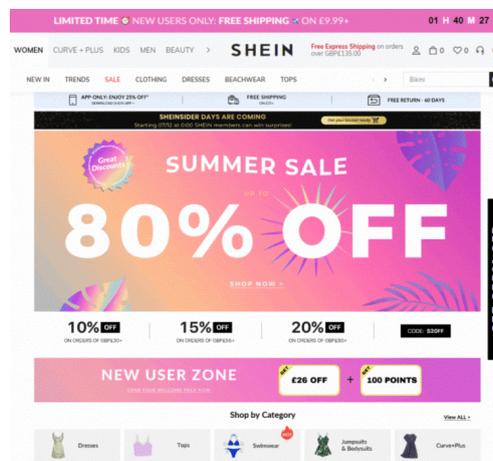


Figure 5: Demonstrates the discount apparel of SHEIN.

iv. *Reviews:*

SHEIN is heavily reliant on photo reviews. SHEIN's loyalty point program pays reviewers who upload photos. The image is an example of the dress, which alone has 2500+ reviews. The ideal review model has been developed by SHEIN. They get a tonne of user-generated content for their items, including a tonne of reviews, and the reviews address typical issues that SHEIN customers have, including the quality of the apparel.

v. *"Get the Look":*

This is a unique feature by SHEIN, these pages have been expertly optimized by SHEIN to entice customers to make larger purchases. They feature a "Get the Look" section so that customers who like this outfit can add complementary items to their order.

vi. *Distributor:*

SHEIN has created its supply chain systems because it is a sizable internet retailer. SHEIN presently employs over 800 designers and vendors in its workforce, and a group of vendors create SHEIN clothing. But to meet current demand, SHEIN also acts as a distributor, it carries other brands on its website. This exceeds its product range. Each brand provides new collections and increases the variety of products available on the website and app every day. These are a few brands carried by SHEIN:

SHEIN SXY
Emery rose
Dazy
Basics
MOTF

vii. *Size range:*

The thing most Teens and Young adults who shop at SHEIN are raging about is its size inclusivity and body positivity. SHEIN carries a size ranging from XS (extra small) to 4XL. This opens SHEIN up to many new consumer bases, as a larger demographic of sizes can shop at SHEIN, and also designers who design and create a full range of sizes can collaborate with SHEIN, which opens them up to new business opportunities. This also talks about the company's stance on a very active social issue of body inclusivity, this can be good for SHEIN because it can attract consumers who have similar beliefs but also repulse some consumers who have different beliefs.

viii. *Content:*

Even though SHEIN does have other promotional methods, it still uses social media such as Instagram to promote its products. SHEIN's Instagram handle has 25.5 million followers which means they do reach a good amount of audience, and this also alerts consumers when new products are in stock as many people use Instagram for recreational purposes.

ix. *SHEINX 100K Challenge:*

SHEIN X creators are invited to compete in the SHEIN X 100K challenge for the chance to be included in SHEIN's AW21 Show and earn \$100,000 to launch their label. SHEIN created this competition to provide designers to help them develop their skills and give them a platform to promote their products (as shown in Figure 6). This SHEINX challenge aired on YouTube, it contained 4 individual episodes which were live-streamed. Immensely talented designers from all over the world competed, 5 of them were chosen in the finals. This made for great entertainment in 2021, during COVID. The challenge was almost like a series trying to mimic reality TV, there could have been a lot of exposure due to this if they had advertised more about the challenge. However, the challenge did improve brand reputation because SHEIN managed to help several designers display their creativity to a huge audience, and this also increased consumer exposure to SHEIN.

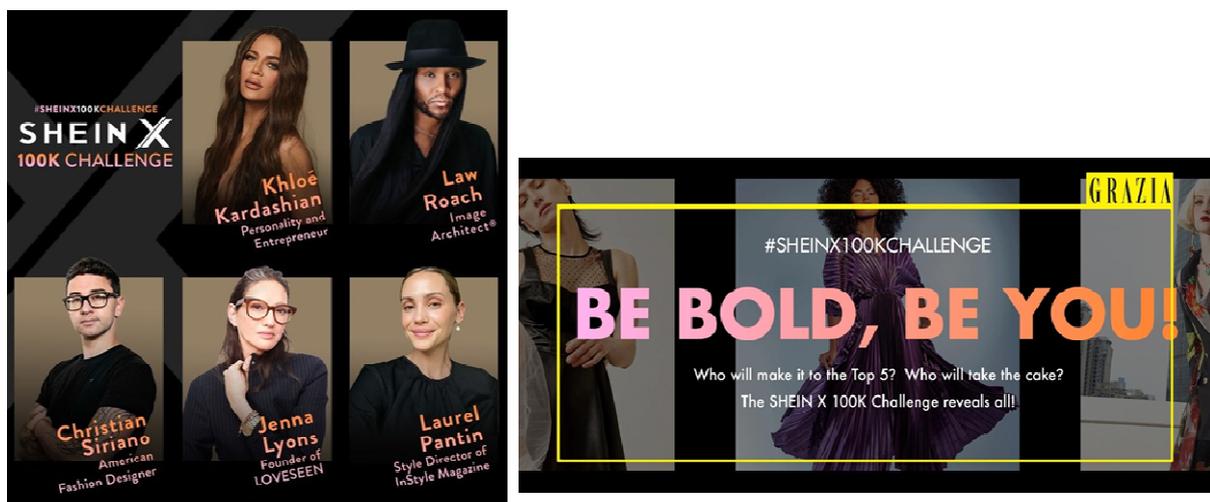


Figure 6: Represents the competition created by SHEIN to provide designers to help them develop their skills and give them a platform to promote their products.

5. CONCLUSION

SHEIN's e-commerce strategies have been strategically planned out and created huge benefits for its revenues. SHEIN using fashion inspiration from current trends has been deemed very useful for the company. SHEIN's use of just the right promotional strategies has escalated its growth by 60% till the end of 2021. The use of micro-influencer promotion is extremely clever because it is a through-the-line (TTL) form of advertising, it doesn't cost much to SHEIN as influencers are receiving a commission only based on how many of their followers purchase the product, and this saves unnecessary costs for SHEIN. In the long term, SHEIN will have to come up with new strategies to maintain this customer loyalty. The fashion brand is an online store so it entirely focuses on the aesthetic and easy usability of the app and website which is beneficial but with the quarantine ending, SHEIN's competitors H&M and Zara will be back in their stores and competition will increase. SHEIN has begun hosting small events like pop-up stalls in the US, in Toronto in 2022. This was a success and more events like these can help compete with apparel brands that have physical stores. However, many artists have accused SHEIN of stealing their ideas and clothes, many alleged claims have been made that SHEIN uses child labor in their production processes, It has also been accused of paying its labor less than the minimum earning wage, and violating human rights by providing inadequate workplace conditions. SHEIN never spoke up against these accusations and didn't make any claims to support their case. This depletes the company's

brand image and represents inadequate corporate social responsibility on SHEIN's behalf. Despite all this, SHEIN's sales and revenue don't seem to be impacted much which is a good sign. Even in terms of the growth of the company, there is a rapid increase, more than any other fashion brand in the US during the pandemic. SHEIN's best decision was refocusing on Generation Z and Millennials as a customer base because fashion as a sector is booming due to this wide range of aesthetics by the new generation.

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CHAPTER 9

EFFECTIVENESS OF ZARA'S MARKETING STRATEGIES INFLUENCING CONSUMER BUYING AND BEHAVIOUR

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ABSTRACT:

Zara, a renowned fast-fashion retailer, has revolutionized the fashion industry with its unique marketing approach, characterized by agility, responsiveness, and customer-centricity. To shed light on this and aid in the growth of China's fast fashion clothing industry, this paper uses ZARA, a typical example of a fast fashion brand, and analyses ZARA's marketing strategy using the 4C and 4Ps marketing theory; which Zara has converted to the 4ES. Also focused on consumer behavior. It also summarizes the reasons behind ZARA's success and offers some helpful recommendations for China's clothing enterprises. This has led to consumer demand increasing along with the marketing strategies utilized by the two companies, the study also compared the various price and promotional strategies that other fast fashion companies used in an attempt to undercut ZARA's rates and draw in more customers. This tactic also affected the purchase habits of customers because of the allure of lower costs and better products. To better understand the impact of businesses like ZARA and other fashion brands did research through different forms. Zara provides its clients with designs that are both realistic and attainable and examines the novel idea of "fresh" fashion, which Zara was the first to introduce to the fashion industry. The implications of Zara's marketing strategies in the context of evolving consumer trends, digitalization, and sustainability concerns. By shedding light on the dynamic interplay between Zara's marketing endeavors and consumer behavior, this research offers valuable insights for practitioners, academics, and stakeholders seeking to understand and leverage the power of marketing in driving business success in the fashion industry.

KEYWORDS:

Consumer Behaviour, Consumer Demand, Fashion, Marketing, Zara.

1. INTRODUCTION

As people in the twenty-first century want a higher quality of life, the world is changing quickly. This is seen in the rise of fast-fashion brands, which are gradually changing society. Zara is a well-known brand in the fast fashion business, having become one of the biggest players in this field among others. Since its founding in Shanghai, China in 2002, Zara has grown quickly, and by 2021 it will have over 200 physical locations around the country. Due to increased accessibility, the Internet's growth a massive global communication network that connects several computer networks over phone lines has enabled a notable rise in Internet users globally. In the last fifteen years, e-marketing has become more popular, and companies are investing significant funds in Internet advertising. E-marketing is still growing, but at a slower pace than other new technologies[1], [2]. This might be because a large percentage of people in India and other developing countries are not acquainted with computers or the Internet. Over the last 20 years, the fashion sector has seen significant changes, mostly due to the worldwide development of several retailers. Many reasons have been given for this change, such as the demise of mass production, changes in supply chain organization, less

financial constraints, and more adaptability in terms of design, distribution, and logistics. Over time, Zara's path toward sustainability has changed dramatically. Like many fast fashion firms, Zara was first condemned for its ethical and environmental policies. However, in the intervening period, the company has acknowledged the significance of sustainability and made aggressive steps to resolve issues. These initiatives include using sustainable materials, cutting water use, introducing eco-friendly manufacturing techniques, putting recycling systems in place, and placing an emphasis on ethical sourcing[3], [4]. Additionally, Zara has promised that, by a certain date, it will solely use sustainable or recycled materials. Unlike rivals, who usually release new clothing designs every two to three months, Zara releases new designs about every two weeks[5], [6]. As a result, it offers a far wider selection of around 11,000 distinct things yearly as opposed to competitors' ranges of 2,000 to 4,000 items. Zara's extremely responsive supply chain, which revolves around "The Cube," a sizable automated distribution facility that forms the core of the business's operations, is mainly responsible for its success[7], [8].

Brands are essential to a business's success because they provide marketers with a competitive edge and inspire customer confidence and loyalty in a way that's similar to friendships and family ties. India's fashion sector has grown significantly as a result of the country's booming economy, drawing in both local and foreign businesses eager to meet the country's rising demand for trendy goods. Fast fashion retailers such as H&M are also helping to increase public awareness about the recycling of textiles and clothes. For example, H&M's "garment collecting program" promotes sustainability and ethical consumerism by asking shoppers to donate old items to their local shops [9], [10].

The well-known Spanish clothes company Zara has established a unique market niche for itself in the fast-fashion sector with its creative marketing approaches that consistently draw in customers and influence their purchasing decisions. The secret to Zara's success is its ability to react to fashion trends quickly often in a matter of weeks by using a vertically integrated supply chain and a deep grasp of customer preferences[11], [12]. The focus that Zara places on scarcity and exclusivity is one of the main elements affecting customer purchasing decisions. Zara instills a feeling of urgency in its customers by offering limited production runs and regular changes to its collections, encouraging people to buy before products vanish from store shelves or online. By appealing to the psychological concept of FOMO the fear of missing out this tactic encourages impulsive buying and cultivates a devoted following of customers who are keen to keep up with trends in fashion[13], [14].

Additionally, Zara's marketing strategy emphasizes an engaging online and physical buying experience. Zara improves the shopping experience for customers and raises the profile of its brand by placing its shops in high-traffic areas and styling them to seem like upscale boutiques. Zara's online presence is also well-curated, with a user-friendly website and easy social networking platform integration. Zara successfully engages its target audience with interactive features like virtual try-on tools and tailored suggestions, increasing traffic to its online shop and influencing purchase choices. In addition, Zara's price strategy has a big influence on how customers behave. Zara caters to a wide range of consumers by maintaining affordable pricing points while providing fashionable designs and superior clothing. Because of their affordability and perceived value, customers see Zara's goods as accessible luxury items rather than unaffordable indulgences, which in turn stimulates impulsive buys and repeat purchases. Furthermore, Zara capitalizes on the psychological notion of perceived savings by offering regular discounts like seasonal sales and loyalty rewards programs together with clear pricing, which encourages customers to make purchases[15], [16].

Zara is excellent at creating emotional connections with customers via narrative and brand image development, in addition to its product-centric initiatives. Zara works with influencers and celebrities to create a feeling of community and belonging among its target demographic, and it also makes use of social media channels. Zara portrays itself as a lifestyle brand that reflects the ideals and goals of its consumers, positioning itself as more than simply a clothes store via aspirational marketing campaigns that highlight individualism, creativity, and self-expression. Because customers relate to the Zara brand and its overall story on an emotional level, this emotional resonance promotes brand loyalty and repeat business. Furthermore, the dedication of Zara to ethical and sustainable business practices has a growing impact on customer purchasing decisions. Zara has taken steps to reduce waste, maintain fair labor standards throughout its supply chain, and lower its carbon impact in response to mounting environmental and social concerns. Zara attracts clients who value sustainability in their purchase choices and are ethically aware by providing eco-friendly product lines such as collections of organic cotton and recycled materials, as well as by openly informing them about these efforts. This compatibility of principles encourages customer loyalty to the brand and strengthens Zara's standing as a socially conscious business, leading buyers to choose Zara over rivals who may not have the same moral beliefs.

The present study is about the effectiveness of Zara's marketing strategies in influencing consumer buying and behavior. The rest of the paper is organized in following section 1 describing Zara's marketing strategies that exert a profound influence on consumer buying behavior by leveraging principles of exclusivity, immersive experiences, competitive pricing, emotional branding, and sustainability. Section 2 presented a literature review in the context of. Section 3 provides the methodology to analyze why fast fashion brands like Zara are achieving sustainable clothing. The result discussion is represented in section 4 to show the successful planning and marketing strategies of Zara. The conclusion is presented in section 4 with the limitations of the study.

2. LITERATURE REVIEW

R. Palaliget *al.*[17]goal of the study is to find out how social media affects Pakistani consumers' shopping habits, which may take many different forms, including complicated buying, variety seeking, dissonance reduction, and habitual purchasing. Entrepreneurs must understand the feelings, ideas, and decision-making processes of both current and future clients. A self-administered online questionnaire was used to gather customer input to get insights; trends were then revealed via analysis of the collected data.

The purpose of the 396-person research was to determine if social media use and consumer purchasing behavior are related. Results indicate that word-of-mouth recommendations and content trustworthiness emerge as critical elements in Pakistani customers' purchase decisions and that social media impacts these behaviors to some extent. It's noteworthy that customers under 40 have more sophisticated purchasing habits, which emphasizes the need for business owners to include this knowledge in their marketing plans. Differentiating their goods and making sure buyers are aware of their items are crucial for businesses. Businesses should also try to expedite the brand comparison process so that consumers aren't spending too much time on it.

G. Sharma and A. Kaur's[18]research primarily looks at how advertising and brand image affect customers' decisions when buying electrical products specifically, microwave ovens, inverters, and washing machines. Additionally, the study seeks to identify the variables that are shaped by advertising and brand image and eventually shape customer behavior. The choice of these electrical products microwave ovens, inverters, and washing machines was influenced by the growing customer demand for these things. The study's findings will

provide insightful information about consumer purchasing habits for electronic goods, which will help organizational advisors and legislators develop more effective marketing plans for these goods and build their brands in a highly competitive market.

S. I. Ndulue *et al.*[19] primary goal of the research was to determine how customer purchase habits for certain beverage items in Anambra State relate to product packaging. Its specific objective was to assess how consumer behavior toward beverage items in the area is influenced by package qualities such as color, material, shape, size, and printed information. Based on an analysis of previous research that included theoretical, conceptual, and empirical viewpoints, the study was based on the theory of consumer purchasing behavior and the Nicosia model. Targeting users of Milo, Ovaltine, Bournvita, cowbells from, and Peak Milk in Anambra State, a survey study strategy was put into place. 384 was the sample size calculated by using Cochran's formula. Structured questionnaires that have been verified for face and content validity as well as reliability using Cronbach's Alpha were used in the data-gathering process. Multiple regression analysis, frequency tables, and percentages were used in the study to test hypotheses above a significance level of 5%. The results showed that customer purchase behavior of beverage items in Anambra State is highly influenced by package qualities, including color, material, shape, size, and printed information. As a result, the research found that product packaging significantly affects customer purchasing decisions and advised manufacturing firms to give innovation top priority and concentrate on packaging components to increase their effect on consumer behavior.

M. A. Idreeset *al.*[20] main goal is to examine the variables that influence Pakistani consumers' choices to buy electronic notebooks. The field of consumer purchasing behavior and decision-making processes throughout the notebook business has drawn the attention of both industry practitioners and scholars because of the noteworthy improvements in the IT sector and the fierce rivalry and acquisitions within the market. An important turning point in this context was indicated by a 2003 report on national computer sales by the NDP Group. It showed that the US started to make more money from laptop sales than from desktop PCs, indicating that laptops were becoming more and more popular.

The purpose of this study is to clarify the variables influencing consumers' decisions to purchase electronic notebooks. This research stands out for its thorough analysis of the several aspects that influence customers' choices when they buy notebooks. It has been determined that some of the major factors affecting customers' notebook purchases include the following: basic technical requirements, brand image, pricing and connection, fashion and trends, external appearance, functional value and technological advances, and mobility.

S. Vemaraju[21] purpose of the research was to assess how host brand loyalty and ITB (Ingredient Technology Branding) knowledge affected customers' purchasing decisions, with an emphasis on both high participation and low involvement items. Targeting 250 consumers in Allahabad, Uttar Pradesh, structured questionnaires were used in the convenience sample process for data collecting.

The Balance Theory provided a framework for analyzing the impact of ITB on consumer buying behavior. Regression models with good validity were used to examine factors that influence customer purchasing decisions for items with and without high participation. The study used t-tests to ascertain significant variations in consumer knowledge of ITB and host brand loyalty comparing goods with high and low engagement. A significant obstacle encountered throughout the investigation was the scarcity of literature, particularly concerning the influence of ingredient technology branding on customer buying choices in the Indian setting. Moreover, no research was found on how ingredient technology branding affected customer behavior for both high and low-involvement items, such as packaged meals

and drinks and two-wheelers. The results showed that the opinions of host brands are more likely to be influenced by higher attitudes about essential technical components. Given its substantial influence on customer buying behavior, producers and retailers are thus urged to create and promote strategies that make efficient use of ingredient technology branding.

M. Adnan *et al.* [22] research focused on women in Lahore, Karachi, and Islamabad who were between the ages of 18 and 35. The study was conducted in three randomly chosen Pakistani cities. Interviews were carried out with a representative sample of 350 female online social networking users using a multistage random sampling procedure. The results show that social media marketing has a big influence on customer purchasing decisions. Regression analysis supported the hypothesis indicating women's buying behavior is impacted by social media marketing, and the chi-square test revealed a relationship between social media use and purchasing behavior. Thus, it follows that women's purchase decisions are influenced by social media marketing.

The above study shows the balance theory as a framework for analyzing the influence of ITB on consumer buying behavior. Regression models were employed to identify factors affecting purchasing decisions for products with varying levels of involvement. Additionally, t-tests were conducted to assess differences in consumer awareness of ITB and host brand loyalty between high and low-evolvement products. A notable challenge encountered was the limited availability of literature, particularly regarding the impact of ingredient technology branding on consumer choices in the Indian context. In this research, the author's research questionnaires' survey how fast fashion is sustainable for the environment.

3. METHODOLOGY

3.1. Research design:

Fast fashion research is a broad topic since there are many different factors to take into account. Nonetheless, the research's conclusions have helped us understand how much fast fashion is priced and what eco-friendly materials are employed to create a more sustainable environment. Based on their research, they have provided insight into how age groups also matter. For example, in the Zara market, the majority of the customers are young people and children who like shopping for clothing. Finding out how and why individuals would want to spend money on certain kinds of things and which kinds of products most people seek for quality is the aim of this study.

3.2. Sample:

An income statement, often referred to as a profit and loss statement, shows the sales, costs, and profits of a business over a certain time frame, typically three or five years. To compute gross profit, the cost of goods sold (COGS) is subtracted from total revenues or sales. Operating income (or loss) is then calculated by deducting operating expenditures, which include rent, utilities, wages, and marketing costs, from gross profit. Non-operating revenue and costs, which include interest income or expenses, taxes, and exceptional items, may also be included in the statement. Lastly, total costs less than total revenues are used to compute net income (or net loss). This offers a thorough overview of a business's financial performance throughout the given time frame. Table 1 depicts the Zara income statement.

Table 1: Illustrates the Zara income statement.

Sl.No.	Parameters	Zara
1	Gross margin TTM	27.61 %

2	Operating margin TTM	13.15 %
3	Net profit margin	12.06 %
4	Return of investment	4.84 %

3.3. Instrument:

Zara's marketing campaigns, whether they be via captivating social media content, appealing discounts, or captivating advertising, have a big influence on customer behavior. Maybe an eye-catching advertisement featuring the newest styles has piqued your interest and inspired you to look into Zara's products further. Alternatively, maybe Zara's special offers or promotions have lured you in and convinced you to buy something you otherwise wouldn't have. Zara's marketing skills go beyond just advertising things; they also express company values, change people's attitudes, and increase customer loyalty. Consumer purchase choices are significantly influenced by Zara's marketing messages, whether intentionally or unintentionally. These messages affect everything from brand impression to future buying intentions.

- i. Have you ever been influenced by Zara's marketing strategies to make a purchase?
- ii. Do you recall seeing Zara's advertisements before making a purchase?
- iii. Have you ever visited Zara's website or social media profiles after seeing one of their ads?
- iv. Do you feel that Zara's marketing efforts accurately represent the products they offer?
- v. Have you ever purchased a product from Zara because of a promotional offer or discount advertised?
- vi. Do you believe that Zara's marketing campaigns effectively communicate the brand's values and image?
- vii. Have you ever recommended Zara to someone based on their marketing materials?
- viii. Have you attended any events or participated in promotions initiated by Zara's marketing efforts?
- ix. Do you think Zara's marketing messages are clear and easy to understand?
- x. Has Zara's marketing influenced your decision to continue purchasing from them in the future?
- xi. What factors do you consider while purchasing clothes?

3.4. Data Collection:

Zara's marketing tactics have improved user experience in several ways and impacted customer purchasing behavior. The fast fashion company has created a feeling of urgency and exclusivity among customers by skillfully using its distinctive business strategy, which entails swift inventory turnover and a great awareness of consumer preferences. This strategy pushes customers to buy on the spur of the moment, increasing sales and creating buzz about upcoming collections. Supporters may concur that customers who want the newest styles without going over budget are drawn to Zara's ability to swiftly adjust to new fashion trends and provide reasonably priced but fashionable items. Because of the brand's focus on limited editions and fast turnover, customers are also encouraged to act swiftly to get their chosen things before they sell out. Additionally, Zara's integrated marketing strategy which consists of a robust online presence, active social media participation, and well-placed physical stores ensures that the brand is still approachable to a broad spectrum of customers, improving the user experience all around. Table 2 depicts the Zara marketing strategies influencing

consumer buying and behavior to enhance user experience in the way of agree, disagree, and neutral.

Table 2: Illustrates the Zara marketing strategies influencing consumer buying and behavior to enhance user experience in the way of agree, disagree, and neutral.

Sl.No.	Question	Agree (percentage)	Disagree (percentage)	Neutral (percentage)
1	Have you ever been influenced by Zara's marketing strategies to make a purchase?	30	40	30
2	Do you recall seeing Zara's advertisements before making a purchase?	20	70	10
3	Do you feel that Zara's marketing efforts accurately represent the products they offer?	23	66	11
4	Have you ever purchased a product from Zara because of a promotional offer or discount advertised?	28	49	13
5	Do you believe that Zara's marketing campaigns effectively communicate the brand's values and image?	27	52	21
6	Have you ever recommended Zara to someone based on their marketing materials?	55	30	20
7	Have you attended any events or participated in promotions initiated by Zara's marketing efforts?	26	37	37
8	Do you think Zara's marketing messages are clear and easy to understand?	19	47	34
9	Has Zara's marketing influenced your decision to continue purchasing from them in the future?	43	29	28
10	What factors do you consider while purchasing clothes? (quality, price, fabric, and fashionable)	57	30	13

11	If the product is sustainable would you pay more for it	42.9	50.1	7
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3.5. Data Analysis:

We also carried out primary research, asking a few close friends and family members for their opinions on whether they would be interested in seeing Zara adopt a more sustainable manufacturing method for their clothes and other items. According to this study, the majority of consumers would like to buy products based on quality, therefore they would be more likely to choose companies like Zara that provide superior quality. Figure 1 depicts the pie chart of products that is sustainable for valuable pay.

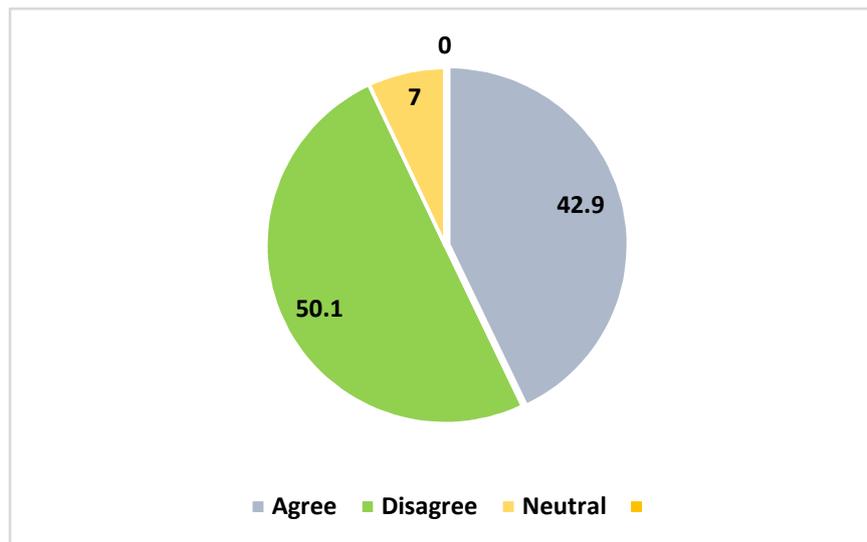


Figure 1: Illustrates the pie chart of products that are sustainable for valuable pay.

4. RESULTS AND DISCUSSION

Fast fashion originated in the UK when local companies like New Look and George faced serious difficulties as a result of their manufacturing being outsourced to the Far East (Hines and Bruce, 2001). These merchants were forced to use total quality management (TQM), computer-integrated manufacturing (CIM), and just-in-time (JIT) approaches in their production operations as a result of these challenges. They also have to give priority to shorter product lines and quick market reactions. These modifications helped these businesses succeed in addition to fueling the expansion of the fast fashion industry. Fast fashion behemoths like Zara, H&M, and Forever 21 have changed the face of the industry with their incredible accomplishments. For example, Spanish fashion store Zara had an astounding 18% increase in sales in 2012. Looking forward, strong expansion in the fast fashion business may meet obstacles in 2023, with the possible exception of the luxury market. McKinsey's fashion predictions indicate that sales growth will be in the range of -2 to +3 percent, which is considered rather low. As shown, a 1 to 4 percent decrease in the European market is expected to have a specific impact on this. On the other hand, growth predictions for the US and Chinese economies, respectively, range from 1 to 6 percent and 2 to 7 percent, suggesting that they will do better. It's crucial to remember that these estimates take inflation into account and are expressed in local currency, which implies that the true effect on the sector may be worse than these numbers indicate. Zara employs a wide range of marketing techniques, including Internet and e-commerce marketing.

4.1. Online Presence:

Zara has a substantial online presence via its social media channels and website. The company actively markets its products on Facebook, Twitter, Pinterest, Instagram, and TikTok. Because each item of clothing is accompanied by comprehensive information, gorgeous photos, and videos on its website, customers can easily browse through a variety of styles and patterns.

4.2. Smartphone Apps:

Zara has developed mobile apps for iOS and Android smartphones that enable customers to browse and purchase clothing directly from their phones. Users may bookmark their favorite goods, monitor orders, and get updates about new arrivals.

4.3. Social Media Marketing:

Additionally, Zara plays a significant role in it by enticing customers to buy more and new things. Zara engages with customers via various social media platforms, such as Instagram, where it shares well-curated looks exhibiting the newest trends and features influencers wearing Zara merchandise. The company also uses partnerships and sponsored content to market its goods by collaborating with well-known bloggers and celebrities. These calculated actions enable Zara to interact with current communities and go beyond conventional advertising methods.

4.4. Influencers:

i. Collaborations with micro-influencers:

Zara has a close rapport with smaller influencers that have sizable fan bases in certain age groups or niches (e.g., college students). By arranging outfits in real-world situations, micro-influencers often create content that emphasizes the wearability and versatility of Zara's apparel line. For example, Zara used a creative approach to Instagram influencer marketing. Figure 2 depicts the difference between the luxury sector and other fashion segments.

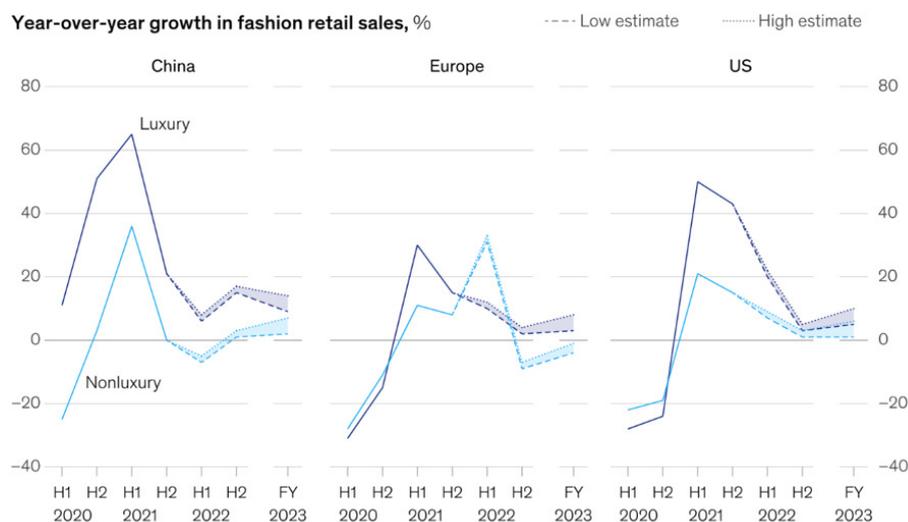


Figure 2: Illustrates the difference between the luxury sector and another fashion segment.

These are just a few findings from McKinsey and the Business of Fashion's joint research, *The State of Fashion 2023*. The seventh annual research in the series discusses the major concerns affecting the fashion sector and looks at a range of possible remedies. Based on in-depth research and many interviews with key players in the industry, it offers the key trends that are expected to impact the fashion landscape in the following year. Being a quick fashion retailer, Zara is likely to have similar problems.

Clothing companies have not been able to keep up with sales growth with commensurate improvements in their social and environmental performance. Cotton makes up around 30% of all textile fiber and is often grown using a lot of water, fertilizer, and pesticides. Since countries with sizable textile and apparel industries mostly depend on fossil fuels for energy production, it is estimated that the manufacture of one kilogram of fabric results in 23 kilograms of greenhouse emissions. Large retailers like Zara must also include more sustainable materials in their manufacturing processes since consumers like to wear these items. And because consumer behavior is where it is most noticeable, they can simply take advantage of it. By releasing new collections every two weeks, they are boosting consumer spending and buying power, which is helping their business develop since customers need variety. For instance, consumer spending at Zara has increased significantly as a result of their biweekly product launches, which have a significant impact on them since most consumers like a wide choice of options. Figure 3 depicts the environmental impact on the emerging market to achieve Western per capita consumption.

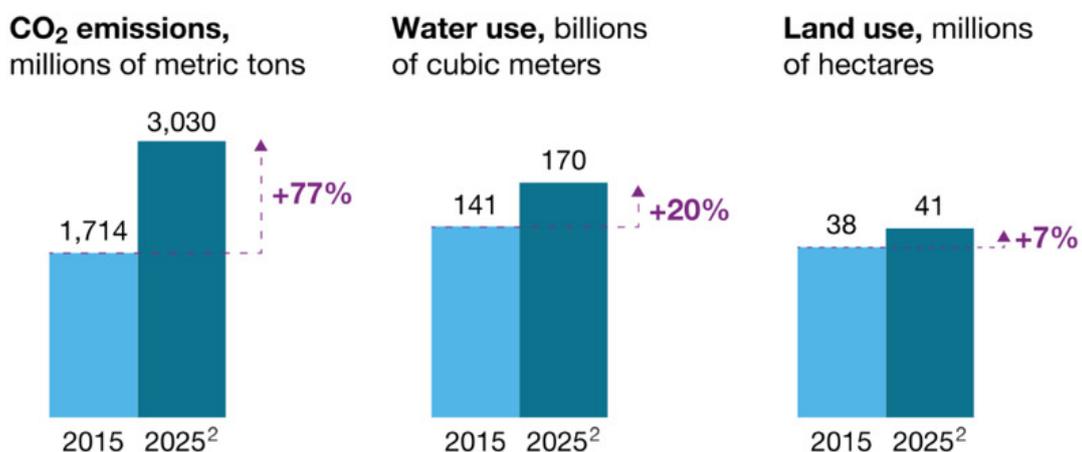


Figure 3: Illustrates the environmental impact on emerging markets achieving Western per capita consumption.

5. CONCLUSION

Fast fashion significantly influences consumer behavior by enticing customers to buy inexpensive, stylish clothing that they will only sometimes wear. However, in recent years, consumer behavior has shifted toward ethical and environmentally friendly fashion choices as a result of increased awareness of the detrimental social and environmental effects of rapid fashion. I'd want to pick up driving now. A brand acts as a guarantee of a certain quality both initially and continuously. A meaningful name or logo for the customer is referred to as a brand. Brands battle for the minds of consumers rather than for their products. Once a brand has been deeply embedded in a customer's mind, such identification is irrevocable. The increasing desire for vintage and secondhand clothes, the rise of sustainable fashion companies, and the rise in conscious consumerism are all signs of this trend. Fast fashion industry heavyweights like Zara and other fast fashion firms are introducing recycling and circular economy practices, using eco-friendly materials, and cutting manufacturing waste as some of the efforts they are making to increase sustainability. These initiatives can't benefit the environment unless consumer behavior changes to support them. In additional circumstances where consumers' behavior is shifting due to impending technological advancements and the internet, more brands are offering their e-commerce websites during which customers can purchase clothing and easily return it if they discover it to be defective. As a result, shoppers are shifting from offline to online shopping. Social media platforms

like Twitter, Instagram, and Facebook have grown in popularity, giving consumers access to a wealth of information, reviews, and suggestions about a brand's goods from customers and influencers.

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CHAPTER 10

NAVIGATING ORGANIZATIONAL SUCCESS: THE IMPACT OF DIVERSITY AND INCLUSION ON MANAGEMENT STRATEGIES

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ABSTRACT:

A company needs to have a diverse work environment to be successful in today's fast-changing business world. This indicates incorporating individuals from diverse backgrounds. This study looks at how diversity and inclusion, and how affect a company's success. It also looks at how they influence how a company operates in a way that's good for the environment and for the long term. Diversity means that people are different in many ways, like their race, culture, gender, age, and more. Inclusion means creating a place where everyone feels important, respected, and able to take part. Working with different types of people and making sure everyone feels included helps to come up with new ideas and be more creative. It also keeps employees happy and working well together. Businesses that foster an inclusive atmosphere for individuals from diverse backgrounds receive a greater variety of ideas and viewpoints. This also helps them encourage their employees to be more involved and supportive. Workers feel like they belong and are committed to their jobs, which makes them happier and more likely to stay with the company. Furthermore, teams with different kinds of people are good at solving problems and are better able to understand and help customers with different needs. This helps the company grow and make more money. Accepting and valuing diversity and including everyone is not only the right thing to do, but it also helps employees to do their best work, encourages new ideas, and helps companies be successful in a changing world.

KEYWORDS:

Creativity, Diversity, Employee Engagement, Management Strategies, Organizational Success.

1. INTRODUCTION

Companies that recognize the benefits of accepting diversity and encouraging leadership are redefining their metrics for success. By examining the interaction of these elements, we aim to reveal their important roles in today's organizations and show their impact and impact on sustainable business [1], [2]. Inclusion means making a place where everyone feels important, respected, and able to share their ideas and abilities. Diversity and inclusion help people work together and come up with new ideas. This makes the company better and helps employees work well together. Companies that appreciate and include people from different backgrounds and perspectives not only get new and creative ideas but also have happier and more dedicated employees.

Workers might feel like they belong and are committed to the company, which makes them happy with their jobs and want to stay with the company. Furthermore, lots of teams are good at solving hard problems and adjusting to changes in the business [3]. Organizations can become more innovative and make better decisions by using all their resources to their fullest. This can help them succeed in the global marketplace and add value to their work.

Ensuring diversity and inclusion needs more than just making rules and running programs. Leaders need to be committed to creating an environment where people feel free, to be honest, and take responsibility for their actions. Leaders need to support diverse and inclusive leaders, address injustice and discrimination, and ensure justice for all employees. Additionally, organizations must continually evaluate and adjust their diversity and integration strategies to adapt to changing personnel and processes.

Besides all the benefits mentioned, diversity and inclusion can help improve problem solving in an organization. Employees can easily express their thoughts and concerns, creating clarity and trust in the team [4], [5].

This fosters a culture of continuous learning and improvement as individuals are willing to challenge the status quo and explore new opportunities. By committing to these values, organizations can position themselves as employers of choice and thereby improve their ability to recruit and retain diverse talent [6], [7]. Additionally, diverse and inclusive organizations can better understand and serve diverse customers. By considering the diversity of customers in their workforce, organizations can gain a deeper understanding of customer needs and preferences [8], [9]. Overall, diversity and inclusion are not only ethical but also beneficial to organizations in today's business world.

The company needs to prioritize diversity and inclusion for numerous beneficial reasons. First, including different types of people encourages different thoughts and ideas, which helps to make new and creative things. This helps groups see things from different angles and come up with new ideas. Secondly, a culture where everyone feels included helps employees to be more involved and happier with their work. When workers feel appreciated, respected, and enabled to help, they will be motivated and dedicated to their jobs [10], [11]. An inclusive environment also helps improve team relationships and foster camaraderie. Additionally, diversity and integration support decision making and problem solving. Research shows that diverse groups are better able to evaluate complex problems and make good decisions. Organizations can reach better solutions by considering multiple perspectives and avoiding groupthink.

A good workplace strategy can increase employee retention and reduce recruiting costs. Additionally, diversity and integration help create a better competitive environment. Organizations that embrace diversity can adapt to changing business strategies because they can bring in different customers and perspectives.

By creating an inclusive culture, companies can also improve relationships with customers, suppliers, and other stakeholders, leading to long-term growth. Prioritizing diversity and inclusion provides organizations with many benefits, including improved creativity, employee engagement, decision-making, reputation, and competitive advantage. By accepting diversity as a source of strength and creating a sense of unity [12], [13].

In addition to the above benefits, the importance of diversity and inclusion in an organization can lead to additional benefits that lead to long-term success and strength. The most important benefit is the ability to attract and retain top talent [14], [15]. In today's competitive job market, talented people are increasingly looking for diverse and inclusive employers, reducing turnover and recruitment costs while attracting potential candidates, which brings in a lot of thought and skills. Also, many offices are getting better at helping different customers. In a world where everyone is more connected, it's important for businesses to understand and meet the needs and wants of different customers to be successful. By having a diverse group of people working for them, companies can better

understand different markets, cultures, and customer traditions. This helps them create products, services, and marketing plans that appeal to a wider range of customers.

2. LITERATURE REVIEW

AlanGutterman[16]discussed the establishing a work environment that embraces and incorporates individuals from diverse backgrounds.The paper takes a different angle on diversity, going beyond the usual emphasis on gender, race, and ethnicity. The paper talks about ageism, disability, and spirituality. It also discusses how companies can be more diverse and inclusive. It suggests a plan with three parts to help companies make changes. This plan can be adjusted to fit the needs of each company. Experts and people who work in the field will learn a useful way to deal with diversity in international companies.

Wadhwaet.al.[17]discussedthe research on the effect of having different kinds of people and making sure everyone feels included at work.In today's world, companies need to embrace diversity and inclusion to stay competitive. This paper looks at how having a diverse and inclusive workplace can help make it work better. It can lead to higher productivity, more creativity and new ideas, and better financial results. This study also shows the problems organizations face when they try to make their workplaces more diverse and inclusive. The article says that a diverse and inclusive program is very important for a company to stay ahead of its competitors.

MohamedMousaet.al.[18]exploredhow the different genders at work make professors and teachers happy. The way leaders address diversity and ensure everyone feels valued can have a significant impact.The study focused on the impact of gender diversity and inclusivity on workplace happiness. They also looked at whether having a diverse group and making sure everyone feels included can predict how happy people are at work. They asked 320 teachers in three public universities in Egypt to fill out questionnaires for the study. We used a t-test to see if gender has an impact on how people view diversity and inclusion at work. We used hierarchical regressions to see if gender diversity, diversity management, and how included people feel at work can predict how happy people are in the workplace. However, the researchers did find that having gender diversity, managing diversity, and creating an inclusive environment can make employees happier at work. The paper talks about what the theory and actual observations mean.

Rodprayoonet.al.[19]discussedthe influence of diversity in the workplace on employee retention during the COVID-19 pandemic.This study aims to find out what makes employees stay or leave their jobs during COVID-19, and how diversity in the workplace can affect this. In this study, the researchers want to find out what things will have the biggest impact on keeping employees at their jobs in companies during COVID-19. They will consider factors such as employee-boss relationships, company support, work environment, coworker relations, and workplace diversity and inclusiveness. A group of 260 people with different jobs, male and female, and from various industries and ages. Descriptive statistics and inferential statistics were used to analyze the data. This included looking at the frequency, percentage, average, and spread of the data, as well as using multiple linear regression to understand the relationship between different factors. In general, this aided our comprehension of the individuals involved in the research and the interconnectedness of various factors.

Osaro O.Agbontaen[20] discussed the Nigerian banking industry can learn valuable lessons about diversity and inclusion from a company in another country.This study examines the impact of inclusive practices, equal opportunities, and non-discrimination on the diversity of companies in developing countries. Employees were surveyed to collect data on their

experiences with diversity management at work. This was done to understand how diversity impacts the strength of a company's workforce. It asked about how diversity is valued and whether equal opportunities are available at work. The way we analyzed the data from the questionnaire helped us find important patterns and information. The researchers used regression to see how these things affect workplace diversity.

3. METHODOLOGY

3.1 Design:

Research on Diversity and Inclusion (D&I) underscores several crucial implications for managerial approaches, emphasizing the necessity for proactive engagement in fostering a diverse and inclusive workplace environment. Firstly, managers must confront and address their own biases. Biases, whether conscious or unconscious, can significantly hinder the fair treatment of employees in hiring, promotion, and developmental processes.

By acknowledging and actively mitigating biases, managers can promote equity and fairness within their teams and organizations, thereby positively impacting D&I efforts. Secondly, cultivating an inclusive workplace culture is paramount. Moreover, fostering an environment where all employees feel empowered to voice their perspectives and contribute ideas fosters a sense of belonging and drives organizational innovation and success. Additionally, managers must uphold accountability for D&I outcomes. This necessitates the establishment of clear D&I goals, along with mechanisms for monitoring progress and addressing any disparities or instances of discrimination that may arise.

By holding themselves and others accountable, managers signal the organization's commitment to fostering a diverse and inclusive workplace culture, thereby fostering trust and confidence among employees. Integrating D&I considerations into all facets of organizational decision-making is essential. This includes not only recruitment and promotion processes but also product development, marketing strategies, and customer engagement initiatives. By embedding D&I principles into the fabric of the organization, managers can cultivate a culture of inclusivity that extends beyond internal operations to external stakeholders, thereby enhancing the organization's reputation and competitive advantage.

3.2 Sample:

The organizations, managers, HR professionals, and employees involved in the study explored the impact of diversity and inclusion (D&I) on organizational performance and management approaches.

The research aims to investigate various aspects related to D&I, including their benefits, challenges, and implications for management. To achieve this, the study plans to conduct interviews with managers and HR professionals from different organizations, as well as collect quantitative data through a survey of employees. This diverse sample pool will enable the researchers to gather insights from various perspectives, it describes a data collection process that includes semi-structured interviews with 20-30 managers and HR professionals and comprehensive data collection through online surveys of 500-1,000 employees. Therefore, there are two types of samples: a small sample of managers and employees for qualitative data collection, and a large sample of employees for quantitative data collection.

3.2.1 Instrument:

To enhance the validity and reliability of the qualitative data, rigorous procedures will be implemented, including multiple rounds of pilot testing for the interview guide to refine questions and ensure clarity. Additionally, employing two independent coders for data

analysis will enable the researchers to mitigate biases and enhance the trustworthiness of the findings through triangulation. Moreover, the study will adopt a thematic analysis approach to analyze the qualitative data, allowing for the identification of recurring patterns, divergent viewpoints, and overarching themes.

This process will involve iterative coding and constant comparison to iteratively refine and validate the emerging themes, ultimately providing rich insights into the multifaceted dynamics of D&I in organizational contexts.

By leveraging insights gleaned from qualitative data collected through interviews with managers and HR professionals, the study aims to generate practical recommendations tailored to the needs and challenges faced by organizational leaders. These recommendations will be grounded in empirical evidence and informed by real-world experiences, providing actionable insights that can empower managers to implement effective D&I strategies and cultivate more inclusive workplaces.

- i. What are the perceived benefits of diversity and inclusion in your organization?
- ii. How do employees perceive the impact of diversity and inclusion on teamwork and collaboration?
- iii. What challenges do employees encounter in promoting diversity and inclusion within their teams or departments?
- iv. How do organizational leaders perceive the relationship between diversity and inclusion and employee morale and satisfaction?
- v. Are there any specific examples or instances where diversity and inclusion initiatives have led to tangible benefits or improvements within the organization?
- vi. What specific initiatives or programs has your organization implemented to promote diversity and inclusion?
- vii. How are diversity and inclusion goals integrated into the organization's overall strategic objectives?
- viii. Can you provide examples of successful diversity and inclusion initiatives or campaigns that have been implemented in your organization?
- ix. How does the organization measure the effectiveness of its diversity and inclusion efforts?
- x. What role do managers and HR professionals play in championing diversity and inclusion within the organization?
- xi. How do you perceive the relationship between diversity and inclusion and organizational performance?
- xii. Have you observed any correlations between diversity metrics (e.g., demographic diversity, cognitive diversity) and key performance indicators (e.g., productivity, innovation)?
- xiii. Can you share any examples of how diversity and inclusion initiatives have directly contributed to improved organizational outcomes or business results?

3.3 Data Collection:

Qualitative data will be collected through semi-structured interviews with 20-30 managers and HR professionals. The interview will take place in person or by phone and will last approximately 60 minutes. Most of the data will be collected through an online survey of 500-1,000 employees. This survey will take approximately 15 minutes to complete. Purposive sampling techniques will be used to select participants with diverse backgrounds, experiences, and perspectives on diversity and inclusion (D&I) programs, half through interviews with managers and human experts. This approach will allow the researcher to gain various insights, making it useful for analysis. To ensure the credibility and trustworthiness

of the qualitative research study, a detailed interview process will be developed to clarify key themes and develop research questions. It will guide the discussion while giving participants the flexibility to explain important issues. Additionally, interviews will be audio-recorded and transcribed to ensure accuracy and allow for in-depth analysis.

We will also work to build relationships and build trust with interview participants by creating an open and open environment. Researchers will use detailed guidelines to facilitate discussion of important topics related to D&I initiatives. These tips help to establish rapport in the interview while also giving participants the flexibility to address important topics or express their unique ideas. Additionally, researchers will create an open and non-judgmental environment that encourages participants to share their ideas and experiences.

To ensure the reliability and trustworthiness of the research, interviews will be appropriately recorded and published. This transformation process ensured that the data collected was fairly represented and allowed for comprehensive analysis during the research Table 1 illustrates the overall difference in opinions of employees from a variety of organizations as positive, negative, and neutral.

Table 1: Illustrates the overall difference in opinions of employees from a variety of organizations as positive, negative, and neutral.

Sl.No.	Overall differences in opinions of employees from a variety of organizations as positive, negative, and neutral.	Positive (percentage)	Negative (percentage)	Neutral (percentage)
1	What are the perceived benefits of diversity and inclusion in your organization?	30	30	50
2	How do employees perceive the impact of diversity and inclusion on teamwork and collaboration?	30	40	40
3	What role do managers and HR professionals play in championing diversity and inclusion within the organization?	20	50	60
4	How are diversity and inclusion goals integrated into the organization's overall strategic objectives?	30	60	80

5	Can you provide examples of successful diversity and inclusion initiatives or campaigns that have been implemented in your organization?	50	30	40
6	What specific initiatives or programs has your organization implemented to promote diversity and inclusion?	30	40	50
7	What challenges do employees encounter in promoting diversity and inclusion within their teams or departments?	40	50	45
8	What are the perceived benefits of diversity and inclusion in your organization?	70	45	50

3.4. Data Analysis:

For thematic analysis of qualitative data, a systematic approach will be employed to identify patterns, trends, and recurring themes within the interview transcripts. This process will involve multiple stages, including familiarization with the data, coding of the transcripts to categorize meaningful units of information, and the development of initial themes based on commonalities and differences across participant responses. Subsequently, the identified themes will be reviewed, refined, and organized into a coherent framework that captures the essence of participants' experiences, perspectives, and insights related to diversity and inclusion (D&I) in the workplace.

Iterative discussions among researchers will be conducted to ensure consensus and rigor in the interpretation of findings, with attention to both convergent and divergent viewpoints. Moreover, techniques such as member checking, where participants are invited to review and validate the interpretation of their responses, will be employed to enhance the credibility and trustworthiness of the thematic analysis. Additionally, the use of qualitative data analysis software may facilitate the management and organization of data, enabling systematic coding, retrieval, and synthesis of themes across the dataset. Figure 1 illustrates that employee satisfaction has been increasing, decreasing, or remaining relatively stable over the years.

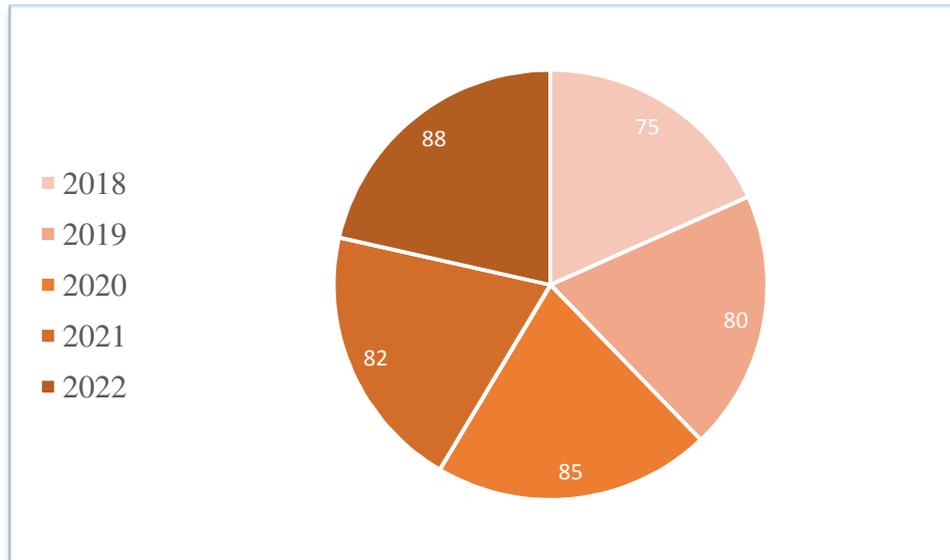


Figure 1: Illustrates that employee satisfaction has been increasing, decreasing, or remaining relatively stable over the years.

4. RESULTS AND DISCUSSION

The impact of diversity and inclusion extends beyond problem-solving and employee retention to the overall organizational culture and reputation. When organizations value diversity and inclusion, they promote understanding between employees from different backgrounds. A collaborative environment also promotes psychological safety, allowing employees to take risks, share ideas, and engage in creative discussions without fear of reprisal or suspicion. This psychological climate encourages innovation and experimentation as employees are willing to explore unconventional solutions and challenge conventional wisdom. Additionally, organizations that recognize diversity and inclusion demonstrate their commitment to social responsibility and ethics. It creates fairness and justice through diversity, fairness, and integration, ensuring its values have a chance with its employees, customers, and people. Additionally, diversity and integration can improve the decision-making process in an organization.

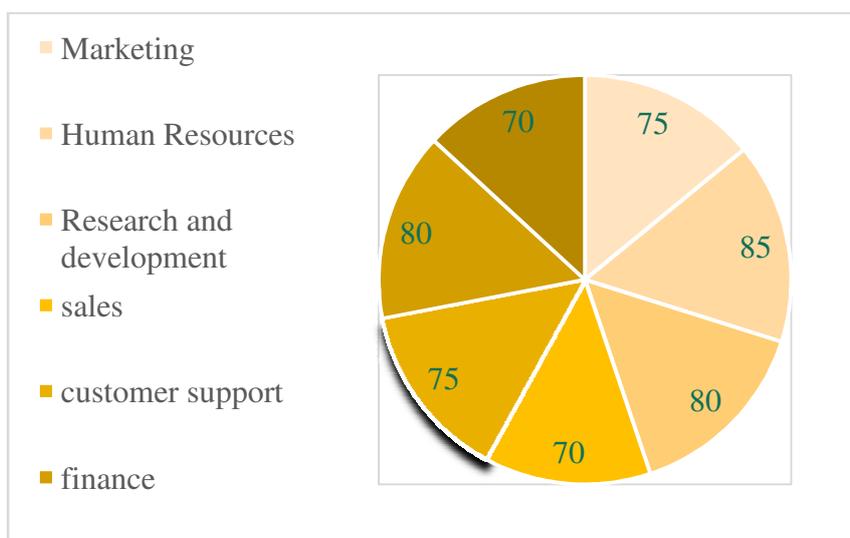


Figure 2: Illustrate the represents the levels of diversity and inclusion across different departments or teams within the organization.

Moreover, embracing diversity and inclusion can lead to improved customer relationships. By aligning their values with those of diverse customer segments, organizations can build stronger connections with their target audience, enhance customer loyalty, and differentiate themselves in the marketplace. Furthermore, effective management of diversity and inclusion requires ongoing education, training, and awareness-building initiatives for leaders, managers, and employees at all levels of the organization, diversity and inclusion are essential drivers of organizational success in today's globalized and multicultural business environment. By embracing diversity, organizations can unlock the full potential of their workforce, enhance innovation and performance, and cultivate a culture of inclusivity, equity, and belonging those benefits employees, customers, and stakeholders. Figure 3 visually represents the composition of the workforce in terms of diversity. Each slice of the pie chart corresponds to a specific demographic group, such as gender, ethnicity, or age, within the organization. Figure 2 illustrates the levels of diversity and inclusion across different departments or teams within the organization.

Research shows that diversity and accountability not only improve corporate performance but also contribute to sustainability and long-term sustainability. By accepting diversity of thought and creating leadership, organizations can better adapt to business trends, management change, and technology evolution. This change enables organizations to maintain a competitive advantage and remain competitive in the rapidly changing business environment. Also, companies that appreciate different kinds of people and make sure everyone feels included are more successful in difficult world markets and attract more people to their business.

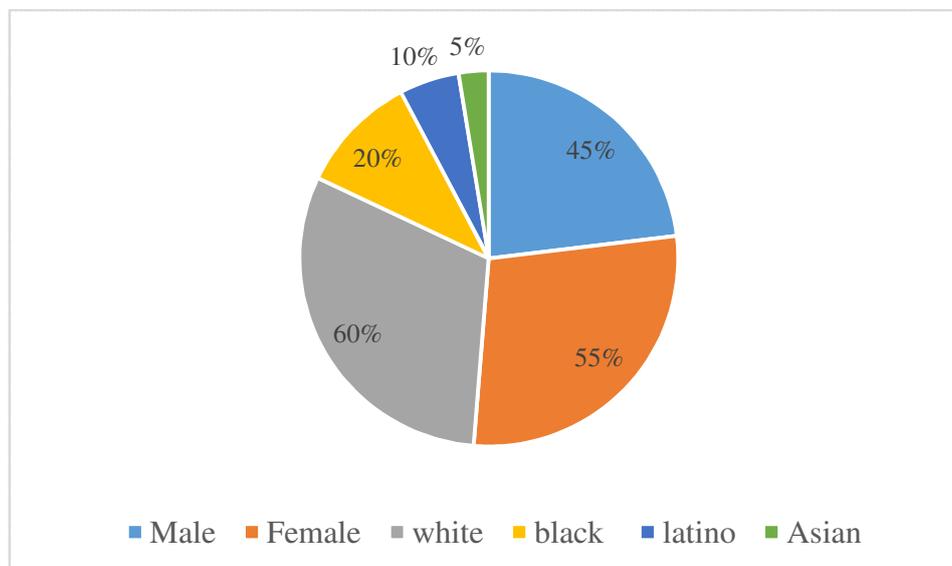


Figure 3: Illustrates the visual representation of the composition of the workforce in terms of diversity. Each slice of the pie corresponds to a specific demographic group, such as gender, ethnicity, or age, within the organization.

Diversity and including people who are different from one another make employees feel better about their jobs and they are happier overall. When workers feel like their opinions and ideas are important and they are treated with respect, they will enjoy their jobs more and be happier. This happy workplace makes employees feel involved, want to stay, and dedicated to the company. Figure 3 illustrates the visual representation of the composition of the workforce in terms of diversity. Each slice of the pie corresponds to a specific demographic group, such as gender, ethnicity, or age, within the organization.

5. CONCLUSION

Diversity and inclusion (D&I) are integral components of organizational success in today's business landscape. This study has underscored the multifaceted benefits of prioritizing diversity and inclusion initiatives, highlighting their positive impact on organizational performance, employee engagement, innovation, and customer relationships. Firstly, embracing diversity fosters creativity, innovation, and problem-solving by bringing fuel to collaboration and drives organizational success by enabling teams to generate novel ideas and solutions. Secondly, creating an inclusive workplace culture promotes employee engagement, satisfaction, and retention. When employees feel valued, respected, and empowered to contribute, they become more committed to their work and motivated to excel. Inclusive environments also foster psychological safety, encouraging employees to voice their opinions and take calculated risks. Moreover, prioritizing diversity and inclusion enhances organizational reputation and attractiveness as an employer. Companies known for their commitment to D&I initiatives are better positioned to attract top talent from diverse backgrounds, reducing turnover and recruitment costs while enhancing workforce diversity.

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CHAPTER 11

EXPLAIN THE WOMEN'S WORK AND FAMILY DYNAMICS: NAVIGATING CHANGES IN MODERN SOCIETY

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ABSTRACT:

This study explores how women working outside the home affect family dynamics and structure. It shows the changes that occur in families when women take such employment role also with household responsibilities, childcare, and other relationship dynamics. By looking at these changes, the study aims to learn about how families are becoming modern in today's world, where women are working outside the home. Families are constantly changing across the world. In the past women would be more responsible for the household work as men would be more responsible for the office work. At present the ratio of women employed is increasing compared to the past, nowadays many women are working outside rather than sitting at home. As already mentioned in the past the childhood duties were majority done by the mother but now women also work and family decisions and childhood duties are also shared and divided between the family. Women working outside has helped in many ways for example more families have started taking help from outside like babysitters and childcare centers or daycare centers. There is no argument that the life of women is hard and after taking a job it becomes more difficult for women to balance their work and family time. For a family, it has become a necessity to find ways to communicate and spend time together. In this study, it can be seen how families have started understanding the participation of women.

KEYWORDS:

Childcare Arrangements, Gender Roles, Modern Society, Marital Relationships, Work-Life Balance.

1. INTRODUCTION

In today's world, families are changing in significant ways. More and more women are now working outside the home, alongside men. This shift impacts how families operate and what they look like. This teamwork strengthens family bonds. Also, having two incomes often means families can make better decisions, save for the future, and feel more secure. But it's not always easy. When both parents work, they may struggle to find time for each other and their children. This can affect the parent-child bond and cause stress. However, when both parents are involved in raising children, it benefits everyone. Mothers sometimes need help from others, like neighbors or childcare centers, to balance work and family. Despite challenges, families find ways to manage, divide chores, and support each other.

This research aims to understand these changes better and find ways society can support working women and their families. The study wants to see how families adapt, how children are cared for when mothers work, and what kind of help families need. Ultimately, the study will lead to better support systems and policies for families in today's changing world. In essence, our research delves into how the rise of women in the workforce is reshaping family life. The study explores how families adjust when women take on employment outside the home, alongside men. This shift brings about both opportunities and challenges. On one

hand, it leads to more equal sharing of household tasks and financial responsibilities, which can strengthen family bonds and provide better opportunities for the future. On the other hand, balancing work and family commitments can be demanding, leading to stress and time constraints[1], [2].

The work is particularly interested in understanding how families navigate these changes. How do they divide responsibilities? What support systems do they rely on? How do they ensure the well-being of their children while juggling work and family life? By uncovering these insights, the study aims to inform policies and initiatives that can better support families in today's dynamic landscape[3], [4]. Our research is not just about understanding the phenomenon; it's about making a tangible difference in the lives of families across society. Our research focuses on the evolving roles of women in the workforce and how these changes are shaping family dynamics. With more women pursuing careers outside the home, families are experiencing significant shifts in how they operate and interact.

One key aspect the study explores is how responsibilities within families are being redistributed. Traditionally, women were primarily responsible for household chores and childcare, while men focused on work outside the home. However, as more women join the workforce, these roles are becoming more fluid[5], [6]. The study wants to understand how families are dividing tasks and making decisions together in this new landscape. Additionally, looking at the impact of women's employment on children and marital relationships. How are children affected when both parents work? How does the balance of power and decision-making change within marriages? These are essential questions that our research aims to address. Furthermore, investigating the support systems available to families. From extended family to community resources, the study wants to understand how these networks help dual-career families manage their responsibilities effectively. Ultimately, our research seeks to provide insights that can inform policies and initiatives aimed at supporting modern families.

The potential of our future research provides a great avenue for further research and intervention[7], [8]. As social relations continue to evolve and women's participation in the workforce increases, many areas emerge that require further investigation. First of all, it is important to understand in depth the long-term effects of these family changes. Understanding how children grow up in dual-income families in terms of academic achievement, social development, and career goals can provide insight into the consumer health of future generations. Second, examining the intersection of gender with other factors such as socioeconomics, education, and cultural background can help better understand how different groups respond and react to women's issues and opportunities. Additionally, exploring the role of women working in technology and the use of remote work in reforming family dynamics makes the field exciting for future research[9], [10].

Recent international events have led to the increasing success of remote working arrangements, which have the potential to change concepts of work-life balance and monitor accountability. It is also important to investigate the effectiveness of various incentives and policies designed to assist remote work to help families earn more money. Identifying best practices and areas for improvement in areas such as affordable child care, flexible working arrangements, and parental rights policies can inform evidence-based interventions to support families working better[11], [12]. Additionally, gender equality in the workplace needs to be further advocated and barriers to women's advancement need to be removed. By addressing issues such as gender pay inequality, cultural deficiencies, and discrimination in the workplace, the study can create more scope for action and equal and beneficial work for all members of society[13], [14]. More importantly, the potential for the future is for our

research to move beyond observation to actively create policies and practices that promote gender equality in men, support family earnings, and support prosperous communities.

The aim of research includes research on the impact of many aspects of women's work on the family and structure. First, our main focus is to understand that women's labor market participation is associated with the division of roles, responsibilities, and household chores in the family. The study aims to reveal the differences between work and family relationships and to show how these changes develop over time. Secondly, seeks to identify the business strategies employed by women to balance their work commitments and family relationships. Role in the family[15], [16]. By examining a variety of solutions and ideas developed by women, aim to gain a deeper understanding of what leads to success in work-family integration. Third, the study is dedicated to examining the impact of women's work on marriage, including communication patterns, decision-making, and marital satisfaction. By exploring this dimension, aim to detail the subtle changes that operate as a general rule to shape the relationship between partners.

The study also investigated the impact of parental work on the distribution of responsibilities given to children in the family and its impact on children's roles and development aims to better understand the impact of women's work on the next generation by examining factors such as parental involvement, caregiving, and child health. Additionally, the study goal to explore the importance of support systems, including extended family, friends, and social resources, in helping dual-income families manage their businesses effectively.

The study aims to offer ways to support families in bringing them to work by analyzing the role of social support in reducing problems related to work-family balance. Finally, attempts to analyze financial and business decisions involving the expenses of two-income families, including factors such as spending, saving money, and financial planning. By analyzing the economic impact of women's work, aim to highlight the wider economic benefits and opportunities associated with stronger female participation. Our research objectives include investigating the interaction between women's work and family strength, introducing evidence-based interventions and policy strategies that support working families to cope with the challenges of daily living.

2. LITERATURE REVIEW

Louise Marie Roth[17]discussedthe reasons behind women leaving their careers to return home."Why Women Quit Careers and Head Home" was written by Pamela Stone in 2007. In 2006, Lisa Belkin wrote about the mommy wars in an article called "The Opt-Out Revolution" for the New York Times magazine.

The article said that smart, successful women were going back to old-fashioned roles, quitting or reducing their jobs to be with their families more. Additionally, the labor data does not agree with Belkin's ideas. However, women who have children are more likely to work fewer hours, choose to stay in lower positions instead of getting promoted to have a flexible schedule and leave their jobs to take care of their family without getting paid. Pamela Stone researched smart women who left important jobs in publishing, consulting, and finance. She looked into why they left those jobs and what they thought about it. Unlike what Belkin thought, *Opting Out* shows that women mainly leave because of work, not family.

JosieCox[18]discussed that women often experience more fatigue and stress compared to men.More women than men are experiencing a lot of stress and burnout. Why did Jia, a consultant from Manhattan, decide to follow the advice from Sheryl Sandberg's book *Lean In*? What will she do next? "I had just finished studying at a top business school, and I was excited and inspired by the idea of leaning in," says Jia, who is not giving her last name to

keep her professional reputation safe. "Learning to talk positively about myself made me feel strong, and I was completely ready to show that I could be both a successful career woman and a wonderful mother. But now, at 38, I feel differently". For a long time, she's been passed over for better jobs and higher pay at work because she's a woman, especially after having a baby in 2018. Since then, she has taken on most of the childcare duties because her husband, who is a banker, travels for work more often.

RWhippman[19]discussed the urge for men to take a backseat or lessen their engagement.Stop leaning in so much. Let's encourage men to step back. The assertiveness movement has taken ideas made by men and told us it's feminism. My name is Ruth Whippman. Whippman is a writer and is writing a book about how to raise boys. October If parents were naming their kids with good qualities today as the Puritans did, they wouldn't pick names like Charity, Grace, or Patience. Instead, half of all baby girls born in America would have the names Empowerment or Assertiveness. Right now, being confident and self-assured is seen as the most desirable quality for women.

Yuspin[20]discussed the gender equality as the principle of equal access to rights, opportunities, and resources regardless of one's gender.Gender is a topic that is always interesting to discuss, ranging from the problems in implementing gender equality anywhere and anytime, the pros and cons between supporters and opponents of gender, to the view of how religion views gender equality.

The occurrence of violence against women makes gender equality campaigns always echoed by women activists so that women have equal rights in all aspects of life. Kartini is a symbol of women's emancipation, how Kartini's struggle against the powerlessness of women against the patriarchal culture that developed in that era. After the Kartini era, female figures emerged in the struggle for gender equality.

NailaKabeer[21]discussed that assisting women to gain more influence and privileges in their societies.Women's movements have worked hard to make sure that men and women are treated the same under the law, in their own countries and around the world. Yet, lofty aspirations for the entire community may seem insignificant to individuals in a society that prioritizes family and community over individual rights. Empowerment means making changes that help women have more control over their lives. But it doesn't always mean they will join together to fight for gender equality.

3. METHODOLOGY

3.1 Design:

This study looked at how women in management positions affect their families when they work. They did this by talking to eight women from different organizations in a particular district. Instead of randomly choosing these women, they picked them on purpose, based on what they thought would be the most useful for the study. To gather information, they had face-to-face conversations with these women, using a list of questions. They then looked at the answers from these conversations to find any common themes or patterns. This helps them understand how women working in management roles influence their families. In addition to these conversations, they also used surveys and interviews with standard questions to gather more specific information. This combination of methods gives a more complete picture of how women's work affects their families. Overall, this study aims to encourage women to work while still maintaining a good balance with their family lives. By understanding the impacts of women working, they hope to support more women in pursuing their careers without sacrificing their family well-being.This trend also involves some interviews and hearingfrom some groups about their experiences. Simultaneously,the

qualitative aspects utilize the surveys and interviews with standardized questionnaires to collect numerical data and also analyses to identify patterns and correlations. Therefore, this methodology encourages women to work and have a balanced life.

3.2 Sample:

As mentioned earlier, purposive sampling is a method in which researchers consciously select participants based on specific criteria related to the research objectives. In this case, the researchers aim to select eight women to hold management positions. The choice is not random; instead, it is guided by the researcher's judgment as to which participants will provide the best insight into the topic under investigation. The decision to focus on women in management positions is important because it allows researchers to explore the experiences and perspectives of female mothers who hold important roles in organizations. These women may be particularly sensitive to the intersection of work and family life due to the demands and responsibilities associated with running a business. Additionally, by selecting participants from different organizations in the same field, the researchers made it possible to create a diversity of ideas among the participants. Different organizations may have cultures, policies, and work environments that can affect how women balance work and family responsibilities. By including participants from different organizations, researchers can gain diverse experiences and a better understanding of the factors that influence women's work-family relationships.

3.3 Data Collection:

The data collection process of this article provides effective and diverse ways to better understand the impact of women's work on families and structures. First, qualitative methods will be conducted, including semi-structured interviews with women in management positions in organizations in the Nkangala region. Interviews will shed light on the strategies women use to balance work and family responsibilities, as well as their perceptions of how work affects the home, human responsibilities, and relationships. Thematic content analysis will be used to identify recurring patterns and themes in the interview data and provide better insights. Additionally, more information will be collected through surveys and surveys among working women and their families. These studies will examine marital relationships, communication patterns, division of family responsibilities, and financial decisions in two-income families. Data collected from these studies will be analyzed to identify relationships and patterns, providing valuable evidence to support evaluation findings. Table 1 illustrates the data collection on women's employment and family dynamics.

Table 1: Illustrates the data collection on women's employment and family dynamics.

Variable	Description	Data Source
Women's Employment	Percentage of women employed in urban and rural areas	Government statistics
Family dynamics	Changes in family roles and responsibilities due to women's employment	Surveys/interviews
Marital relationships	Impact of women's employment on marital communication patterns, decision-making, and	Surveys/interviews

	satisfaction	
Childcare arrangements	Types of childcares used by families with working mothers	Surveys/interviews
Economic decisions	Availability and effectiveness of support systems for working families	Literature review

3.4. Data Analysis:

The research needs to have a multidisciplinary strategy that incorporates both qualitative and quantitative methodologies to fully comprehend the complex dynamics of women's employment and how they impact family structures. The methodical review of numerical data from sources like government surveys and statistics is known as quantitative analysis. To compare gender gaps and identify trends over time, descriptive statistical analyses will be used to summarize women's labor force participation rates in both rural and urban locations. Furthermore, the use of quantitative approaches makes it easier to investigate correlations and do regression studies to find connections between variables such as the distribution of home burden and marital satisfaction in dual-career couples. Conversely, qualitative analysis explores the depth of textual data obtained from open-ended survey questions and interviews. Figure 1 illustrates the percentage of women participating in the labor force has changed over time in both rural and urban areas.

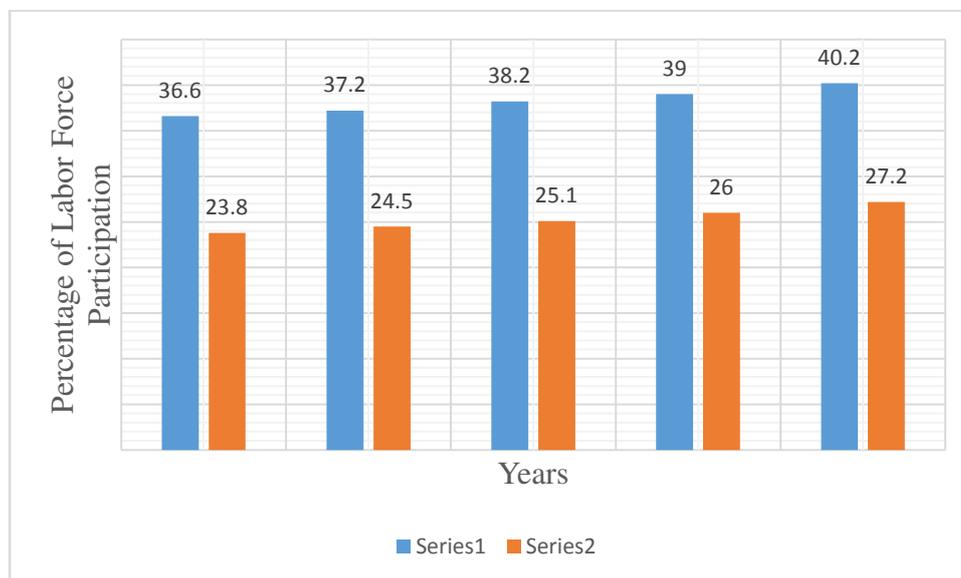


Figure 1: Illustrates the percentage of women participating in the labor force has changed over time in both rural and urban areas.

4. RESULTS AND DISCUSSION

The way families and households function now, the growing number of women entering the workforce, and the effects these changes have on people's well-being and larger society changes. First off, having more women in the workforce boosts family income and improves financial security and stability. Women feel more empowered and families can save for the

future, make educational investments, and follow their dreams when they are financially independent. Additionally, it lessens the financial load on one person, encouraging cooperation and a sense of teamwork in handling household finances. In addition, the inclusion of women in the workforce disrupts conventional gender roles and advances gender equality. Families create an atmosphere of mutual respect and understanding by delegating tasks to each other both at work and at home.

The idea of the conventional family is changing dramatically as more and more women enter the workforce. In the past, families frequently upheld rigid gender roles, with males serving as the primary breadwinners and women doing household responsibilities. But as more women enter the workforce, these traditional roles are being challenged, encouraging a more egalitarian division of domestic duties. This change in family dynamics affects more than just the allocation of tasks; it also affects how decisions are made and how families are structured as a whole. Families who have two income-earning partners are forced to work together more when it comes to goal-setting, money management, and significant life decisions. This change fosters a sense of cooperation and mutual reliance in which each participant.

The reshaping of conventional ideas of masculinity and femininity is one of the main effects of women entering labour. Rigid gender preconceptions are gradually eroding as women assume roles that have historically been filled by males, and vice versa. This encourages a more flexible concept of gender identity and expression in addition to challenging social norms. As a result, people are no longer restricted by traditional gender roles and have more freedom to pursue occupations and lifestyles that suit their unique interests and abilities. Furthermore, the employment of women and their subsequent economic empowerment has far-reaching effects on communities and individuals. Research has consistently demonstrated the substantial social and economic benefits such as decreased poverty and enhanced health that come from supporting women's work and educational opportunities. Figure 2 illustrates the breakdown of LFPR among rural females across different age groups during the year 2021-22.

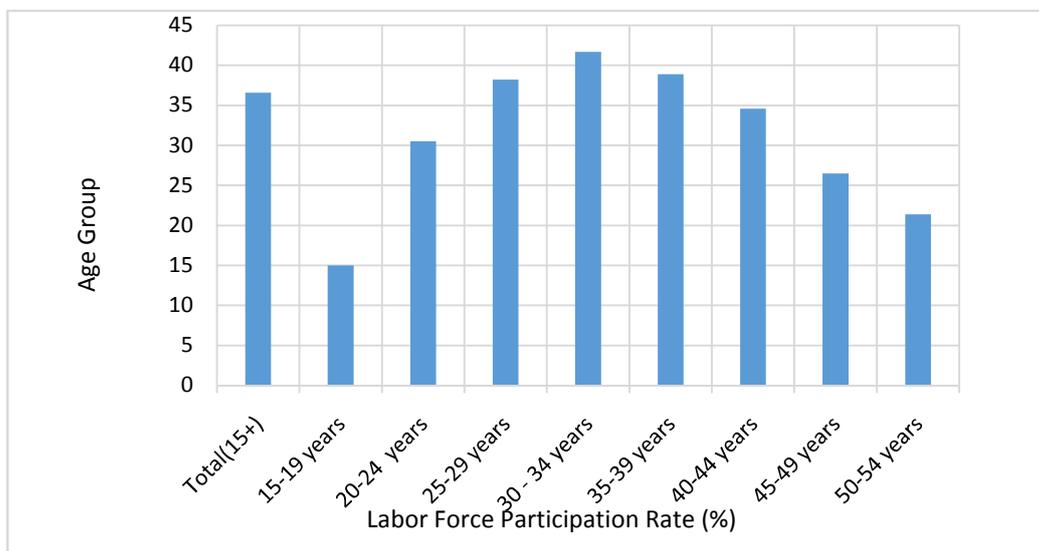


Figure 2: Illustrates the breakdown of LFPR among rural females across different age groups during the year 2021-22.

The present data on the Rural Female Labor Force Participation Rate (LFPR) during the year 2021-22 across different age groups. The x-axis represents the various age brackets, ranging from 15-19 years to 50-54 years, while the y-axis indicates the corresponding LFPR expressed as a percentage. Analysing the data, the study observes variations in LFPR across

different age cohorts. Among the youngest group, aged 15-19 years, the LFPR stands at 15.0%, indicating that a relatively smaller proportion of females in this age bracket are engaged in the labour force. This could be attributed to factors such as pursuing education or other personal commitments.

As move to older age groups, there is a gradual increase in LFPR, reaching its peak among females aged 30-34 years, where the LFPR is 41.7%. This age group likely represents individuals in their prime working years, who are actively participating in the workforce to support themselves and their families. However, beyond the age of 35, the study observes a gradual decline in LFPR. This decline could be influenced by factors such as caregiving responsibilities, health concerns, or retirement decisions. Notably, LFPR drops to 21.4% among females aged 55-59 years, indicating a significant decrease in workforce participation among older age groups. Figure 3 illustrates the breakdown of LFPR among urban females across different age groups during the year 2021-22. Overall, this data provides valuable insights into the labour force dynamics among rural females across different age cohorts. Understanding these trends is crucial for policymakers and stakeholders to develop targeted interventions and policies aimed at promoting workforce participation and economic empowerment among women, particularly in rural areas.

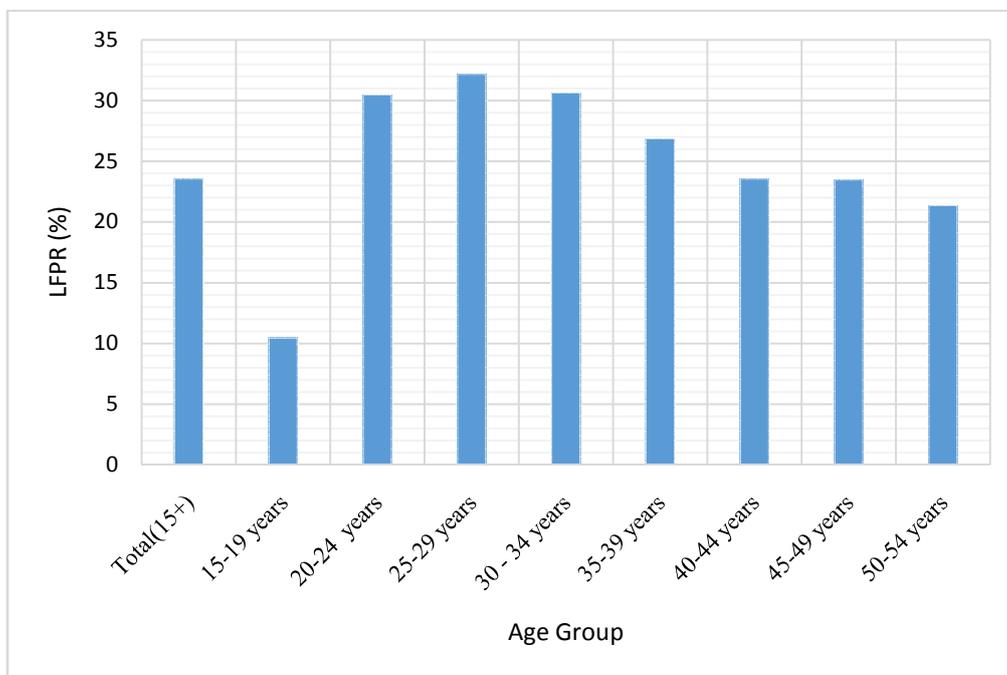


Figure 3: Illustrates the breakdown of LFPR among urban females across different age groups during the year 2021-22.

5. CONCLUSION

The contemporary world is undergoing significant transformations, primarily driven by the increasing involvement of women in the workforce. This societal shift has far-reaching implications for families, ushering in an era of adaptability and flexibility. Traditional roles within households are being redefined as women pursue careers beyond their domestic spheres. This transformative journey is characterized by a collaborative effort within families, as responsibilities for household tasks are distributed among all members. There is a strengthened support network within families, emphasizing a collective commitment to managing both domestic and professional obligations. The evolving nature of family dynamics is evident in the newfound flexibility that permeates daily life. Families, recognizing the changing roles and responsibilities, have embraced a more fluid structure that

accommodates the demands of a dual-income household. This flexibility is not simply a consequence of women entering the workforce; rather, it reflects a broader societal acknowledgment of the importance of shared responsibilities. In this paradigm, household chores are no longer confined to a specific gender; instead, they are shared responsibilities undertaken cooperatively by all family members. Furthermore, the adaptation process extends to the integration of external support systems, such as babysitters, to assist in the delicate balance between work and family life. While women navigate the challenges of juggling professional responsibilities and household chores, the communal ethos within families ensures that caregiving responsibilities are shared equitably.

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CHAPTER 12

EXPLORING OF BRAND EQUITY AND CONSUMER PERCEPTION IN BLUE CHIP COMPANIES

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ABSTRACT:

Brand loyalty and customer sentiment play a significant role in the success and sustainability of world-class companies. The complex association between product equity and customer sentiment by focusing on their interactions in the context of world-class companies. Customer perception reflects personal attitudes, beliefs, and intentions about the brand and is prejudiced by various factors such as marketing pressure, product knowledge, and verbal communication. Understanding the interplay between product equity and customer sentiment is crucial for world-class companies to maintain and improve their competitive advantage in the market. Positive customer feedback helps improve brand equity by improving trust, confidence, and customer preferences. For example, negative opinions or problems about the product may affect the integrity of the product, resulting in decreased customer trust and loyalty. Blue chip companies often invest heavily in building and maintaining their brand values through marketing strategies, innovation, and quality delivery of products and services. Moreover, effective communication and strategic coordination are essential for efficient and effective customer feedback. By aligning advertising with customer needs and outcomes, world-class companies can improve emotional connection and re-engage their audiences. Additionally, leveraging digital platforms and social media channels allows companies to manage and respond to customer feedback, thus influencing the understanding and promotion of brand support. Overall, this study highlights the importance of creating positive customer perceptions as the foundation of product development for world-class companies and ensuring long-term growth, profitability, and competitive advantage in a dynamic market.

KEYWORDS:

Brand Equity, Blue Chip Companies, Consumer Perception, Consumer Behavior, Dynamic Market.

1. INTRODUCTION

Brand faithfulness and customer sentiment are two significant issues that play a important part in the success and sustainability of world-class companies. Blue chip companies are well-known, financially stable, well-known companies that are generally self-employed. At the same time, these companies also create profitable products that help create good customers[1]–[3]. In this article, sentiment in the context of blue-chip companies examines how and if these factors affect the overall performance of such companies. brand loyalty, perceived quality, and brand association. Blue chip companies often invest heavily in building and maintaining equity markets because they recognize the long-term benefits that profitable businesses can bring. A strong brand can maintain high prices, attract loyal clientele, and provide a competitive advantage in the marketplace[4], [5].

An important aspect of product equity is business knowledge. Blue-chip companies often have high product awareness thanks to their extensive marketing, widespread distribution, and strong media presence. Consumers often become aware of these brands before making a purchasing decision, giving premium companies an advantage over their competitors. Brand loyalty is another important aspect of brand loyalty[6]–[8]. Loyal clientele is more probable to acquire again, recommend the brand to others, and prevent switching to competitors, thus increasing and beneficial to the long-term success of the company. Perceived quality is also an important factor in creating loyalty. Blue chip companies are known for their commitment to excellence and their ability to consistently deliver quality products and services. As a result, customers see these brands as trustworthy, reliable, and good. This common sense can improve the brand's reputation and encourage consumers to choose the brand over other products, even if it costs more. Brand association is another aspect of brand equity that affects consumer curiosity. Blue chip companies carefully develop organizations with good characteristics such as prestige, reliability, innovation, and accountability[9]–[11].

These associations help differentiate the product from competitors and generate a single individuality in the attention of customers. a premium technology company may associate its name with innovation and technological applications, while a company that uses premium equipment may associate its products with luxury and sophistication. Customer understanding plays an significant part in the success of blue-chip businesses in creating a balanced product. Consumers' brand perception is influenced not only by the product but also by other factors such as advertising, word-of-mouth marketing, and media[12]–[14]. A positive customer perception leads to high levels of brand faithfulness, repeat purchases, and positive word-of-mouth advertising, while a negative perception can damage the brand's reputation and lead to customer distrust. Blue chip companies invest significantly in managing customer sentiment through various marketing and branding strategies. They use advertising campaigns, public relations, social networking, and other strategies to communicate their brand, differentiate themselves from other competitors, and strengthen partnerships with their brand. By delivering on promises and meeting or exceeding customer expectations, blue chip companies can improve customer needs and strengthen the trade balance of their products promptly [15]–[17].

In addition to other important factors, the same applies to internal factors such as leadership and employees. Attitude and product quality also influence customer needs. Blue-chip companies recognize the importance of working in-house with valuable products and ensuring that every interaction with customers is beneficial to the brand. This requires a promise of excellence at all levels of society and a focus on continuous improvement and innovation. brand loyalty and understanding of customers are the keys to success for world-class companies[18], [19]. Blue chip companies can create a good and long-lasting impact by building strong business relationships by investing in business knowledge, trust, agreements, and collaborations. Managing and creating customer sentiment through effective marketing and branding strategies is crucial to maintaining and enhancing brand value over the long term. Superior companies can continue to thrive in a competitive marketplace by delivering on their promises and creating a great customer experience[21]–[23].

2. LITERATURE REVIEW

R. Mallo et al. [24] study focuses on the association between advertising and product equity from the viewpoint of beverage consumers in Salvador, Basel, Brazil. Two media-related constructs, effort perception, and attitude, are analyzed along with their relationships with product dimensions: awareness and sharing, business, approval, and business loyalty. A nonprobability convenience sample of 393 drinkers was investigated. Data analysis was

performed using descriptive statistical methods, case studies, and correlations. The results can determine whether there is a relationship between perceived advertising and awareness and engagement.

L. Santos et al. [25] study focuses on the association between advertising and product equity from the viewpoint of beverage consumers in Salvador, Bahia, Brazil. Two media-related constructs, effort perception, and attitude, are analyzed along with their relationships with product dimensions: awareness and sharing, business, approval, and business loyalty. A nonprobability convenience sample of 393 drinkers was investigated. Data analysis was performed using descriptive statistical methods, case studies, and correlations. The results can determine whether there is a relationship between perceived advertising and awareness and engagement.

B. Abina et al. [26] study focuses on the consumer market as product equity, this paper investigates the impact of purchaser awareness of product evenhandedness on the type of focal purchasing in the joint venture. This study uses emotional indicators to test the model to examine the impact of product matching between brands on the integration of customer needs for selected users in Lagos, Nigeria. This study evaluated a sample of 384 sponsors of a joint marketing brand partner. Logistic regression consequences show that loyalty type has an important effect on the customer's intention to purchase the preferred product. The consequences show that product quality has a positive influence on the acquisition of the product in the joint venture. This study extends existing research on product integration. In addition, the results of this study provide good results in showing the target relationship with others from similar products.

K. Mensah et al. [27] study focuses on the extended acceptance model and looks at how customer appetite and intent are affected by consistent products and high-quality websites. Rendering to the study, consumers' insights of a website's utility and comfort of use are influenced by its quality and product integrity, and this view in turn shapes their behavior and usage of m-businesses. The study also discovered that the relationship between customers' behavior and perceived value when utilizing clothes m-commerce was impacted by COVID-19. To better evaluate TAM2, brand trust, site quality, and customer's intention to buy apparel on mobile platforms, this study offers managerial and theoretical insights.

K. Cowan et al. [28] study focuses on corporate social responsibility and social security benefits to improve corporate governance and equality most studies evaluate these issues, but this study provides new perspectives by investigating the local and international performance of 135 different brands across sectors and countries and comparing sustainability and CSR indicators using secondary data. We also leverage a company's Country of Origin Sustainable Reputation (COSR) to avoid involvement in discussions about the country of origin influencing the signal's actions. Bivariate examination and OLS reversion were used to explore these relations, and research answers deliver implications for theory and practice. Sustainability (vs. both) points to the importance of domestic (vs. international) performance, especially for companies with moderate CORS levels. Interestingly, consumers' doubts about safety affect the performance of the home and the integrity of the product. In terms of fairness, customer awareness, social responsibility, and sustainability symbols make business fair and may be better for companies with medium to low COSR.

F. Zhou et al. [29] study focuses on the preceding investigation of international marketing has mainly focused on sports promotion and product recognition of football. This study demonstrates the detrimental effects of sports celebrities on consumer preferences and worldwide brand trust. This study examines the effects of sports brands on individual consumers, international shows, and well-known brands using global culture (GCC) theory

along with individual theory as a foundation. Relationships and high-quality products are popular for a reason. These results imply that initiatives to raise consumer happiness and establish worldwide trust in sports players' brands should be undertaken.

F. Luce et al. [30] study focuses on the consensus among business professionals and experts on the importance of product equity, a consistent model of analysis has not yet emerged. Most consumer-based working capital (CBBE) models do not provide financial estimates of the type of equity capital, while most consumer-based working capital (FBBE) models do not consider customers. The writers create a model that syndicates two methods. The former uses a Markov matrix to estimate consumer demand and the type of change that occurs, while the latter uses the current value of upcoming cash movements to calculate the value of a type. Additionally, the model can compare a brand's performance with its competitors and estimate the financial return on advertising business by distinguishing between different drivers' vehicles in the same market.

3. METHODOLOGY

3.1 Design:

Designing loyalty and customer perception for blue chip companies involves a comprehensive approach that combines ideas and strategies to create and maintain an optimistic double in the minds of clientele. At the heart of the design is the recognition that brand loyalty and customer sentiment have an impact and synergy that supports the long-term success and stability of the company. First and foremost, blue-chip companies need to invest in creating a strong image that will resonate with their target audience. This involves creating clear positioning and messaging that communicates the company's unique value and market differentiation. By marketing consistently across all interactions, including advertising, packaging, and customer interactions, blue chip companies can strengthen their brand and leave a lasting impression on customers.

In addition to delivering on their promises, blue-chip companies must actively manage their reputation to ensure they remain profitable and strong against competition. This includes monitoring customer needs and feedback, addressing questions or concerns quickly and transparently, and communicating with stakeholders to build trust. Blue chip companies that demonstrate integrity, responsibility, and commitment to community involvement can enhance their reputation and improve customer experience. Additionally, top-notch companies need to use a variety of marketing and communication methods to reach and engage their target audience. By using these channels strategically, companies can amplify their messages, engage with customers on a personal level, and increase brand awareness and relevance.

This involves investment in R&D to develop new foodstuffs and improve existing yields and facilities to meet altering customer needs and favorites, upholding their attractiveness and effectiveness. By staying ahead of the market and anticipating it, leading companies can maintain their leadership positions and build their product capital over time. Finally, world-class companies need to prioritize transparency and authenticity in their communications with their customers. This includes being fair and honest about its products, practices, and operations, as well as being responsive to customer feedback and concerns. By building trust and confidence with customers, blue chip companies can improve mutual understanding and trust, ultimately fostering long-term success and profitability.

3.2 Sample and Instrument:

In examining the sample and instrument of brand equity and consumer perception in blue-chip companies, it is essential to consider a specific industry such as technology. A foremost

technology business known for its ground-breaking foodstuffs and strong brand reputation. The sample for studying brand equity and consumer perception in this context would typically consist of a diverse group of consumers who have interacted with the company's products or services. This sample would include both existing customers who have purchased the company's products in the past and potential customers who are familiar with the brand but may not have made a purchase yet. Additionally, the sample may also include individuals who have had negative experiences with the brand or who have chosen to purchase from competitors. Qualitative approaches such as meetings and focus collections could be used to gather painstaking insights into consumers' perceptions of the brand, counting their arrogances, beliefs, and emotions associated with the brand.

These qualitative findings could then be supplemented with quantitative surveys administered to a larger sample of consumers to measure brand associations. Additionally, data analytics tools could be employed to analyze social media sentiment and online reviews to gain further visions into consumer insights of the brand. Using this sample and instrument, researchers could assess various aspects of brand equity and consumer perception in blue-chip technology companies. They could investigate the degree to which clientele are conscious of the brand and its products, the level of loyalty and repeat purchase behavior among existing customers, the apparent excellence of the company's foodstuffs compared to competitors, and the associations that consumers make with the brand in terms of attributes such as innovation, reliability, and customer service. By understanding these factors, blue-chip technology companies can identify areas of strength and weakness in their brand equity and develop targeted strategies to enhance consumer perceptions and drive business growth.

3.3 Data Collection:

Data collection for studying brand equity and consumer perception in blue-chip companies involves gathering information from various sources to perceive these brands and how they contribute to the overall success of the companies. Several methods can be employed to collect relevant data, including surveys, interviews, focus groups, observation, and analysis of secondary sources such as financial reports, market research studies, and social media analytics. Surveys are commonly used to gather quantitative data on consumer perceptions of blue-chip brands. These surveys may be conducted online, via telephone, or in person and can include questions about brand awareness, loyalty, perceived quality, and associations. Respondents may be requested to rate their level of arrangement with statements about the brand or to provide open-ended feedback about their experiences and attitudes towards the brand. Survey data can deliver valuable visions into the strength of the brand equity and identify areas for improvement. Figure 1 shows creation service from a famous brand over a lesser-known local business.

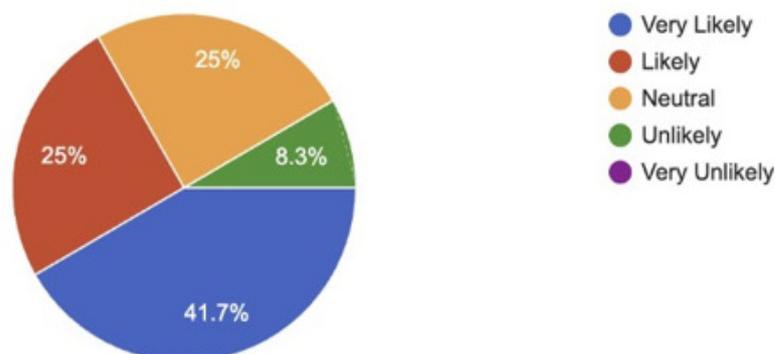


Figure 1: Creation service from a well-known product over a lesser-known local business.

Interviews and focus groups offer an opportunity to delve deeper into consumers' thoughts and feelings about blue-chip brands. Through in-depth conversations, researchers can gain a profound, including their experiences with the brand, their emotions, and their motivations for choosing the brand over competitors. Interviews and focus groups can also help researchers uncover new insights and identify emerging trends that may not be captured through surveys alone. Observational research involves observing consumers' behavior and interactions with blue-chip brands in real-world settings. Researchers may observe consumers shopping for or using products, interacting with customer service representatives, or engaging with brand content on social media. By observing consumers' actions and reactions firsthand, researchers can gain valuable insights into how brand equity influences consumer behavior and decision-making.

In addition to primary research methods, analysis of secondary data sources can provide valuable context and background information for studying brand equity and consumer perception in blue-chip companies. This may include analyzing financial reports to assess the financial performance of the company and its brands, reviewing market research studies to understand industry trends and consumer preferences, and analyzing social media data to track online conversations and sentiments about the brand. Overall, data collection for studying brand equity and consumer perception in blue-chip companies requires a multi-faceted approach that combines quantitative and qualitative methods to gather comprehensive insights into how consumers perceive these brands and how they impact the companies' success. By gathering and analyzing data from multiple sources, researchers can gain a holistic sympathy for the issues that contribute to brand equity and classify opportunities for enhancing consumer perceptions and driving business growth.

3.4 Data Analysis:

Data analysis of brand equity and consumer perception in blue-chip companies involves examining various quantitative and qualitative metrics to gain insights into how consumers perceive and interact with these brands. Quantitative data may include measures such as brand awareness, brand loyalty, market share, sales figures, and customer satisfaction ratings, while qualitative data may involve consumer surveys, focus groups, social media sentiment analysis, and brand reputation assessments. One aspect of data analysis is assessing brand awareness, which is penetration. Surveys and market research studies can be conducted to gauge the level of brand awareness among consumers and compare it to competitors in the industry. Analyzing these data points strength of the brand's presence in the market. Table 1 shows a basic data analysis table for brand equity and consumer perception in blue chip companies.

Table 1: Shows basic data analysis table for brand equity and consumer perception in blue chip companies.

Blue chip company	Brand loyalty	Brand consciousness	Perceived excellence	Brand connotation	Consumer perception
Company A	Strong	High	Excellent	Innovation trust	Positive
Company B	Moderate	Moderate	Good	Rollability, value	Neutral

Company C	Strong	High	Excellent	Prestige, quality	Positive
Company D	Weak	Low	Fair	Inconsistency, price	Negative

Another critical aspect of data analysis is evaluating brand loyalty, which can be measured through metrics such as repeat purchase rates, if the NPS score is low, it may indicate that customers are not satisfied with the brand experience and that efforts need to be made to address their concerns and build stronger relationships with them. Market share analysis is also an essential component of data analysis in brand equity and consumer perception. For example, if a blue-chip company's market share is declining, it may indicate that competitors are gaining traction, and strategic changes may be needed to regain lost ground.

Sales figures are another key data point that can provide appreciated insights into customer conduct and brand performance. By examining sales data, companies can identify trends, patterns, and seasonality in consumer purchasing habits, as well as assess the influence of advertising campaigns and promotional activities on sales performance. Customer satisfaction ratings are also critical data points in analyzing brand equity and consumer perception. By surveying customers and soliciting feedback, companies can assess the level of satisfaction with their products, services, and overall brand experience. Analyzing customer satisfaction data can help recognize areas for development and inform decision-making processes aimed at enhancing the customer experience and building stronger relationships with consumers. data analysis of brand equity and consumer perception in blue-chip companies involves examining various quantitative and qualitative metrics to gain insights into how consumers perceive and interact with these brands. By analyzing metrics such as brand awareness, brand loyalty, market share, sales figures, and customer satisfaction ratings, companies can assess their competitive position within the industry, classify areas for development, and make data-driven choices aimed at strengthening their brand equity and enhancing the overall consumer experience.

4. RESULT AND DISCUSSION

The result and discussion of brand equity and consumer perception in blue-chip companies reveal the intricate interplay between these two critical factors and their impact on the overall success and sustainability of such firms. Blue-chip companies, characterized by their financial stability, market dominance, and strong brand reputation, place significant emphasis on building and maintaining brand equity to foster positive consumer perceptions. Through various marketing strategies, product innovations, and customer engagement initiatives, these companies aim to cultivate loyal customer bases and differentiate themselves from competitors. One of the primary results observed in blue-chip companies is the establishment of high brand awareness among consumers. Through extensive marketing campaigns, sponsorship deals, and strategic partnerships, blue-chip companies ensure that their brands are top-of-mind for consumers in their respective industries. As a result, consumers are often familiar with these brands even before considering a purchase, giving blue-chip companies a competitive advantage in capturing market share. For example, global consumer goods giant Procter & Gamble invests heavily in advertising its portfolio of brands, including Crest, Tide, and Pampers, to maintain high levels of brand consciousness and visibility.

Moreover, the result of brand loyalty is evident in blue-chip companies, as they focus on delivering consistent quality, exceptional customer service, and innovative products to foster long-term relationships with consumers. By exceeding customer expectations and building

emotional connections with their target audience, blue-chip companies can inspire loyalty and advocacy technology behemoth Apple has cultivated a fiercely loyal customer base through its user-friendly products, sleek design aesthetic, and ecosystem of services, resulting in a cult-like following among its customers. Furthermore, the result of perceived quality plays a crucial role in shaping consumer perceptions of blue-chip brands. Figure 2 subsequent statement of the scale strongly disagrees. These companies prioritize product excellence, reliability, and performance to uphold their reputation for quality and satisfy consumer expectations. By consistently delivering superior products and services, blue-chip companies instill confidence and trust in their brands, leading to positive perceptions among consumers.

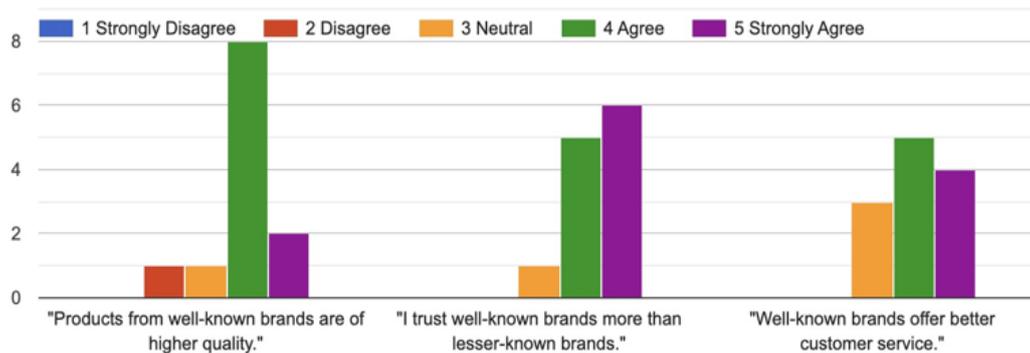


Figure 2: The subsequent statement of the scale strongly disagrees.

For example, automotive giant Toyota is renowned for its commitment to quality and reliability, which has earned it a reputation for producing dependable vehicles that resonate with consumers worldwide. Additionally, the result of brand associations highlights the importance of aligning the brand with positive attributes, values, and experiences that resonate with consumers. Blue-chip companies strategically leverage brand association's identity in the marketplace. Whether it's associating the brand with prestige, innovation, sustainability, or social responsibility, these associations shape consumer perceptions and influence purchase decisions. For instance, luxury fashion house Louis Vuitton strategically aligns its brand with luxury, exclusivity, and craftsmanship, positioning itself as a status symbol for affluent consumers seeking premium lifestyle products. The discussion of brand equity and consumer perception in blue-chip companies underscores the dynamic nature of these concepts and the need for continuous investment and management to sustain competitive advantage and market leadership. Figure 3 shows product and service from well-known brand even if alternatives.

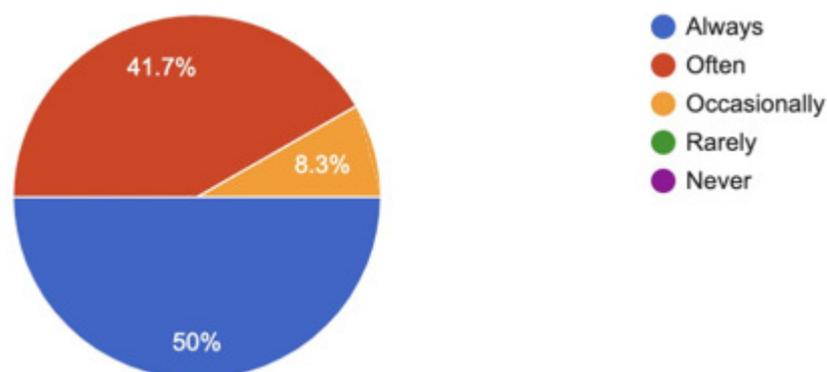


Figure 3: Product and service from well-known brand even if alternatives.

While blue-chip companies enjoy strong brand equity and favorable consumer perceptions, they must remain vigilant in monitoring market trends, consumer preferences, and competitive threats to adapt and evolve their branding strategies accordingly. Moreover, blue-chip companies must prioritize customer-centricity and engagement to maintain relevance and resonance with today's discerning consumers. For example, tech giant Amazon prioritizes customer satisfaction and convenience, continuously expanding its product offerings, enhancing its Prime membership program, and investing in technologies like artificial intelligence to personalize the shopping experience for its customers. Furthermore, blue-chip companies must proactively manage their brand reputation and mitigate risks to safeguard against potential crises that could tarnish their image and erode consumer trust. By prioritizing transparency, accountability, and ethical business practices, blue-chip companies can build resilience and goodwill among consumers, enhancing their brand evenhandedness and reputation in the long track.

For instance, beverage giant Coca-Cola has implemented sustainability initiatives, such as reducing plastic waste and water usage, to address environmental concerns and demonstrate its commitment to corporate social responsibility. The result and discussion of brand equity and consumer perception in blue-chip companies highlight the strategic importance of these factors in pouring business achievement and modest advantage. By investing in building strong brand equity, fostering positive consumer perceptions, and maintaining relevance in today's dynamic marketplace, blue-chip companies can sustain long-term growth and profitability. However, achieving and maintaining brand equity requires ongoing commitment, innovation, and adaptability to meet the ever-changing needs and prospects of consumers.

5. CONCLUSION

In conclusion, the association between product equity and consumer perception is a critical determinant of success for blue-chip companies. These firms invest substantial resources in building and maintaining their brand evenhandedness, which encompasses elements by cultivating positive consumer perceptions through strategic marketing and branding efforts, blue-chip companies can establish themselves as market leaders, command premium prices, and maintain a loyal customer base. Additionally, strong brand equity enables these companies to differentiate themselves from competitors, withstand market fluctuations, and weather crises more effectively. However, maintaining brand equity requires ongoing efforts to consistently deliver on the brand promise, adapt to changing consumer preferences, and address any issues that may arise. Blue-chip companies must also remain vigilant in monitoring and managing consumer perceptions, as negative experiences or external factors can quickly erode brand equity and damage reputation. By embracing emerging trends, leveraging data-driven insights, and staying true to their core values, blue-chip companies can continue to thrive in an increasingly competitive and dynamic marketplace. In essence, brand equity and consumer perception are not just buzzwords but fundamental drivers of value creation and sustainable growth for blue-chip companies, shaping their reputation, market position, and ultimately, their bottom line.

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