

Exploring Marketing Strategies, Consumer Behavior, and Brand Loyalty in a Globalized and Digital World



**NISHKA MEHTA,
ROSHNI GUPTA,
DR. KAJAL CHHEDA**

Exploring Marketing Strategies,
Consumer Behavior, and Brand Loyalty
in a Globalized and Digital World

Exploring Marketing Strategies, Consumer Behavior, and Brand Loyalty in a Globalized and Digital World

Nishka Mehta

Roshni Gupta

Dr. Kajal Chheda



BOOKS ARCADE

KRISHNA NAGAR, DELHI

Exploring Marketing Strategies, Consumer Behavior, and Brand Loyalty in a Globalized and Digital World

Nishka Mehta
Roshni Gupta
Dr. Kajal Chheda

© RESERVED

This book contains information obtained from highly regarded resources. Copyright for individual articles remains with the authors as indicated. A wide variety of references are listed. Reasonable efforts have been made to publish reliable data and information, but the author and the publisher cannot assume responsibility for the validity of all materials or for the consequences of their use.

No part of this book may be reprinted, reproduced, transmitted, or utilized in any form by any electronic, mechanical, or other means, now known or hereinafter invented, including photocopying, microfilming and recording, or any information storage or retrieval system, without permission from the publishers.

For permission to photocopy or use material electronically from this work please access booksarcade.co.in

BOOKS ARCADE

Regd. Office:

F-10/24, East Krishna Nagar, Near Vijay Chowk, Delhi-110051

Ph. No: +91-11-79669196, +91-9899073222

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

Website: www.booksarcade.co.in

Edition: 2025 (Revised)

ISBN: 978-93-49689-74-9



CONTENTS

Chapter 1. Understanding Cadbury's Success: Emotional Marketing, Adaptation, and Consumer Loyalty	2
—Nishka Mehta, Roshni Gupta, Dr. Kajal Chheda	
Chapter 1. Exploring the Relationship between Sustainability and Marketing in the Luxury Fashion Industry	12
—Hania Begawala, Soha Noorani, Dr. Anand Kopare	
Chapter 3. Comparing the Future of EVs to Traditional Fossil Fuel Cars	22
—Prateek Aswani, Sahil Masand, Dr. Malcolm Homavazir	
Chapter 4. Influencer Marketing in Lifestyle Branding: Navigating Authenticity, Engagement, and Ethics in the Digital Age	33
—Khushi Bagdi, Vyom chopra, Dr. Malcolm Homavazir	
Chapter 5. Digital Revolution in Beauty: Nykaa's Impactful Marketing Strategies and Consumer Responses.....	43
—Tripti Ahuja, Tanishka Chiloba, Dr. Kajal Chheda	
Chapter 6. Social Media and Advertising Strategies Used by Netflix	54
—Khushi Sarda, Khyati Shah, Dr. Yukti Khajanchi	
Chapter 7. Delving Deep: Balaji Wafers' Multifaceted Marketing Strategies	65
—Nelay Thaleswar, Harrit Bhatt, Dr. Yukti Khajanchi	
Chapter 8. Glocalization and Festival-Based Marketing: Bridging Cultural Boundaries in Global Markets.....	76
—Aditya Ramesh, Dr. Kajal Chheda	
Chapter 9. Navigating the Changing Tides: Marketing Strategies Post-COVID-19	86
—Agastya Ghiya, Shereen Gupta, Dr. Tapish Panwar	
Chapter 10. A Comprehensive Study about Cross-Cultural Consumer Behavior Affects Global Markets	97
—Hanishree Chheda, Jainy Gala, Dr. Yukti Khajanchi	
Chapter 11. Investigating the Elements Contributing to Brand Loyalty at Starbucks	111
—Ziaan Sayyed, Dr. Kajal Chheda	
Chapter 12. Analyzing the Influence of Social Media Branding on Purchase Behavior	123
—Vansh Jain, Yash Jain, Dr. Malcolm Homavazir	

CHAPTER 1

UNDERSTANDING CADBURY'S SUCCESS: EMOTIONAL MARKETING, ADAPTATION, AND CONSUMER LOYALTY

¹Nishka Mehta, ²Roshni Gupta, ³Dr. Kajal Chheda

^{1,2}Student, ³Faculty

^{1,2,3}Department of ISME

^{1,2,3}ATLAS SkillTech University, Mumbai, Maharashtra, India

Email: ¹nishka.mehta.bba2023@atlasskilltech.university, ²roshni.gupta.bba2023@atlasskilltech.university,

³kajal.chheda@atlasuniversity.edu.in

ABSTRACT:

This research paper examines how Cadbury uses psychology and marketing to connect with customers and stay popular in the market. A well-known company like Cadbury is good at making people feel certain emotions and making them buy their products. The paper explores the different ways Cadbury has tried to achieve, this paper includes two types of research: primary and secondary. Primary research was done to get the most recent and relevant data, while secondary research was used to back up the primary data because it is more accurate. A survey was made for college students aged 17-22. They were asked to fill out a form online. This research tries to understand how Cadbury uses psychology to make people feel connected to their brand and how they adjust to changes in the market. Buyers are affected by many things when they decide to buy something, like how they feel, the price, the occasion, and whether the product is easy to find. Out of all the brands, Cadbury is liked by most customers and is the most popular in the market.

KEYWORDS:

Consumer Behavior, Emotional Marketing, Innovation, Loyalty, Marketing Mix.

1. INTRODUCTION

People of all ages love chocolate, from children to adults among the many chocolate brands, Cadbury is quite popular. It first came to India in 1948 and has become a big name since then. Cadbury uses a method called marketing mix to attract people to buy its chocolates. This means they decide what kind of chocolate to make, how much to price it, where to sell it, and how to promote it. For example, they keep producing new chocolates to keep things interesting. Although their chocolates are cheap, they also offer special chocolates for special occasions. its wide distribution, can find Cadbury chocolate almost everywhere. keeping her insides warm and fuzzy and focusing on things like love, family, and happiness [1], [2]. Cadbury is good at making think about their chocolates. They want to feel connected to their brand to keep coming back for more. They do this by targeting different types of people. There are fun, colorful chocolates and games to advertise for kids. For adults, they are more like dark chocolate. They give special gifts and gifts during holidays. The best thing about Cadbury is that they change over time. They use digital marketing to leverage technology and offer sugar-free options to health-conscious people.

They use emotional marketing to make feel something when see their ads. This helps them remember them and want to buy their chocolates again in the future. Whether a kid or an adult. They also consider people who need special diets by providing sugar-free choices. In general, Cadbury's goal is to make people feel happy. They have been doing it for a long time, and they are good at it [3], [4]. Cadbury has been around for a long time, and it's become super popular because they don't just sell chocolate, they sell emotions. What's cool about Cadbury is that

they have something for everyone. They even have options for people who can't have sugar, so no one feels left out. Overall, Cadbury is all about spreading joy. They've been doing it for generations, and people keep coming back for more because they know Cadbury chocolates aren't just delicious they're a little piece of happiness.

Cadbury's way of selling their chocolate has many good points that have helped them do well in the chocolate industry for a long time [5], [6]. One big benefit is that the brand can make people feel strong emotions and form important connections with them through its ads [7], [8]. Cadbury makes their brand memorable by talking about things like love, happiness, family, and being together, which are feelings that everyone can understand. Another good thing about Cadbury is they have a lot of different products for all kinds of people, no matter their age or what they like. Cadbury makes treats for kids and grown-ups, like yummy candies and fancy chocolates. Everyone can find something they like. This wide appeal helps Cadbury keep its loyal customers and reach new markets well. Moreover, Cadbury is good at coming up with new ideas and changing to keep up with the changing market. Cadbury keeps up with what people like by making new Flavors and types of chocolate. They also offer sugar-free options to meet the changing preferences of people. Also, they use digital marketing to connect with technology-savvy customers and stay up-to-date. In general, Cadbury's way of selling makes people feel things, meets the needs of different customers, and changes when necessary. This makes the brand a top player in the chocolate business, keeping it popular and successful in the market.

Cadbury is well known and trusted by people because the brand has been around for a long time and is well-liked by customers [9], [10]. This award helps Cadbury stand out in the market because people usually like to buy from brands, they are familiar with and trust. Global Reach: Cadbury's big distribution network and strong presence around the world allow the brand to connect with consumers in different parts of the world. Cadbury's can sell their products all around the world. This helps them make more products and sell them for a cheaper price. Cadbury keeps working on new ideas to make unique and different products. Cadbury's focus on coming up with new ideas helps them stay ahead of other companies and keep people interested in their products [11], [12]. Cadbury's actions to help the environment and work with local communities make people see the company in a good way. People like to buy from companies that do the right thing and care about the environment and society. This the make more people like and be loyal to Cadbury. Cadbury's advertising and promotions help people understand what the brand stands for and what makes it special. Cadbury makes cool ads and connects with people in a meaningful way, so they keep buying Cadbury products and telling their friends about them. In general, Cadbury uses different things like making people know their brand, being in many countries, coming up with new ideas, helping the community, and talking well to keep doing well in the market.

Cadbury's ads make people feel content and loved, and remind them of fond memories, which helps them feel closer to the brand. This makes people feel connected to Cadbury, which keeps them buying Cadbury chocolate again and again because they like it. Cadbury makes a lot of different types of chocolate and candies for different people and special occasions. Cadbury offers different types of chocolate bars, from regular to fancy ones, to cater to different people's preferences [13], [14]. Cadbury always asks people what they think and keeps an eye on what's popular to change its products and marketing. Cadbury is always working to get better so that it can stay competitive in a market that is always changing quickly. Cadbury has set up a good way to get their products to lots of places, This big reach helps Cadbury make lots of chocolate for people who want it, which makes them happy and want to keep buying Cadbury chocolate [15], [16]. Cadbury has been around for a long time and is well-known in the candy industry

because of its history. This background makes people trust and believe in the brand. It also reminds people of the good times they have had with Cadbury products, which makes them even more loyal to the brand. All these benefits help Cadbury to keep doing well and be the top company in the chocolate industry.

2. LITERATURE REVIEW

R Gupta [17] discussed Cadbury's marketing strategies for their products. Cadbury is a big brand that sells chocolates, cookies, and other bonbons. It's important to know that Cadbury started in 1824 and has a history of improving how they make their products. Businesses of any size can gain valuable information about how to trade successfully by examining the case study of Cadbury. This blog post looks at how Cadbury's marketing strategy has helped the brand grow and become a leader in the chocolate industry. Cadbury began as a small candy store in England in the 1700s. It is currently one of the most well-known chocolate companies in the country. Cadbury sells its products in more than 150 countries worldwide. Cadbury is growing its global presence beyond its UK headquarters by entering markets such as India, Australia, and South Africa. Discover how Cadbury became successful all over the world and learn about its growth in different markets. Continue reading to understand how it approaches advertising.

A. Sturny [18] discussed the process of improving chocolate production in New Zealand, from sourcing the bean to creating the final product. Chocolate is seen as a very enjoyable treat, and this is the same in New Zealand as it is anywhere else in the world. In New Zealand, people love chocolate and a lot of small businesses started making their chocolate in 2000. Whittaker's has held the title of most trusted brand for eight consecutive years. The closure of the Dunedin Cadbury chocolate factory significantly affected both the economy and the local community. The opening of the Sweet Equity Chocolate Plant in Christchurch by Trade Aid New Zealand has increased the availability of fair trade chocolate.

N. Furlow [19] discussed the title implies that marketing sustainability can improve a company's public image and lead to higher profits. People who contribute Good communication about sustainability can help a business succeed. If make a mistake, it the hurt your reputation and be expensive to fix. Stakeholders, activists, and the public don't like companies that say they care about society but don't act that way. Christian Conrad and Marjorie Thompson's book, *The New Brand Spirit*, interviews experts to help companies understand how different people see their actions. Nineteen great examples of how big companies like IBM, Unilever, Marks and Spencer, and Puma are being sustainable can help people learn how to talk about and use sustainability in their work.

Arya *et al.* [20] discussed the impact of color and brand logos on consumer purchasing decisions, particularly with Cadbury chocolate packaging. This study explores the relationship between color identity and purchasing behavior in the packaging of Cadbury chocolates. The study also analyses the role of the color purple in the brand recognition of Cadbury. Brand color identity is an indication of brand recognition which is influenced by color repetition in the packages of Cadbury that contribute to building brand identity. A quantitative research methodology in the form of an online survey is employed to test the hypotheses of the study.

B. M. Khan *et al.* [21] discussed how humorous advertisements can enhance brand recollection. This study needs to see if funny ads make people remember a brand better. Fevicol, Cadbury Chocolate, Karbon Mobiles, and Coca-Cola. For each brand, choose two TV commercials, with one intended to be humorous and the other to convey a more serious tone. In total, 125 people watched eight TV ads. They answered questions in a questionnaire. The results indicated that using humor in advertisements is crucial for improving brand recall. This could be figured out

by looking at the results of the same brand. Humorous advertisements are more effective than those that are solemn. So, can understand that using humor in advertising is a good idea because it helps people remember and like the brand.

3. METHODOLOGY

3.1. Research Design:

For the first study, created a detailed survey and sent it to 40 students aged 17-22 at Atlas Technical University. They select these students on a different basis to ensure that everyone has an equal chance of recognition. This helps us understand what the entire student community thinks. The study also looked at other sources such as websites, books, social media, newspapers, and magazines. This resource provides additional information about Cadbury and its marketing efforts using a secondary source to review and support our primary findings. Using primary and secondary research can gather a wealth of information to better understand how the Cadbury brand impacts consumers. First of all, conducted a survey, created a survey, and sent it to 40 randomly selected students aged 17-22 from Atlas Skilltech University. The survey asked about their thoughts and feelings about the Cadbury brand and its advertisements. Randomly selecting students to be fair and representative of the sample determination analyze the responses to understand how the name Cadbury affects students' thinking. However, since these data are based on students' responses also want them to be accurate? This resource provides additional information and insight into Cadbury's marketing efforts and can confirm and strengthen our results by comparing our main findings with data from other sources.

3.2. Sample Size:

The research design of this study includes a research plan and sample that shows the Cadbury brand and its impact on consumers, especially young people aged 17-22. First, the research design shows the process, including primary and secondary research. Explain how data resolve be collected, analyzed, and interpreted to achieve research objectives. In terms of preliminary research, the design described a survey design to collect participants' perceptions about the Cadbury brand and advertising. He initiated the sampling process, which involved randomly selecting 40 students from Atlas Skills University to ensure a representative and fair sample. The research design also discusses the data analysis process, where responses to the survey must be checked to ensure that the model is representative and fair. Identify trends, trends, and key insights that influence Cadbury's brand strategy. It emphasizes the importance of maintaining objectivity and rigor throughout the review process to ensure the validity and reliability of research results. Additionally, the design emphasizes the role of secondary research in supporting and validating primary research. It explains how information from a variety of secondary sources, such as websites, books, and magazines, can be used to provide context, support, and additional perspectives on Cadbury's branding efforts. In general, research design is a research method that guides the researcher through the process of data collection, analysis, and interpretation, ensuring that it is effective and achieves the research objectives.

3.3. Instrument:

A tool relevant to this paper's determination is a survey designed to collect important data. The survey is the main tool or instrument used to collect information from the participants. It consisted of structured questions designed to elicit responses that would provide insight into participants' perceptions of the Cadbury brand and advertising. In this article, the purpose, design, and use of the vehicle motivation be explained. It explains how the survey was designed to address specific research objectives regarding the impact of the Cadbury brand on young

people. The process of administering a survey to selected participants and recording their responses for analysis resolve also be discussed. Overall, the instrument (it is a survey) plays an important role in research design to easily collect important information needed to be successful. research objectives.

- i. How reliable are the data collected through the questionnaire? Are there any concerns about respondent bias, social desirability bias, or other factors that may have influenced the responses?
- ii. How representative is the sample of Atlas Skilltech University students of the broader population? Are there any demographic or socioeconomic factors that could have impacted the results?
- iii. Are there alternative interpretations of the findings that were not explored in the paper? How might different perspectives or theoretical frameworks influence the understanding of Cadbury's branding strategies and their impact on consumers?
- iv. To what extent do external factors, such as cultural norms, regional preferences, or competing advertisements, influence consumers' perceptions of Cadbury's branding?
- v. What are the potential long-term effects of Cadbury's branding strategies on consumer behavior and brand loyalty? Are there any risks or benefits associated with sustaining emotional connections with consumers over time?
- vi. Were there any ethical considerations or implications associated with the research process, such as informed consent, privacy concerns, or conflicts of interest? How were these addressed throughout the study?
- vii. What are the practical implications of the research findings for marketing professionals, Cadbury's brand managers, or other stakeholders? How can these insights be applied to improve branding strategies or consumer engagement efforts?
- viii. How do Cadbury's sustainability initiatives, such as ethical sourcing and eco-friendly packaging, influence consumer perceptions of the brand? Are there any areas for improvement or expansion in Cadbury's corporate social responsibility efforts?
- ix. What strategies can Cadbury implement to ensure the long-term sustainability of its brand in the face of evolving consumer preferences, market dynamics, and societal trends? How can Cadbury continue to innovate and adapt while staying true to its core brand values?
- x. How does Cadbury solicit and incorporate consumer feedback into its branding and marketing strategies? What mechanisms are in place to foster ongoing dialogue with consumers and enhance brand transparency and trustworthiness?

3.4. Data Collection:

The data collection section of the research paper describes how the researcher collected the data necessary to achieve the research objectives. This mainly relates to the methods used to collect primary and secondary data. In this study on Cadbury brand and consumer behavior, researchers used primary and secondary research. The primary data collection was to create and distribute detailed surveys to 40 students aged 17-22 at Atlas Skilltech University. This survey was conducted to investigate the impact of the Cadbury brand and its advertisements on consumer perception. The researchers used a random sampling technique to ensure that all participants had an equal chance of being selected, thereby increasing the representativeness

of the sample. This approach aims to collect new and unique information directly from the target audience. In addition, secondary data is collected from various sources such as websites, books, social media, newspapers, and magazines. This secondary research provides additional context, background information, and validity to the results obtained from the primary data collection process. By triangulating data from multiple sources, researchers aim to increase the credibility and trustworthiness of their findings. Table 1 illustrates the responses from 07 participants regarding their Cadbury consumption frequency and product preferences.

Table 1: Illustrates the responses from 07 participants regarding their Cadbury consumption frequency and product preferences.

Participant ID	Frequency of Cadbury Consumption	Preference for Cadbury Products
1	Regularly	Dairy Milk
2	Occasionally	Gems
3	Regularly	Silk
4	Occasionally	Dairy Milk
5	Rarely	Bournville
6	Regularly	Dairy Milk
7	Occasionally	Silk

3.5. Data Analysis:

Focusing on the impact of the Cadbury brand and its advertisements on consumer opinions, several important steps are explained in the data analysis section of the research paper. First, the collected data, including primary data (from surveys) and secondary data (from various sources), be organized and prepared for analysis. This includes cleaning the product to eliminate any inconsistencies or errors. Quantitative analysis techniques are then applied to the primary data to identify patterns or patterns. This may include statistical measurements such as frequency distributions, medians, or correlation analysis to understand the relationship between variables such as customer preferences and trends. This determination involves a thematic analysis to identify common themes or sentiments expressed by participants across the Cadbury brand and its advertising. Additionally, a comparison of primary and secondary data determination be made to verify or support the results of the study. Figure 1 illustrates the pie chart showing that 66.7% of respondents said yes to consuming Cadbury chocolates, 26.7% of the respondents consume Cadbury chocolates sometimes and only 10 % of the respondents do not consume Cadbury chocolates.

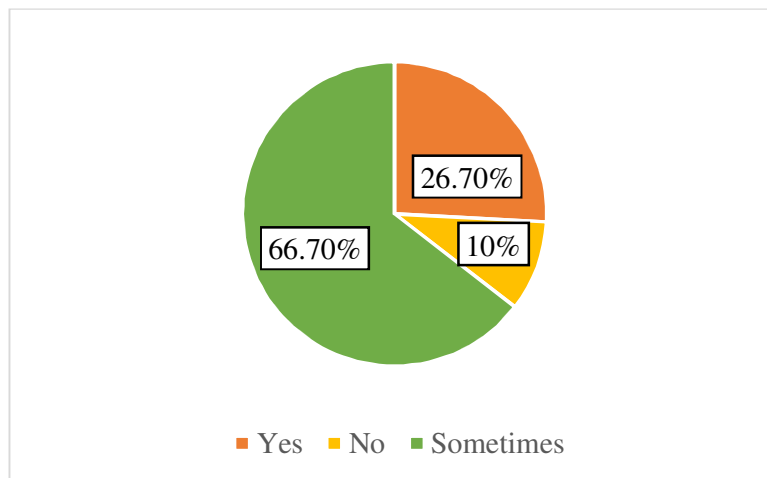


Figure 1: Illustrates the pie chart shows that 66.7% of respondents said yes to consuming Cadbury chocolates, 26.7% of the respondents consume Cadbury chocolates sometimes and only 10% of the respondents do not consume Cadbury chocolates.

4. RESULTS AND DISCUSSION

The results of the survey are presented and explained in detail in the Introduction and Discussion section of the research paper. This chapter aims to answer the research questions at the beginning of the study and provide an understanding of the implications of the findings. First, outline the results of the primary literature review, including any major themes, patterns, or significant findings in the questions. Next, together with the research objectives and available data. For example, if the research aims to understand the consumer needs of the Cadbury brand, the discussion explores how the findings align with perceptions of the brand and the thinking of the business. In addition, any inconsistencies or unexpected findings the be discussed and explained in this section. This may include considering other explanations or factors that may affect the results. Figure 2 illustrates how would rate Cadbury's branding in terms of quality.

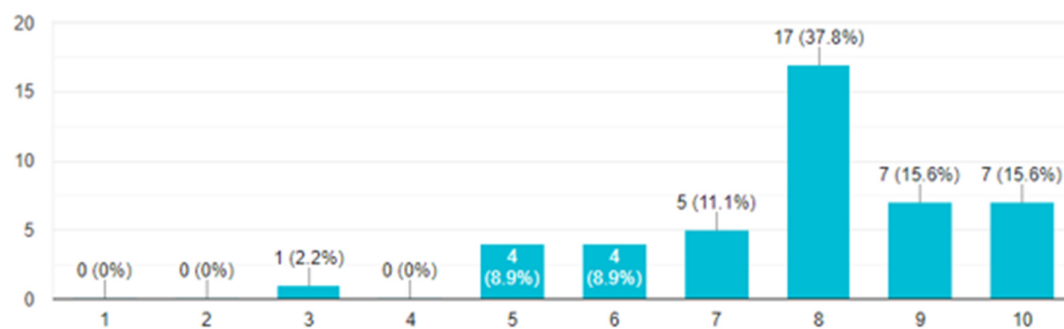


Figure 2: Illustrates how would rate Cadbury's branding in terms of quality.

Additionally, the implications of the findings for theory, practice, and future research are discussed. This includes assessing how these findings contribute to our understanding of Cadbury's brand strategy and its impact on consumer behavior. Implications for marketing professionals or managers the also be considered, such as recommendations to improve Cadbury's marketing strategy based on the findings. Overall, the findings provided interpretations and provided insight into the wider implications of the study for management, business, and customers. In addition to presenting the results and discussing their implications,

they include further analysis or exploration of the findings. Compare the results of the current study with previous studies or industry standards to provide context and check for differences or similarities.

Examining whether research results differ between populations or samples (such as age, gender, or frequency of consumption). Figure 3 illustrates the Cadbury chocolate, most of the participants experienced a positive feeling of happiness (42.2%), comfort (35.6%), or love (8.9%). This involves evaluating the validity and reliability of hypotheses against empirical evidence. By including additional content in Findings and Discussions, case studies can provide a comprehensive review of findings and their implications for practice, theory, practice, and future research. Offer specific recommendations for Cadbury or other chocolate brands based on research. This may include suggestions to improve advertising plans, optimize products, or improve the overall product experience. If the study is hypothesis-based, discuss how the findings support or refute the proposed hypothesis.

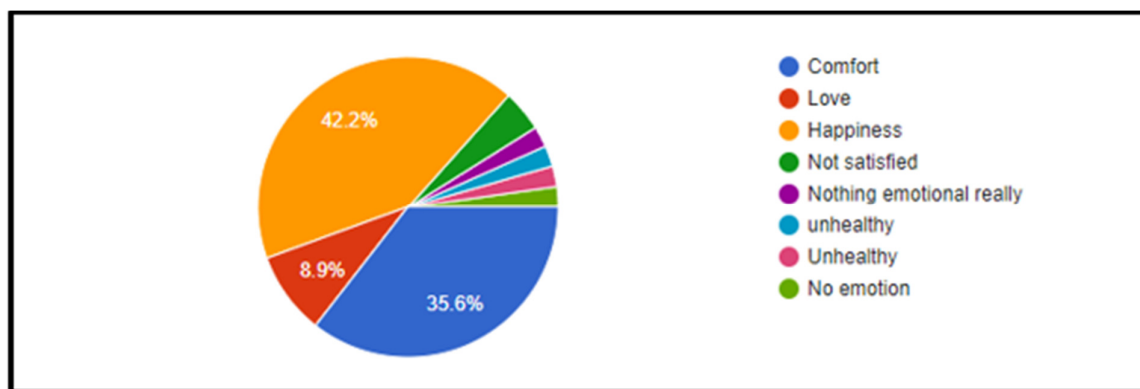


Figure 3: Illustrates the Cadbury chocolate, most of the participants experienced a positive feeling of happiness (42.2%), comfort (35.6%), or love (8.9%).

This helps show the nuances and root causes behind the profile structure. Suggestions: Provide recommendations to businessmen, managers, or policymakers based on the research results. These recommendations should be evidence-based and consistent with the objectives and discuss the limitations of this study, such as sample size, bias, or methodological limitations, and how these limitations may affect the study. Acknowledging limitations helps provide clarity and context for research findings. Identify areas for future research that may build on current research findings or address additional questions or information. This may include discussing cultural, social, or regional differences that influence consumer preferences and behavior. Publish survey results on trust and customer satisfaction with Cadbury products. This includes an analysis of factors that lead to loyalty and strategies to increase customer satisfaction and retention.

This supports the hypothesis that Cadbury's advertisements play a key role in influencing consumer buying behavior, a large proportion of the respondents rated their ability to get influenced as 3 or lesser (57.7%). This plays a role in showing that besides advertisements, many other additional key factors might influence consumer behavior as shown in Figure 5, however, this does not prove that Cadbury's advertisements are not influential because they successfully market their products to retain their brand in the minds of consumers through various emotions and feelings thus maintaining its reputation. Provide statistical analysis such as correlation, regression analysis, or statistical analysis of variance (e.g., t-test, ANOVA) to investigate relationships between differences and test results. Relation to Theoretical how the results relate to existing theories or conceptual models of marketing and consumer behavior.

This may include defining theoretical concepts and discussing support or challenges to theoretical ideas. This may include understanding how results can inform marketing strategies, product development decisions, or brand management plans. Explore the social or cultural context surrounding the consumption of Cadbury products and how these factors influence consumer behavior.

5. CONCLUSION

This study looks at how Cadbury keeps its good reputation by using emotional advertising and being able to adjust to changes in the market. The study shows that the brand has made people feel emotional connections, so they remember the brand. When people think of Cadbury, they feel love, happiness, and excitement. These feelings make them want to eat Cadbury's chocolates. This makes people feel happy about its products. Additionally, Cadbury has done well in the market because it can change to meet what the customers need and what is happening in the world because the brand cares a lot about responsibly making good products, it has become a top company in the industry and is well-known all over the world. Finally, Cadbury's way of making their brand popular is really good. It shows other businesses how to keep customers loyal by making an emotional connection with them. This is important in a market that changes fast and has a lot of competition. The company's ability to continuously generate new ideas and enhance its performance ensures its sustained success and reputation for quality and customer satisfaction in the years ahead.

REFERENCES:

- [1] M. N. Hossain, C. S. Ranadheera, Z. Fang, and S. Ajlouni, "Healthy chocolate enriched with probiotics: A review," *Food Science and Technology (Brazil)*. 2021. doi: 10.1590/fst.11420.
- [2] O. S. Toker, I. Palabiyik, H. R. Pirouzian, T. Aktar, and N. Konar, "Chocolate aroma: Factors, importance, and analysis," *Trends in Food Science and Technology*. 2020. doi: 10.1016/j.tifs.2020.03.035.
- [3] M. Hasian, "Critical memories of crafted virtues: The cadbury chocolate scandals, mediated reputations, and modern globalized slavery," *J. Commun. Inq.*, 2008, doi: 10.1177/0196859908316331.
- [4] P. Prathas and K. Sreena, "A neo-colonial indentation in advertisement: A structural analysis on selected Cadbury chocolate advertisement," *Int. J. Innov. Technol. Explor. Eng.*, 2019.
- [5] M. T. Montagna *et al.*, "Chocolate, 'food of the gods': History, science, and human health," *International Journal of Environmental Research and Public Health*. 2019. doi: 10.3390/ijerph16244960.
- [6] V. Barišić *et al.*, "The chemistry behind chocolate production," *Molecules*. 2019. doi: 10.3390/molecules24173163.
- [7] L. Allen, "Global M&A: Still the chocolate industry sweetspot?," *Thunderbird International Business Review*. 2019. doi: 10.1002/tie.21996.
- [8] S. Colman and G. Brown, "Advertising Tracking Studies and Sales Effects," *J. Mark. Res. Soc.*, 1983.
- [9] M. Caraher and S. Furey, "The corporate influence on food charity and aid_ The 'Hunger Industrial Complex' and the death of welfare," *Front. Public Heal.*, 2022, doi: 10.3389/fpubh.2022.950955.

- [10] N. S. Ramli, "A Review of Marketing Strategies from the European Chocolate Industry," *SSRN Electron. J.*, 2016, doi: 10.2139/ssrn.2841607.
- [11] T. Suri and S. Basu, "Heat resistant chocolate development for subtropical and tropical climates: a review," *Critical Reviews in Food Science and Nutrition*. 2022. doi: 10.1080/10408398.2021.1888690.
- [12] J. Cadby and T. Araki, "The recent rise of craft chocolate in Japan: A 2019 snapshot," *J. Agric. Food Res.*, 2022, doi: 10.1016/j.jafr.2022.100273.
- [13] M. Nowaczewska, M. Wiciński, W. Kaźmierczak, and H. Kaźmierczak, "To eat or not to eat: A review of the relationship between chocolate and migraines," *Nutrients*. 2020. doi: 10.3390/nu12030608.
- [14] O. M. Quelal, D. P. Hurtado, A. A. Benavides, P. V. Alanes, and N. V. Alanes, "Key Aromatic Volatile Compounds from Roasted Cocoa Beans, Cocoa Liquor, and Chocolate," *Fermentation*. 2023. doi: 10.3390/fermentation9020166.
- [15] A. Scholey and L. Owen, "Effects of chocolate on cognitive function and mood: A systematic review," *Nutr. Rev.*, 2013, doi: 10.1111/nure.12065.
- [16] P. Faccineto-Beltrán, A. R. Gómez-Fernández, A. Santacruz, and D. A. Jacobo-Velázquez, "Chocolate as carrier to deliver bioactive ingredients: Current advances and future perspectives," *Foods*. 2021. doi: 10.3390/foods10092065.
- [17] R. Gupta, "Marketing Strategy of Cadbury," Cannibals Digital.
- [18] A. Sturny, "Raising the bar: a story of bean-to-bar chocolate production in New Zealand," *Hosp. Insights*, 2019, doi: 10.24135/hi.v3i2.62.
- [19] N. Furlow, "The New Brand Spirit: How Communicating Sustainability Builds Brands, Reputations and Profits," *J. Prod. Brand Manag.*, 2014, doi: 10.1108/jpbm-03-2014-0519.
- [20] N. . Arya and S. DineshBabu, "Influence of colour identity and brand recognition on consumer purchasing behaviour: a special reference to packaging of Cadbury chocolates," *Ann. Rom. Soc. Cell Biol.*, 2021.
- [21] B. M. Khan and S. Khan, "Effect of Humorous Advertising on Brand Recognition.," *IUP J. Brand Manag.*, 2013.

CHAPTER 2

EXPLORING THE RELATIONSHIP BETWEEN SUSTAINABILITY AND MARKETING IN THE LUXURY FASHION INDUSTRY

¹Hania Begawala, ²Soha Noorani, ³Dr. Anand Kopare

^{1,2}Student, ³Faculty

^{1,2,3}Department of ISME

^{1,2,3}ATLAS SkillTech University, Mumbai, Maharashtra, India

Email: ¹hania.begawala.bba2023@atlasskilltech.university, ²soha.noorani.bba2023@atlasskilltech.university,
³anand.kopare@atlasuniversity.edu.in

ABSTRACT:

The luxury fashion industry, long associated with opulence and exclusivity, has been undergoing a profound transformation in recent years. However, the incorporation of sustainability into the luxury market poses unique challenges, as it necessitates reconciling traditional notions of luxury with contemporary ethical values. Thus, marketing plays a pivotal role in shaping consumer perceptions and driving the adoption of sustainable practices within the industry. One key aspect of this relationship is the communication of sustainability initiatives to consumers. Luxury brands employ sophisticated marketing strategies to frame sustainability as synonymous with luxury, emphasizing craftsmanship, exclusivity, and a commitment to environmental and social stewardship. By aligning sustainability with the aspirational lifestyle associated with luxury fashion, brands can enhance their desirability while fostering a sense of moral responsibility among consumers. Moreover, marketing serves as a tool for differentiation within the competitive landscape of the luxury fashion industry. As sustainability becomes increasingly commodified, brands must leverage marketing to distinguish their offerings based on authentic commitment and meaningful impact rather than greenwashing tactics. By cultivating a narrative that emphasizes transparency, innovation, and genuine engagement with sustainability, luxury brands can establish a unique value proposition that resonates with discerning consumers. A holistic approach that integrates sustainability into the core values and practices of luxury brands, supported by transparent and responsible marketing strategies, will be essential for driving meaningful change and fostering a more sustainable future for the industry.

KEYWORDS:

Corporate Social Responsibility, Fashion, Green Washing, Marketing, Luxury, Sustainability.

1. INTRODUCTION

Sustainability is ‘a practice that uses finite resources in a manner that does not create scarcity in the future.’ It has currently garnered the attention of several business owners due to its benefits to both profitability and the environment. Marketing uses multiple principles that fine-tune the target customers’ interests creating a stronger brand identity and connection. ‘Sustainable marketing’ has created a threshold in the luxury fashion industry due to its direct connection to ‘industrial revolution 4.0. The luxury fashion industry is known for its fast-changing yet unique product choices that have caused multiple exploitations in the past. Many of them include environmentally deteriorating decisions that were previously overlooked. Big boutique houses such as Christian Dior, Hermes, Carolina Herrera, and Fendi along with LVMH have used animal skin and byproducts to maximize profit. However, times are changing and customers also focus on spending their money in a way that does not elongate their ecological footprint.

Buying sustainable luxury is a new trend influenced by several powerhouses, especially social media. 54% of customers prefer brands that are transparent about their ecological footprint and

47% of the world's wealthiest customers believe a brand's social responsibility is equally as important when making a purchase decision. Because greenwashing is very prevalent, the house of Gucci, an Italian luxury brand, has recently incorporated several sustainable practices during manufacturing including the use of green energy in production which led to a decrease in CO₂ emissions and resulted in a 100% use of renewable energy in 2022 another Italian fashion house, specializes in fur coats and other items procured through animal by-product is also known to have implemented a diverse variety of sustainable practices that have created a newfound USP for them [1], [2].

In the world of luxury fashion, marketing is a fine balance between accessibility and exclusivity, ambition and authenticity. In summary, luxury fashion marketing goes beyond just promoting products; it involves creating a whole brand experience that combines narrative, workmanship, and legacy to appeal to the mentality of rich consumers. Every touch point in this space from carefully planned runway presentations to fully interactive digital campaigns acts as a vehicle for communicating the brand's philosophy and core values. The development of desire not only for the object itself, but also for the lifestyle, prestige, and identity it represents is at the core of luxury fashion marketing [3], [4]. From the luxurious flagship stores that emanate an air of exclusivity to the perfectly manicured social media presence that provides an intimate look into the world of the privileged, brands methodically plan every aspect of the customer experience. The creation of brand mythology is essential to this project because it involves telling stories that appeal to customers' emotions and go beyond the physical to connect with them viscerally. Luxury fashion marketing relies heavily on the art of seduction to draw customers into a mutually beneficial relationship that is driven by desire and aspiration. This can be achieved through compelling storytelling that traces the brand's illustrious lineage or through well-planned partnerships that give the products a feeling of novelty and relevance. Furthermore, the luxury fashion marketing industry has changed its ways in the face of the widespread use of digital technology [5], [6].

It now uses omni-channel approaches to reach customers via a variety of channels. Although conventional channels like high-quality magazine layouts and invitation-only gatherings continue to be appealing, marketers understand how important it is to have a strong online presence to meet the changing needs of wealthy millennial and Gen Z customers. Digital innovation has come to be associated with luxury fashion marketing, from stoppable social media material that blurs the borders between inspiration and transaction to immersive virtual showrooms that provide an interactive study of the newest collections. But in the middle of this digital transformation, companies have to walk a tightrope between being accessible and exclusive. They need to use technology to improve customer experience without sacrificing the uniqueness that makes luxury so appealing [7], [8].

Building a discriminating customer that sees their purchases as investments in workmanship, legacy, and identity rather than just transactions is essential to the success of luxury fashion marketing. Because of this, companies need to take a subtler tack and avoid being too commercial in favor of creating a feeling of intimacy and exclusivity. Luxury fashion marketing is based on the development of relationships that go beyond the transactional, whether that is employing invitation-only events that create a sense of camaraderie among the brand's enthusiasts or personalized services such as concierges that cater to the specific whims of those with significant wealth. Furthermore, as customers are drawn more and more to companies that uphold ethical accountability and sustainability, luxury fashion marketing needs to change to keep up with the times and promote social responsibility and transparency as essential components of the brand story [9], [10].

Amidst growing environmental and social concerns, sustainability has emerged as a critical issue within this sector. The role of sustainability in the luxury world is left untouched, which is why this paper focuses on the impact of sustainable marketing for luxury brands. The intricate relationship between sustainability and marketing within the context of luxury fashion, examining how brands navigate the intersection of profitability, prestige, and ethical responsibility. Luxury fashion brands are increasingly recognizing the imperative to integrate sustainability into their operations, driven by consumer demand, regulatory pressures, and a broader societal shift towards environmental consciousness. This study focuses on the symbiotic relationship between the marketing of luxury branded goods and the increasing use of sustainable practices. It will highlight the different consumer and producer perspectives helping identify the most common influencing factors when buying or launching a product.

2. LITERATURE REVIEW

Mustafid *et al.* [11] provide information systems enabling supply chain agility in the fashion industry. The theoretical construction of the system depends on an empirical investigation of a particular fashion firm. The outcome proposes a framework for agility in supply chain computer systems for the fashion industry within the context of comprehensive information systems to improve the efficiency of the supply chain. This paradigm examines how agile traits affect every chain. The supply chain performance was determined by taking into account 13 elements and three dimensions, all of which were gathered from fashion industry professionals. Fuzzy Dematel Anp's research confirms that customer happiness and market sensitivity are important components of the fashion industry's competitiveness.

R. Pal and J. Gander's [12] examined novel business models that use sustainable logic to restrict, delay, and close the resource loop used in the design, production, and distribution of fashion apparel to reduce the environmental impact of the fashion industry. The first step is to think of an enterprise's corporate structure as a system designed to create value for the customer and preserve value for the firm. We take environmental value into account and formulate theories that investigate the possibility that the fashion industry's existing unsustainable company structure may be replaced by new, sustainable ones. The study makes the case that the existing sustainable business models are not scalable, do not align with the value propositions of fashion clients, and provide barriers to improvements in the supply chain, which make it unlikely that they will replace the industry norm.

M. C. Adinolfi *et al.* [13] explained the creative event sector in the context of South Africa and presents evidence for its potential as a significant, up-and-coming driver of tourist growth. The study reveals the significance of the fashion industry for South Africa's tourist economy using semi-structured questionnaires given to important participants (models, agents, and other relevant professionals) at fashion events in the country. According to research, the creative fashion sector draws crew members from both domestic and foreign countries. These individuals have a strong purchasing power and spend money on local attractions and shopping. They also often remain longer than usual visitors and make further trips to nearby locations following the event. The research concludes that, because of its substantial ramifications for marketing, strategy, and policy, destination managers planning and developing tourism in South Africa need to take the fashion business seriously as a hidden facet of the country's event sector.

J. Su and A. Chang [14] discussed the views and brand loyalty of US college students toward fast fashion to conduct an experimental analysis of the factors affecting customers' brand loyalty. Utilizing the consumer-based brand equity technique, a research model that looks at the factors impacting consumers' loyalty to brands in the environment of fast fashion was proposed. It was hypothesized that consumer perceptions of fast fashion including brand awareness, quality

perception, perceived value, brand personality, organizational ties, and brand distinctiveness have an impact on their commitment to the company. Based on trustworthy data from 419 US students attending college, this study used the structural equation modeling method to investigate the factors impacting the brand loyalty of US college students regarding fast fashion. The results demonstrate that among US students in college, brand expertise, perceived value, organizational ties, and brand uniqueness all contribute to consumer loyalty to fast fashion companies. Since fast fashion has grown into a significant part of the global fashion industry, its availability in US markets has increased dramatically over the past 10 years. This research offers insightful information on how young consumers see fast fashion companies and the elements that influence their brand loyalty.

J. Li *et al.* [15] implemented crowdsourcing supply chain structure for the fast fashion sector is presented. In a crowdsourcing manufacturing system, a basic multi-period order model is first established. A clothes manufacturer develops an idea into a completed product and sells it to clients via a store after choosing the best answer from among those provided by online architects (i.e., crowdsources) during each period.

The factors of capital employee turnover, retailer fear of risk, and minimum production quantity for the clothes maker are then included in this model. To attain Pareto optimality, a mixed contract is also intended for coordination between the crowdsource, merchant, and apparel manufacturer throughout the crowdsourcing supply chain. Buyback, profit-sharing, and wholesale price strategies are used to achieve this.

The models help the garment manufacturer estimate the optimal production quantities of things developed via crowdsourcing, and they help the retailer make the best purchases and determine a reasonable risk level. Additionally, it establishes that the incentive strategy for crowd-sourced designers may be satisfied by a profit-sharing system that uses a piecewise function of quantity of orders instead of a linear function.

The above study shows the fashion industry's contribution to the nation's tourist economy by distributing semi-structured questionnaires to important attendees at fashion events, including models, agents, and other pertinent professionals. According to the study, people from both domestic and international backgrounds are drawn to the fashion industry, and they make a major contribution to local spending on shopping and attractions. In this study, the author discusses the relationship between sustainability and the marketing of luxury products. To analyze the impact of customer perception of sustainability strategy in the luxury fashion sector.

3. DISCUSSION

3.1. *Sustainability as a Luxury:*

By embracing a sustainable lifestyle, it may usher in a time where morality and responsibility are intrinsically linked to excellence.

3.1.1. *Embracing Ethical Supply Chains:*

Premium companies understand that real quality extends beyond appearances and includes the moral standards upholding its suppliers. A lot of companies are actively incorporating sustainability into their purchasing and manufacturing procedures to guarantee that their goods are not only high-quality but also produced ethically. This entails taking into account how their supply chain operations will affect society and the environment. Working with suppliers that uphold human rights, safe working conditions, and fair labor standards is a critical component of ethical sourcing. To guarantee ethical wood sourcing for their products, high-end brands like Gucci have developed sustainable sourcing strategies in partnership with the Forest Stewardship

Council (FSC). Gucci ensures that the basic components used in their goods originate from ethically managed sources that avoid deforestation and safeguard ecosystems by sourcing wood from forests that have earned the FSC certification [16], [17].

To provide consumers insight into their supply chains, luxury brands are investing in ethical sourcing, traceability, and transparency. Based on their views, customers may utilize this to make well-informed judgments. Stella McCartney, for instance, is renowned for her commitment to ethical fashion and incorporates eco-friendly materials into her designs, such as cruelty-free alternatives, and organic cotton. The McCartney brand maintains an open supply chain with full disclosure of the origin of raw materials and the results of production processes. High-end companies that emphasize ethical supply chains not only enhance the quality of their products but also meet the standards and values of their wealthy clientele. There is growing evidence of the impact luxury consumers' purchases have on society and the environment. Premium companies that support ethical sourcing and open supply chain procedures guarantee that their goods are not only superior but also win the respect and allegiance of their discriminating customers. They seek out goods that are consistent with their moral principles and support companies that uphold moral standards across their supply chains [18], [19].

3.1.2. Crafting Timeless Designs:

Sustainability in the luxury sector means avoiding trends and sticking to timeless classics. Refocusing their efforts to create items that transcend beyond fleeting trends, high-end manufacturers are allowing buyers to invest in lasting and adaptable goods a trend known as "quiet luxury." This tactic reduces the damaging impacts of quickly changing trends on the environment while fostering a more environmentally conscious and sustainable consumer culture. Timeless designs prioritize quality craftsmanship, delicate craftsmanship, and painstaking attention to detail. Reputable luxury brands are distinguished by their steadfast commitment to exquisite craftsmanship, which is shown by the longevity of their products. Luxury brands produce pieces that aren't limited to certain seasons or trends, encouraging buyers to invest in items that will remain stylish and relevant for years to come. Burberry is a leading representative of traditional fashion, well recognized for their trench coats. Due to its classic elegance and ageless appeal, the trench coat has been a constant in fashion-conscious people's wardrobes for more than a century. Every trench coat produced by the company is a representation of classic elegance due to its commitment to using high-quality materials and expert craftsmanship. Chanel, with its timeless handbags and little black dress, has also shown the impact of traditional design. These timeless items, which personify timeless elegance, have been in style and useful for many years [20], [21].

Luxurious companies are redefining quality as an enduring and sustainable concept by emphasizing durability, great craftsmanship, and exquisite details. Timeless styles reduce waste and the harmful environmental consequences of fast fashion by reducing the demand for frequent consumption and disposal of fashion items. They also urge clients to buy things that will be stylish and valued for many years, if not generations, to come. Customers are encouraged to approach purchasing with more consideration and purpose as a result.

3.1.3. Promoting Circular Economy:

Leading luxury companies are spearheading the circular economy movement, which aims to improve resource efficiency and decrease waste. These businesses actively promote the shift to a more sustainable future by producing durable, readily repairable, and recyclable products. The circular economy seeks to replace the traditional linear "take-make-dispose" model by placing more of a focus on goods and resources being used continuously for regeneration and reuse. Luxury brands are critical to this change because they provide durable, long-lasting products.

For example, the outdoor garment brand Patagonia offers a repair and recycling program for their pieces to guarantee that clothing is worn for as long as feasible. Their efforts to repair and extend the life of their products help to reduce waste, save resources, and reduce the need for new manufacturing [22], [23].

In addition to repair projects, luxury businesses are using extra circular economy techniques including refurbishing and upcycling. Some businesses provide services for remodeling or reshaping old items to give them a new appearance and allow clients to utilize them in contemporary ways. This process reduces waste and conserves valuable resources while also improving the customer experience. Luxury businesses extend the life of their goods and save waste by enticing customers to return them for recycling or refurbishing. This is consistent with the circular economy's tenets, which promote using resources for as much time as feasible before disposing of or recycling them. Because of these initiatives, customers are also more involved and devoted to the brand since they understand its commitment to sustainability and ethical consumerism.

3.1.4. Investing in Innovative Materials:

Research and development expenditures are being made by sustainable luxury enterprises to produce novel, environmentally friendly materials that do not sacrifice quality. These companies try to lessen their influence on the environment throughout a product's lifecycle by substituting conventional materials with greener ones. One of the essential components of sustainable luxury is technological innovation. Companies are experimenting across a range of topics, from sustainable fabrics manufactured from recycled materials to cruelty-free substitutes for leather and fur. For instance, the French shoe manufacturer VEJA uses ethically sourced organic cotton and wild rubber to construct its shoes. Veja demonstrates how utilizing these materials to achieve luxury doesn't have to mean forsaking the environment or animal welfare. Thanks to their commitment to innovative and sustainable materials, brands can satisfy the growing demand for morally and ecologically responsible products.

Another example is Piñatex, a sustainable leather alternative made from the fibers of pineapple leaves. This new material offers an eco-friendly and cruelty-free option for premium brands seeking to replace materials derived from animals. High-end brands including HUGO BOSS have included Piñatex throughout their collections, proving that style and sustainability can coexist. Luxury companies use state-of-the-art materials to set the standard for quality and elegance. They dispel the notion that traditional materials are the only source of luxury and show that luxury and sustainability can coexist. Employing state-of-the-art materials helps businesses differentiate themselves from rivals and draw in environmentally conscious consumers seeking luxury products that align with their values.

3.2. Educating and Engaging Consumers:

High-end companies understand how important it is to include and educate customers to promote sustainable practices. By being transparent and truthful about their supply chains, manufacturing processes, and environmental impact, they empower consumers to make informed choices. Consumer education and engagement are critical to creating a more sustainable future. Luxury brands engage in active client outreach, informing people about their sustainability initiatives and the positive social and environmental impacts of their products. By offering clear and thorough information, luxury companies empower consumers to make well-informed decisions based on their values and preferences.

Luxury companies also collaborate with organizations, influencers, and sustainability campaigners to enlighten and educate consumers about sustainable alternatives. By working with

subject matter experts, brands can utilize their knowledge and power to educate their audience about sustainable processes, materials, and the impacts of the fashion industry on the environment and society. In addition to redefining excellence in the eyes of their customers, luxury brands inspire others and other companies to do the same by fostering a feeling of collective responsibility and providing sustainable alternatives. Customer participation and education help the business as a whole because they impact consumer behavior and raise demand for premium items that are ecologically sustainable.

3.3. *Next Frontier for Luxury Brands:*

Nowadays, sustainability is a buzzword for many organizations, even the luxury market. Sustainability is based on three pillars: economy, society, and the environment. With a focus mostly on the latter, it will explore how things have changed over the last few years and reveal the potential that premium companies possess. There is still a lot of irony in the sustainable luxury company landscape. Even though luxury businesses seek durability, originality via limited production, and exceptional workmanship backed by superior supplies and transmission, luxury is frequently seen as superficial and has the potential to cause societal problems. In the end, these ramifications put societal harmony which supports sustainability in jeopardy and lead a socially conscious consumer to choose eco-friendly companies over opulent ones. Luxury businesses are no longer able to afford to disregard sustainability. Their tremendous visibility possibly greater so than their impact is the source of their ongoing examination. Millennials and Group Z comprise the majority of the new clientele, which contributed to 85% of the rise in luxury sales in 2018 alone. Their standards for sustainable products, messages, and procedures are high. These consumers see themselves as brands since they are used to revealing details of their lives on social media. Because of this, they choose labels that bolster their distinct posture, often claiming that they only deal with sustainable items.

3.4. *Sustainability, Climate Change, and Business:*

Climate change is a negative outcome of unsustainable human activity that alters the environment. Automation, technological disruption, and the post-industrial revolution have resulted in environmental disparities and social inequality. Climate change and business are thus related. The physical threats posed by climate change jeopardize established supply chains, economic systems, and methods of decision-making. Deprived individuals' socioeconomic situations are also affected. Adopting sustainable business methods and strategies is essential in such a setting for the good of individuals, the environment, and profit overall. Traditional business models included a small group of participants and a straight-line value transfer between them. Sustainable business models prioritize the active and reciprocal involvement of stakeholders, especially consumers, to create long-term value. When sustainability is integrated into a company strategy, less energy is used and repair and reuse are prioritized above disposal and dumping. Furthermore, companies function as facilitators for achieving long-term growth.

3.5. *Marketing and Sustainability:*

The foundation of marketing is the notion that two parties trade values, such as cash, goods, services, energy, time, and feelings. It satisfies profit targets in addition to creating, conveying, and offering value for customers. The company's value proposition must acknowledge and cater to these client demands to have a sustainable and successful business plan. Companies use creative marketing techniques to integrate sustainability goals into their business strategy. One important factor that influences customer attitudes, actions, and beliefs is marketing. A well-thought-out marketing plan may influence consumers to adopt sustainable behaviors and make purchases. For example, the popular apparel brand Patagonia's "Don't buy this jacket" ad encouraged customers to reconsider their purchases and think about fixing their worn-out

Patagonia goods. Marketing has the potential to revolutionize a company's capacity to achieve sustainability, not only in terms of promotions nevertheless in other areas like ideation and sales. Furthermore, marketing is essential to reaching the SDGs since it promotes ethical corporate practices and consumer behavior.

Another viewpoint holds that marketing is responsible for the rise of fast fashion, irresponsible consumer behavior, and "greenwashing," the practice of providing fictitious, deceptive, or inflated claims about the advantages that goods or services have for the environment. To fulfill sales targets, brands might use nonspecific and ambiguous terms such as "fair," "provided without love," and "green" to give the idea that they are associated with sustainability. Furthermore, companies participate in a practice known as "blue washing," when they only state the theoretical goals of corporate social responsibility (CSR) as opposed to putting these goals into actionable and beneficial ways.

3.6. *Role of Fashion in Sustainability:*

The newest and most in-vogue clothing, hairstyles, accessories, and behavioral trends that are unique to a certain period, place, and circumstance are referred to as fashion. It is a way of using culture and self-expression to build the embodied identity. Fashion often alters social structures, trends, and aesthetic standards, along with the whole of human expression. It is mostly motivated by societal expectations. It is thus a product that was developed in reaction to cultural expectations and has a significant influence on society, especially ladies and the upper class. Fashion includes jewelry, shoes, clothes, and accessories. But apparel and textiles are the only subjects covered. The company has to stay ahead of the constantly growing global demand from clients looking for novel experiences. The fashion business employs a sizable number of people worldwide and has significant social and economic impact. On the other hand, it is chastised for negatively affecting the environment and social justice.

The phrase "fast fashion" refers to the quick and low-cost creation of popular designs. There is an oversupply of reasonably priced apparel as a consequence of the system's increased material throughput. Cheap clothing is less durable and is thrown away more rapidly, which makes the waste problem worse. By adopting sustainable operations and fair trade norms, the fashion industry may contribute to the achievement of the Sustainable Development Goals (SDGs) by reducing energy consumption, optimizing and restricting its consumption of water and natural resources, easing the load on landfills, and using fewer toxic chemicals. To reduce the negative consequences of the fashion industry, a total shift away from the rapid fashion model and toward a more circular methodology are ultimately required. Many consider fashion to be a luxury, with high-end companies carrying the newest trends. The majority of customers believe that luxury and sustainability should coexist. Therefore, fashion consumption and buying practices particularly in the apparel industry have a big impact on encouraging sustainability.

3.7. *Sustainable Fashion:*

The 1992 Rio Earth Summit saw a rise in the use of the term "sustainable" in the fashion industry. Businesses started looking for ways to reduce the damage they caused to people and the environment. The cornerstone of SF is sustainability, which is embraced at any or all stages of its existence to minimize its detrimental effects on the environment and biodiversity while maintaining social responsibility. The phrase "sustainable fashion" seems paradoxical since sustainability is linked to longer product lifespans, yet fashion is defined by shorter product life cycles and periodic updates. Eco-, green-, while ethical-fashion terms are frequently used synonymously, and the slow fashion movement encompasses San Francisco. As sustainable clothing is made, worn, disposed of, and deteriorates, it has very little detrimental effect on the environment or society.

4. CONCLUSION

These businesses care more about the longevity of their products than the environmental effect they create. However, these lavish residences have fundamentally altered public perceptions after passing several environmental legislations and actively participating in corporate social responsibility. By using marketing strategies that both build goodwill and improve their brand image, these companies have dramatically decreased the amount of greenwashing that is shown. Businesses are accountable for their claims that they are exempt from liability for excessive emissions. In conclusion, the luxury industry's sustainability and marketing are advantageous to one another and interdependent for rational decision-making and future development potential. In the world of luxury fashion, marketing is a delicate alchemy that combines authenticity with ambition and craftsmanship with business. In this world, narrative is king, and each campaign and partnership acts as a blank canvas on which the brand's values are boldly shown. In this universe, the development of an emotional bond that goes beyond tangible things is how desire is fostered rather than via overt coercion. The challenge for luxury fashion firms, however, is still to capture the imagination, arouse desire, and tell a story that goes beyond the fleeting to become timeless in an increasingly complicated market rife with digital disruption and altering customer tastes. Because the real currency in the world of luxury fashion marketing isn't only the things themselves, but also the identities, goals, and ambitions they stand.

REFERENCES:

- [1] P. Ionela-Andreea, "Consumer Resistance to Innovation in the Fashion Industry," *Stud. Bus. Econ.*, 2019.
- [2] J. O. Schwarz, "Strategy orientation in the fashion industry: Short- or long-term?," *J. Futur. Stud.*, 2019.
- [3] A. I. Faried, R. Sembiring, and L. N. Nasution, "Enhance Of Halal Rule Development Model On Fashion Industry Indonesia," *Int. halal Conf. Exhib. 2019*, 2019.
- [4] U. Thareja and R. Jain, "Artificial intelligence enabled in-video advertising: Infiltrating the fashion industry," *Int. J. Innov. Technol. Explor. Eng.*, 2019.
- [5] X. Long and J. Nasiry, "Sustainability in the Fast Fashion Industry," *SSRN Electron. J.*, 2019.
- [6] T. Sriyakul, R. Umam, and K. Jermstittiparsert, "Internal supply chain integration and operational performance of Indonesian fashion industry firms: A supplier to buyer approach," *Humanit. Soc. Sci. Rev.*, 2019.
- [7] G. Mattei, "Fashion industry as a source of inspiration for the 'Mental Health Department 4.0': An overview," *J. Psychopathol.*, 2019.
- [8] I. M. Sandvik and W. Stubbs, "Circular fashion supply chain through textile-to-textile recycling," *J. Fash. Mark. Manag.*, 2019.
- [9] M. Hibberd, "Key challenges for the fashion industry in tackling climate change," *Stud. Commun. Sci.*, 2019.
- [10] Y. Song and R. Berger, "How gender affects collaborative innovation networks performance: The case of the Dutch fashion industry," *Int. J. Entrep. Small Bus.*, 2019.
- [11] Mustafid, S. A. Karimariza, and F. Jie, "Supply chain agility information systems with key factors for fashion industry competitiveness," *Int. J. Agil. Syst. Manag.*, 2018.

- [12] R. Pal and J. Gander, "Modelling environmental value: An examination of sustainable business models within the fashion industry," *J. Clean. Prod.*, 2018.
- [13] M. C. Adinolfi, T. M. Tichaawa, and G. Banda, "The Importance of the Fashion Industry in the South African Tourism Context," *Euro Econ.*, 2018.
- [14] J. Su and A. Chang, "Factors affecting college students' brand loyalty toward fast fashion: A consumer-based brand equity approach," *Int. J. Retail Distrib. Manag.*, 2018.
- [15] J. Li, C. Liu, X. Zeng, and N. Zhang, "Optimization and coordination of crowdsourcing supply chain in fast fashion industry," *Math. Probl. Eng.*, 2018.
- [16] E. Rossol, "The Viability of Banana Fiber-based Textiles in the Fashion Industry," *OhioLINK Electron. Theses Diss. Cent.*, 2019.
- [17] A. Mickevičiute and D. Siudikiene, "The role of fashion bloggers in fashion marketing communication," *Inf. Moksl.*, 2019.
- [18] P. Gazzola, E. Pavione, R. Pezzetti, and D. Grechi, "Trends in the fashion industry. The perception of sustainability and circular economy: A gender/generation quantitative approach," *Sustain.*, 2020.
- [19] T. S. Thorisdottir and L. Johannsdottir, "Corporate social responsibility influencing sustainability within the fashion industry. A systematic review," *Sustainability (Switzerland)*. 2020.
- [20] A. D. Marques, A. Marques, and F. Ferreira, "Homo Sustentabilis: circular economy and new business models in fashion industry," *SN Appl. Sci.*, 2020.
- [21] H. T. Nguyen, D. M. D. Le, T. T. M. Ho, and P. M. Nguyen, "Enhancing sustainability in the contemporary model of CSR: a case of fast fashion industry in developing countries," *Social Responsibility Journal*. 2020.
- [22] P. Casadei and N. Lee, "Global cities, creative industries and their representation on social media: A micro-data analysis of Twitter data on the fashion industry," *Environ. Plan. A*, 2020.
- [23] I. Roozen and M. Raedts, "The power of negative publicity on the fast fashion industry," *J. Glob. Fash. Mark.*, 2020.

CHAPTER 3

COMPARING THE FUTURE OF EVS TO TRADITIONAL FOSSIL FUEL CARS

¹Prateek Aswani, ²Sahil Masand, ³Dr. Malcolm Homavazir

^{1,2}Student, ³Faculty

^{1,2,3}Department of ISME

^{1,2,3}ATLAS SkillTech University, Mumbai, Maharashtra, India

Email: ¹prateek.aswani.bba2023@atlasskilltech.university, ²sahil.masand2023@atlasskilltech.university,

³Malcolm.homavazir@atlasuniversity.edu.in

ABSTRACT:

The increasing rate of air pollution in the country was covid that the air quality had gotten much better and it was said that Nature has revived itself but talking about the current situation the pollution has increased a lot because of this and the increasing rate of fossil fuel companies has started researching about the electric cars there are already different electric cars within different countries by different companies such as Tata, BYD, Hyundai, Mercedes Benz. But in comparison the fossil fuel cars these cars are not as affordable as the fossil fuel cars. There are many reasons people are still not buying electric cars the biggest problem is due to charging Infrastructure because people can't travel long distances with electric cars. The government of India has taken out different schemes. They have made a target to have 30% of EV cars in the market. They have reduced the tax on the raw materials that are used in making batteries. The customer who buys cars compares many cars and companies and which fuel option to buy should be diesel petrol or electric so there is a comparison list as well. In conclusion, the future of EVs and traditional fossil fuel cars is shaped by a complex interplay of environmental, technological, market, infrastructure, and socio-economic factors. While EVs offer significant potential benefits in terms of reducing emissions, enhancing energy security, and driving technological innovation, challenges remain in terms of cost, infrastructure, and societal acceptance.

KEYWORDS:

Air Pollution, Electric Vehicles, Environmental Impact, Fossil Fuel Cars, Market.

1. INTRODUCTION

The first electric car that came onto the market was in 1800 by William Morrison their wen saw a sudden rise and a dark time for the EV cars because of the improvement in the technology of fossil fuel cars. Henry Ford mass-produced Model T because he made it affordable for most of the public which affected the EV market but being it the initial start and the technology was not as good as the present time there was a problem with the fossil fuel cars that it was hard to start the car in the starting and it was not possible for everyone to it [1], [2]. It took a long time to find a solution for this till then it was supposed to be operated manually but then Charles Detering invented the electric starter which made it much easier and feasible for everyone to operate the fossil cars this electric starter is used in the present time as well. During those times EV cars were costing around \$1750 and Fossil fuel Cars were costing \$675. At the same time, there was a fall in the gasoline price that made it much cheaper than the Electric cars [3], [4].

Now coming to recent years most people in the country have fossil fuel cars some people have both electric cars but at the same time, they have Fossil cars as well because the batteries that are there right now in electric cars don't have that much range that they can go and due to the charging infrastructure problem people who are traveling long distance cant travel by electric

cars. In the past 20 years there have been huge sales of Fossil fuel cars in the country the companies have come up with different models and Facelift versions of their existing cars [5], [6]. Now there are so many fossil-fuel cars in the country. There was covid period when all of us were inside our homes and this time was more of a tense moment for everyone in the country but it can be said that it was a healing time for the environment. As everyone said they could see a change in the environment and they could breathe the fresh air. There were no cars on the road in most of the countries so we could see a change in the environment but again the pollution all over the country is rising [7], [8]. We are slowly seeing a hike in the buying of electric cars as there has been research and technology has been growing in the past years and there have been initiatives by the government as well to reduce the taxation so that Electric cars are affordable for the general public as well. At the same time looking the gasoline prices, we have seen a hike it has crossed 100 in some states which makes it very expensive because of this the running cost of Fossil fuel cars has also increased so people are slowly shifting to electric cars and have to travel within the city or people who have to travel short distance [9], [10].

The automobile sector is poised for a significant shift as electric vehicles (EVs) become competitive alternatives to conventional fossil fuel-powered vehicles. This revolution is more than just a technological one; it signifies a deeper shift in our understanding of energy use, transportation, and environmental sustainability. The comparison between EVs and fossil fuel automobiles is becoming more and more relevant as we look to the future. It covers a wide range of topics, from cost and performance to infrastructure development and environmental effects. The fact that EVs are environmentally friendly is one of the strongest reasons in favor of them [11], [12]. When driven, EVs create no exhaust emissions, in contrast to fossil fuel-powered automobiles that release damaging greenhouse gases and worsen air pollution. Cleaner transportation alternatives are becoming more and more in demand as worries about climate change intensify and governments across the globe tighten rules on carbon emissions. EVs provide a practical means of lowering the automobile industry's carbon footprint and lessening the negative consequences of climate change [13], [14].

Furthermore, improvements in battery technology have greatly improved the efficiency and range of EVs, resolving range anxiety, one of the main issues raised by customers. These days, EVs may equal the range of conventional internal combustion engine cars, covering hundreds of miles on a single charge. Furthermore, electric motors' instantaneous torque delivery outperforms many fossil fuel automobiles in terms of performance, making for a smooth and thrilling driving experience. EVs are far less expensive to operate than their fossil fuel equivalents. The price of the energy needed to run an EV is much less than the cost of fuel, such as gasoline or diesel. Moreover, owners of EVs may save money over time since they need less maintenance and have fewer moving components. Even while buying an EV may still be more expensive up front than buying a similar automobile that runs on fossil fuels, this price difference is rapidly closing due to continuous advancements in manufacturing techniques and economies of scale [15], [16].

The mainstream adoption of EVs is still fraught with difficulties, mostly related to infrastructure and charging networks. EV charging stations are less common than traditional petrol stations, which presents challenges for long-distance drivers and city residents without access to at-home charging stations. Significant expenditures in the infrastructure for charging, such as fast-charging stations along roads and in cities, are necessary to address this problem. Governments, corporations, and energy suppliers need to work together to expedite the installation of infrastructure for electric vehicle charging and encourage the adoption of EVs via tax breaks and subsidies. Moreover, the sources of power production affect the

environmental advantages of electric vehicles. Even though EVs have no emissions of their own, how they operate affects the environment based on the energy source utilized to provide power. To realize a genuinely sustainable transportation ecosystem and optimize the environmental advantages of EVs, a shift towards renewable energy sources like hydroelectric, solar, and wind power is needed. Furthermore, to reduce the environmental impact of EV batteries during their lifetime, recycling and appropriate disposal are essential. Notwithstanding these obstacles, there is no denying the electric car revolution's pace. With aggressive ambitions to electrify their car portfolios in the next few years, major automakers are increasing their expenditures on EV technology. The demand for EVs is being driven by governments enforcing tighter emissions rules and providing incentives to expedite the change towards electric mobility. Additionally, consumer tastes are evolving towards cleaner and more environmentally friendly transport choices [17], [18].

Research Objective:

The objective of this research paper is as follows:

- i. To understand the difference between EV cars and the Fossil Fuel cars in regards to the pricing and quality.
- ii. To analyze how several companies are taking the initiative of selling an Electric car at an affordable price.
- iii. To assess how the government of India is trying to spread awareness about the sustainability of EVs amongst the citizens of the country.
- iv. To understand how EV cars can contribute to a Pollution-free environment.

2. LITERATURE REVIEW

R. A. Barreto [19] stated that the energy-based theoretical framework for endogenous growth models. Fossil fuels, which are characterized as non-renewable resources drawn from a fixed beginning stock, and alternative energy, which are defined as renewable resources whose generation needs capital input, may interact and substitute one another explicitly inside the model. The model's dynamics show a distinct balance growth to a stable state. When fossil fuels are cheap and plentiful, consumption follows a saddle path that eventually peaks, then declines as fossil fuels become scarcer and alternative energy generation does not yet dominate. Eventually, a steady state is reached during which alternative energy production powers the entire economy. To lessen the detrimental effects of an ever-depleting fuel supply on growth and welfare in an energy-dependent economy, the model illustrates the dynamic replacement of finite fossil fuel using renewable alternative energy. The limited resource is kept in the ground for a longer amount of time thanks to alternative energy's potential productivity increase over fossil fuels and the extension of the era of low extraction rates.

The study is based on dynamic simulations in continuous time, which makes it possible to explicitly take transitional dynamics into account. The method, in particular, draws attention to the potential non-monotonic short- and medium-term trajectories of investment, growth, and consumption that are always missed in analysis when taking into account either the steady state equilibrium or its deviations.

G. A. Lenferna [20] examined how the conversation about climate justice has evolved around the idea of burning fossil fuels underground. After that, it anticipates the equality concerns raised by the need for a reduction in the output of fossil fuels. Line with the Lofoten Declaration for a Managed Decline of Fossil Fuel The production around the World, makes the case that

wealthy nations, who have reaped the greatest benefits from fossil fuel extraction and have the most viable alternatives for development, should take the lead in keeping fossil fuels in the ground to uphold global distributive justice.

The study does, however, demonstrate how financial effectiveness or the interests of frontline communities may sometimes deviate from global distributive justice, making it more difficult to manage the end of the fossil fuel era equitably. In response, the paper makes the case that concentrating on how fairness and economic efficiency both imply that affluent, historically polluting nations should abandon expensive, carbon-intensive fossil fuels would be a beneficial short-term policy. Beyond that, the report emphasizes how complex issues and trade-offs arise at the intersections of economic efficiency and fairness concerns. These points of variance pose a serious obstacle for proponents of a fair reduction in the output of fossil fuels and should be the focus of much future lobbying and study.

G. Cipriani *et al.* [21] investigated the connection between exposure to ambient pollution and cognitive function. A manual search of the reference lists from the indicated publications was combined with a systematic search of scholarly web databases to identify studies. Air pollution is a complex combination of harmful chemicals that may attack the central nervous system. Even though this is a relatively new field of study, there is a growing body of evidence that air pollution negatively affects cognitive function in both adults and children. Research has consistently shown that poor age-related cognitive function was caused by exposure to air pollution, particularly particle matter. Living in high-pollution locations has been connected to neuropathology and neuroinflammation indicators that are related to neurodegenerative diseases including Alzheimer's disease-like brain disorders.

M. Erdem and C. Koc [22] examined a variation of the home healthcare routing issue where a team of healthcare professionals uses electric cars to complete a certain number of tasks. The issue takes into account a variety of factors, including many depots, a diverse fleet, time windows, preferences, skills, linked activities, the range of electric cars, the state of charging, and charge plans. We create a hybrid metaheuristic that effectively blends a variable neighborhood descent with a genetic algorithm, and we provide several algorithmic techniques designed to manage the problem's extensive restrictions. Numerous computer tests on small-, medium-, and large-scale examples have shown the effectiveness of the hybrid metaheuristic for this particular issue.

S. Illgen and M. Hock [23] analyzed how electric cars function in urban car-sharing networks in this research. Simulation research was conducted after strategic and operational differences were surveyed and compared to gasoline-powered autos. Realistic charging schedules were among the key operating features of electric cars that were handled by the suggested discrete event simulation method. To ascertain their performance, numerous vehicle types were compared in a variety of settings and marketplaces. The information gathered demonstrated how competitive electric cars are in car-sharing programs. Advantageous relationships between the market environment (e.g., gasoline and power costs) and significant electric vehicle attributes (e.g., price and range) were critical success factors.

The above study proposes short-term strategies that center on the consequences of wealthy countries giving up carbon-intensive fuels for economic efficiency and justice. However, it highlights the intricacy of these problems and the trade-offs involved, highlighting the need for further study and lobbying to solve these obstacles to achieve a just decrease in the production of fossil fuels. In this research, the author is comparing the future of EVs to traditional fossil fuel cars.

3. METHODOLOGY

3.1. *Research Design:*

Primary research involves experiments, surveys, interviews or observations to obtain accurate and optimized records. It is a practical technique, often used when addressing unique research questions, exploring new topics, or discovering direct insights. This approach allows researchers to manipulate the chain of facts and ensure that secondary research relevant to the purposes of their study is based on current data that has already been collected by others. Researchers analyze and synthesize these pre-existing records drawn from sources including academic papers, reports, books, and databases. Secondary research is a cost-effective and time-efficient way of obtaining information about the historical past and conducting literary opinions.

Alternatively, quantitative research is a selected study technique that specializes in numerical data and employs statistical analysis. It involves surveys, experiments, and measurements to collect records that can be quantified and analyzed. This technique is suitable for analyzing cause-and-effect relationships, making comparisons between agencies, and measuring the salience of unique events. Primary research involves the collection of data on weapons, secondary research takes advantage of current information, and quantitative studies emphasize numerical facts and statistical evaluation. This research depends on secondary data which has been collected from reliable sources like Get, Corp-Bitz, Gov Energy and various magazines and articles available in the market. These resources are to learn about the changes happening within the country, how the government is working to improve the environment, and how fossil fuel cars are affecting the environment in the country.

3.2. *Instrument:*

3.2.1. *Government initiative:*

The research that almost all the companies that are in the transportation segment are doing is to make EV cars affordable and how they can increase the Range (kilometers and Miles) of the EV cars so that they can be used for middle distances as well. But still, in the current years, we have not seen a hike in the electric market though Delhi and Uttar Pradesh have 30% of the electric cars in India. All the companies are facing problems in getting the raw materials for the batteries.

The main problem is that most people are not buying electric cars in because of the Charging infrastructure. India is way behind in the infrastructure for charging stations. In the two-tier cities, there are only company showroom and their own house where they can do charging and even in their own house but still they won't be able to do fast charging which can be done at the company station. Looking at foreign countries and how fast Tesla charging stations are it takes about an hour to charge the car fully. Tesla uses lithium batteries while other company uses lead acid batteries which were used in the past. Now there has been research going about the sodium batteries as well which will improve the range as well.

The Indian government has started many programs to promote electric cars. They are giving incentives so that the company does R&D on electric cars. The aim of have 30% of electric cars in India by 2030 they have reduced road tax, scrapping, and incentives due to increasing expenses in oil imports, rising pollution, and climate change. The Indian government started FAME-I which was started on 1 April 2015 to reduce the use of gasoline and diesel vehicle. It encourages all types of automobiles.

- i. Demand for technology
- ii. Pilot projects
- iii. Technological development
- iv. Charging infrastructure

After this, there was another program that was launched FAME II was launched in April 2019 with a Rs 10,000 crore budget to support 5,00,000 e-three wheelers, 7,000 e-buses within the city and even outside the city if the range is enough to reach that place, 55,000 passenger vehicle and a million two-wheelers. The goal was to increase the adoption in the Indian markets. This program was set to expire in 2022 but then the government of India expanded it till 31 March 2024.

Customs charges on nickel ore and concentrates will be reduced from 5% to 0%, nickel oxide from 10% to 0%, and ferronickel from 15% to 2.5% these components are important in the manufacturing of lithium batteries that are used in electric cars. There is a shortage of ores in India which is important in the production of Batteries and nickel alloys are largely imported. Therefore, a reduction in customs duties will encourage companies to manufacture Electric cars and there is a reduction in the taxation of motor parts as well from 10% to 7.5%. These steps have been taken by the government to reduce the Production cost of all the electric vehicles in India and to accomplish FAME-II. The government is making a special zone where only electric cars can travel just like abroad. There are specific routes where only electric cars can operate to reduce overcrowding. There are incentives for the Citizens as well to promote the buying of electric cars to create a more sustainable future. Financial incentives for EV purchases, exemption from road taxes and automobile registration costs, low loan interest rates for EVs because most of the cars that are being purchased the customers are taking loans from the banks and if the interest is high on diesel cars and low on EV cars then many customers might shift towards the EV sector due to low Market Cost of the Vehicle. Plans to purchase additional electric cars for last-mile delivery service and public transit are also featured. Infrastructure for generating EV batteries as well as charging infrastructure is being created.

3.3. Data Collection:

3.3.1. Market Players and Brands in India:

Many companies in the Indian market have established goodwill that everybody trusts. There are many European, Italian, Asia, and North American. Some of these companies have started building their infrastructure in the Indian states where they will build their cars but according to their design and branding, they have been researching the Indian roads because Indian roads are very different from other countries like the United Kingdom, the United States, Japan, and Australia. The Indian government is trying its best to make the roads in India better and they have started getting better. The main difference is that the United States and the United Kingdom are right-hand driving and Indian roads are left-hand driving and the roads are not as good as them. There are many segments in the vehicle industry such as Hatchbacks, Sedans, MUVs, SUVs, etc. But in those segments also there are many price tags so let's see the vehicle between 5 Lakh to 20 Lakh. Table 1 depicts the middle segment cars.

Table 1: Illustrates the middle segment cars.

Segment	TATA NEXON EV	TATA NEXON PETROL	HYUNDAI CREATA	MG ZS EV
---------	------------------	----------------------	-------------------	-------------

Nationality	Indian	Indian	Japan	China
Price	14.94	10-Aug	14.74	22.1
Average	325	17	16.74	325
Safety	5-star Global NCAP	3-star Global NCAP	5-star Global NCAP	-
Warranty	3 years	3 years	3 years	5 years
Power	127bhp	118bhp	113bhp	174bhp

Now looking at the table these are the prices and the Average that the company claims but according to the report and the user reviews the cars don't match the average that is claimed by the company.

The most important that matters for all the customers is the safety of the cars. The company is researching the safety of the cars. They have come with so many features such as ADAS (Adaptive Driver Assistance System) which is a radar that monitors your car from going off the lane. It will avoid collision with the car that is in front of you. It will keep track of the speed of the car that is ahead of you and it will reduce the speed of the car if the car ahead is slow. There are many levels of ADAS as well. There have been companies that are working to increase vehicle Mileage by giving the option of Auto start-stop. That will decrease the fuel consumption of the vehicle. These are the budget-friendly cars that target the lower segments as well as middle segments of the countries.

3.4. Data Analysis:

3.4.1. Luxury cars

Now talking about the Luxury segment in the Indian markets these company targets most of the rich people in the country they be celebrities or big businessmen or businesswomen in the country. The more you spend in your car they will offer you. The main thing that you get with the expensive car is the brand, Goodwill. When you drive there is different comfort that you get which you won't get in a lower segment of cars. For many of the people, these cars become a status symbol of them. Talking about brands like Mercedes they focus on their Interior features and the technology that they can bring into the cars. Talking about the Audi cars these are the German cars that look to improve the driving pleasure of the cars. Some people love to drive a lot and they usually go for long rides they prefer Audi cars more because it has more driving pleasure.

There are many segments of cars still available in the markets but these are the segments that are mostly sold in the Indian markets there are many companies still researching how to make electric cars cheaper as we can see they cannot be afforded and people are still going for the fossil fuel cars because of many reasons. The government is giving them full support in making FAME-II successful. We all are aware of how bad the Air index gets in New Delhi. It is not only companies that are researching electricity but many entrepreneurs are studying electric infrastructure. The charging stations have increased in metropolitan cities. Many apps take you to the nearest charging station and one of the most famous apps is Plug Share. They are slowly increasing in India. India is such a big nation these small units won't be looked and once they have spread in vast and there are many units all around the country but these small units will make a difference every day. Table 2 depicts the luxury segment cars.

Table 2: Illustrates the luxury segment cars.

Segment	TESLA MODEL X	MERCEDES BENZ EQC	MERCEDES BENZ GLE	AUDI Q7
Nationality	American	German	German	German
Price	2.00 cr	1 Cr	91 L	85 L
Average	580	451	11	11
Safety	5-start Global NCAP	3-star Global NCAP	5-star Global NCAP	5-star Global NCAP
Warranty	5 years	5 years	5 years	5 Years
Power	670nm	760nm	500 nm	500nm

4. RESULTS AND DISCUSSION

Now look at the cost difference between petrol vs. Diesel vs. EV cars. As EV cars have seen a hike in the Indian markets there are many EV cars in all the segment may it be in the mini or sedan or even SUV now. But when buying a car the car doesn't look at only the price but its maintenance, After the sales price company goodwill the features of the car and its performance but now as the EV cars as been said that low-cost maintenance cars due to infrastructure problems people are not buying those cars even if the government is giving them incentives and have lowered the rate on bank loan and road tax so that its price reduces. But as the EV cars are still expensive and hard to afford for the lower segment they try to calculate after how many years their money will be recovered. Table 3 depicts the comparison of electric vehicles with petrol and diesel engines.

Table 3: Illustrates the comparison of the electric vehicle with petrol and diesel engine.

Features	Petrol	Diesel	EV
Fuel type	1.5 turbo	1.5	-
Average	12	16-18	-
daily kms	48	48	48
Daily consumption	430	279	65
Monthly consumption	10920	7264	1950
Yearly consumption	131040	81176	23400

First talking about the Petrol vs Diesel Cars. The average difference you get to see in both the cars is 6kmpl. The difference in the market price is 90,000-1, 50,000 so that means that Diesel cars are cheaper than petrol cars and it has more Average also which means that they will give better fuel efficiency as well. However, according to the new norms by the Indian Government, there will be an increase in the price of Diesel cars or they will not be manufactured so that we

can protect the environment. Once the price of the Diesel cars increases there will be a decrease in the sales of Diesel cars and there are many companies like Tata, Maruti, Nissan, Renault, and Toyota who have already shut their manufacturing for Diesel cars and have shifted to the manufacturing of the diesel cars but looking at the present condition people are likely to save 49,323 per year that means they can recover their cost within 1 year and 8 months in comparison to petrol cars but the people who travel around 100kms per day they can even recover in less than 1 year. People who travel long distances prefer more of diesel cars due to its fuel efficiency

4.1. Pros of Diesel Cars

- i. Better Fuel Efficiency
- ii. Well Balanced
- iii. Easy availability
- iv. Better Performance

4.2. Cons of Diesel Cars

Secondly talking about the Petrol Cars in comparison with EV Cars. The per km cost of EV cars is 1-1.5 rupees but the per km cost of petrol cars is 8-10 rupees so the saving that can be done is around 8.5 rupees per km. The warranty that the company gives on the Electric battery is 8 years 1, 60,000 but this doesn't mean that your car won't function after 8 years 1, 60,000. it depends on the way you maintain that car if you take them for regular checkups many people in India make a ruff use of their cars and their cars don't last long then they don't trust that brand and don't buy their cars but in that, there is no mistake of the company. Looking at the prices of the last 10 years of the Electric cars they were high but it has been gradually decreasing due to the increase in the demand in the market and if we talk about the next 8 years Electric cars will be made affordable. The table shows that the running cost of Electric cars is 65 rupees and the cost of petrol cars is 420 rupees so that means that you are saving 355 rupees every day. The savings that can be made in a year is 1, 13,100 and the amount can be recovered in 5 years and 3 months but again if the customer increases the distance, it will take less time to recover this amount and there will be a cost difference between the petrol and the EV segment. Table 3 depicts the comparison the fossil fuels with EVs according to the environmental impact.

Table 3: Illustrates the comparison the fossil fuel with EVs according to the environmental impact.

Aspect	Electric Vehicles (EVs)	Traditional Fossil Fuel Cars
Fuel Source	Electricity	Gasoline/Diesel
Environmental Impact	Generally lower	Higher
Fuel Cost	Generally lower	Higher
Maintenance Cost	Generally lower	Higher
Performance	Comparable or better	Typically, good
Range	Varies (usually improving)	Typically, good
Refueling Time	Longer	Shorter

Charging Infrastructure	Developing	Established
Upfront Cost	Generally higher	Lower

4.3. Pros of EV cars

- i. Low Running Cost
- ii. Better Performance

4.4. Cons of EV cars

Lack of Charging Structure (people who are planning to travel along with their EV cars will have to plan their trip to where they will charge their cars and how they will go about it. It won't be as easy as Fossil fuel cars).

5. CONCLUSION

There may be a significant and varied influence of electric cars (EVs) in the years to come. In the next years, it will become evident that electric cars will be crucial in the shift to regular and ecologically friendly transportation systems, as the automotive industry and society embrace the shift to electric mobility. The effect of electric cars will benefit the environment and usher in a new age of transportation that is more practical, efficient, and financially feasible with further development and popular acceptance. It is essential to tackle the issues of infrastructure, grid integration, and sustainability to guarantee a seamless and prosperous shift towards power transmission. The future of transportation is significantly shaped by the quickening pace of technological advancement. The development of EVs has been accelerated in recent years by notable developments in battery technology, electric drivetrains, and autonomous features. The viability and allure of electric mobility have increased as a result of these advancements in battery efficiency, charging infrastructure, and driving range. Furthermore, the development of linked and autonomous cars promises to completely change how we think about transportation by presenting chances for improved convenience, efficiency, and safety. On the other hand, internal combustion engine restrictions and the limited supply of fossil fuels provide a barrier to technical progress for conventional fossil fuel vehicles. Even while some gains in fuel economy and pollution management are possible, the revolutionary potential of conventional automobiles is dwarfed by the disruptive innovation seen in the electric vehicle (EV) industry.

REFERENCES:

- [1] S. A. Sani *et al.*, "Energy Transition Pathways for Deep Decarbonization of the Greater Montreal Region: An Energy Optimization Framework," *Energies*, 2022.
- [2] F. Liao and G. Correia, "Electric carsharing and micromobility: A literature review on their usage pattern, demand, and potential impacts," *International Journal of Sustainable Transportation*. 2022.
- [3] F. T. Schiavo, R. F. Calili, C. F. de Magalhães, and I. C. G. Fróes, "The meaning of electric cars in the context of sustainable transition in brazil," *Sustain.*, 2021.
- [4] S. Harris, É. Mata, A. Plepys, and C. Katzeff, "Sharing is daring, but is it sustainable? An assessment of sharing cars, electric tools and offices in Sweden," *Resour. Conserv. Recycl.*, 2021.
- [5] K. Mahboob *et al.*, "Economic and Environmental Effects of Plugin Hybrid and Electric Cars in Pakistan," *Pakistan J. Eng. Techn* chapter 3ol. *PakJET*, 2021.

- [6] L. P. Fesenfeld, Y. Sun, M. Wicki, and T. Bernauer, "The role and limits of strategic framing for promoting sustainable consumption and policy," *Glob. Environ. Chang.*, 2021.
- [7] C. Zhang, B. Xu, J. Jasni, M. A. M. Radzi, N. Azis, and Q. Zhang, "Model Control and Digital Implementation of the Three Phase Interleaved Parallel Bidirectional Buck–Boost Converter for New Energy Electric Vehicles," *Energies*, 2022.
- [8] P. Martí, J. Jordán, P. Chamoso, and V. Julian, "Taxi services and the carsharing alternative: a case study of valencia city," *Math. Biosci. Eng.*, 2022.
- [9] R. Pyddoke, J. E. Swärdh, S. Algers, S. Habibi, and N. Sedehi Zadeh, "Distributional effects from policies for reduced CO₂-emissions from car use in 2030," *Transp. Res. Part D Transp. Environ.*, 2021.
- [10] B. Shadidi, G. Najafi, and T. Yusaf, "A review of hydrogen as a fuel in internal combustion engines," *Energies*, 2021.
- [11] P. Runst and D. Höhle, "The German eco tax and its impact on CO₂ emissions," *Energy Policy*, 2022.
- [12] H. Pourrahmani *et al.*, "The applications of Internet of Things in the automotive industry: A review of the batteries, fuel cells, and engines," *Internet of Things (Netherlands)*, 2022.
- [13] S. Kim, M. Holz, S. Park, Y. Yoon, E. Cho, and J. Yi, "Future options for lightweight photovoltaic modules in electrical passenger cars," *Sustainability (Switzerland)*, 2021.
- [14] I. M. Gren and A. Z. Aklilu, "Costs and distributional effects of climate transformation of the vehicle fleet in the EU," *Climate*, 2021.
- [15] Z. Duan *et al.*, "Research on economic and operating characteristics of hydrogen fuel cell cars based on real vehicle tests," *Energies*, 2021.
- [16] A. Vaughan, "Rise of the electric cars," *New Sci.*, 2021.
- [17] J. I. Guzmán, P. Faúndez, J. J. Jara, and C. Retamal, "On the source of metals and the environmental sustainability of battery electric vehicles versus internal combustion engine vehicles: The lithium production case study," *J. Clean. Prod.*, 2022.
- [18] M. Wicki, G. Brückmann, and T. Bernauer, "How to accelerate the uptake of electric cars? Insights from a choice experiment," *J. Clean. Prod.*, 2022.
- [19] R. A. Barreto, "Fossil fuels, alternative energy and economic growth," *Econ. Model.*, 2018.
- [20] G. A. Lenferna, "Can we equitably manage the end of the fossil fuel era?," *Energy Research and Social Science*, 2018.
- [21] G. Cipriani, S. Danti, C. Carlesi, and G. Borin, "Danger in the Air: Air Pollution and Cognitive Dysfunction," *American Journal of Alzheimer's Disease and other Dementias*, 2018.
- [22] M. Erdem and Ç. Koç, "Analysis of electric vehicles in home health care routing problem," *J. Clean. Prod.*, 2019.
- [23] S. Illgen and M. Höck, "Electric vehicles in car sharing networks – Challenges and simulation model analysis," *Transp. Res. Part D Transp. Environ.*, 2018.

CHAPTER 4

INFLUENCER MARKETING IN LIFESTYLE BRANDING: NAVIGATING AUTHENTICITY, ENGAGEMENT, AND ETHICS IN THE DIGITAL AGE

¹Khushi Bagdi, ²Vyom chopra, ³Dr. Malcolm Homavazir

^{1,2}Student, ³Faculty

^{1,2,3}Department of ISME

^{1,2,3}ATLAS SkillTech University, Mumbai, Maharashtra, India

Email: ¹khushi.bagdi.bba2023@atlasskilltech.university, ²chopravyom31@gmail.com,

³Malcolm.homavazir@atlasuniversity.edu.in

ABSTRACT:

In today's digital world, influencer marketing is a strong way for lifestyle brands to reach their desired customers. This study looks at how social media influencers and lifestyle brands work together. It explores how influencers tell brand stories, affect how people shop, and make people loyal to a brand. This study to understand how influencer marketing affects what people think and what they buy. It also explores how to help businesses figure out the best ways to use influencer marketing for lifestyle brands. In addition, the paper shows the ethical issues and problems in influencer marketing and that influencers and brands need to be real, honest, and have the same values. This research looks at a lot of books and real-life examples to help businesses understand how to use influencer marketing to make their brand more well-known and meaningful on the internet. This research aims to learn more about how influencer marketing affects the way people see and buy lifestyle brands. It will also examine the potential ethical concerns it could generate. In the future, researchers could study how well certain influencer marketing tactics work in different types of businesses and cultures.

KEYWORDS:

Influencer Marketing, Lifestyle Branding, Marketing, Media Influencers, Social Media.

1. INTRODUCTION

The digital age has brought about a new way for consumers to connect, thanks to social media being so easy to use and getting instant updates. Many people use online communities, and influencers who have lots of followers are now important in marketing. These popular people are good at being themselves and are experts in certain areas. They help connect brands with people who might want to buy their products. This is important in today's media world where it's hard to reach the right people [1], [2]. At the same time, companies are using lifestyle branding as an important strategy to go beyond just selling products. Lifestyle brands want to create meaningful and emotional experiences that connect with people who have similar values and beliefs [3], [4]. It's about buying into a certain lifestyle and identity that the brand represents. This research aims to explain how influencers and lifestyle brands work together. It wants to see how influencers help lifestyle brands tell interesting stories, show who they are, and make a connection with customers.

In addition, it looks at how influencer marketing affects the way people buy things, how loyal they are to certain brands, and how they see themselves as consumers. Today's marketing involves using famous people to promote products and creating brands that are associated with a certain lifestyle. Figure 1 illustrate the influencer-marketing strategies. Social media has greatly changed how people interact and how things are marketed. It has had a big impact on

the way businesses and consumers communicate and the way things are sold. Leading the charge in this change are influencers, who have a big impact on their online followers because of their realness and knowledge. At the same time, lifestyle branding has changed the way brands connect with people. It focuses on making strong connections through shared values and beliefs. This research looks at how influencers and lifestyle brands work together. It wants to understand how influencers share a brand's story and make people interested in the brand. Moreover, the study looks closely at how influencer marketing affects the way people behave as consumers, how loyal they are to a brand, and how they see themselves. The study looks at all the changes and difficulties in influencer marketing. It aims to give helpful advice to businesses that want to use influencer marketing to promote their lifestyle brands. With this knowledge, businesses can create better plans to work with influencers and make their brand more visible and popular on the internet.

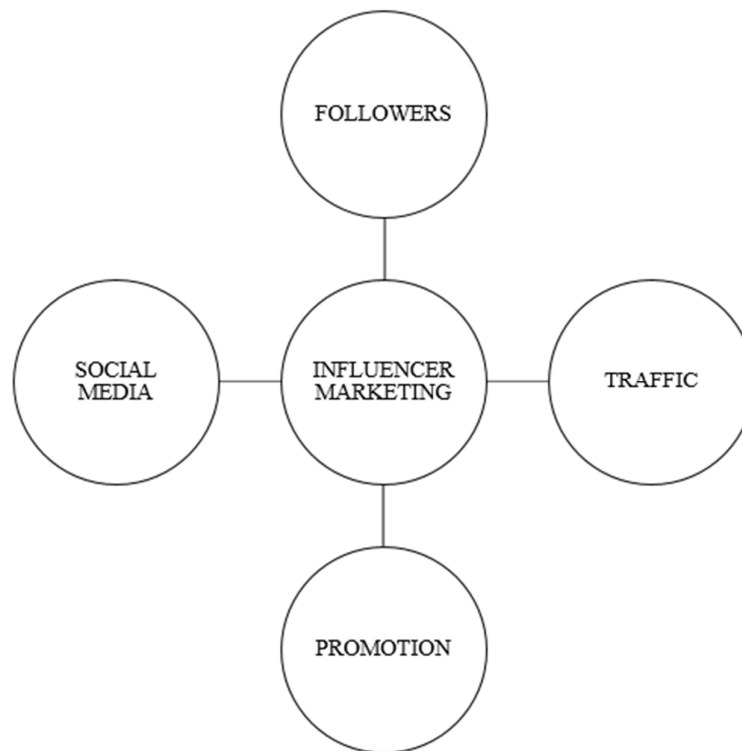


Figure 1: Illustrate the influencer-marketing Strategies.

Businesses are trying to figure out how to deal with the changes and chances that come with this partnership. It's important to understand how these plans come together and work well. This research paper looks at how businesses can use influencers to promote their products. It also examines how consumer behavior and ethics play a role in this type of marketing. The goal is to help businesses and researchers understand how influencer marketing works in the context of lifestyle branding. In doing this, it aims to help people understand more about how brands are being promoted in today's digital world. In the modern world, social media has changed how people stay in touch [5], [6]. Influencers are important for marketing because they connect brands with customers through their honesty and knowledge. At the same time, companies are using lifestyle branding to connect with customers who have the same beliefs and feelings. This study looks at how social media personalities and lifestyle brands work together [7], [8]. It will look at how these personalities tell stories and show what the brand is about. It will also see how they affect what people buy and how loyal they are to the brand.

Additionally, it looks at how influencer marketing works and the problems it can have. It shows why businesses need to handle these challenges well. By studying these dynamics, the research aims to help businesses and researchers understand how to use influencer marketing for lifestyle branding in the digital world.

In today's online world, social media has changed how companies connect with customers. Influencers are now important in marketing because they can connect with audiences genuinely. At the same time, companies are trying to connect with customers who have similar beliefs by creating a brand that reflects a certain lifestyle. This research looks at how social media influencers and lifestyle brands work together [9], [10]. It examines how influencers can tell stories about a brand, and how that can influence people's behavior and loyalty to the brand. In addition, it looks closely at how influencer marketing works and the difficulties it presents, showing how important it is for businesses to be skilled at navigating this area. This research wants to help businesses understand how influencer marketing works in lifestyle branding. In the digital age, it will offer valuable insight to assist businesses in effectively marketing their brands.

Selling products within a lifestyle brand is an effective strategy for businesses and marketers who are active online. First, using influencers helps brands reach a focused group of people who like the brand and its values. This focused method makes marketing work better, getting more people interested and increasing sales. Furthermore, influencers help brands by genuinely supporting them and making their product recommendations and endorsements seem more believable and trustworthy. Their strong bond with their audience makes them seem real and easy to relate to, which appeals to consumers at a time when being genuine is important. Influencer marketing is a cheaper way for businesses to reach their customers compared to traditional advertising. It can also be measured to see if it's working. By using influencers, companies can make their message stronger, reach more people, and get better business results. This makes influencer marketing an important part of modern marketing.

There are many benefits for businesses that combine influencer marketing with lifestyle branding in their online strategies. Influencers help brands reach specific and highly interested audiences, connecting with people who have similar interests and values. This focused strategy makes sure that marketing connects with the right people and also raises the chances of getting their loyalty to the brand for a long time. Influencers help make brand messages seem real and trustworthy to the people who follow them. By teaming up with popular people whose values are similar to the company's, brands can build real relationships with customers, which makes the brand more trustworthy and well-liked. Additionally, influencer marketing is a cheaper way to advertise than traditional methods. It gives you a way to see how well your advertising is working and change it if it's not doing well. This ability helps brands make their marketing strategies better all the time. They can reach more people and get them interested without spending too much money. Additionally, when influencers work with brands, it gives the brands a chance to tell their story creatively. This helps the brand show who they are and what they stand for naturally and interestingly.

2. LITERATURE REVIEW

Nancy Johnson-Hunt [11] discussed that the concept of perfect beauty is depicted from the advertiser's viewpoint through the selling of dreams. In the world of advertising, the term 'dream' embodies the idealized vision of our desires manifested in reality. Many people see ads and start dreaming about having a perfect life and buying nice things. Goodis says that advertising doesn't always show how people act, but how they want to feel. Advertising takes your feelings and sells them back to you. One part of the idea of 'dream' in advertising is shown

through images of beautiful faces and bodies in their ideal form, surrounded by other beauty standards. For what we're talking about, dreams are things that people want but have a hard time getting. The word 'dream' will be used to carefully study how the beauty and advertising industries use ethnic ambiguity and other techniques to sell us a perfect and idealized version of beauty.

Leung *et al.* [12] discussed influencer marketing effectiveness influencer marketing means companies need to choose and motivate online people with a lot of followers to talk about their products on social media. However, not much research looks at how much it costs to use influencer marketing and how well it works, especially when it comes to getting people engaged. Furthermore, we don't know if marketers can make influencer marketing work better by choosing influencers carefully, targeting their followers, or controlling the content. This study uses a communication model to look at how certain things about the person sending a message (like an influencer), the people getting the message (the influencer's followers), and the message itself (the influencer's posts) affect how well influencer marketing works.

Leung *et al.* [13] discussed that online influencer marketing is now an important part of how brands advertise. But, marketers don't fully understand how well it works and what problems it might bring. To start, this article explains where the idea comes from, what OIM means, and what makes it different from other ideas. This will help define the new concept. The authors looked at interviews with business people and customers and found that OIM uses influencer resources to make a company's marketing better. Six new ideas show the good and bad parts of OIM and might help move forward in understanding OIM.

Beichert *et al.* [14] discussed earning income through the use of well-known individuals to advertise goods or services. Businesses that market products to everyday consumers are considering the idea of leveraging popular social media influencers to advertise their products as an effective strategy to generate consumer interest. However, direct-to-consumer companies are still unsure whether they should use influencers with lots of followers or few followers to make quick money.

In this article, the authors want to figure out how influencer marketing works from start to finish, including how many people see the content, how many people interact with it, and how much money it makes. They also want to consider how much it costs to pay influencers to promote products.

The writers found that targeting people with fewer followers works much better than targeting people with more followers. This was shown across three ways of measuring how well the advertising worked. A study shows that when people are more interested, they can make the connection between following an influencer and not making as much money.

Bu *et al.* [15] discussed that the concept of influencer marketing involves the collaboration between individuals who share similarities, to engage with customers and enhance the desirability of products. This paper looks at how social media influencers and their followers being similar to each other affects how they work together to create value for customers. This leads to more brand value and makes people more likely to buy from the brand. 910 people from the United States did a survey online. The findings show that when people have similar interests, it helps them work together to create value for the company. It also shows that when people have similar interests, they are more likely to see the brand as valuable and want to buy from them. Customer value co-creation behavior is very important and has a big influence on many things. A one-sided relationship between a person and a media figure affects how much the person interacts with a product or service, even if they have the same interests.

Zhou *et al.* [16] discussed how social media influencers use their storytelling techniques to help promote products and brands through influencer marketing. Social media famous people are using their popularity to promote products. However, using influencer marketing has both good and bad sides. SMIs use strategies to tell stories, and these strategies are important for keeping influencer marketing effective because good eWOM content is important. This paper uses the S-O-R framework to look at how SMIs can use storytelling to solve problems in influencer marketing in China's luxury market.

The study involves using a qualitative method to analyze the viewpoints of Chinese consumers on three distinct approaches that companies use to convey their narratives on social media. evaluating the features of the brand, inspiring love for the brand, and helping people to create their own identity.

Haenlein *et al.* [17] discussed the tips for achieving success in influencer marketing across platforms like Instagram and TikTok. Influencer marketing is a big industry worth \$10 billion in 2020. It's becoming more important for many companies, especially those that sell directly to consumers. Nowadays, most companies in the fashion, beauty, travel, food, and beverage industries are teaming up with popular users on Instagram and TikTok for their marketing campaigns. But, a lot of marketing managers don't know as much about social media as they do about other types of advertising. This can make it difficult for them to know what to do in this constantly changing environment.

Simon Abraham *et al.* [18] discussed how customers view the influencer marketing of beauty and cosmetics brands. The study's goal is to fill in the gaps in research about how marketing in the Philippines has changed from traditional methods to current ones. It will focus on influencer marketing on digital platforms. This research looks at what makes people want to buy or recommend beauty and cosmetic products.

It will help companies and marketing agencies with their future campaigns. We will look at how things like labels, social media, and the type of posts can affect people's opinions. We will also look at how much people trust the influencers they see. We asked 226 people questions to learn more about them and used a Structural Equation Model (SEM) to see how people feel about influencer marketing and the things that influence their feelings.

Coll *et al.* [19] discussed leveraging social media influencers to market digital products. This study explores the implementation of influencer marketing within business communication strategies in the new economy. It is based on a study that used the Grounded Theory methodology to explore this topic.

The way that the information is sorted from the study of three online brands shows that they use influencer marketing as part of their overall communication plan. Influencer collaborations are done in a way that works well with other advertising and public relations efforts, both online and offline.

Rashid Khan Assistant Professor *et al.* [20] discussed the influence of Instagram celebrities' sponsored posts on consumer purchasing choices. Famous people have lots of fans who believe what they say and go through. Using famous people in marketing makes more people want to buy a product.

The study aimed to see how influencer posts on Instagram can affect what people buy. The study used experimental research to study how people behave, what they like, and if they buy more when they see influencer marketing on Instagram. We chose Instagram users as the people to study, and we picked 203 of them using a method called convenient sampling. The

study made a questionnaire and tested it with a small group of people to make sure it was reliable and accurate. Then we used the questionnaire to collect responses from the participants.

Wilson *et al.* [21] discussed the describing the relationship between Instagram influencers and users through paid advertising and brand-sponsored content. Social media influencers have become popular for marketing and promotions. As a result, there are now standardized ways to measure how well they are doing. Our study looks at micro-influencers on Instagram. We did interviews with people who use Instagram a lot to see what they think about products. We found that there is a relationship between how much they engage with posts and how many followers they have discovered five common topics in the relationship between Instagram users and influencers. These topics also show the contradictions that come with showing a perfect lifestyle on social media.

Pérez del Castillo *et al.* [22] discussed the strategy of lifestyle positioning focuses on establishing a strong brand image. This involves gathering insights from fashion experts in Spain. The emphasis is on creating a brand-focused approach to lifestyle positioning. The paper explains how lifestyle branding works and how it is connected to fashion branding. It helps us understand more about lifestyle branding.

The word is used a lot in management, but no one knows exactly what it means, and not many researchers have studied it in academic writing. So, we will fill in this gap by doing some research on lifestyle fashion branding. This study is based on seven detailed interviews with fashion consultants in Spain who advise top fashion companies in the country studied the interview transcripts to understand what the fashion experts thought about lifestyle branding. The study focused on professionals with different expertise in fashion, like digital branding and social media. The study found that our study contributes a lot to understanding lifestyle branding in the fashion industry.

3. DISCUSSION

They have made their products a part of a healthy, active lifestyle. Nike has been working with athletes, famous people, and fitness influencers for a long time to help sell their products. Nike works with famous athletes like LeBron James, Serena Williams, and Cristiano Ronaldo who are not only known for sports but also have a big impact on lifestyle and fashion. These partnerships are more than just promoting products. They involve influencers sharing their own stories, workouts, and daily routines while using and showing off Nike products. Also, Nike works with popular fitness experts and trainers on social media to advertise its workout clothes and sports equipment. Nike has done a great job using popular people to promote their brand and show that it is all about sports, never giving up, and being healthy overall.

The company works with social media stars to promote it to inspire people to be more active and healthier. This way of doing things has helped Nike stay popular for a long time and keep people loyal to the brand because they can relate to the lifestyle it represents. GoPro's Branding for Adventurous Lifestyles. GoPro is a company famous for its action cameras.

They stand out in the market by focusing on a lifestyle brand that is all about adventure, exploring, and exciting experiences. GoPro works closely with people who love adventure, like athletes and extreme sports fans, to create content for their brand. The company wants users to take cool photos and videos of their adventures and share them on social media with the hashtag. Figure 2 illustrates the company encourages users to capture their daring feats and share them on social media using the hashtag #gopro.

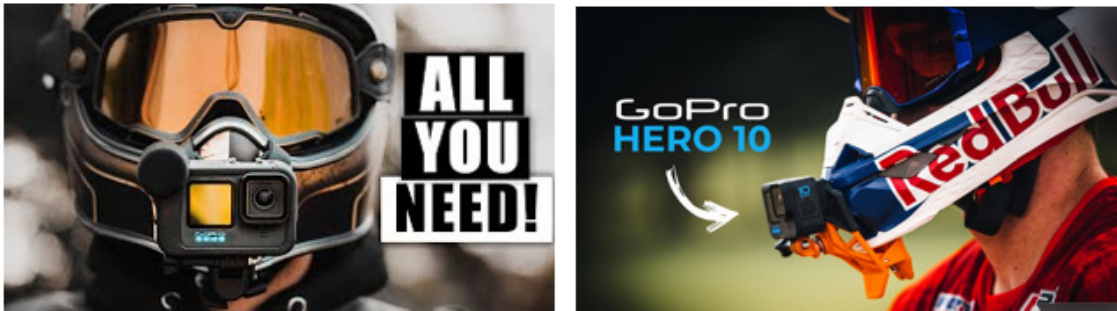


Figure 2: Illustrate the Company Encourages Users to Capture their daring feats and Share them on Social Media using the hashtag #Gopro.

GoPro works with adventure photographers, athletes, and content creators to show how they use GoPro cameras in tough conditions like rock climbing, surfing, skydiving, and wildlife expeditions. GoPro uses famous people to show how their cameras are great for people who like to do exciting things and go on adventures. The company wants people to take videos and pictures of their exciting adventures and share them with others so that everyone can feel like they are part of the GoPro lifestyle. This plan has not only increased sales but has also made GoPro a symbol of adventure and outdoor exploration. This has made it popular among people who love excitement and outdoor activities all around the world. These examples show how using influencers can help spread and strengthen messages about a certain lifestyle brand. Nike and GoPro have worked with popular people who match their brand values and create interesting stories and content made by the users. This has helped them make a strong connection with their customers and create a way of living that they can relate to.

Despite its effectiveness in promoting lifestyle brands, influencer marketing comes with its own set of challenges and ethical dilemmas. Companies and advertisers have to work through these challenges to make sure that influencer-led campaigns are real and honest. Being real is important in influencer marketing. If influencers pretend to like something they don't, people won't trust them anymore. Influencers should match the brand's beliefs and way of life to make sure their support seems real. Companies should focus on being real instead of just getting famous people to endorse them. Influencers should only advertise things that they use and believe in, that match their lifestyle. It's important to be open about paid partnerships so that consumers trust us.

The problem of telling people about products in influencer marketing is still difficult. Sometimes, influencers don't tell people about their relationships with brands, which can make consumers feel misled. Influencers must clearly say if they are being paid for partnerships. Rules and guidelines from the industry require influencers to tell people when a post is sponsored. This is to make sure that people know when a recommendation is an advertisement. When influencers and brands don't share the same values, it can make lifestyle branding seem less authentic. If an influencer does things or believes in things that are different from what the brand stands for, it can make customers feel confused and upset with the brand. Companies should carefully check and research before teaming up with social media influencers to make sure they have similar values, ethics, and lifestyle. It's important to keep the brand's reputation good, so there won't be any problems. Using too much influencer marketing in some industries can make endorsements seem less believable. When people see a lot of paid ads, they may not trust what influencers say. Brands should limit how often they work with influencers to keep their reputation strong. Concentrating on working with just a few really good partners can be better for making a lifestyle brand feel real and meaningful. Influencer marketing uses data from consumers to create specific advertising campaigns. Not using data properly or breaking

privacy rules can cause moral worries. Companies must follow strict rules to protect people's information and make sure that their advertising with social media influencers doesn't invade people's privacy. Figure 3 illustrates Nike's influencer-led lifestyle branding.



Figure 3: Illustrate the Nike's influencer-led lifestyle branding.

It will keep changing and getting better in online marketing. As people's shopping habits change, companies will probably try new ways to connect with their customers using influencers. One idea is that smaller influencers with really loyal followers in certain groups might become more important. Micro-influencers help brands connect with specific groups of people who share similar interests and passions. They can reach a small but dedicated audience and build genuine relationships with them. Moreover, improvements in technology like augmented reality (AR) and virtual reality (VR) create new chances for influencers to give people immersive experiences with brands. Companies and influencers work together to make fun AR filters, virtual try-on experiences, or cool stories to engage customers and make people more aware of their brand.

Additionally, as social media keeps changing and offering new things, companies can think about trying new social media platforms and ways of working with popular people, like using short videos, live streaming, and audio-based social networks. Furthermore, in the future, influencer marketing for lifestyle brands may focus more on being genuine, honest, and ethical. As people become pickier and want real connections with brands, influencers, and brands need to be open and honest about their partnerships and follow ethical rules to keep people's trust and credibility. In the future, influencer marketing for lifestyle brands has a lot of potential for new ideas, creativity, and connecting with people. Brands are changing to match what consumers want and new technology.

Lifestyle branding influencer marketing is effective but still has some issues that require consideration. One big problem is that people might not trust or believe in the information. As more and more people use influencer marketing, audiences might start to doubt sponsored content and think it's not real or sincere. This doubt can make people trust the influencer and the brand less, which can make marketing campaigns less effective and make customers upset. Also, partnering with influencers can be risky because they might be involved in scandals or controversies. This could damage the brand's reputation. Additionally, it is difficult to keep long-term relationships with influencers because social media platforms are always changing. Changes in how computer programs work, shifts in who is watching and using them, or new places where people go online can cause problems for partnerships between famous people and brands.

This means that brands have to keep changing how they do things to stay important. In addition, influencer marketing campaigns can have problems measuring their success and the money

they make. Measuring how much influencer marketing affects important goals like making people more aware of a brand, getting them to engage with the brand, and attributing sales to the influencer can be hard. It makes it tough to figure out how effective and valuable influencer partnerships are. Finally, using influencers to promote lifestyle brands may be watched closely by regulators to make sure it follows the rules about disclosing sponsored content and following advertising standards. Not following the rules can lead to getting in trouble with the law and making people not trust the brand. Influencer marketing has good things for brands to connect with customers, but it also has risks. Brands need to think carefully and manage it well to avoid problems.

4. CONCLUSION

The partnership between influencer marketing and lifestyle branding is advantageous for both parties involved. Influencer marketing helps lifestyle brands connect with specific groups of people using content creators who embody the brand's values and image. By teaming up with popular people, brands can make a real connection with the people they want to sell to. They can also use the popular person's trust and ability to reach a lot of people to make more people aware of and trust the brand. Influencers get help from lifestyle brands, and they also get more people to see their posts and get paid. This partnership has changed the way people interact with and view brands. It uses the influence of social media, being real, and being relatable. As marketing keeps changing, it will still be really important for brands to connect with people and tell their stories, especially in today's competitive digital world. Influencer marketing integrated with lifestyle branding alters consumer shopping behavior, brand loyalty, self-perception, social media sharing, and engagement with products. This part shows how influencer marketing can change lifestyle branding. It's a really important tool for brands that want to connect with people and influence how they shop online.

REFERENCES:

- [1] F. M. Catharine, A. F. Poerana, and M. Rifai, "Personal Branding Influencer Nadia Ninette melalui Konten Olah Raga dan Pola Hidup Sehat di Media Sosial Instagram," *Da'watuna J. Commun. Islam. Broadcast.*, 2023, doi: 10.47467/dawatuna.v4i2.4640.
- [2] N. Adhha, "Fashion and Lifestyle: Islamic Branding Using Vlog Activities on the Sungkars Family YouTube Channel," 2020. doi: 10.4108/eai.1-10-2019.2291674.
- [3] G. Scozzese and M. Gelli, "Lifestyle as a Branding Strategy for the Sustainable Brand," *Eur. Sci. Journal, ESJ*, 2023, doi: 10.19044/esj.2023.v19n22p1.
- [4] J. Woods, M. Hartwell, L. Oldham, and S. House-Niamke, "Centering the Self, Doing the Sport, and Being the Brand: The Self-Branding of Lifestyle Athletes on Instagram," *Int. J. Sport Commun.*, 2023, doi: 10.1123/ijsc.2022-0168.
- [5] N. D. Beard, "The branding of ethical fashion and the consumer: A luxury niche or mass-market reality?," *Fash. Theory - J. Dress Body Cult.*, 2008, doi: 10.2752/175174108X346931.
- [6] A. Rachman, "Halal Branding; A Religious Doctrine in the Development of Islamic Da'wah," *J. Digit. Mark. Halal Ind.*, 2020, doi: 10.21580/jdmhi.2020.2.2.6149.
- [7] P. Tjandrawibawa, "The Effect of Using Instagram Influencers in Building Conseva's Brand Awareness," *The Winners*, 2020, doi: 10.21512/tw.v21i1.6497.
- [8] R. C. Jaitly and O. Gautam, "Impact of social media influencers on customer engagement and brand perception," *Int. J. Internet Mark. Advert.*, 2021, doi: 10.1504/ijima.2021.10036969.

- [9] V. Khattri and N. V. Sharma, "Evaluation of the scope and influencers' of social media marketing," *Asian J. Manag. Res.*, 2013.
- [10] Nicol Maciejewska, "The Negative Effects of Influencers," theteenmagazine.com.
- [11] N. Johnson-Hunt, "Dreams for Sale: Ideal Beauty in the Eyes of the Advertiser," *M/C J.*, 2020, doi: 10.5204/mcj.1646.
- [12] F. F. Leung, F. F. Gu, Y. Li, J. Z. Zhang, and R. W. Palmatier, "Influencer Marketing Effectiveness," *J. Mark.*, 2022, doi: 10.1177/00222429221102889.
- [13] F. F. Leung, F. F. Gu, and R. W. Palmatier, "Online influencer marketing," *J. Acad. Mark. Sci.*, 2022, doi: 10.1007/s11747-021-00829-4.
- [14] M. Beichert, A. Bayerl, J. Goldenberg, and A. Lanz, "Revenue Generation Through Influencer Marketing," *J. Mark.*, 2024, doi: 10.1177/00222429231217471.
- [15] Y. Bu, J. Parkinson, and P. Thaichon, "Influencer marketing: Homophily, customer value co-creation behaviour and purchase intention," *J. Retail. Consum. Serv.*, 2022, doi: 10.1016/j.jretconser.2021.102904.
- [16] S. Zhou, M. Blazquez, H. McCormick, and L. Barnes, "How social media influencers' narrative strategies benefit cultivating influencer marketing: Tackling issues of cultural barriers, commercialised content, and sponsorship disclosure," *J. Bus. Res.*, 2021, doi: 10.1016/j.jbusres.2021.05.011.
- [17] M. Haenlein, E. Anadol, T. Farnsworth, H. Hugo, J. Hunichen, and D. Welte, "Navigating the New Era of Influencer Marketing: How to be Successful on Instagram, TikTok, & Co.," *Calif. Manage. Rev.*, 2020, doi: 10.1177/0008125620958166.
- [18] J. E. Simon Abraham, S. L. Justine Floreto, M. B. Isabella Pagkalinawan, A. E. Etrata, and T. España Blvd, "Consumer Perception on Influencer Marketing Efforts of Brands in the Beauty and Cosmetics Industry," *Int. J. Soc. Manag. Stud.*, 2022.
- [19] P. Coll and J. L. Micó, "Influencer Marketing in the Growth Hacking strategy of digital brands," *Observatorio*, 2019, doi: 10.15847/obsOBS13220191409.
- [20] M. Rashid Khan Assistant Professor, M. Iqbal, A. Jahan Lodhi, and M. Rashid Khan, "Influencer Marketing on Instagram: Effects of Promotional Posts on Purchasing Behavior of Consumers," *J. Polit. Stud.*, 2021.
- [21] J. A. J. Wilson and L. Arroyo, "Conceptualising performative Instagram influencer and user relationships – through advertising and sponsored brand content," *Int. J. Bus. Perform. Manag.*, 2022, doi: 10.1504/IJBPM.2022.123859.
- [22] T. Pérez del Castillo, P. Díaz Soloaga, and J. McColl, "Lifestyle branding as a brand-oriented positioning strategy: Insights from Spanish fashion consultants," *J. Glob. Fash. Mark.*, 2020, doi: 10.1080/20932685.2020.1791727.

CHAPTER 5

DIGITAL REVOLUTION IN BEAUTY: NYKAA'S IMPACTFUL MARKETING STRATEGIES AND CONSUMER RESPONSES

¹Tripti Ahuja, ²Tanishka Chiloba, ³Dr. Kajal Chheda

^{1,2}Student, ³Faculty

^{1,2,3}Department of ISME

^{1,2,3}ATLAS SkillTech University, Mumbai, Maharashtra, India

Email: ¹tripti.ahuja.bba2023@atlasskilltech.university, ²tanishka.chiloba.bba2023@atlasskilltech.university,

³kajal.chheda@atlasuniversity.edu.in

ABSTRACT:

The research investigates the use of digital marketing in the wellness and beauty sector in India, with a specific focus on Nykaa, a well-known online retailer. The main goals of the paper are to learn how digital marketing changes how people buy things, study how Nykaa sells products, and see how people's tastes in beauty and cosmetics are changing. The study uses a research method that looks at numbers and data. It mainly uses information from other research that has already been published in journals and articles. This method helps us carefully study all the books and information about Nykaa's online marketing plans and how they impact the way people shop. The study is focused on the main goals of the study and how digital marketing changes how people behave as consumers. The study shows that digital marketing is very important in influencing what beauty and cosmetics products people choose to buy. This is especially true as the beauty industry keeps changing quickly. Nykaa's new and creative online marketing has changed the way people make decisions about what to buy, making more people shop online. The research shows that it's important to use digital tools and platforms to meet consumer needs in a changing market. It shows how important it is to keep up with digital marketing trends to stay competitive in a fast-paced market.

KEYWORDS:

Consumer Purchasing, Consumer Responses, Digital Marketing, Nykaa Products, Social Media.

1. INTRODUCTION

Falguni Nayar started Nykaa before that, she worked at Kotak Mahindra Capital Company. She has gotten a lot of praise for her work and is on many boards, like the Aviva Insurance Board, Dabur India, and Tata Motors Board. In today's changing world, digital marketing has changed how brands reach their customers [1], [2]. The wellness and beauty industry in India is growing fast because more young people are looking for these services. The middle class in cities has more money to spend, and people are using digital technology more. Also, more people are interested in taking care of themselves and living healthier lives. Currently, people face a lot of problems like not agreeing on what they want from a company, only focusing on making quick sales, not knowing much about brands, and not spending enough money on advertising.

Digital marketing has made marketers all over the world change the way they do marketing. Additionally, the evolution of marketing techniques has had a significant impact on consumer behavior and purchasing decisions. In April 2012, Falguni Nayar, who used to be in charge at Kotak Mahindra Capital Company, started Nykaa as an online store selling beauty and wellness items. Nykaa is a top beauty brand in India that makes over 5,144 crore rupees in revenue. In 2020, a woman-led Indian startup became the first one to be valued at over a billion dollars.

She started Nykaa as an online store that selects and sells a variety of beauty and wellness items. It has its brands for beauty and fashion. Some of them are Nykaa Naturals, Kay Beauty, Nykaa Cosmetics, and some fashion brands like Nykd by Nykaa, 20 Dresses etc. Nykaa is the 10th richest woman-led startup in India. marketers are having a hard time, especially because of the COVID-19 pandemic.

It is difficult to understand and influence consumer behavior because every consumer has different preferences for prices, options, and the changing trends in cosmetic and skin care products. People's likes and dislikes are changing as time goes by. Nykaa made it clear that they are careful about how much money they spend and they work hard to not waste money. But the bet was about Falguni [3], [4]. She left her successful job as a banker to chase her dream of starting her own business and leaving a lasting impact. Nykaa wanted to expand its digital marketing. They knew they needed to do more than just use organic traffic and email ads that only reached a small part of their audience. They saw that a lot more people were using their phones to shop, so they wanted to talk to their customers in the way they liked best like through apps and websites on their phones. Nykaa wanted to use technology and data to help them manage their large user base of 2 to 3 million customers and reach their sales goals.

Therefore, Nykaa changed how it advertises online, and as a result, its sales increased by 7.5 times in 2020, the company was worth about INR 85 billion (equal to US\$1.1 billion), making it the first Indian unicorn startup run by a woman [5], [6]. Nykaa has a YouTube channel called Nykaa TV where they share beauty and fashion videos. It has videos with information about beauty, makeup, and fashion. In 2020, it started a short online show called The Beauty Bar. Nykaa also has a beauty and fashion magazine called Beauty Book. Nykaa is popular on social media because it shares interesting and easy-to-understand posts. The company has accounts on different social media platforms, with ten official ones for different brands. These accounts are part of the Nykaa brand and include Nykaa Fashion, Nykaa, Nykaa Beauty, Nykaa Man, Nykd by Nykaa, Nykaa Naturals, Nykaa Wellness, Nykaa Fashion Kids, Nykaa Pro, and RSVP by Nykaa.

Nykaa became successful by selling products and using digital marketing well because they understood what customers like [7], [8]. One important reason Nykaa has done well is that they have made sure to have a strong presence online on different digital platforms. In today's modern world, people spend a lot of time on the internet, especially on social media. Nykaa has used social media to connect with their customers and make them loyal to their brand. Nykaa has separate accounts for each brand and product line so that it can meet the different preferences of its customers. Nykaa has a YouTube channel called Nykaa TV where they use videos to teach and entertain people. Nykaa makes videos about beauty, makeup, and fashion that look good and teach things.

Also, Nykaa's effort to start The Beauty Bar, a brief online show, shows its dedication to staying up-to-date and creative in the always-changing digital world. Nykaa stays ahead in the beauty and wellness industry by keeping up with new trends and what customers like. Nykaa doesn't just sell things online, they also have a magazine called Beauty Book that talks about beauty and fashion [9], [10]. This helps them reach more people and have more impact in the market. Nykaa uses different ways to talk to people about its brand and what it stands for. This helps the company build better relationships with its customers. In general, Nykaa has been successful in online marketing because they have a smart plan, focuses on what customers want, and can adjust to how people shop. Nykaa is positioned to maintain its dominance in the beauty and wellness industry through its ongoing growth and evolution.

Nykaa has used digital marketing well to get ahead in the beauty industry. Nykaa has grown by using the internet to reach more people who like beauty products, in addition to selling products in physical stores [11]. Nykaa uses social media and YouTube to talk with customers and make them like the brand more. Also, the company uses data and technology to customize marketing and make the customer experience better, which helps to increase sales. The flexibility of digital marketing helps Nykaa to quickly adjust to changes in market trends and how people shop. This ensures that Nykaa stays relevant and competitive. In the end, Nykaa's strong online skills help make more money and also make it a leader in the beauty and wellness industry.

Nykaa is good at using digital marketing to promote its products, which has made it very successful in the beauty and wellness industry. Nykaa uses the internet to reach a lot of people who love beauty products, no matter where they live. Nykaa uses social media and its own YouTube channel to create content and connect with customers, building a group of loyal fans who interact with the brand [12], [13]. Also, Nykaa uses data analysis to customize marketing campaigns for each person, giving customers a very personalized shopping experience. Nykaa can quickly change and keep up with new trends and what customers want because of digital marketing. This helps them stay ahead in the industry and come up with new ideas. As a result, Nykaa is making a lot of money and is becoming known as a top company in the beauty and wellness industry.

Analysis of Nykaa's digital marketing approach may offer helpful lessons for other companies in the beauty and wellness field. Nykaa is good at using the internet to reach more customers and make them happy. This shows how companies can use technology to grow their business. By studying how Nykaa uses social media, creates content, and uses data to market, businesses can learn good ways to make people know about their brand, keep customers happy, and sell more online [14], [15]. Also, Nykaa's success shows how important it is to be quick and creative in keeping up with what customers want and how the market is changing. Businesses are trying to figure out how to do digital marketing. If they look at what Nykaa did, they can learn how to make good strategies that will attract customers and make the business grow in the beauty and wellness industry.

2. LITERATURE REVIEW

Basu *et al.* [16] discussed that nykaa is entering a new market to sell its products. Students will learn how to look at the market and environment to make smart decisions for a business. They will also learn about the benefits of being the first to start a retail business, and how to keep those benefits going. They'll also learn about online retail businesses and the problems they face. At long last, they will acquire the skills to develop strategies for the expansion of both brick-and-mortar and online retail outlets.

Krishna *et al.* [17] discussed that nykaa is a major player in the sale of beauty products, competing with other brands. In 2019, Nykaa was named India's top seller of beauty products. Since it started in 2012 as a small online store, Nykaa has grown quickly. In 2019, Nykaa opened its 50th store and planned to open 150 more. It started serving new types of customers, like salon owners and men, and made new partnerships with famous actors from Bollywood). Like a judo player, Nykaa outsmarted bigger sellers like Amazon and was worth almost one billion dollars by the end of 2019. Nykaa is presented with numerous growth opportunities, as well as some fresh challenges to confront.

Animesh Bhattacharjee [18] discussed that nykaa's bonus issue is shrouded in mystery. Nykaa (FSN E-Commerce Ventures) gave out 2,373,563,075 extra shares of J 1 on November 12, 2022. Nykaa's decision to give a 5:1 bonus has led to concerns about the company's

management practices. Nykaa became a publicly traded company in November 2021. The company's decision to issue a bonus at this time made people worry that it was trying to control the stock price and stop people from selling their shares. This happened as the market became more cautious about how new companies were doing business. The case study inquires whether Nykaa's bonus issue indicates poor management of the company.

Vyshnosri Pendyala *et al.* [19] conversed the study on the factors influencing consumers' purchase of Nykaa products. A few years ago, beauty and personal care companies relied on customers being able to touch, feel, and smell the products in stores didn't expect that beauty and personal care industries would start using digital platforms all know that e-commerce websites have made life easier, and simpler, and saved time for everyone. This shows that beauty and personal care industries are also affected by the digital world's changing trends. This paper talks about how online shopping has become more popular than going to stores, and why people buy makeup and beauty products online.

Chaudhary *et al.* [20] investigated the attitudes towards spiritual brands is the focus of the research. The purpose of this research is to gain insight into people's perceptions of spiritual brands by examining their reviews of the products. It will use a computer program called Python to help analyse the reviews and see what emotions and thoughts people are expressing. This research used 4234 product reviews from customers on social media, including official websites, Amazon, YouTube, Nykaa, and Big Basket.

The research looks at 86 brands from 8 different types of products of three companies led by important spiritual leaders in India. Scientists are utilizing computer algorithms to understand public opinions on various products, specifically those related to spirituality, through the analysis of written content.

Vidhya *et al.* [21] discussed the analysis difficulties reported by customers using Nykaa products. As a result of the swift expansion, numerous businesses have commenced operating on the Internet. The study gathered information for the study by asking people to fill out a questionnaire sent to them using Google Forms. Secondary data is information that already exists in things like magazines, newspapers, and books. The goal of this study is to find out what factors influence the beauty products that women use. The research is also meant to find out what problems people have when they buy Nykaa products online and to come up with solutions to make it easier for women to shop online.

3. METHODOLOGY

3.1. Sample Size:

A mixed-methods design is being used to study how people behave when they see digital ads from Nykaa. The study surveyed our research and got 30 people to answer. The survey was made to learn more about how people use digital marketing and how it affects what they buy. The study looked at information from different websites, articles, and old research papers for our secondary research. Using both primary and secondary information will help us understand how Nykaa's online marketing affects consumer behavior completely. This method helps us study thoroughly and makes use of the most up-to-date information. Consequently, this research has the potential to enhance the understanding of consumer purchasing behavior and the utilization of online platforms by businesses to market their products.

3.2. Research Design:

A study was done to see how people react to digital ads from Nykaa so the study looked at different methods to understand how online marketing affects what people buy. The study used

two methods to gather information asking people directly and gathering information from existing sources to make sure the research was comprehensive. First, asked 30 people about how they use digital ads and if it affects what they buy. Also, did a lot of research by reading a lot of books and articles about how people behave online and, in the beauty, and wellness industry. This two-part approach helped us study Nykaa's online advertising strategies and how well they influence what customers want to buy.

By combining new survey data with information from existing studies, the research wants to give helpful information about how consumers make decisions when they see digital ads.

3.3. *Instrument:*

The study selectively gathered data on consumer behavior in response to digital ads from Nykaa. The opinions and preferences of customers were gathered through interviews and surveys. A list of questions was developed to acquire data on people's age, gender, and online shopping behavior.

The people asked how they felt about certain advertisements from Nykaa. This tool helped gather specific information, making it easier to study and find patterns in how consumers behave. In addition, the researchers may have used methods like group discussions or interviews to understand what people think and feel about Nykaa's online ads.

- i. How often do you engage in online shopping?
- ii. Which online platforms do you frequently use for shopping?
- iii. What factors influence your decision to make purchases online?
- iv. How frequently do you encounter Nykaa's digital advertisements?
- v. On which platforms have you seen Nykaa's advertisements?
- vi. How likely are you to interact with Nykaa's digital ads?
- vii. How effective do you find Nykaa's digital ads in capturing your attention?
- viii. What aspects of Nykaa's ad content do you find appealing?
- ix. How does Nykaa's digital advertising influence your perception of the brand?
- x. To what extent do Nykaa's digital ads influence your purchase decisions?
- xi. How often do you purchase Nykaa products after encountering digital ads?
- xii. Have you ever shared Nykaa's digital ads with friends or family members?
- xiii. Do you find Nykaa's digital ads personalized and tailored to your interests?
- xiv. Have you ever used any discount codes or promotional offers received through Nykaa's digital ads?
- xv. How do you perceive Nykaa's brand image based on its digital advertising compared to its competitors?
- xvi. Are there any specific types of Nykaa products that you tend to purchase more frequently after seeing digital ads?
- xvii. Do you think Nykaa's digital ads effectively communicate the brand's values and identity?

3.4 Data Collection:

Customers interact with Nykaa's online advertising so Nykaa uses social media like Facebook, Instagram, and Twitter for advertising and connecting with their audience. Also, Nykaa's official website collects information from visitors who look at the products, and promotions, and make purchases. Google and other search engines can give us useful information about what people are searching for related to Nykaa products or brands. Also, Nykaa gets information from email marketing. They send emails to their subscribers about new products, sales, and special deals. Researchers can learn about how people use the internet to buy things from Nykaa. They examine various websites to understand how Nykaa's advertising influences consumer purchasing behavior. Table 1 illustrates the responses from 05 participants regarding the Nykaa products. Furthermore, Nykaa harnesses the power of search engines, particularly Google, to glean insights into consumer preferences and trends related to its products and brands. By analyzing search queries and keyword trends, Nykaa can tailor its advertising strategies and product offerings to align with customer needs and interests effectively. Moreover, email marketing serves as another integral component of Nykaa's digital marketing arsenal, with targeted email campaigns informing subscribers about new products, sales, and special deals. Nykaa's online presence and consumer behavior can leverage these digital touchpoints to gain valuable insights. By examining user interactions across various online platforms, including Nykaa's website, social media channels, and email communications, researchers can uncover patterns in consumer engagement, preferences, and purchasing behavior. Through thorough analysis of these digital footprints, researchers can develop a comprehensive understanding of how consumers navigate the online landscape and make purchasing decisions related to Nykaa products.

Table 1: Illustrates the Responses from 05 Participants Regarding the Nykaa Products.

Participant	Age	Gender	Frequency of Purchase	Favourite Nykaa Product	Satisfaction Level (1-5)	Comments
P1	28	Female	Weekly	Nykaa Lipstick	4	"Love the variety of shades!"
P2	35	Male	Monthly	Nykaa Beard Oil	3	"Good product."
P3	22	Female	Bi-weekly	Nykaa Eyeliner	5	"Best eyeliner I've ever used!"
P4	40	Female	Occasionally	Nykaa Face Cream	4	"Moisturizes well, but slightly pricey."
P5	30	Male	Monthly	Nykaa Hair Wax	2	"Not satisfied with the hold."

3.5. Data Analysis:

The study examines answers given in questions, interviews, and group conversations to uncover patterns and common concepts that want to understand what people think and feel.

This process means organizing people's answers to understand how digital marketing affects their behavior when they buy Nykaa products. Through the use of coding, aims to interpret the online feedback and sentiments surrounding Nykaa's digital marketing strategies. By merging data from surveys with numerical data, gain a comprehensive understanding of the impact of Nykaa's online marketing on customer behavior. Researchers can use different sources and methods to check their findings and get a better understanding of how digital marketing affects what people think about Nykaa products and whether they decide to buy them. In addition, looking at the data will help researchers find ways to make Nykaa's online marketing better. They can then come up with ideas to get more people interested in and loyal to Nykaa in the very competitive beauty and wellness market. Figure 1 illustrates that 43.3% of the respondents purchase from Nykaa sometimes as well and frequently only 13.3% do not purchase from Nykaa.

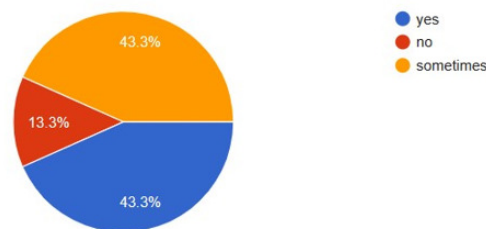


Figure 1: Illustrate the 43.3% each of the respondents purchases from Nykaa sometimes as well as frequently only 13.3% do not purchase from Nykaa.

4. RESULTS AND DISCUSSION

Investigating the influence of digital marketing on shopping habits at Nykaa can illuminate the shifts occurring in the beauty and wellness sector and consumer tastes. The study shows that Nykaa and digital marketing have a bright future ahead. In the future, more research can be done to see how well Nykaa's digital marketing strategies work. This includes things like working with influencers, advertising on social media, and sending personalized emails. By carefully studying these strategies, researchers can find out detailed information about how they affect how much consumers get involved, how they see the brand, and in the end, what they decide to buy. This research can help Nykaa plan its future marketing strategies better and stay ahead of changing consumer trends. In addition, there are opportunities for growth in the beauty and wellness industry beyond just Nykaa. The study could look into working together with different industries, how people change their buying habits as society changes, and how the economy affects what people choose to buy. Figure 2 illustrates the effect of Nykaa's digital marketing initiatives on consumer purchasing behavior.

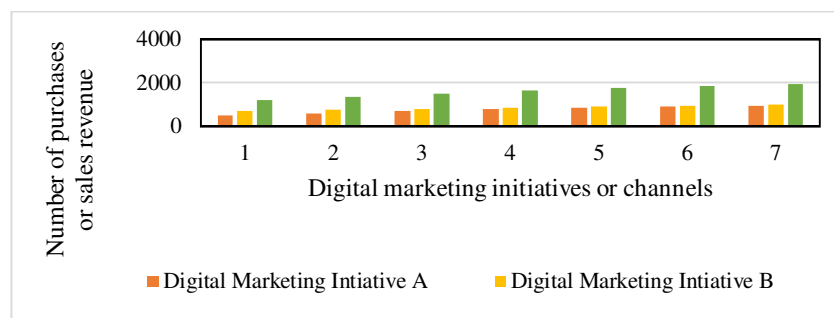


Figure 2: Illustrate the effect of nykaa's digital marketing initiatives on consumer purchasing behavior.

By knowing more about the overall market, Nykaa can change its online marketing plans to keep up with changes in the market and stay ahead of its competition. The research on how digital marketing affects the way people buy products from Nykaa gives us useful information now and in the future. It helps us understand what's happening now and how we can make new and better ways to do digital marketing. By using new technology, improving plans, and listening to what customers want, Nykaa can keep doing well in the beauty and health industry. Studying how digital marketing affects how people buy beauty products from Nykaa shows us how the beauty and wellness industry is changing. In the future, the study suggests that there are good opportunities for Nykaa to explore and develop new strategies in digital marketing.

Future studies could explore the detailed aspects of how consumers interact with different online platforms. Researchers can learn more about how well Nykaa's digital marketing is working by looking at things like how many people click on their ads, how many of those people end up buying something, and how much money they keep spending with Nykaa over time. Knowing which ways and methods connect best with customers can help plan for future ads and improve strategies. Figure 4 illustrates the depicts that 40% of the respondents get appealed by beauty and skincare tips on social media. 30% of the respondents are also influenced by influencer branding. 16.7% show that they get influenced by user-generated content and 13.3% of them get engaged by the product showcase.

The research on how digital marketing affects the way people buy things from Nykaa is starting new ideas and changes in the beauty and wellness business. Nykaa can keep doing well in digital marketing by using new technology, learning from what customers like, and being able to change in a fast-changing market. The abundance of information poses a significant problem, as it can cause people to become weary of consuming it. With so many online marketing options and lots of ads, people may get tired of and ignore Nykaa's ads. Figure 3 illustrates that 40% of the participants rated Nykaa's branding quality 4 and 3 on a scale of 1-5, with 1 being the lowest and 5 being the highest none of the participants chose number 1 to rate the Nykaa's quality.

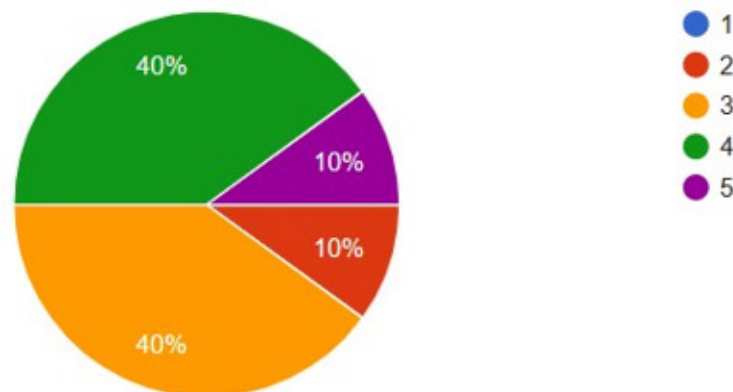


Figure 3: Illustrate the 40% Of the Participants Rated Nykaa's Branding Quality 4 and 3 on a Scale Of 1-5, with 1 Being the Lowest and 5 being the Highest none of the Participants Chose Number 1 to Rate the Nykaa's Quality.

The problem is that people can get too much information and feel tired from it. In the busy online world, people are getting lots of ads on different websites and social media. This flood of information can make it harder for Nykaa to market its products because people might ignore or avoid their ads. Furthermore, digital marketing plans can quickly become outdated because technology is always changing and people's preferences are always changing too. What works

well today might not work well tomorrow, so need to keep changing and investing in new strategies and technologies. This constant cycle of new ideas makes it hard for Nykaa to stay current and beat its competitors. Another problem is that people may worry about their privacy and the safety of their information when companies use digital marketing. As Nykaa uses customer information to make marketing better, there's a bigger chance of breaking privacy rules and putting personal information at risk of cyber-attacks. Nykaa uses digital marketing to focus on personalized and specific marketing.

Nykaa uses information and groups of customers to make personalized marketing and product suggestions based on what each person likes and how they act. This customized way of doing things makes Nykaa's marketing more relevant, and more likely to get people interested and buying. In addition, Nykaa uses social media to create fun experiences with the brand and connect with the community. Nykaa creates an online community focused on beauty and wellness by posting interesting pictures and videos, talking to followers, and working with popular figures in the beauty industry. This way of focusing on the community doesn't just make people like the brand more, but it also creates helpful content from users and gets people talking about the brand to others. Furthermore, Nykaa's online marketing also includes helpful information and educational resources for customers, not just advertising. Nykaa gives helpful advice and tips on skincare, applying makeup, and wellness trends through its blog, videos, and beauty guides. Nykaa becomes a trusted and knowledgeable beauty source, making people more interested and loyal to the brand.

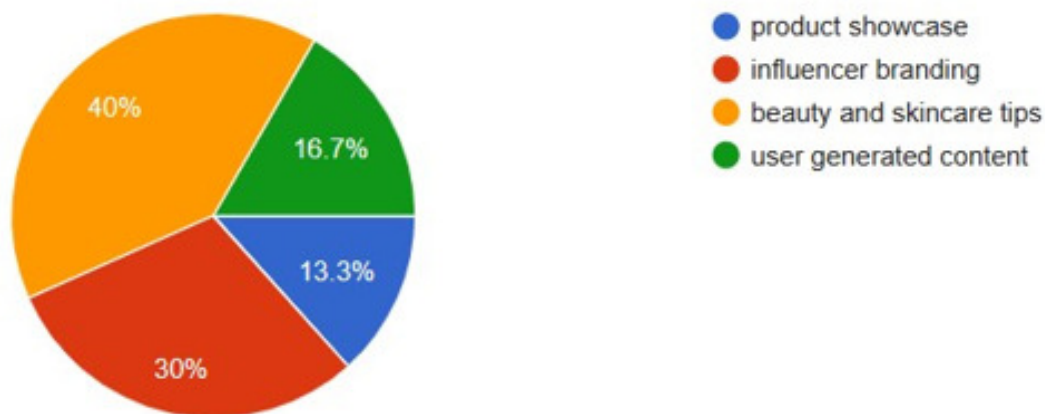


Figure 4: Illustrate the depiction that 40% of the respondents get appealed by beauty and skincare tips on social media. 30% of the respondents are also influenced by influencer branding. 16.7% show that they get influenced by user-generated content and 13.3% of them get engaged by the product showcase.

Misusing or breaking the data rules can harm Nykaa's reputation and make them face legal problems. It can also make people not trust them anymore. Furthermore, digital marketing efforts may face rules and requirements from the government, especially when it comes to protecting data and following advertising guidelines. Complying with strict rules like GDPR and the Indian Data Protection Bill means Nykaa needs to be very careful and it may limit their marketing plans. Digital marketing has many benefits for Nykaa in talking to and connecting with customers. But it also brings big problems and dangers. To fix these problems, need to plan carefully, be willing to change, and make sure are always doing marketing fairly and legally. This will help us keep being successful in the competitive online world.

5. CONCLUSION

The research paper looks at how digital marketing is used in the wellness and beauty industry in India, focusing on the e-commerce platform Nykaa. The results of this study highlight how digital marketing is changing how people buy things in a fast-changing industry. Nykaa, led by Falguni Nayar, has used digital marketing to change what people like to buy and has made more people shop for makeup and beauty products online. The Nykaa case study shows why it's important for businesses to use digital tools and platforms to keep up with what customers want in a changing market. One important thing learned from this research is that digital marketing has a big impact on what consumers buy. For example, Nykaa changed how it advertised online and ended up selling 7.5 times more products. This helped Nykaa make a lot of money and become the first Indian startup valued at over a billion dollars, led by a woman. Also, Nykaa's social media, influencers, YouTube, and SEO help them connect with customers and build a loyal fan base. These plans have made Nykaa a very important company in the online beauty and cosmetics industry. In a changing market, Nykaa's success shows how important it is to use digital marketing and technology to stay competitive and successful. This study gives important information for people who sell things and work in the industry.

REFERENCES:

- [1] A. Sultana, "Impact of online advertising and the use of cosmetic products: a study on the influence of online advertisements and change in the purchasing behaviour of women in Kerala," *Int. J. Commun. Soc.*, 2021, doi: 10.31763/ijcs.v3i2.214.
- [2] R. R. Ahmed, D. Streimikiene, G. Berchtold, J. Vveinhardt, Z. A. Channar, and R. H. Soomro, "Effectiveness of Online Digital Media Advertising as A Strategic Tool for Building Brand Sustainability: Evidence from FMCGs and Services Sectors of Pakistan," *Sustainability*, 2019, doi: 10.3390/su11123436.
- [3] G. P. Uribe-Linares, C. A. Ríos-Lama, and J. A. Vargas-Merino, "Is There an Impact of Digital Transformation on Consumer Behaviour? An Empirical Study in the Financial Sector," *Economies*, 2023, doi: 10.3390/economies11050132.
- [4] F. Rahmanov, M. Mursalov, and A. Rosokhata, "Consumer behavior in digital era: impact of COVID 19," *Mark. Manag. Innov.*, 2021, doi: 10.21272/mmi.2021.2-20.
- [5] Suchitra and R. Pai, "NYKAA: A Comprehensive Analysis of a Leading Indian E-Commerce Cosmetic Company," *Int. J. Case Stud. Business, IT, Educ.*, 2021, doi: 10.47992/ijcsbe.2581.6942.0140.
- [6] Z. Khan, Y. Yang, M. Shafi, and R. Yang, "Role of social media marketing activities (SMMAs) in apparel brands customer response: A moderated mediation analysis," *Sustain.*, 2019, doi: 10.3390/su11195167.
- [7] T. Chekalina, M. Fuchs, and M. Lexhagen, "Destination brand promise: The core of customer-based brand equity modeling," *Tour. Anal.*, 2018, doi: 10.3727/108354218X15143857349800.
- [8] Z. He, "Characterizing Brand Knowledge and Identification as Predictors of Consumer-Based Brand Equity: Mediating Role of Employee-Based Brand Equity," *Front. Psychol.*, 2022, doi: 10.3389/fpsyg.2022.858619.
- [9] S. G., "An Explanatory Study on Assessing the Impact of Celebrity Endorsement on Consumer Buying Behavior," *Int. J. Multidiscip. Res.*, 2023, doi: 10.36948/ijfmr.2023.v05i04.5453.

- [10] J. D. T. Madhusanka, "Impact of celebrity endorsement on consumer buying behaviour in beauty soap industry (With special reference to the consumers in North Central Province in Sri Lanka)," *Kelaniya J. Manag.*, 2017, doi: 10.4038/kjm.v6i1.7526.
- [11] N. Boopathy and M. Chaudhuri, "A Study on the Influence of Celebrity Brand Endorsement over Consumer Buying Behavior," *Int. J. Commer. Bus. Manag.*, 2013.
- [12] M. Rabia, F. Babar, S. Akram, Z. Arif, and R. Tanveer, "Impact of Celebrity Endorsement on Brand Conscious Consumers: A Case Study in Pakistan," *Open J. Soc. Sci.*, 2019, doi: 10.4236/jss.2019.74016.
- [13] A. Rana, "Facebook Marketing and its Influence on Consumer Buying Behaviour in Kathmandu," *J. Bus. Soc. Sci. Res.*, 2018, doi: 10.3126/jbssr.v1i1.20952.
- [14] M. Moslehpour, A. Shalehah, E. Odgerel, and P. K. C. Lin, "Purchasing of Foreign Beauty Products in Mongolia: What Makes It and What Breaks It?," in *ACM International Conference Proceeding Series*, 2020. doi: 10.1145/3387263.3387281.
- [15] G. Malik and A. Gupta, "Impact of Celebrity Endorsements and Brand Mascots on Consumer Buying Behavior," *J. Glob. Mark.*, 2014, doi: 10.1080/08911762.2013.864374.
- [16] R. Basu and N. Sondhi, "Nykaa: retailing decisions in an emerging market," *Emerald Emerg. Mark. Case Stud.*, 2023, doi: 10.1108/EEMCS-12-2022-0449.
- [17] M. Krishna and S. Arora, "Nykaa: A Keen Contest in Beauty Products Retailing," *Asian J. Manag. Cases*, 2022, doi: 10.1177/09728201221139948.
- [18] A. Bhattacharjee, "The Curious Case of Nykaa's Bonus Issue," *Emerg. Econ. Cases J.*, 2023, doi: 10.1177/25166042231203618.
- [19] V. Pendyala, "A Study On Factors Influencing The Consumer Buying Behaviour With Respect To Nykaa," *J. Univ. Shanghai Sci. Technol.*, 2020, doi: 10.51201/12291.
- [20] M. Chaudhary, N. Pancholi, and N. S. Pralhad, "Emotion Analysis of Consumer Experience of Spiritual Brands," in *2023 4th International Conference on Computation, Automation and Knowledge Management, ICCAKM 2023*, 2023. doi: 10.1109/ICCAKM58659.2023.10449660.
- [21] K. Vidhya, V. Selvam, M. Kandan, S. Ashwini, M. Soumya, and S. Jayaraj, "An empirical analysis on issues faced by the users of Nykaa product," in *Data-Driven Intelligent Business Sustainability*, 2023. doi: 10.4018/979-8-3693-0049-7.ch027.

CHAPTER 6

SOCIAL MEDIA AND ADVERTISING STRATEGIES USED BY NETFLIX

¹Khushi Sarda, ²Khyati Shah, ³Dr. Yukti Khajanchi

^{1,2}Student, ³Faculty

^{1,2,3}Department of ISME

^{1,2,3}ATLAS SkillTech University, Mumbai, Maharashtra, India

Email: ¹khushi.sarda.bba2023@atlasskilltech.university, ²khyati.shah.bba2023@atlasskilltech.university,

³yukti.khajanchi@atlasuniversity.edu.in

ABSTRACT:

Netflix is a global streaming service provider whose unique social media and advertising strategies have completely changed the entertainment industry. Netflix's advertising and social media strategies are unique because of active engagement, data-driven decision-making, personalization, and major audience awareness. These strategies have helped Netflix become a global leader in entertainment and have established standards for the industry as a whole. Netflix has active social media presences on Facebook, Instagram, and Twitter. Netflix generates user interaction by polling and posing questions in their postings on social sites. Additionally, Netflix sometimes shares humorous content on social media, which helps build buzz about the firm and a brand identity that is crucial to the entertainment sector. Over the last three months, Netflix has posted 452 times across Instagram, receiving over 100,000 interactions. To have a larger audience for the content Netflix is renowned for producing viral content on social media such as reels, memes, and popular music. For Example, they could create a reel out of an Instagram clip. The social media advertising strategies used by Netflix are very cost-effective and help them to increase their sales.

KEYWORDS:

Advertising, Entertainment, Marketing, Netflix, Social Media.

1. INTRODUCTION

It started providing its clients with internet subscriptions in 1999, allowing them to buy DVDs of films and TV series. In 2006, Netflix began offering movies and TV series for internet streaming. Having launched its streaming services in the USA, Netflix has continued to grow, and as of right now, it is accessible in around 190 countries. As part of its worldwide rollout, Netflix debuted in India in January 2016. To commission content, the company formed a limited liability partnership in 2017. With more than 200 million users, Netflix is now among the top streaming services globally, but it ranks third among over-the-top (OTT) platforms in India. Netflix's TV series have garnered several significant accolades. Three primetime Emmys were awarded by their program House of Cards in 2013. For two of its 2014 television programs, Orange is the New Black and House of Cards, they also took home seven creative Emmy trophies [1], [2]. Netflix has received 640 Emmy nominations so far, with 184 of those nods being wins. Social media marketing involves reaching the target audience with sponsored ads on sites like YouTube, LinkedIn, Facebook, Twitter, Instagram, TikTok.

A social media advertising strategy helps to raise brand memory and provide prospective consumers with an easy-to-understand explanation of what you provide. One may even give tailored content and engage the target audience using data and analytics. In addition, social media ads provide a higher return on investment and are more reasonably priced than

conventional advertising avenues. The industry for social media advertisement is projected to provide \$1.28 billion in revenue by 2023. Additionally, it is anticipated that by 2024, mobile advertising expenditures will surpass \$399.6 billion globally. The second-largest sector of the digital advertising industry is social media advertising. In 2022, it generated US \$226 billion in sales; analysts predict that the figure will increase to US \$385 billion through 2027 [3], [4].

Netflix has used a variety of advertising and social media techniques over the years to get to where they are in the OTT market. Integrating marketing methods is the foundation of Netflix marketing. Netflix has a customer-centric approach to providing a smooth experience. The platform uses content marketing to do data analytics. Netflix's customer-centric strategy fosters a close relationship with its patrons [5], [6].

The entertainment business has changed because of Netflix's inventive use of social media and advertising. With the use of digital channels, Netflix has developed a multimodal strategy to engage viewers and increase subscriber growth. Personalizing content is the cornerstone of Netflix's social media approach.

The platform analyzes user activity and interests using sophisticated algorithms, enabling it to provide each member individualized content suggestions [7], [8]. This individualized strategy is also used by Netflix on social media, where it selects material that appeals to certain demographic groups. Through an awareness of the demographics and interests of its followers on social media sites like Instagram, Twitter, and Facebook, Netflix can provide more relevant content and build stronger relationships with its audience. Additionally, Netflix uses conversation-starting, shareable content to leverage social media's viral nature. Short snippets of famous programs, gifs, and memes are used as cultural currency on social media to increase brand recognition. By organizing hashtag campaigns and challenges that inspire users to share their creativity and passion for Netflix shows, the corporation actively promotes user-generated content. Netflix develops organic word-of-mouth marketing and brand loyalty by cultivating a community of passionate followers [9], [10].

Netflix makes significant investments in paid advertising on a variety of digital platforms in addition to original programming. A noteworthy feature of Netflix's advertising approach is its focus on making decisions based on data. Netflix tests and analyses user interaction data to ensure that its advertising efforts are as successful as possible. Every facet of Netflix's advertising initiatives, including influencer partnerships, sponsored content, and display commercials, is painstakingly tailored to reach the appropriate audience with the right message at the right time. Additionally, Netflix has adopted the narrative in its marketing efforts. Instead of just advertising certain episodes or films, Netflix creates stories that stir emotions and connect with viewers more deeply. Netflix's advertising goes beyond conventional marketing strategies and integrates itself into the entertainment experience, whether it be via heartfelt cinematic advertisements or interactive experiences that fully immerse viewers in the universe of a certain program [11], [12].

The emphasis that Netflix places on localization is another important aspect of its advertising approach. Netflix knows that its worldwide audience is diverse, so it creates marketing campaigns that speak to local tastes and cultural quirks. Beyond just translating information into another language, localization includes things like using local celebrities in advertisements and showcasing content that speaks to the distinct values and interests of different areas. Netflix guarantees the relevance and effectiveness of its advertising by communicating directly to the cultural identities of its target groups. Additionally, Netflix makes use of strategic alliances to broaden its audience and increase the number of subscribers. Netflix can expand its fan base and reach new ones via partnerships with influencers, media companies, and other

corporations. Via strategic collaborations, Netflix amplifies its message and increases its visibility, whether via co-branded marketing activities with top consumer brands or cross-promotional campaigns with well-known Youtubers [13], [14].

Furthermore, Netflix gives interaction and engagement a top priority in their advertising campaigns. Audiences may actively engage in the advertising journey via the use of immersive narrative tactics, gamified experiences, and interactive advertisements. Netflix creates memorable moments and stronger relationships between viewers by turning them from passive observers into active contributors. This increases viewer loyalty and brand affinity. Netflix has shown a mastery of contemporary marketing via its social media and advertising methods. Netflix has established a strong global brand that appeals to viewers via translation, narrative, data-driven optimization, viral content, interaction, and collaborations. Netflix continues to lead the digital entertainment space by constantly inventing and adjusting to changing customer habits. It also sets the bar for successful social media and advertising tactics in the streaming age [15], [16].

This issue is significant as the entertainment sector now occupies a significant portion of our lives. For individuals to have entertainment in their lives, these over-the-top platforms have been beneficial. One of the largest OTT platforms is Netflix, thus it's critical to understand their social media and advertising tactics and how they affect their brand.

The majority of information is shared on social media platforms in this day and age of technology, therefore it's important to understand the many ways that businesses utilize social media to promote their brands. The research's future breadth will allow us to examine how social media marketing has affected Netflix consumers' purchasing decisions. We may also contrast Netflix's social media activity with that of other over-the-top (OTT) services, such as Jio Cinema, Amazon Prime, and Hot Star. This may assist in determining the effectiveness of Netflix's marketing concerning those of its rivals.

2. LITERATURE REVIEW

S. Jang *et al.* [17] research examines at how two competing businesses changed their advertising strategies in reaction to a problem with defamation causing product damage, and how those changes affected consumers' online search behavior about the two businesses.

The study shows that after the crisis, the offending firm reacted tactfully to both its very own and the victim firm's amounts of marketing, but the victim organization did not react to the infringing business's marketing as it had in the past. Following the catastrophe, both companies' internet search advertising efforts were less successful. In the literature on product-harm crises, the study offers a fresh perspective on marketing tactics and their efficacy.

R. Wang *et al.* [18] investigated mobile platform advertising methods that take into account the responsibilities of sellers, publishers, and advertisers. In particular, we create a game-theoretical model that describes how platform owners' and app developers' efforts interact in a dynamic environment.

According to our findings, rather than constantly charging them excessively as advised by conventional wisdom, the owner of the app may be better off participating in in-app advertising under specific scenarios when the platform displays the adverts. Surprisingly, app creators do not need to consider the negative effects of several applications entering the market when choosing which ones to advertise on, even though they should get a lot of attention. Additionally, we discover that coordinating bilateral advertising involvement is a novel way to increase profitability. In contrast to the outcome suggested in earlier research, this mechanism

will lead to app developers engaging in free-riding when they take part in platform advertising. Moreover, in conjunction with the income-sharing scheme, the very low participation rates have the potential to completely eradicate the inefficiencies inside the system.

L. Cruz-García [19] discussed different approaches to the problem and the research of translation in this context are used by the various advertising tactics when advertisements are produced or transmitted in different nations. Different translation processes are needed for two competing advertising strategies: localization (or adaptation) and standardization (or globalization). This paper's primary goal is to investigate, in light of current definitions and categorizations of translation techniques, the degree to which what is referred to as "advertising translation" may be regarded as translation or not. To do this, definitions of "translation" from various historical eras (known as paradigms) will be examined, with a focus on the development this idea and related words have experienced as they have progressively come to include various text kinds and particular translation tasks. We will exhibit and analyze pairs of advertising (one original and one translated) that highlight the dynamic character of this area of research. In the translated versions, particular approaches or solutions for the message's conveyance have been used. Throughout this research, a central question is raised: does adaptation fall within the purview of translation, or is it a subset of it? The conclusion demonstrates how functionalist translation strategies and translation in general play a major role in transfers in advertising.

G. Roose *et al.* [20] research aims to conduct a preliminary analysis of transformational and informative advertising appeals seen in modern food commercials, both for bad and healthy meals. Advertising appeals that are transformative and informative were identified via content analysis of Western (European) food commercials that were published in Belgian food magazines. Belgian food advertising was selected as an appropriate representation of Western (European) food advertising because of its significant global influence on Belgian marketing. Three publications were used to gather a sample of advertising across a five-year period, from January 2009 to December 2013. The sample consisted of 325 unique advertisements, 159 of which advocated nutritious foods and 166 of which supported unhealthy ones. The results of the content study show that Belgium's advertisements for nutritious meals are mostly educational, whereas those for unhealthy foods are mainly transformational. The bulk of healthy food advertisements within Belgium have been informational, according to this preliminary analysis of the informational and transformational promotional pitches in current healthy food and unhealthy food advertisements. On the other hand, transformational marketing appeals are more probable to attract the uncertain consumer segment of consumers who are not particularly interested in healthy food. To help increase the consumption of nutritious foods, good food marketers could find inspiration in the opposite transformational strategy of harmful food marketing.

O. I. Popova and E. V. Stepanova [21] study examines how multinational car businesses adjust to cultural, social, and economic situations while incorporating their values and aims via various advertising tactics in local markets, including Russia. Discuss common practices, nonverbal cues, and verbal alterations used by localizers to circumvent varying national marketing regulations, as well as localizing tactics and potential repercussions of advertising texts. The article's primary focus is on the ideas of localization and advertising as adoption strategies, along with the procedures of internationalization, standardization, and globalisation. Advertising localization is important for the successful marketing of automotive items since it is essential to the text's adjustment with the local social, cultural in nature and economic environment. Examples of localized writings in Russian and French that were then translated into English are included in the paper, along with linguistic analyses of them. The linguistic

characteristics of advertising on the websites of international automakers have been examined; the changes made to the advertisements by translators and the localization tactics for the Russian-speaking audience have been made public. The research objectives of this paper are as follows:

- i. Find out about social media marketing and how big is their market.
- ii. What are the different types of social media marketing used by Netflix?
- iii. How has social media had an impact on Netflix sales and subscribers?

3. METHODOLOGY

3.1. *Research Design:*

The majority of the information used in this research study on Netflix's advertising and social media tactics came from secondary sources, including blogs, web articles, case studies, and additional research papers. It has even been possible to get reliable information about corporate data by reading newspaper stories.

To get a deeper understanding of the basic data gathered by other academics about Netflix's social media tactics, case studies are being used. Websites such as Science Direct and Research Gate have been utilized to locate and evaluate other research articles on the same subject, while Britannica has provided information about Netflix and its fundamental advertising techniques. Research has used both qualitative and quantitative data. Qualitative data has been used to collect information on Netflix's various social media techniques and how their marketing contributes to their growth. Quantitative data was used to examine the proportion of social media promotion and the impact of advertising methods on sales.

3.2. *Instrument:*

To gather information on Netflix as a whole and the fundamental social media tactics that it employs. After establishing a solid foundation, they may examine case studies along with additional research articles to go further into their tactics. Additional examination of the advertising tactics and social media platforms would come from various secondary sources, such as websites and newspaper articles. This study work has several limitations since it solely uses secondary data. Locating trustworthy data is one of the most important. Since secondary websites are being used for research, there may be some inaccurate material, which might hurt the study. To ensure that reliable information is utilized throughout the study, the data will be verified by at least two other sources.

- a) Have you seen Netflix advertisements on social media platforms?
- b) Do you follow Netflix on any social media platforms?
- c) Have you ever clicked on a sponsored post by Netflix on social media?
- d) Do you think Netflix's social media presence influences your decision to watch their content?
- e) Have you ever shared or retweeted content from Netflix on social media?
- f) Have you participated in any Netflix-sponsored social media campaigns or challenges?
- g) Do you find Netflix's advertising strategies on social media to be effective?

- h) Have you ever been persuaded to subscribe to Netflix or watch a specific show/movie due to their social media advertisements?
- i) Do you feel that Netflix's social media presence enhances your overall viewing experience?
- j) Would you recommend Netflix's social media pages to others based on their advertising strategies?

3.3. Data Collection:

Netflix has a multidimensional approach to social media marketing that aims to drive viewing, promote brand loyalty, and inspire participation. This strategy relies heavily on the creation of engaging and shareable content for several social media platforms, such as Facebook, Instagram, Twitter, along with TikTok. Netflix uses a variety of platforms to advertise its original content, trailers, behind-the-scenes films, and exclusive conversations with the cast and crew in order to effectively build buzz and enthusiasm among its audience. In addition, the massive streaming platform actively interacts with its fans by leaving comments, striking up discussions, and launching interactive initiatives like challenges, polls, and quizzes. With its varied viewing base, Netflix fosters a feeling of community and belonging by using the potential of user-generated content and promoting audience interaction. Additionally, the business uses data analytics to learn about the tastes and habits of its audience, which helps it to better target its outreach and social media content. The inventiveness, interaction, and data-driven approach that define Netflix's social networking strategy as a whole all play a part in the company's sustained success in the fiercely competitive streaming market. Table 1 depicts the survey question on Netflix's social media strategy.

Table 1: Illustrates the survey question on Netflix's Social Media Strategy.

Sl. No.	Question	Yes (percentage)	No (percentage)	Neutral (percentage)
1	Have you seen Netflix advertisements on social media platforms?	30	40	30
2	Do you follow Netflix on any social media platforms?	20	70	10
3	Have you ever clicked on a sponsored post by Netflix on social media?	23	66	11
4	Do you think Netflix's social media presence influences your decision to watch their content?	28	49	13
5	Have you ever shared or retweeted content from Netflix on social media?	27	52	21
6	Have you participated in any Netflix-sponsored social media campaigns or challenges?	55	30	20

7	Do you find Netflix's advertising strategies on social media to be effective?	26	37	37
8	Do you think Zara's marketing messages are clear and easy to understand?	19	47	34
9	Have you ever been persuaded to subscribe to Netflix or watch a specific show/movie due to their social media advertisements?	43	29	28
10	What types of content are being posted? (reels, image, video, and corousel)	65	18	16
11	Does this match with the profile's most frequent post types? (reels, image, video, and corousel)	46	17	37

3.4. Data Analysis:

Social media marketing, or modern-day marketing, is mostly used by Netflix. Netflix has active social media presences on Facebook, Instagram, and Twitter. Netflix generates user interaction by polling and posing questions in their postings on social sites. Additionally, Netflix sometimes shares humorous content on social media, which helps build buzz about the firm and a brand identity that is crucial to the entertainment sector. Snapchat is another tool that Netflix employs in its marketing campaigns. They apply filters based on newly released episodes, which may raise awareness about the new material that Netflix is releasing and foster audience interaction. Working with national and international influencers and creating original content for websites like Facebook, YouTube, and Instagram to boost user engagement and entice new users is another method Netflix takes to promote itself. They don't invest much in advertising, but by working together, they hope to reach more people. Figure 1 depicts the types of content being posted on Instagram.

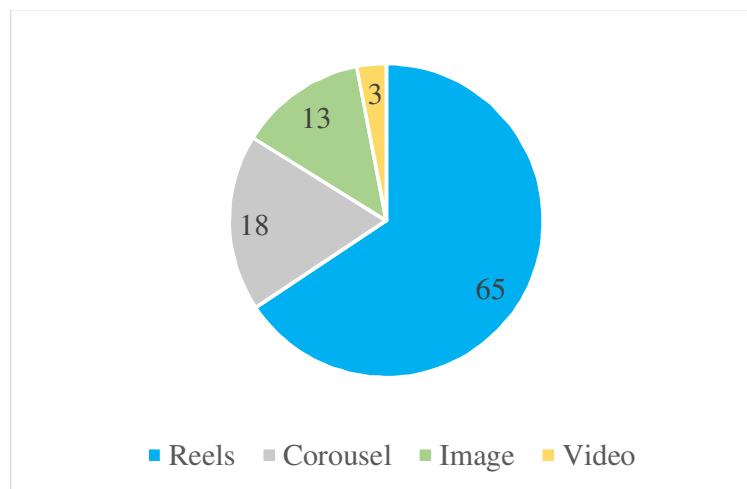


Figure 1: Illustrates the types of content being posted on Instagram.

4. RESULT AND DISCUSSION

By using Instagram and Twitter for promotional material, Netflix has adopted a worldwide strategy that maintains a robust marketing strategy and preserves a consistent brand identity across several social media platforms. Such a multichannel approach is often used by large firms since it allows them to reach a range of customers with tailored content. Netflix employs creative strategies to promote and communicate the story of its movies and TV shows on social media. They utilize hashtags and drawings to communicate in a way that is appropriate for the vocabulary and expectations of users on these platforms. Hot Star, HBO, Amazon, and other internet streaming services are competitors to Netflix. These platforms have integrated Facebook and Instagram into their promoting tactics. Netflix is aware of how critical it is to have a strong online presence on these platforms to attract new subscribers in such a competitive market. Netflix is renowned for creating stuff that becomes viral, including memes, popular songs, and reels. This sort of information might reach a wider audience, particularly younger ones. By concentrating on viral trends and memes, they manage to stay relevant and engaging. This entails using memorable quotations from their very successful series and creating related memes. This tactic aids in establishing a strong connection with the target audience.

Netflix experiments with a variety of content types on social media, including pictures, reels, and short films. Their assortment of offerings draws in a broader spectrum of consumers and sustains viewer attention. Instagram users who use the platform for behind-the-scenes pictures or reels for short, captivating films show how versatile their content production can be. During 100,000 interactions have been generated by Netflix's 452 Instagram posts during the last three months, according to research. This data sheds insight into how well the business is doing. Their average engagement rate of 221,657 is indicative of their high degree of audience participation. Additionally, clips that made up 65% of their material demonstrated how they updated their content to reflect the newest features and trends on social media networks. The graph that follows illustrates the various kinds of postings that Netflix publishes. Their posts, numbering 372.225, are the most interesting. A variety of material types, including reels, photos, movies, and carousels, are being shared. Of which reels make up the largest portion, contributing 65%. Figure 2 depicts the average engagement of people on Instagram.

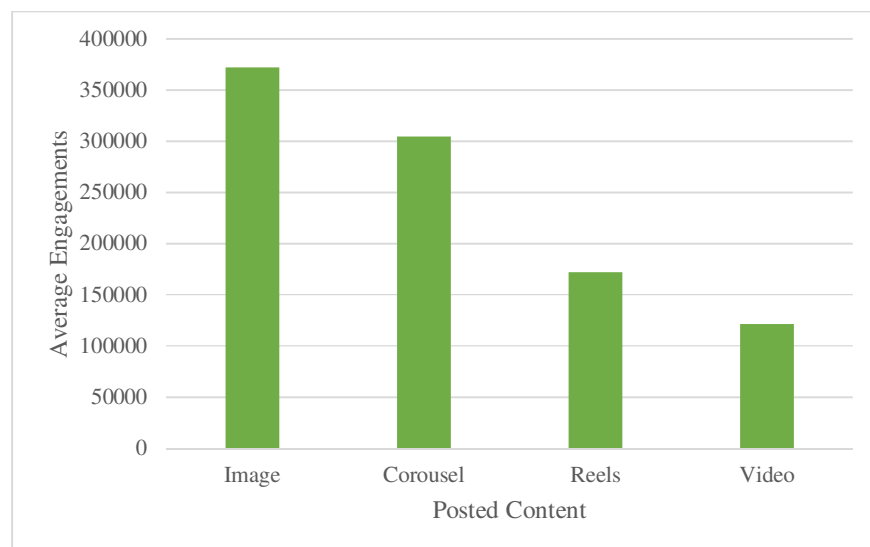


Figure 2: Illustrates the average engagement of people on Instagram.

The following graph illustrates the annual growth of Netflix customers. There were 24.3 million members in 2011 and 221.6 million in 2022. Their consistent growth may be attributed to their active participation on various social media platforms. Thus, it describes how Netflix is a worldwide streaming service provider that has revolutionized the entertainment sector with its own social media and advertising techniques. Figure 3 depicts the Netflix subscribers yearly.

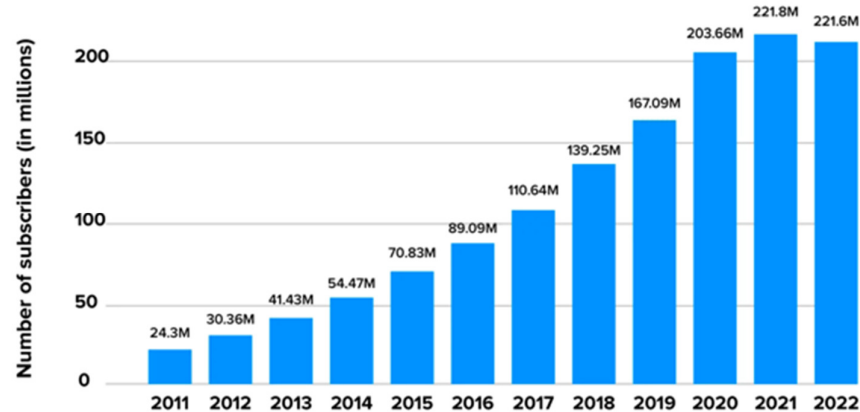


Figure 3: Illustrates the Netflix subscribers yearly [appinventv].

5. CONCLUSION

Netflix employs customer-focused, data-driven marketing strategies in the digital era. Similar to how Netflix handles it, one may utilize similar tools to promote their internet company. Netflix's marketing approach exemplifies innovation, as does the company's use of contemporary technology. Platform creators have shown a significant commitment to implementing changes in response to user or market demands. One of the main factors affecting its performance is the ongoing innovation of marketing strategies. Netflix demonstrates how a brand may engage with consumers via ongoing research and improvement. Some people claim that Netflix's marketing approach is characterized by commitment, flexibility, data gathering, user-centricity, and personalization. Major and minor companies may both employ these strategies to boost their market worth and visibility. Netflix has created a powerful branding strategy that prioritizes fun, innovation, and accessibility. Their distinctive red and white emblem, "See What Is Next," is well recognized and alludes to the never-ending supply of entertainment options. Netflix has shown an innovative business plan that prioritizes client satisfaction via its marketing approach. Given that its massive subscriber base is mostly attributable to its high-quality programming, it makes only sense that Netflix prioritizes this aspect of its marketing strategy. Netflix's business approach draws users into its streaming platform. Netflix's success may be attributed to its extensive feature set, consumer-friendly interface, and innovative approaches. Netflix is the ideal role model and inspiration for contemporary advertising. Netflix's marketing strategy teaches us a lot about low-cost company promotion.

REFERENCES:

- [1] W. Wang and G. Li, "A theoretical analysis of the pricing and advertising strategies with lévy-walking consumers," *J. Theor. Appl. Electron. Commer. Res.*, 2021.
- [2] Z. Xiang, Z. Weijun, and M. Shue, "Mobile targeted advertising strategy based on mixed targeting," *J. Ind. Eng. Eng. Manag.*, 2021.

- [3] Z. Yuxiang, Z. Weijun, and M. Shue, "Two-dimensional combined targeted advertising strategy based on geographic position and preference," *J. Ind. Eng. Eng. Manag.*, 2021.
- [4] Y. C. Y. Chung, H. H. Chang, and Y. Kitamura, "Digital and traditional media advertising and business performance of agribusiness firms – empirical evidence in Japan," *Agric. Econ. (Czech Republic)*, 2021.
- [5] K. Lou, Y. Yang, E. Wang, Z. Liu, T. Baker, and A. K. Bashir, "Reinforcement Learning Based Advertising Strategy Using Crowdsensing Vehicular Data," *IEEE Trans. Intell. Transp. Syst.*, 2021.
- [6] R. Sellers-Rubio, "Wine ratings and advertising strategies: is there a link?," *Wine Econ. Policy*, 2021.
- [7] M. M. Blasco, "Breakfast food advertisements in mediterranean countries: Products' sugar content in the adverts from 2015 to 2019," *Children*, 2021.
- [8] D. P. Alamsyah, N. A. Othman, and Indriana, "Consumer awareness towards eco-friendly product through green advertising: Environmentally friendly strategy," in *IOP Conference Series: Earth and Environmental Science*, 2021.
- [9] H. B. B. Babalola, S. A. L. Lateef, and D. A. Morakinyo, "Advertising Strategies as a Determinant for Consumer Brand Preference in Osun State, Nigeria (an INSIGHT of U.A.C FOODS PLC)," *J. Apl. Manajemen, Ekon. dan Bisnis*, 2021.
- [10] R. C. Jaitly and O. Gautam, "Impact of social media influencers on customer engagement and brand perception," *Int. J. Internet Mark. Advert.*, 2021.
- [11] T. Luke and B. Emmett, "Critical Review of Apple ' s Advertising Strategies in North America Critical Review of Apple ' s Advertising Strategies in North America," *J. Mark. Commun.*, 2021.
- [12] R. Suárez-Álvarez, A. García-Jiménez, and M. Montes-Vozmediano, "Analysis of the type of advertising content incorporated in the channels of teenage youtubers," *Prism. Soc.*, 2021.
- [13] X. Zhao *et al.*, "DEAR: Deep Reinforcement Learning for Online Advertising Impression in Recommender Systems," in *35th AAAI Conference on Artificial Intelligence, AAAI 2021*, 2021.
- [14] L. Rodrigo-Martín, I. Rodrigo-Martín, and D. Muñoz-Sastre, "Virtual influencers as an advertising tool in the promotion of brands and products. Study of the commercial activity of lil miquela," *Rev. Lat. Comun. Soc.*, 2021.
- [15] R. K. Srivastava, "Comparing the three types of approach of advertising in brand building in emerging markets," *J. Strateg. Mark.*, 2021.
- [16] J. W. Wiktor and K. Sanak-Kosmowska, "The competitive function of online advertising. An empirical evaluation of companies' communication strategies in a digital world," in *Procedia Computer Science*, 2021.
- [17] S. Jang, J. Kim, R. Song, and H. Kim, "Advertising strategy and its effectiveness on consumer online search in a defaming product-harm crisis," *Asia Pacific J. Mark. Logist.*, 2018.

- [18] R. Wang, Q. Gou, T. M. Choi, and L. Liang, "Advertising Strategies for Mobile Platforms with 'Apps,'" *IEEE Trans. Syst. Man, Cybern. Syst.*, 2018.
- [19] L. Cruz-García, "Advertising across cultures, where translation is nothing... or everything," *J. Spec. Transl.*, 2018.
- [20] G. Roose, M. Geuens, and I. Vermeir, "From informational towards transformational advertising strategies? A content analysis of Belgian food magazine advertisements," *Br. Food J.*, 2018.
- [21] O. I. Popova and E. V. Stepanova, "Translation And Localization Strategies In Automotive Advertising Of Multinational Companies In Russia," *SHS Web Conf.*, 2018.

CHAPTER 7

DELVING DEEP: BALAJI WAFERS' MULTIFACETED MARKETING STRATEGIES

¹Nelay Thaleshwar, ²Harrit Bhatt, ³Dr. Yukti Khajanchi

^{1,2}Student, ³Faculty

^{1,2,3}Department of ISME

^{1,2,3}ATLAS SkillTech University, Mumbai, Maharashtra, India

Email: ¹nelay.thaleshwar.bba2023@atlasskilltech.university, ²Harrit.bhatt.bba2023@atlasskilltech.university, ³yukti.khajanchi@atlasuniversity.edu.in

ABSTRACT:

Balaji Wafers is one of the leading snack brands in India. The company has been successful in achieving its business goals through a variety of effective marketing strategies, including product innovation and diversification, competitive pricing, a strong distribution network, promotions and advertising, social media marketing, and customer engagement. Balaji Wafers is constantly innovating and developing new products to meet the changing needs of its customers. The company also offers a wide range of products to appeal to a variety of taste preferences. Because of Balaji Wafers' reasonable pricing, a broad spectrum of customers may afford its goods. The company has a strong distribution network that reaches all corners of India, making it easy for consumers to find Balaji Wafers products wherever they are. Finally, Balaji Wafers focuses on building strong relationships with its customers. The company regularly conducts market research to understand its customers' needs and preferences. Balaji Wafers also uses social media and other channels to interact with its customers and get feedback. By using a variety of effective marketing strategies, Balaji Wafers has been able to achieve its business goals and become a leading snack brand in India.

KEYWORDS:

Balaji Wafers, Brand, Consumer, Marketing Strategies, Market.

1. INTRODUCTION

Leading Indian snack company Balaji Wafers is renowned for its premium goods, reasonable costs, and creative advertising approaches. In a tiny Gujarati hamlet, Chandubhai Virani launched the firm in 1977. Balaji Wafers' tasty and reasonably priced wafers helped them become well-known in the area very fast. The firm has added a variety of snacks, including namkeen, candies, and biscuits, to its product line throughout time. Today, Balaji Wafers is one of the most well-known snack brands in India, available in all of the country's main cities and towns [1], [2]. Balaji Wafers has come a long way from its modest start in 1977. The business began with a tiny production facility and a small workforce. Balaji Wafers employs over 10,000 people and operates over 10 production facilities now. Additionally, the business has extended its distribution network to include all of India. Balaji Wafers' success may be ascribed to many elements, such as its emphasis on price, innovation, and quality. The firm makes sure that its goods are of the greatest caliber by using premium ingredients and cutting-edge production techniques [3], [4]. In addition, Balaji Wafers makes their goods reasonably priced so that a broad spectrum of customers may purchase them. There are many significant participants in the fiercely competitive Indian snack sector, including Haldiram, Parle Products, and ITC Foods. Balaji Wafers has set itself apart from its rivals by emphasizing price, innovation, and quality. Additionally, the business is well-established in rural areas, which is a major factor in the Indian snack market's development [5], [6].

1.1. Growth Landscape:

Balaji Wafers has had extremely good growth in the Indian market in the last few years. The business has been expanding at a double-digit clip and is now among the top snack brands in the nation. By 2025, the Indian snack industry is projected to grow to ₹1.5 trillion, according to a Fortune India research [7], [8]. Many elements are driving the snack market's rise, including:

- i. Rising disposable incomes,
- ii. Changing lifestyles,
- iii. Increasing urbanization,
- iv. Growing demand for convenient and ready-to-eat food products.

It is advantageous for Balaji Wafers to take advantage of these expansionary tendencies. The company sells a range of products, including wafers, potato chips, and extruded snacks. Balaji Wafers charges fair prices for its products and has a strong distribution network. Balaji Wafers has also recently poured a lot of money into marketing and branding. Apart from partnering with influencers and celebrities, the company has executed other successful marketing campaigns to advertise its products. These factors have played a part in Balaji Wafers' recent rapid expansion. The company's revenue increased from ₹1,000 crore in 2018 to ₹2,000 crore in 2022. Balaji Wafers is now the third-biggest snack brand in India, after Haldiram's and Bikaji [9], [10].

To improve its market visibility, Balaji Wafers Pvt. Ltd. also employs a cunning guerilla marketing technique. Unconventional but economical methods are used in this approach to draw in and keep the target audience interested. They can create a big effect without spending a lot of money by using strategies like word-of-mouth advertising, visually striking displays, and innovative promotional efforts. This strategy provides them a competitive advantage in their sector in addition to assisting them in maintaining and growing their shelf space. Balaji Wafers used a low-budget, non-traditional guerilla marketing tactic within the framework of their overall marketing plan. Using this strategy, six to seven people were hired at a low wage and given the mission of visiting different retail establishments and pretending to be frequent customers to find out whether Balaji chips were available. A comprehensive list of retail locations was created to optimize the effect and prevent repeat visits to the same locations. The first question was always, and the shops would always answer no. Over time, however, the plan changed to include having the same reps return to the same businesses on different days. The purpose of this purposeful repetition was to instill in the store owners a sense of imagined demand for Balaji chips. Following this preparatory effort, a salesperson from Balaji would finally make contact with the same retailer and propose the product [11], [12].

1.2. Market Study:

In the Indian potato chip market, Balaji Wafers is a prominent company with a substantial market share, especially in Gujarat, where they accounted for more than 70% of the market in 2014. Maharashtra came in second place with over 60%. The firm took use of the pre-existing infrastructure in Aji Vasad, Rajkot's industrial zone, to develop its production facility. This decision resulted in a considerable reduction of operating expenses. Having been in business for around 20 to 22 years, Balaji Group saw development possibilities after attaining notable success in the retail industry. The firm saw a spike in sales after making the switch to a semi-automated production facility, which also enhanced the quality and flavor of the products. Their goods are so delicious that word of them spread swiftly across Gujarat, leading to the company's development throughout the state. The biggest automated factory in Gujarat was

established as a result of this growth, and it is still thriving today, producing a wide range of goods. Important competitors of Balaji Wafers include Haldiram's Chips, Uncle Chips, Bingo, Parle's Wafers, and Balaji Chips. Bingo Chips and Balaji Wafers are the two closest rivals among these competitors. It's crucial to remember that Balaji Wafers faces fierce competition in the regional chip industry [13], [14].

The present study is about the marketing strategy of balaji wafers. The rest of the paper is organized as follows section 1 describing shop owners responded favorably to the gradual increase in demand, and as a result, they were more likely to carry Balaji chips. Section 2 provides the literature review in the context of electronic commerce and information technology marketing plans. The methodology is presented in section 3 to investigate the effectiveness of Balaji's advertising campaigns. The result discussion and conclusion are presented in section 3 and section 4.

2. LITERATURE REVIEW

P. De Pelsmacker *et al.* [15] examined the direct and indirect effects of digital marketing strategies on hotel room consumption and RevPar. This includes the mediating role played by the quantity and quality of the online reviews these strategies generate, as well as the direct effects of having a strategy for digital marketing, responding to guest evaluations, and monitoring and tracking online review data. We also investigate the variations of this process, e.g., concerning the sort of hotel (chain vs. independent) and concerning star rating. The investigation was carried out in 132 hotels in Belgium. The results indicate that although review valence affects RevPar, review volume affects room occupancy. Hotel performance is indirectly impacted by the quantity and quality of online reviews thanks to digital marketing strategies. Higher-end hotels voice their opinions on this more than lower-end hotels do, and chain hotels speak out about it more than independent hotels do.

E. Taoketao *et al.* [16] surveyed the data from 264 Chinese enterprises to investigate the proposed links based on signaling theory. The findings show that the link between a company's success and its sustainability marketing strategy is somewhat mediated by consumer loyalty. Furthermore, our results suggest that, in addition to customer loyalty serving as a mediating element, competitive intensity also plays a beneficial role in the link between sustainability advertising techniques and consumer loyalty. Customer trust, however, acts as a negative mediator in the link between sustainability advertising tactics and customer loyalty, and its controlled mediating is not statistically noteworthy. By offering fresh perspectives on how to improve business performance via the creation of a sustainability marketing strategy, this research adds to the body of knowledge and practice around sustainability marketing.

R. Song *et al.* [17] explored the relationship between national culture and marketing strategy to determine how customers naturally rank their happiness with culturally rich entertainment goods after they have consumed them. We construct theories about the many ways that culture and marketing tactics interact to influence customers' assessments of products by using a framework from communication theory. We assess these possibilities using an examination of user reviews from 260 different nations. Furthermore, our results suggest that, in addition to customer loyalty serving as a mediating element, competitive intensity also plays a beneficial role in the link between sustainability advertising techniques and consumer loyalty. Customer trust, however, acts as a negative mediator in the link between environmental advertising tactics and customer loyalty, and its controlled mediating is not statistically noteworthy.

N. Boso *et al.* [18] provided a narrative framework for future investigations into the global marketing operations of emerging market companies. It also publishes academic works that deepen our understanding of the reasons for, implications of, and limitations associated with

international marketing strategies used by new market businesses of all shapes and sizes. To do this, the writers invited scholars to contribute excellent pieces to the special issue. Manuscripts addressing the subject of the special issue from a range of theoretical and methodological perspectives were encouraged. Ultimately, seven of the seventy evaluated entries have been granted publication in this special edition. The papers tackled fascinating study issues regarding the global marketing strategies of emerging market companies by using a blend of interesting theoretical perspectives and varied approaches. Corporate visual identity theory, internationalization theory, the theory of resources, and the theory of institutions are some of the theoretical positions that are often used. The authors used a range of novel methods, including literature reviews, data from panels, process-based qualitative research, questionnaires, and case study inquiries. The authors used some of the most advanced analytical techniques available to evaluate their data. This special issue introduction provides an overview of the corpus of research on the global marketing strategies of emerging market corporations, with a focus on summarizing important empirical contributions made over the previous three decades. The authors then discuss how each piece in this special issue contributes to the objective of raising scholarly awareness of emerging market firms' overseas marketing tactics.

M. K. Shahijan *et al.* [19] investigated the characteristics of an effective cruise marketing plan in shaping customers' leisure experience. A total of 287 questionnaires were collected, and the technique of structural equation modeling was used to evaluate the data from cruise guests. The empirical results demonstrated that, while cruisers' intention of returning is not influenced by perceived overall cruise significance, it is by service convenience and overall cruiser experience that cruise passengers' perceived overall satisfaction and desire to return are significantly influenced. Furthermore, empirical assessments support the idea that conveniences related to choice, access, transaction, advantages, and post-benefit constitute a higher-order model (reflective-reflective) of service pleasure. This study is one of many that have been conducted to identify the elements of cruise happiness, revisit intent, and unearth recreational activities to develop a successful cruise marketing plan.

The above-examined user ratings from 260 nations conclude that when items reflect the cultural norms of the market, customer reviews tend to be better. This impact is more noticeable in societies that value femininity, collectivism, and avoiding ambiguity, particularly when it comes to items with greater cultural substance. Long-term-oriented cultures are also less impacted by product launch delays, but cultures with high power distance tend to favorably influence customer judgments of advertising costs. These results provide managers with useful information on when to introduce new products, how to advertise in international markets, and what products to choose. In this research, the author is analyzing Balaji Wafers' marketing strategy.

3. METHODOLOGY

3.1. Research Design:

This research aims to investigate the effectiveness of Balaji's advertising campaigns and assess the presence of product differentiation within their offerings. To achieve these objectives, a qualitative approach will be employed, utilizing a 5-star model for in-depth analysis of the company's advertising materials. This model will be used to examine in-depth several aspects of Balaji's ads, including overall effect, audience engagement, brand consistency, inventiveness, and message clarity. Through analyzing these components, this research seeks to provide important information on the efficacy of Balaji's marketing tactics as well as the level of product uniqueness found across their line of products. Stakeholders will have a better

awareness of Balaji's advertising environment thanks to this thorough study, which may also reveal possibilities to enhance market positioning and brand perception as well as areas that might need improvement.

3.2. *Instrument:*

Managers are empowered to get useful insights into performance indicators, trends, and areas for development via the integration of data analysis, reporting, and visualization elements included in many management products. In today's changing business market, firms may gain more efficiency and agility by employing technologies like Google Form, SPSS, R, SAS, and Python to manage complexity, minimize risks, and ultimately accomplish their strategic objectives.

Qualitative Data source: The 5-Star Model:

The 5-star model is a structured approach to qualitative data analysis that involves evaluating the quality of advertisements based on five key criteria:

- i. Attention: Does the advertisement capture the viewer's attention and hold it throughout the message?
- ii. Interest: Does the advertisement create interest in the product or service being advertised?
- iii. Desire: Does the advertisement stimulate a desire to purchase or use the product or service?
- iv. Memory: Does the advertisement leave a lasting impression and make the product or service memorable?
- v. Action: Does the advertisement motivate the viewer to take action, such as visiting a website, making a purchase, or seeking more information?

3.3. *Data Collection*

The qualitative data for this study will be gathered from a variety of sources, including:

a) Advertising campaigns:

This encompasses all forms of advertising used by Balaji across various platforms, including print, television, radio, digital media, and social media.

b) Social media:

The Company's social media presence will be examined to gather insights into consumer perceptions and engagement.

c) Television advertisements:

A selection of Balaji's television advertisements will be analyzed to assess their effectiveness in conveying brand messaging and influencing consumer behavior.

d) Implementation of the 5-Star Model:

To effectively utilize the 5-star model, a sample of Balaji's advertisements will be presented to a group of consumers. Each participant will be asked to rate each advertisement on a scale of 1 to 5 for each of the five criteria. The collected data will then be analyzed to identify any patterns or trends in consumer perceptions of the company's advertising efforts.

e) Anticipated Outcomes:

The qualitative analysis using the 5-star model is expected to provide valuable insights into the effectiveness of Balaji's advertising campaigns. By assessing the advertisements based on the five key criteria, it will be possible to determine which aspects of the campaigns are most successful in capturing consumer attention, generating interest, and driving action. This information can then be used to inform future advertising strategies and optimize the company's marketing efforts. In addition to evaluating the overall effectiveness of Balaji's advertising campaigns, the 5-star model can also be used to identify potential areas for improvement. By analyzing the specific strengths and weaknesses of individual advertisements, it may be possible to pinpoint areas where the messaging or visual elements could be refined to enhance consumer engagement and purchase intent. Overall, the qualitative analysis using the 5-star model is expected to provide a comprehensive and nuanced understanding of Balaji's advertising strategies and their impact on consumer behavior. This information can be used to optimize the company's marketing efforts, enhance product differentiation, and ultimately achieve greater sales and market share. Table 1 depicts the Balaji advertising campaign by using the questionnaire survey.

Table 1: Illustrates the Balaji advertising campaign by using the questionnaire survey.

Sl. No.	Question	Yes (percentage)	No (percentage)	Neutral (percentage)
1	Does the advertisement capture the viewer's attention and hold it throughout the message?	30	40	30
2	Does the advertisement create interest in the product or service being advertised?	20	70	10
3	Does the advertisement stimulate a desire to purchase or use the product or service?	23	66	11
4	Does the advertisement leave a lasting impression and make the product or service memorable?	28	49	13
5	Does the advertisement motivate the viewer to take action, such as visiting a website, making a purchase, or seeking more information?	27	52	21

3.4. Data Analysis:

Our research involved a qualitative analysis of Balaji Wafers' advertising campaign titled "Apna Time Aagaya". We presented the advertisement to various potential consumers and solicited their feedback through a five-point rating system. This feedback encompassed their assessment of the ad as well as their decision on whether it increased their inclination to purchase the product or engage with the brand. Table 2 depicts the number of consumer ratings of the 5-star model.

Table 2: Illustrates the number of consumer ratings of the 5-star model.

Rating	Number of consumers
5 stars	24
4 stars	17
3 stars	10

Our key analysis is described as follows: The "Apna Time Aagaya" ad campaign is a celebration of Balaji Wafers' success and its journey from a small regional brand to a national leader. The ad features a variety of celebrities and influencers from different parts of India, all of whom express their love for Balaji Wafers. The ad is also well-produced, with catchy music and high-quality visuals. The ad can be analyzed using the following qualitative research methods.

3.4.1. Thematic Analysis:

Thematic analysis is a method of identifying and analyzing patterns in data. In the case of the "Apna Time Aagaya" ad, the thematic analysis could identify themes such as celebration, inclusivity, authenticity, and emotion.

3.4.2. Semiotics Analysis:

Semiotics is the study of signs and symbols. In the case of the "Apna Time Aagaya" ad, the semiotics analysis could examine the use of symbols such as the Indian flag, the Balaji Wafers logo, and the celebrities and influencers featured in the ad.

3.4.3. Discourse Analysis:

Discourse analysis is the study of how language is used to construct meaning. In the case of the "Apna Time Aagaya" ad, the discourse analysis could examine the use of the song "Apna Time Aagaya" and the dialogue spoken by celebrities and influencers.

4. RESULTS AND DISCUSSION

The "Apna Time Aagaya" ad campaign is a successful example of how to use celebrity endorsements and influencer marketing to promote a brand. The ad is well-executed, inclusive, authentic, and emotional. It effectively communicates the brand's message of success and celebration to a wide range of consumers. Here are some specific aspects of the ad that are noteworthy:

- a) The ad features a diverse cast of celebrities and influencers from different walks of life. This helps to make the ad more relatable to a wider audience and to create a sense of inclusivity.
- b) The ad uses the song "Apna Time Aagaya," which is a popular and well-known song in India. This helps to make the ad more memorable and engaging.
- c) The ad features visuals of people from different parts of India enjoying Balaji Wafers. This helps to create a sense of national pride and to make the ad more inclusive.
- d) The ad uses the tagline "Apna Time Aagaya" (Our time has come) to communicate the message of success and celebration. This tagline is both aspirational and empowering, and it resonates with the target audience.

- e) Overall, the "Apna Time Aagaya" TV ad campaign is a well-executed and effective campaign that uses celebrity endorsements and influencer marketing to promote the Balaji Wafers brand. The ad is likely to be well-received by the target audience and to help the brand achieve its marketing goals.

In addition to the above, I would like to add that the ad campaign is also effective in using nostalgia to evoke positive emotions in the audience. The use of the song "Apna Time Aagaya" and the visuals of people from different parts of India enjoying Balaji Wafers may remind older viewers of their childhood memories, which can create a sense of warmth and happiness. This can make the ad more appealing to older viewers and may also lead them to purchase Balaji Wafers as a way to connect with their childhood memories. Overall, the "Apna Time Aagaya" TV ad campaign is a well-crafted and effective campaign that uses celebrity endorsements, influencer marketing, and nostalgia to promote the Balaji Wafers brand. Our Findings were as follows:

Yes, the data you provided suggests that most consumers were ready to buy the brand after watching the "Apna Time Aagaya" TV ad campaign. Out of 50 people, 23 people gave the ad all 5 stars, which means they were extremely likely to purchase the brand. An additional 18 people gave the ad 4 stars, which also indicates a high level of purchase intent. The remaining 9 people gave the ad 3 stars, which suggests that they were somewhat likely to purchase the brand. Overall, the average rating of 4.2 out of 5 stars indicates that the ad was effective in increasing purchase intent for Balaji Wafers [20], [21]. Figure 1 depicts the advertisement stimulates a desire to purchase with the use of products, services, and others.

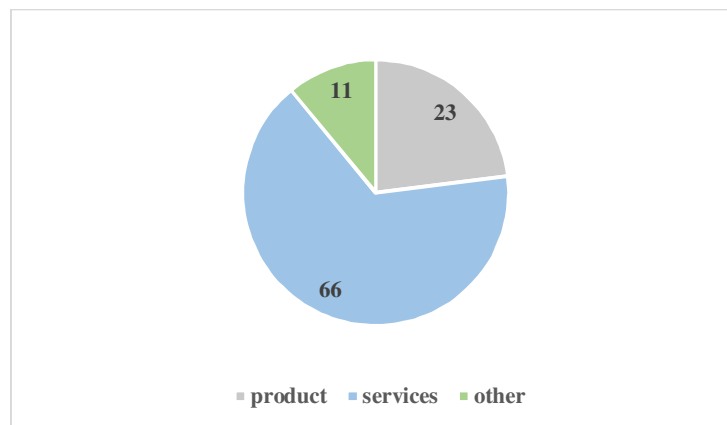


Figure 1: Illustrates the advertisement stimulates a desire to purchase with the use of products, services, and others.

Here are some possible explanations for why most consumers were ready to buy the brand after watching the ad:

- The ad is well-executed and engaging:* It features catchy music, high-quality visuals, and a diverse cast of celebrities and influencers. This makes the ad more appealing to a wide range of consumers and more likely to persuade them to purchase the brand.
- The ad evokes positive emotions:* It uses nostalgia and national pride to make consumers feel good about themselves and their country. This can create a positive association with the Balaji Wafers brand and make consumers more likely to purchase it.
- The ad effectively communicates the brand's message:* It communicates the message that Balaji Wafers is a successful brand that is celebrated by people from all walks of life. This

message is likely to resonate with the target audience and make them more likely to purchase the brand. Figure 2 depicts the feedback of the brand model through the number of consumers.

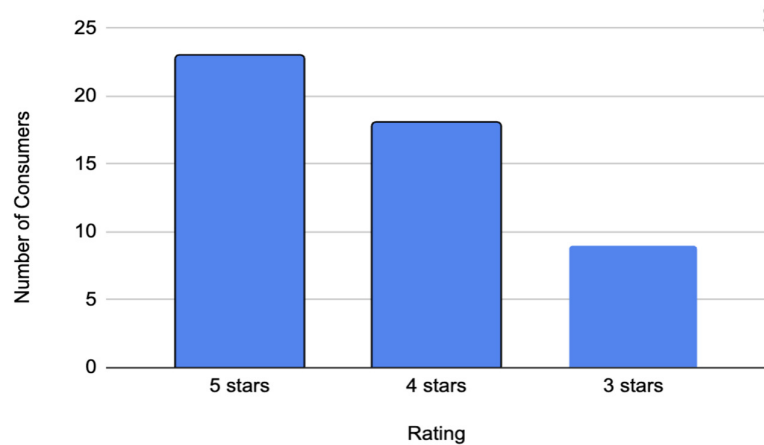


Figure 2: Illustrates the feedback of the brand model through the number of consumers.

Overall, the qualitative analysis of the "Apna Time Aagaya" TV ad campaign suggests that it is an effective campaign that is likely to be successful in increasing purchase intent for Balaji Wafers. The ad is well-executed, engages consumers, evokes positive emotions, and communicates the brand's message effectively. This combination of factors is likely to persuade consumers to purchase Balaji Wafers.

5. CONCLUSION

According to the report, Balaji Wafers uses a range of successful marketing techniques to meet its objectives. Product variety and innovation, competitive pricing, a robust distribution network, advertising and promotions, social media marketing, and consumer interaction are some of these tactics. The investigation also revealed that Balaji Wafers is a reputable and well-known brand in India. Customers like the company's robust distribution network, affordable pricing, and extensive product selection. They also think Balaji Wafers' marketing efforts are successful and are pleased with the quality of the company's offerings. To be one step ahead of the competition and satisfy evolving client demands, the company should keep funding product innovation and diversity. Continue to use a competitive price approach to keep a broad spectrum of customers able to purchase its items. Expand its reach and make its items even more available to customers by fortifying its distribution network further. To spread the word about its goods and attract new clients, keep funding promotional and advertising campaigns. Keep using social media to interact with consumers, provide news and promotions about new products, and hold freebies and competitions. To better understand the requirements and tastes of your customers, keep doing market research. Utilize consumer input to enhance their offerings.

REFERENCES:

- [1] F. Li, J. Larimo, and L. C. Leonidou, "Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda," *J. Acad. Mark. Sci.*, 2021.
- [2] A. Rosário and R. Raimundo, "Consumer marketing strategy and e-commerce in the last decade: A literature review," *Journal of Theoretical and Applied Electronic Commerce Research*. 2021.

- [3] L. Ocampo *et al.*, “An integrated AHP-TOPSIS for evaluating online marketing strategies for the hospitality industry,” *Int. J. Asian Bus. Inf. Manag.*, 2021.
- [4] M. Jami Pour, M. Hosseinzadeh, and H. Amoozad Mahdiraji, “Exploring and evaluating success factors of social media marketing strategy: a multi-dimensional-multi-criteria framework,” *Foresight*, 2021.
- [5] B. Danylyshyn, O. Olshanska, Y. Zabaldina, R. Mazurets, S. Khlopiak, and L. Pivnova, “Designing a marketing strategy for the development of industrial tourism in the region,” *J. Optim. Ind. Eng.*, 2021.
- [6] M. V. de Alencar Caldas, A. R. Veiga-Neto, L. G. de Almeida Guimarães, A. B. C. de Castro, and G. R. B. Pereira, “Greenwashing in environmental marketing strategy in the brazilian furniture market,” *Rev. Econ. e Sociol. Rural*, 2021.
- [7] İ. İpek, “The relevance of international marketing strategy to emerging-market exporting firms: from a systematic review towards a conceptual framework,” *International Marketing Review*. 2021.
- [8] A. Bazrkar, M. Hajimohammadi, E. Aramoon, and V. Aramoon, “Effect of the social media marketing strategy on customer participation intention in light of the mediating role of customer perceived value,” *Market-Trziste*, 2021.
- [9] A. Almeida, A. Galiano, A. A. Golpe, and J. M. Martín Álvarez, “The usefulness of marketing strategies in a regulated market: Evidence from the spanish tobacco market,” *E a M Ekon. a Manag.*, 2021.
- [10] G. N. Bayazovna and D. S. Saidjonovich, “The relevance of a small business marketing strategy,” *Int. Conf. Sci. Educ. Humanit. Adv. Hosted*, 2021.
- [11] F. S. Alfayad, “The impact of bank performance towards technology and marketing strategy on Omni-channel adoption in Saudi banking sector,” *Cuad. Econ.*, 2021.
- [12] E. M. Olson, K. M. Olson, A. J. Czaplewski, and T. M. Key, “Business strategy and the management of digital marketing,” *Bus. Horiz.*, 2021.
- [13] J. E. Kim and E. S. Park, “The spatial design marketing strategy of global franchises that take into consideration the characteristics of modern consumers—A study involving the global coffee companies of starbucks and blue bottle,” *Land*, 2021.
- [14] C. W. Hsu, Y. L. Chang, T. S. Chen, T. Y. Chang, and Y. Da Lin, “Who Donates on Line? Segmentation Analysis and Marketing Strategies Based on Machine Learning for Online Charitable Donations in Taiwan,” *IEEE Access*, 2021.
- [15] P. De Pelsmacker, S. van Tilburg, and C. Holthof, “Digital marketing strategies, online reviews and hotel performance,” *Int. J. Hosp. Manag.*, 2018.
- [16] E. Taoketao, T. Feng, Y. Song, and Y. Nie, “Does sustainability marketing strategy achieve payback profits? A signaling theory perspective,” *Corp. Soc. Responsib. Environ. Manag.*, 2018.
- [17] R. Song, S. Moon, H. (Allan) Chen, and M. B. Houston, “When marketing strategy meets culture: the role of culture in product evaluations,” *J. Acad. Mark. Sci.*, 2018.
- [18] N. Boso, Y. A. Debrah, and J. Amankwah-Amoah, “International marketing strategies of emerging market firms: Nature, boundary conditions, antecedents, and outcomes,” *Int. Mark. Rev.*, 2018.

- [19] M. K. Shahijan, S. Rezaei, and M. Amin, "Qualities of effective cruise marketing strategy: Cruisers' experience, service convenience, values, satisfaction and revisit intention," *Int. J. Qual. Reliab. Manag.*, 2018.
- [20] J. Phengkona, "Online marketing strategies for community-based tourism in the andaman cluster of thailand," *Eur. J. Tour. Res.*, 2021.
- [21] M. Amyr and S. Carmona, "Analysis of Digital Marketing Strategies for Artists During the Pandemic," *Acad. Mark. Stud. J.*, 2021.

CHAPTER 8

GLOCALIZATION AND FESTIVAL-BASED MARKETING: BRIDGING CULTURAL BOUNDARIES IN GLOBAL MARKETS

¹Aditya Ramesh, ²Dr. Kajal Chheda

¹Student, ²Faculty

^{1,2}Department of ISME

^{1,2}ATLAS SkillTech University, Mumbai, Maharashtra, India

Email: ¹aditya.ramesh.bba2023@atlasskilltech.university, ²kajal.chheda@atlasuniversity.edu.in

ABSTRACT:

Glocalization and festival-based marketing are new ways businesses use to reach global markets and connect with different cultures. Glocalization means adjusting products, services, and marketing to fit local customs while still keeping a global brand. Using festivals to promote and engage with customers is festival-based marketing. This paper looks at how these methods can help connect cultures and sell more products. The research wants to understand how using local customs and festivals can help companies connect with people from different cultures around the world. By making products that people in an area like and joining in important cultural events, businesses can get customers more interested, make them more loyal to the brand, and stand out from other companies. Also, these plans help people understand and respect different cultures and become part of the community. This helps diverse communities grow and develop in a good way. The future is all about how local and global interests mix and using festivals to market products. As the world becomes more connected and people's tastes change, companies need to be flexible and able to adapt to different cultures to take advantage of new chances to grow. Utilizing new technology, examining data, and collaborating with individuals from diverse cultures will be crucial for generating innovative ideas and remaining relevant in an increasingly interconnected world.

KEYWORDS:

Cultural Traditions, Consumer Engagement, Festival Marketing, Globalization, Global Market.

1. INTRODUCTION

In today's world, businesses need to understand how to connect with local customers while also thinking globally. One way to do this is through festival-based marketing, which means promoting products during cultural events and celebrations. This includes adapting marketing strategies to suit the values and traditions of these festivals and making the brand attractive to local audiences. Globalization plays an important role in festival-based marketing as it involves global and local thinking. This means creating events that respect local traditions and preferences. In the past, many companies did not attach enough importance to local culture, but now they see its importance. This research is important because it helps companies avoid business failures and financial losses by ensuring they respect local culture and connect effectively with customers. By understanding the global market and the festival as a business, companies can adapt marketing strategies that resonate with different audiences and create a good organization.

In today's interconnected world, businesses confront the challenge of coming out to clients all-inclusive whereas too engaging in neighborhood tastes and traditions. Festival-based promoting offers a successful arrangement for this predicament. This approach includes leveraging social occasions and celebrations to advance items in a way that reverberates with

nearby communities. It's around adjusting promoting endeavors with the values and conventions celebrated amid these occasions, making the brand more relatable and engaging to the target gathering of people. Globalization plays a key part in festival-based promoting by guaranteeing that worldwide promoting methodologies are adjusted to suit neighborhood settings. This implies understanding and regarding the subtleties of diverse societies and fitting promoting campaigns appropriately.

By grasping globalization and festival-based showcasing, businesses can produce more grounded associations with clients, dodge social stumbles that may hurt their notoriety, and eventually drive deals and benefits [1], [2]. In Pith, it's almost striking the correct adjustment between global vision and nearby affectability to form impactful promoting campaigns that reverberate with different gatherings of people around the world. Festival-based promoting offers a few preferences for businesses pointing to construct enduring connections with clients around the world. Firstly, by taking an interest in social events and celebrations, companies can tap into a captive group of onlookers that is as of now in a celebratory and open temperament [3], [4]. This makes a perfect environment for advancing items or administrations, expanding the probability of engagement and deals.

Furthermore, festival-based showcasing permits businesses to adjust their brand informing with the values and conventions of the local community, cultivating a sense of association and realness that resounds with shoppers. This could lead to more grounded brand devotion and positive word-of-mouth proposals [5], [6]. Also, supporting or taking part in celebrations gives openings for expanded brand perceivability and presentation, as well as the chance to grandstand items or administrations specially and vitally. Additionally, festival-based promoting can offer assistance to businesses to separate themselves from competitors by illustrating their commitment to supporting and locking in with neighbourhood communities. By and large, leveraging celebrations as a showcasing stage empowers businesses to reach assorted groups of onlookers, construct beliefs, and drive important associations that interpret into long-term victory [7], [8]. Festival-based showcasing offers advanced focal points for businesses keen on building up enduring connections with clients universally. One critical advantage is the opportunity for companies to inundate themselves with the nearby culture and pick up profitable bits of knowledge about the inclinations, behaviors, and needs of their target group of onlookers.

By effectively partaking in celebrations, businesses can associate straightforwardly with buyers, assemble input, and adjust their showcasing techniques appropriately, driving more successful and personalized campaigns. Moreover, festival-based promoting gives a stage for businesses to exhibit their commitment to social obligation and community engagement. By supporting or supporting neighborhood occasions, companies can improve their brand picture and notoriety, illustrating an honest-to-goodness intrigue in contributing emphatically to the communities they serve [9], [10]. Besides, celebrations frequently pull in media consideration, giving businesses the chance to produce buzz and exposure for their brand on a bigger scale. This expanded presentation can lead to increased brand mindfulness and extended showcase reach, possibly pulling in modern clients and driving development. Generally, festival-based showcasing presents a heap of openings for businesses to associate really with customers, cultivate goodwill, and eventually, drive commerce victory.

Festival-based promoting gives businesses various preferences in building enduring connections with clients around the world. One key advantage is its capacity to form important and immersive brand encounters. By coordinating items or administrations into the texture of social celebrations, businesses can make an enduring impression on buyers, driving to expanded brand review and devotion. Furthermore, festival-based promoting offers businesses

the chance to tap into the enthusiastic request of merriments. By partnering their brand with positive feelings and encounters shared amid celebrations, businesses can bring out solid passionate associations with shoppers, cultivating more profound connections and fondness towards the brand [11], [12]. Additionally, celebrations frequently pull in different groups of onlookers, permitting businesses to reach a wide run of potential clients in a single area. This empowers businesses to extend their advertising nearness and reach modern socioeconomics, driving expanded deal openings and advertising development. Moreover, festival-based showcasing gives a stage for businesses to exhibit their imagination and development. By making one-of-a-kind and lock actions or campaigns custom-fitted to the celebration topic, businesses can separate themselves from competitors and stand out within the swarmed commercial center. In general, festival-based showcasing offers businesses a capable implies of interfacing with shoppers on an individual and passionate level, driving brand engagement, dependability, and eventually, long-term victory.

Participating in festivals can assist businesses in creating enduring connections with customers from diverse locations [13], [14]. One big benefit is being able to make real connections with customers by matching marketing with local traditions and values. This realness connects with people, making them trust and stick with the brand even more. In addition, using festivals to promote their brand helps businesses take advantage of the excitement and positive feelings that come with these events, making it easier to promote and connect with customers. Furthermore, businesses can learn a lot about what their customers like and how they behave by taking part in festivals. This helps them make their products and marketing better suited to their customers. Furthermore, festivals receive a great deal of exposure from both traditional media and social media platforms [15], [16]. This helps businesses get more people to know about them and their brands. Ultimately, utilizing festivals for marketing allows businesses to demonstrate their commitment to the community and social responsibility. This can help make their brand look better and make people think well of them. To put it simply, making use of festivals for marketing purposes can aid businesses in forging strong customer relationships, fostering brand loyalty, and prospering in a competitive global market.

2. LITERATURE REVIEW

Oka Suryawardani *et al.* [17] conversed that branding helps bring people back to Jatiluwih Bali for agritourism. Bali tourism is widely sought after due to the abundance of attractions and activities available for visitors. Agritourism in Jatiluwih, called Subak-based, is a popular part of Bali tourism. It includes beautiful rice fields and lots of activities to do on the farm. It's really important to understand how the brand of a place affects how happy the visitors are. It's really important to understand how happy customers are and if they want to keep coming back. The study wanted to see how Jatiluwih agritourism's brand awareness, brand image, and brand association affect how happy foreign tourists are when they visit. They also wanted to see if happy tourists are more likely to come back in the future.

Shinwari *et al.* [18] blathered about the assessment of things that affect the growth of small and medium businesses in Afghanistan. This study aims to understand what factors, inside and outside of the country, are influencing the growth of small and medium businesses in Afghanistan. A strong small and medium-sized business sector helps the economy grow by making a lot of money, creating jobs, helping poor people, and supporting people who want to start their businesses. This study uses a technique called Exploratory Factor Analysis (EFA) to find out the factors. A group of 150 workers from small and medium-sized businesses, including both high and middle-ranking managers.

Marx *et al.* [19] debated about employing control systems to guide the marketing department in developing a customer-oriented strategy. Market orientation is a significant concept that organizations should prioritize. It is guided by the marketing department, which works to spread a mindset focused on the market throughout the organization. While people have studied the reasons and advantages of being focused on the market, they have not paid much attention to the situations in which it happens. This paper looks at how the marketing department's authority affects market orientation, and how managerial control influences this relationship. According to the Resource Dependence Theory (RDT), it is proposed that upper management depends on marketing to leverage their influence in promoting a market-oriented focus and key values throughout the organization.

Morgan *et al.* [20] discussed skills and abilities needed for marketing in different countries. The importance of marketing abilities in assessing a company's performance has led to a surge in academic research in this area. The topic of marketing capabilities has become more popular in international marketing research. However, it is not clear whether there are differences in the thinking and research methods used in international marketing compared to those used in a local market.

The researchers examined numerous studies from reputable marketing journals to address this inquiry. They add to this by also getting information from interviews with bosses in companies that do international marketing to different extents. According to the study, there are numerous unresolved issues surrounding the comprehension and examination of international marketing capabilities.

Wibowo *et al.* [21] conversed social media marketing and customer experience have the potential to shape customers' behavior. Social media is important for marketing. Social networking sites are a way for businesses to talk directly to their customers and build good relationships with them. So, companies that use social media need to choose the right marketing material to build good relationships with customers. This can help the company to do well in the long run. This study looked at how social media marketing and the customer's experience affect how much they like a company. This can affect how likely they are to buy from the company, keep buying from them, and take part in the company's events or activities used a program called SmartPLS 3 to study and understand 413 surveys completed online. The findings indicate that SMMA and CX greatly affect how well companies connect with their customers, which in turn has a good effect on how customers behave. This study shows businesses that social media marketing content needs to focus on creating a good user experience and connecting with customers to reach marketing goals and have long-term success for businesses.

Cartwright *et al.* [22] discussed B2B companies are utilizing influencer marketing strategies to promote their products and services. This research looks at how businesses use influential people to market their products to other businesses. It examines how employees, customers, and organizations can endorse and promote products, and how this type of marketing is used strategically. It also discusses the difficulties that businesses face when using influential people for marketing. The study shows that B2B marketers support the idea of influential marketing" and see it as separate from influencer marketing in the B2C market. B2B influential marketing means being trustworthy, knowledgeable, and professional. It's about sharing expertise and building strong, long-term relationships and business connections within a specific industry. This study helps us understand more about how influential marketing works in business-to-business relationships. It creates a plan to show how businesses can strategically use this kind of marketing. The important contributions from managers in our study show the specific things to think about when it comes to marketing in B2B organizations.

3. DISCUSSION

The research aims to understand how companies adapt their marketing strategies for different festivals, considering the diverse cultures and preferences of different regions. It also looks at how companies change their product packaging and advertising to fit festival themes and local customs around the world. The research uses different ways to gather information, like asking people questions and looking at data from books and industry reports. The research aims to learn about how local and global ideas come together in festival-based marketing. It determines how to look at information from marketing experts and customers to get a complete understanding. Studies have shown that businesses utilize both a worldwide brand and regional adaptations to engage with customers during festive seasons. This makes their brand more appealing and helps them build better relationships in different areas. Figure 1 shows the advantages of glocalization and festival-based marketing.

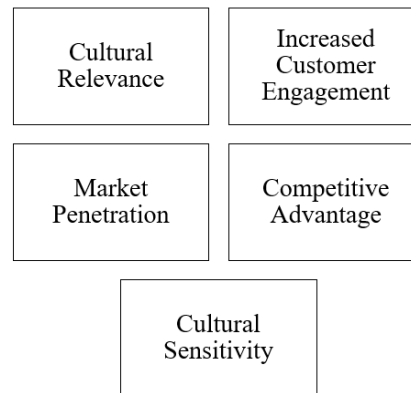


Figure 1: Show the advantage of glocalization and festival-based marketing.

The research demonstrates the significance of companies adapting their marketing approaches to align with the cultural norms and traditions of diverse regions. This can help them make more interesting and successful campaigns all around the world. The research aims to explore how businesses adjust their marketing strategies for various cultural festivals worldwide, considering the diverse cultural backgrounds and customer preferences. It is also interesting to learn about how companies adapt their packaging and advertisements to align with various holidays and events. The study uses surveys and looks at information from books, industry reports, and academic journals. The research wants to understand how blending local and global marketing with festivals affects the global marketplace by asking marketing experts, customers, and business owners for their thoughts. According to the research, companies should incorporate local elements into their global branding to engage with audiences during cultural events. This can make the brand stronger and help it build better relationships in different areas.

Future research about how festivals and globalization affect marketing could help us understand how people buy things and what works best in a global economy. Businesses are growing and reaching out to different people in different countries. They need to find new and creative ways to promote their brands globally while also connecting with local customers. Future research can look more closely at how companies can change their marketing to fit different cultures, while still keeping the same brand image. In addition, as more and more people use technology and social media, there is a chance to see how these tools can be used to make festival advertising better and spread the message about a brand to different places. Additionally, as the world gets more connected, researchers need to study how people in different cultures buy things.

This includes looking at how political and cultural changes affect what people think about products. By studying glocalization and marketing at festivals, future research can help businesses understand how to connect with customers around the world and succeed in a changing market. In the future, studying glocalization and festival-based marketing spirit give us new and exciting chances to learn more about how consumers interact with brands in a world that is more connected than ever before. Businesses are trying to figure out how to do well in different countries without upsetting people's beliefs. One way to study could be to use advanced technology to understand how people in different cultures like to buy things and behave. By using big data and machine learning, businesses can make their marketing campaigns more specific and targeted to different groups of people.

This can help them reach more people and be more effective in their advertising. Also, because technology is always getting better, researchers can look at how virtual reality and augmented reality can make festival marketing better in the future. Businesses can make fun online spaces that feel like cultural festivals. These spaces can help people remember the brand and feel connected to it. Moreover, as more people care about the environment and are ethical shoppers, researchers can study how businesses can match their festival marketing with good practices and values. Companies can help the environment and their community by doing activities that are good for the world. This can make their brand look good too. Furthermore, as the world gets more connected through the internet and social media, researchers can study how influential people and content created by users help make festival marketing campaigns more powerful. By working with popular people and using content created by users, businesses can make their marketing reach more people and make real connections with customers from different places and cultures. In the future, researching global and local festivals for marketing has a lot of potential for new ideas and growth. It also gives us chances to use new technology and trends to connect with customers and make them loyal to our brand in a worldwide market. Researchers can help businesses by learning new things and solving problems. They can make marketing better and more respectful of different cultures all over the world.

Glocalization and festival-based marketing are good because they can help businesses connect with customers from different cultures. This can make people more interested in and loyal to the brand. By combining branding that is recognized worldwide with customizing for local needs, businesses can adapt their marketing plans to match the beliefs, customs, and choices of different areas or groups of people. This method helps companies make ads that are more interesting to the people they want to reach. One big benefit of glocalization and festival-based marketing is that they can make a brand seem more genuine and trustworthy.

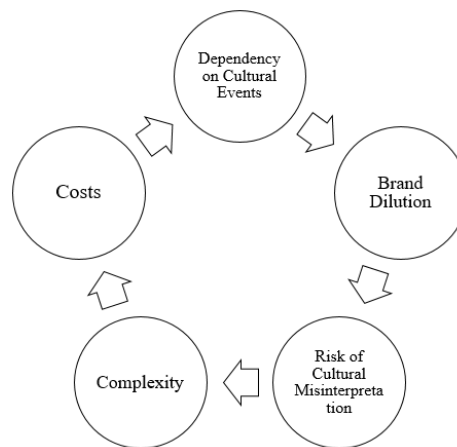


Figure 2: Show the disadvantage of glocalization and festival-based marketing.

Glocalization and festival-based marketing can help businesses stand out from competitors in busy markets. By using cultural events and festivals to show off their products or services in special ways, companies can get the attention of customers and make a strong impression that makes them stand out from other companies. This difference can make more people know the brand, make customers stay loyal, and in the end, make more money and sales. Furthermore, businesses can use glocalization and festival-based marketing to connect with consumers on an emotional level during cultural celebrations and build stronger relationships with them. Companies can make people feel good by connecting their brand with happy moments at festivals. Figure 2 shows the disadvantages of glocalization and festival-based marketing.

Glocalization and marketing at festivals offer a broad range of advantages. It helps businesses connect with customers around the world while also honouring local cultures and traditions. First, this method lets companies customize their marketing for different areas, knowing each market has its special preferences and details. By changing their plans to fit local ways and values, businesses can make stronger bonds with customers and make them more likely to stay with the brand. Glocalization and using festivals for marketing can help businesses stand out and come up with new ideas. Companies can show off their products at cultural events and festivals in unique ways to stand out from other businesses and be remembered by people. This special quality not only makes people notice it but also makes them like the brand more, which makes people want to buy it.

In addition, using local culture and festivals can help businesses connect with people's emotions and take advantage of cultural celebrations. By connecting their brand messages to the feelings and atmosphere of festivals, companies can make people feel strongly attached to their brand and make them more loyal. This strong connection helps to build good relationships with customers. It makes them trust and like the brand more. Additionally, when businesses use glocalization and festival-based marketing, they can get more attention and be seen by more people. Companies can reach many people and create excitement around their brand by supporting cultural events and festivals. This increased visibility helps to sell more products right away and also makes more people know about and remember the brand for a long time. This helps the brand to be successful in the market for a long time. Overall, using glocalization and marketing at festivals is good because it combines global ideas with local feelings, helping businesses connect with customers in important ways. By using this method, companies can make their brand stronger, get customers more involved, and in the end, grow and succeed in the world market.

Glocalization and festival-based marketing help businesses connect with consumers from around the world and in their local area. This strategy is good because it can work in any culture and still respect local customs, and it helps create strong relationships with people from different parts of the world. By using glocalization, companies can change their marketing strategies to better fit the different preferences and values of each region. This makes their messaging more meaningful and genuine. This personalization helps people feel more connected to the brand and makes the brand stand out from others. It encourages people to keep buying from the brand and choose it over others. Also, using festivals to market their products or services can help businesses connect with customers during important cultural events. Companies can connect with people's happy feelings during festivals and make them remember the company even after the festival is over.

This strong emotional connection makes people like the brand more and remember it better. Furthermore, glocalization and festival-based marketing can help businesses be more creative and stand out from their competition. By creatively putting their products or services at festivals, businesses can show them off in interesting and exciting ways. This can grab the

attention of customers, even with lots of other businesses around. This new approach doesn't just bring in new customers but also makes the brand stronger and more memorable. This helps the brand stay in the minds of consumers. Moreover, combining globalization with local needs and using festivals for marketing can help businesses become more visible and gain attention internationally. By using festivals to promote their products, companies can reach a lot of different interested people, which can help make more people aware of their brand. This makes more people see the brand and also improves what people think about the brand, showing that the business cares about culture and society. Using globalization and festival-based marketing helps businesses connect with people all over the world by combining global ideas with local culture. This makes it easier for businesses to make meaningful relationships with customers. Using this technique can help businesses discover innovative methods to expand, differentiate themselves, and thrive in an increasingly interconnected world. Figure 3 depicts the techniques for festive-based marketing.

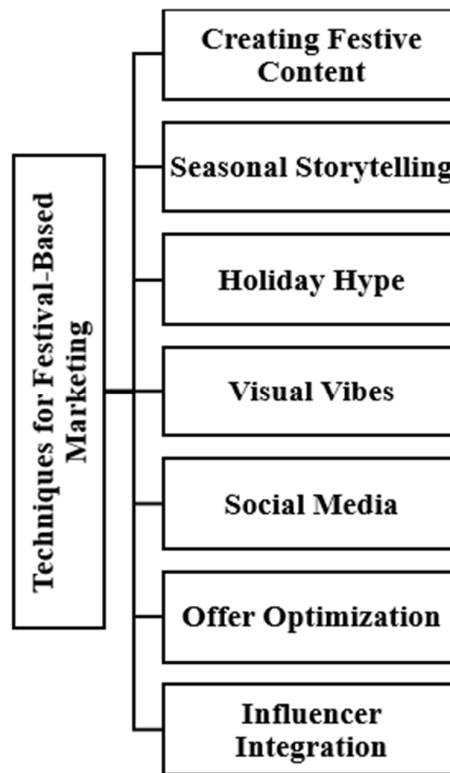


Figure 3: Depicts the techniques for festive-based marketing.

4. CONCLUSION

Adjusting marketing strategies to incorporate festival themes that reflect both global and local cultures resonates with the various beliefs and backgrounds encountered in daily life. Holidays like Christmas, Eid, Holi, and Diwali allow companies to connect with customers by promoting feelings of love, gratitude, and happiness. Festival marketing tries to make customers feel a strong connection to the brand and its products. It's more than just advertising a product. In this situation, the plan is to use globalization, which means mixing global ideas with local ones. It allows businesses to make and sell products all around the world, while also understanding and adapting to local differences. Businesses that want to connect genuinely with people all over the world should use Globalization and festival-based marketing. This means they should find a way to relate to both international and local markets.

REFERENCES:

- [1] E. M. Olson, K. M. Olson, A. J. Czaplewski, and T. M. Key, "Business strategy and the management of digital marketing," *Bus. Horiz.*, 2021, doi: 10.1016/j.bushor.2020.12.004.
- [2] E. Tariq, M. Alshurideh, I. Akour, S. Al-Hawary, and B. Al Kurdi, "The role of digital marketing, CSR policy, and green marketing in brand development," *Int. J. Data Netw. Sci.*, 2022, doi: 10.5267/j.ijdns.2022.1.012.
- [3] W. Krings, R. Palmer, and A. Inversini, "Industrial marketing management digital media optimization for B2B marketing," *Ind. Mark. Manag.*, 2021, doi: 10.1016/j.indmarman.2021.01.002.
- [4] S. Chandra, S. Verma, W. M. Lim, S. Kumar, and N. Donthu, "Personalization in personalized marketing: Trends and ways forward," *Psychology and Marketing*. 2022. doi: 10.1002/mar.21670.
- [5] H. Arasli, M. Abdullahi, and T. Gunay, "Social media as a destination marketing tool for a sustainable heritage festival in nigeria: A moderated mediation study," *Sustain.*, 2021, doi: 10.3390/su13116191.
- [6] S. Hudson, M. S. Roth, T. J. Madden, and R. Hudson, "The effects of social media on emotions, brand relationship quality, and word of mouth: An empirical study of music festival attendees," *Tour. Manag.*, 2015, doi: 10.1016/j.tourman.2014.09.001.
- [7] J. (Jiyeon) Lee and G. T. Kyle, "Segmenting Festival Visitors Using Psychological Commitment," *J. Travel Res.*, 2014, doi: 10.1177/0047287513513168.
- [8] M. Saayman and A. Saayman, "Why standardization of festival marketing might be a cheesy affair," *Event Manag.*, 2019, doi: 10.3727/152599519X15506259855805.
- [9] G. Ali Abbasi, N. F. Abdul Rahim, H. Wu, M. Iranmanesh, and B. N. C. Keong, "Determinants of SME's Social Media Marketing Adoption: Competitive Industry as a Moderator," *SAGE Open*, 2022, doi: 10.1177/21582440211067220.
- [10] M. K. Kamila and S. S. Jasrotia, "Ethics and marketing responsibility: A bibliometric analysis and literature review," *Asia Pacific Manag. Rev.*, 2023, doi: 10.1016/j.apmr.2023.04.002.
- [11] T. Davenport, A. Guha, D. Grewal, and T. Bressgott, "How artificial intelligence will change the future of marketing," *J. Acad. Mark. Sci.*, 2020, doi: 10.1007/s11747-019-00696-0.
- [12] U. Kaiser, W. Sofka, and C. Grimpe, "Creating marketing innovation abroad: The value of marketing professionals in foreign MNC subsidiaries," *Ind. Mark. Manag.*, 2023, doi: 10.1016/j.indmarman.2023.05.005.
- [13] J. A. Laub, "Assessing the servant organization; Development of the Organizational Leadership Assessment (OLA) model. Dissertation Abstracts International," *Procedia - Soc. Behav. Sci.*, 1999.
- [14] L. Švajdová, "Consumer Behaviour in Tourism," *WSEAS Trans. Bus. Econ.*, 2021, doi: 10.37394/23207.2021.18.129.

- [15] A. Chopra, V. Avhad, and S. Jaju, "Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial," *Bus. Perspect. Res.*, 2021, doi: 10.1177/2278533720923486.
- [16] P. M. G. de Leaniz and S. Castro-González, "Consumer behavior on sustainable issues," *Cuadernos de Gestion.* 2023. doi: 10.5295/cdg.221853pm.
- [17] I. G. A. Oka Suryawardani, A. S. Wiranatha, I. K. Satriawan, I. B. G. Pujaastawa, E. N. Kencana, and I. W. Tika, "The Role of Branding in Increasing Revisit at Agritourism in Jatiluwih Bali," *SOCA J. Sos. Ekon. Pertan.*, 2021, doi: 10.24843/soca.2021.v15.i02.p01.
- [18] W. K. Shinwari and K. Adel, "Evaluation of Factors Affecting Small and Medium Enterprises Growth in Afghanistan," *Kardan J. Econ. Manangement Sci.*, 2019, doi: 10.31841/kjems.2021.42.
- [19] C. Marx and M. Brettel, "The Use of Manangement Control to Guide Marketing Department Power in Establishing Market Orientation: A Resource Dependence Perspective," in *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, 2015. doi: 10.1007/978-3-319-10912-1_39.
- [20] N. A. Morgan, H. Feng, and K. A. Whitler, "Marketing Capabilities in International Marketing," *J. Mark.*, 2018, doi: 10.1509/jim.17.0056.
- [21] A. Wibowo, S. C. Chen, U. Wiangin, Y. Ma, and A. Ruangkanjanases, "Customer behavior as an outcome of social media marketing: The role of social media marketing activity and customer experience," *Sustain.*, 2021, doi: 10.3390/su13010189.
- [22] S. Cartwright, H. Liu, and I. A. Davies, "Influencer marketing within business-to-business organisations," *Ind. Mark. Manag.*, 2022, doi: 10.1016/j.indmarman.2022.09.007.

CHAPTER 9

NAVIGATING THE CHANGING TIDES: MARKETING STRATEGIES POST-COVID-19

¹Agastya Ghiya, ²Shereen Gupta, ³Dr. Tapish Panwar

^{1,2}Student, ³Faculty

^{1,2,3}Department of ISME

^{1,2,3}ATLAS SkillTech University, Mumbai, Maharashtra, India

Email: ¹agastya.ghiya.bba2023@atlasskilltech.university, ²shereen.gupta.bba2023@atlasskilltech.university, ³tapish.panwar@atlasuniversity.edu.in

ABSTRACT:

Marketing underwent rapid transformation as a result of the COVID-19 pandemic. This paper looks at how marketing is changing and becoming more difficult after the pandemic. More people like to shop online now and think more about getting good value when they make decisions. Digital transformation for brands is now very important because businesses are using online platforms to reach customers who are far away. The economy has made people want lower prices, so businesses need to think about how they set their prices. People are carefully looking at how companies respond to health and ethical issues. Working and selling from a distance have changed how marketing works. It's now more important to use data and interact virtually. Being responsible in society and focusing on using data and virtual conversations. More and more companies are focusing on being responsible and marketing with a purpose because customers like it when companies do the right thing. Businesses need to go into different markets and be able to change to stay strong. The business environment has changed, and now companies that are creative and different from others are more successful. This study gives a complete understanding of the marketing world after the pandemic. It gives advice for businesses to do well in this new environment.

KEYWORDS:

Consumer Behavior, Digital Transformation, Marketing Strategies, Pandemic Impact, Remote Work.

1. INTRODUCTION

COVID-19 has altered the marketing world. Despite improvements in India's handling of the virus, its effects continue to impact our shopping habits and the strategies companies use to sell to us. More people are using the internet to buy things instead of going to stores. This means companies have to change how they promote and sell their products. Digital marketing, such as ads on websites and social media, has become very important. With more people using the internet, companies need to be present where their customers are. Another change is happening in the way people do their jobs [1], [2]. Many people now work from their houses, and this changes how businesses advertise their products. Marketers need to consider how to reach people who do not work in regular offices anymore. At last, gaining knowledge from the pandemic. Businesses that are adept at adapting and making changes are thriving. This research is trying to understand how marketing is changing after COVID-19. This paper looks at how the COVID-19 pandemic has impacted marketing.

Even if things have gotten better in India, it still affects how businesses connect with customers. One big change is that more people are buying things online. Currently, a growing number of individuals Favor online shopping over visiting physical stores due to its convenience. This means that companies need to change their marketing plans to focus more on reaching

customers through the Internet. Digital marketing is also very important. As more people use social media and other digital platforms, businesses have to advertise their products where their audience spends the most time. The way marketing is conducted has been altered by the rise of remote work. Because more people are working from home, traditional ways of advertising might not work as well. Marketers need to come up with new ways to reach consumers who no longer work in regular offices. At long last, businesses are acquiring insights from the pandemic. People who can adjust to changes quickly are more likely to do well. The objective of this study is to comprehend the shifts in marketing strategies following the impact of COVID-19. Figure 1 illustrates the COVID-19 pandemic has catalysed a profound transformation in marketing landscapes globally, driven by seven key factors.

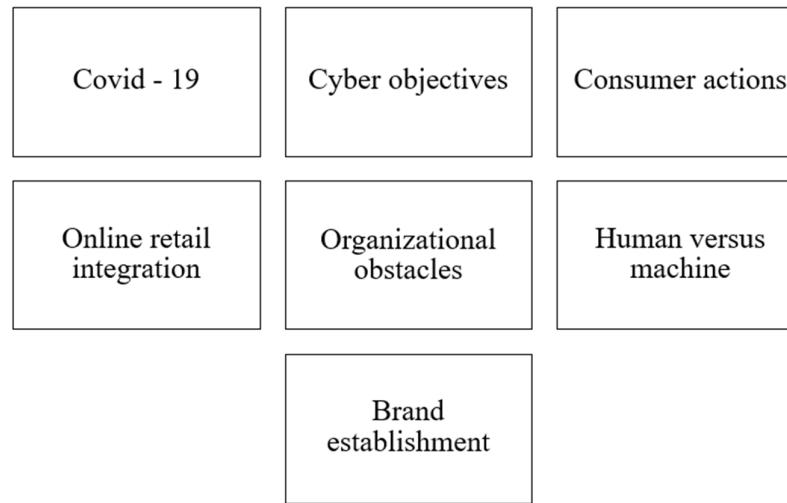


Figure 1: Illustrates the COVID-19 pandemic has catalysed a profound transformation in marketing landscapes globally, driven by seven key factors.

This research is useful because it can help us understand how marketing has changed after COVID-19 [3], [4]. This research shows businesses how people's buying habits, online marketing, working from home, and being able to change have changed because of the pandemic. It gives businesses practical plans to handle the new way of doing things. Knowing how people's buying habits have changed helps companies to change their marketing to better suit what their customers want. Focusing on online marketing helps businesses reach more customers who are active on the internet. It ensures that their message gets to people when they are most interested. Moreover, understanding how remote work affects marketing helps companies change their strategies to better connect with remote workers. Businesses can become stronger and more flexible by learning from the good and bad things that happened during the pandemic [5], [6]. This will help them to do well even when there are more unpredictable events in the future.

This research helps businesses understand and plan for the changing marketing world after COVID-19, so they can stay ahead of their competition. This research is good because it gives helpful information about how marketing is changing after COVID-19. This research helps businesses understand how people are buying things differently, how important digital marketing is, how remote work affects marketing strategies, and why being adaptable is crucial. It gives them the information they need to do well after the pandemic. Knowing how people's shopping habits have changed helps companies make their products, services, and advertising better suited to what their customers want. Also, focusing on digital marketing helps companies take advantage of the increasing number of people online, making sure they can communicate

and connect with them effectively [7], [8]. Also, understanding how remote work affects marketing helps businesses change their strategies to better reach and connect with remote workers. Companies can become stronger and more flexible by working through the tough times and opportunities brought on by the pandemic. This will help them handle any future uncertainties with ease. This study gives useful information and tips for businesses to change and do well in the different worlds of marketing after COVID-19. This will help them stand out from other businesses.

This study gives a big advantage by giving detailed information about how marketing has changed because of the COVID-19 pandemic. It examines how people's shopping habits are changing, the growing importance of online marketing, how working from home is changing marketing plans, and why it's important to be able to adjust to uncertain times [9], [10]. Understanding how people's shopping habits have changed after the pandemic can help businesses create better marketing plans that appeal to what customers want now.

By understanding that more people are using digital platforms for shopping and interaction, companies can plan how to take advantage of this trend by reaching more people and being seen by more people. Furthermore, recognizing that more people are working from home allows companies to change how they market their products to reach those who are not working in regular offices anymore [11], [12]. By learning from the difficulties faced during the pandemic, companies can become stronger and more flexible, so they can succeed even when faced with future problems. This research is like a helpful guide for businesses to navigate through the complicated world of marketing after COVID-19. By using new ideas and changing their strategies, companies can survive the uncertainties of the current business world and succeed in the changing market.

This research can be used in many different ways and can have a big impact on businesses after COVID-19. First, it gives useful advice for marketers to change their plans based on how people are shopping. Businesses can use information about how people buy things to make their advertising and products better for the people who want to buy them. Also, the study shows that using social media and online shopping websites for marketing is becoming more and more important [13], [14]. With this information, businesses can make their online presence and strategies better to connect with customers online.

Thirdly, the things learned from this research can help businesses make decisions about remote work and telecommuting. This can be especially useful in figuring out how to sell products and services to people who work from home. Studying how working from home affects the way people buy things helps companies change their marketing plans. This means they can stay important and keep people interested. Furthermore, the study provides helpful ideas for how to stay strong during times when are not sure what will happen in the future. Businesses can learn from the pandemic to make plans for future problems. This will help them stay strong and successful for a long time. In simple words, this research can help businesses not only understand new ideas but also use them to do well in the changing world of marketing after COVID-19.

The findings from this research can help businesses make better marketing plans after COVID-19. First, this research looks at how the pandemic has changed what people buy and how they like to buy things. This can help marketers understand their customers better. This insight aids businesses in optimizing their marketing efforts to pique customer interest and drive increased sales. Secondly, the focus on how important digital marketing is shows that businesses need to make sure they have a strong presence online. As more people use the internet to shop and find information, businesses need to use digital marketing to stay competitive and reach more

customers. With the information from this study, companies can improve their online marketing to reach more people, engage them better, and increase the number of sales. Moreover, understanding how working from home affects marketing can help businesses figure out how to adapt to this new way of working. Understanding how working from a distance affects how people buy things helps marketers figure out how to reach those people better. They can do this by making ads that focus on those people, hosting online events, or offering products that are good for remote work. Furthermore, the research shows how businesses can make their marketing strategies stronger, even when they are uncertain about the future. Businesses can learn from the pandemic and change how they do things to be ready for future problems. This will help them keep going and grow, even when things change a lot. This research helps businesses make smart decisions, adjust to changing customer preferences, use online tools well, connect with people who are far away, and become strong for the future in the marketing world after COVID-19.

2. LITERATURE REVIEW

Bhargava *et al.* [15] discussed the global examination of the shifts in consumer purchasing behavior due to the impact of COVID-19. Since the middle of March, McKinsey has been doing surveys with customers in 41 different countries to see how COVID-19 is affecting how people feel and how they are acting. Surveys are done on the Internet using languages spoken in the area, and they happen every week, every two weeks, or every month, depending on where they are being done collect data from different countries to get a good mix of people from different age groups and income levels.

Das *et al.* [16] discussed the effects of COVID-19 on how people buy things and what can learn from a developing country. This study looks at how COVID-19 has affected how people live and shop, depending on how much money they have asked people questions to find out how COVID-19 has affected their ability to buy things, their lifestyle, and how they take care of their health also wanted to know how these changes have affected the way they shop. looked at 425 responses to see how people's background affects their buying habits used structural equation modeling to do this found that people's changing way of life and how they adapt can also affect their buying behavior. The research shows that people working in informal jobs have been hit harder by COVID-19, and they are now looking for cheaper alternatives for things they need every day. The need for health and entertainment products depends on what jobs people have and how much money their family makes. This is connected to how much they can afford and how their lifestyle changes.

Sridhar *et al.* [17] explored the worldwide effects of COVID-19 on farming and the importance of using sustainable methods and digital technology in agriculture. The coronavirus (COVID-19) has caused a lot of problems in all parts of the world, and it has messed up the global economy. Social distancing, staying home, and limited travel rules have caused a big drop in the number of people working and many people losing their jobs in all types of jobs. The agriculture and food sector was open and vulnerable.

The government's decision to lock down the whole country led to the closure of industries around the world. This affected the entire process of getting products from the farmers to the people who buy them. The most important thing right now is to come up with good ideas that can help the market grow and make customers happy. This paper looks at how COVID-19 has affected the farming and food industry, focusing on important things like how much food is made, how much people want, how prices have gone up, and making sure there's enough food for everyone. To save Earth's materials and reach the goals for long-term growth, need to use farming methods that are good for the environment should pay attention to techniques like

growing food in cities, rotating crops, using hydroponics, and small family farms. The utilization of digital tools, such as artificial intelligence, machine learning, deep learning, and blockchain technology, is anticipated to lead to potential advancements.

Castaldo *et al.* [18] discussed the sailing during the COVID-19 pandemic does feeling like the place is too crowded make a difference? Cruising is one of the hardest hit industries by the COVID-19 health crisis because people are in close contact with each other on the ships. This study wants to find out if feeling crowded and being worried about getting sick during the pandemic might make people not want to go on a cruise.

The research also looks at how much people trust and like a company, and how motivated and confident they feel, to see if it affects whether they want to go on a cruise create a list of questions, and put it online for people to answer on social media. In total, 553 people's answers were studied to see what things can change how much people want to go on a cruise. This was done by using different math models.

The study found that feeling crowded because of the pandemic does not affect people's decision to go on a cruise. Instead, believing in the cruise company, and its reputation, feeling good about going on a cruise, and wanting to be social are all reasons why people would want to go on a cruise.

Fatemeh *et al.* [19] discussed the computer program that guesses how people will behave during the COVID-19 outbreak. The economy is moving towards using knowledge more, especially in online shopping where all the transactions and customer opinions are recorded. Machine learning can help find hidden information in the logs. Companies use information to understand how people behave when they buy things and to see what opportunities and risks there are. The coronavirus (COVID-19) has changed the way shop because it has affected many parts of our daily life. Predicting how people buy electronic products can help managers in government, supply chain, and retail industry. Before the coronavirus pandemic, shopped online. But when the disease hit, the number of people shopping online went way up. Because COVID-19 spreads quickly need to focus on taking care of ourselves and others by staying away from each other and staying at home. These problems affect how people shop online. This paper suggests a way to use machine learning to predict how consumers will behave look at five different ways of classifying information, and how well they worked together with Bagging and Boosting on data from an online store. The study found that the decision tree ensembles with the Bagging model were the most accurate at predicting consumer behavior, with a 95.3%. Also, we look at the connection between different factors to find out which ones have the biggest impact on how much people buy things online during the coronavirus pandemic.

Li *et al.* [20] discussed how customers feel about service during COVID-19 using social media to understand retail industry concerns. The COVID-19 pandemic has caused the government and supermarkets to make new rules that change how people shop for groceries. But haven't looked at how COVID-19 is affecting customers who shop at stores looked at 161,921 tweets from top UK supermarkets during the first COVID-19 lockdown used text analysis and looked at how people were feeling in the tweets and what topics were being talked about also looked at how these tweets changed over time. The results indicate why people's feelings change over time and how customers' opinions change based on how supermarkets react. This study looks at how retail managers can learn more about their customers by using social media during a crisis. It uses a framework and theory to understand this. The study found that when customers have certain interactions on social media, they might think about products in different ways. This could lead to them providing different levels of information as customers. Grocery

companies should talk to customers on social media during a crisis to benefit. As new forms of COVID-19 continue to come up, new problems for managers could put businesses in danger for the next crisis.

Chou *et al.* [21] investigate the important factors for increasing the likelihood of people wanting to eat at restaurants during COVID-19. This study aims to show how different systems control COVID-19 and lessen its impact on the hospitality economy. The writer explained how the government, organization management, and consumer behavior affected customer spending during COVID-19 in Taiwan using mediation-moderation models using online surveys on Facebook and other social media to get people to volunteer for the research because of COVID-19. Second, a survey with 100 questions to predict outcomes.

The survey was given to junior and senior students at a university in northern Taiwan. Third, this study also checked if the questions in the questionnaire were accurate. They found 9 standards and 34 questions. Fourth, the survey gathered information for three months using a method called structural equation modeling to check our ideas in a group of 1,098 people who buy things in Taiwan. This research looks at how people's behavior has changed because of COVID-19.

It considers how the government, businesses, and individuals are affected, and analyzes factors that influence consumer behavior. This study shows that communication and information play a big role in how crisis management affects the impact of COVID-19. This study shows how important it is for human resources to handle hygiene and safety during COVID-19. It also shows that feeling anxious can affect how people think about life and what they want to buy.

3. DISCUSSION

The research shows how the COVID-19 pandemic has changed the way people buy things, which is now affecting how companies sell products. The pandemic has caused changes in how much money people have, what they choose to do, and how much they care about their health. This has led to changes in how people buy things. This is especially clear in the differences between people who work in organized companies and those who work in unorganized jobs. The people in unorganized jobs have more trouble affording things. Also, the kind of job, whether someone has a job or not, and how much money their family can make all affect how people live in different ways.

Also, the study shows how important it is to know how consumers are changing and to adjust marketing plans to fit. Understanding how people behave as buyers has made companies improve the way they sell things to meet the higher expectations of customers. This means making marketing more efficient and focused on what the customer wants. Utilizing new technologies like Artificial Intelligence and the Industrial Internet is important for saving money and making products and services better. Additionally, the study shows that businesses should learn more about what consumers like and keep their focus on specific markets, especially during uncertain times. This means need to keep spending money to make our products or services better and change our business plans to meet the changing needs of our customers.

Furthermore, companies should be cautious when introducing new products and services. They should take advantage of new trends like live streaming and unmanned retail, and be prepared for unexpected problems. The study shows how important it is to change marketing strategies to work well on the Internet. This is especially important because more people are using digital platforms to shop during the pandemic. Businesses should take advantage of the chance to connect with customers online, use personalized marketing, and build a loyal customer base to

be successful in the future. The study gives us helpful information about how people will behave as consumers after COVID-19. It also points out that there is more to learn, especially about how different industries and cultures will be affected.

In general, the results show that businesses need to change and come up with new ideas to keep up with how consumers are acting, new technology, and changes in the market after the pandemic. The research shows how people's shopping habits are changing because of COVID-19. This can help companies make better marketing plans in the future. There is still a lot don't know about how the pandemic will affect how people shop and what they like. This is especially important as economies get better and people adjust to new ways of living. Knowing how these changes happen over time can help in making stronger and more flexible marketing plans. Secondly, using digital channels and technologies more now brings many opportunities to come up with new ideas and improve marketing strategies. In the future, more studies can look into how well different online marketing tools and websites work. They can also check out new trends like augmented reality, virtual reality, and artificial intelligence and how they help businesses attract customers and make more sales.

In addition, the study shows how it's important to recognize and fix the differences in how different groups of people can use digital things. In the future, researchers could look for ways to help everyone have equal access to shopping and information online. Furthermore, need to do more research on how marketing and sustainability come together, especially because more and more consumers care about the environment and social issues. In the future, researchers could look at how companies can use sustainability in their marketing to encourage people to buy responsibly and improve their brand image. Also, because the pandemic is still affecting how products are made and how the economy is doing around the world, need to keep studying how businesses can stay strong and keep selling their products even when things are uncertain. Table 1 illustrates the information in a list of the top 10 E-commerce companies by revenue in 2020.

Table 1: Illustrate the information in a list of the top 10 E-commerce companies by revenue in 2020.

Rank	Company Name	HQ	Revenue (US\$bn) 2020	Revenue Growth (YoY)	Net Profit (US\$bn) 2020	Net Profit Growth (YoY)
1	Amazon	United States	186.1	37.0%	21.3	84.1%
2	Alibaba	China	108.1	29.4%	7.2	305.9%
3	Vipshop Holdings	China	104.0	40.9%	258	0.8%
4	Wayfair	United States	14.8	9.6%	0.9	47.2%
5	Rakuten	Japan	14.1	55.0%	0.2	116.8%
6	Coupang	South Korea	13.7	18.1%	-257.2%	

7	eBay	United States	12.0	90.8%	0.5	32.0%
8	Zalando	Germany	10.3	18.9%	5.7	217.3%
9	Pindusdue	China	9.1	25.4%	0.3	130.9%
10	Shopify	Canada	8.6	97.6%	-1.0	3.2%

This means looking at different ways to make supply chains more varied, reducing risks, and changing how to market products to keep up with market changes. In general, the research shows what marketing might be like after COVID-19. It suggests that there are chances to try new ideas, change, and keep going in the future. By studying these future research topics, businesses can stay ahead and successfully navigate the changing consumer environment to achieve long-term success. The research results show a good direction for studying and adjusting to the changing consumer behavior after the COVID-19 pandemic. First, there is a lot to learn about how the pandemic has changed how people shop and what they like. As societies change and economies become more stable, businesses need to study how these changes will affect them. This will help them make strong and flexible marketing plans.

Also, the quick change to digital technology that happened during the pandemic gives new and interesting chances for future study. Diving into digital marketing tools and new technologies like augmented reality and artificial intelligence can help businesses better connect with customers and grow online. Besides, it is important to research how different demographic groups have unequal access to and use of technology. Businesses need to figure out how to help everyone use online shopping and information equally. This will help them serve different kinds of customers better.

Moreover, because more and more people care about saving the environment, need to do more research on how to market products sustainably. Businesses need to find ways to be more sustainable in how they market products, encourage people to buy responsibly, and build a good reputation based on caring about the environment and society. This will help them succeed in the long run. Additionally, it is very important to keep studying how well businesses and supply chains can handle future problems. This means looking at different ways to get things needed, reducing risks, and changing how to sell things during uncertain economic times. Overall, the research shows potential for further study into how people are changing their shopping behaviors after the pandemic. Through investigating these new research subjects, companies can remain adaptive, innovative, and flexible in responding to evolving consumer demands and industry trends. This will help them grow and succeed in the future.

Values are strong beliefs and principles that influence how people think, act, and make choices. In marketing, it's important to know what customers value and to make sure our values match theirs. This helps build trust, keep customers coming back, and create strong relationships with the people want to reach. People have different values. This includes being truthful, acting morally, protecting the environment, assisting others, and staying authentic. When companies include their beliefs in their marketing plans, they show they care about solving customers' problems and worries, not just making sales. For instance, talking about how important it is to make products in a way that doesn't harm the environment connects with people who care about being eco-friendly and ethical.

Furthermore, when a brand follows the same values as its customers, it can improve its reputation and stand out in a crowded market. Brands that truly represent the same values as

their customers can create strong loyalty and emotional connection, which can lead to lasting relationships and support. Furthermore, marketing that is based on values can help to create social change by raising awareness and encouraging action on important issues. By supporting causes that consumers care about, businesses can encourage good changes and help make the world a better place.

In short, it's important to consider what consumers care about and use that to make marketing plans. This helps build trust, keep people coming back, and make strong connections with the right people. By living out values that connect with customers, businesses can set themselves apart, improve their brand's reputation, and help make a positive change in society. Values are the important things that people believe in and care about. They affect how people see things, make choices, and act. In marketing, it's important to understand and support the things that are important to people who might buy products.

When businesses include their beliefs in their marketing, they show they care about what customers want and aim to go beyond just making money. For example, showing that a company cares about the environment not only attracts customers who care about the environment but also shows that the company is responsible and ethical. In addition, sharing the same values as consumers can help build strong brand loyalty and stand out in competitive markets. Brands that truly represent the same values as the people they want to reach, make them feel connected and have strong feelings. This helps to build long-lasting relationships and support for the brand.

In addition, marketing based on values can help bring attention to important issues and encourage people to take action to make a difference in society. Businesses can help make society better by supporting things that people care about. This can make a positive impact and lead to important changes in society. Companies need to understand and use what customers care about in their advertising. This helps to build strong relationships with customers, make them loyal to the brand, and have a positive impact on society. Businesses can build strong connections with customers and show that they care about making a positive impact in the marketplace and the world by truly living out the values that they share with their customers.

The study aims to understand how the COVID-19 pandemic has affected the way people shop and make decisions about what to buy. It will look at how these changes could affect how companies sell their products. The study wants to understand how people are making decisions about what they can afford, how they are living their lives, and how they are taking care of their health during the pandemic. Also, the study wants to find out how things like having a job and how much money someone makes affect how they behave as a shopper during tough times. By looking at survey answers and research, this study tries to understand how people change what they buy and use when something big like the COVID-19 pandemic happens.

The study wants to help businesses better understand how marketing is changing after the pandemic. It will provide useful information for businesses to change their marketing strategies and deal with the challenges of changing consumer behavior. The study aims to look at how the COVID-19 pandemic has affected what people buy, how much they can afford, the choices they make in their daily lives, and how aware they are about their health. It also wants to understand how these things affect what people choose to buy. The study wants to understand how the pandemic has affected what people buy. It will look at how different types of workers have been affected, as well as how lifestyle changes vary based on the kind of job someone has and how much money they make.

The study will also look at how losing a job has made people more aware of their health. Also, the research wants to understand how these changes will affect marketing plans, especially

when it comes to using digital platforms, dealing with supply chain problems, and being prepared for unpredictable situations in the future. The study wants to give practical advice to businesses on how to change their marketing strategies after COVID-19. This will help them understand how people's buying habits are changing and be ready for the future. This study is really important because the COVID-19 pandemic has caused big changes in how people shop and how markets work. Businesses need to understand these changes to adapt well to the changing landscape. First, with people having different amounts of money, making choices about how they live, and caring about their health, it's really important to understand how these things affect what they buy. Companies need to have a deep understanding of their customers to tailor their products and marketing to meet their customers' needs.

4. CONCLUSION

The pandemic has had a profound impact on the marketing industry. Businesses are finding new ways to connect with customers and overcome difficulties in a changing world. The COVID-19 pandemic made things change faster than usual, speeding up trends that were happening slowly before. Nowadays, customers Favor online shopping and have become more price-conscious. Businesses need to change and improve how they sell things online and think about how much they charge for their products. Businesses must now use digital marketing and online platforms to reach customers, making it essential for their success. Online is now where companies do most of their marketing. They use creative and personalized ways to connect with customers. The pandemic has changed how people spend money, making them focus more on getting good value for their purchases. Companies need to make sure their plans match what customers want and provide good prices for people who are careful with their money. Trust and honesty are important in marketing after the pandemic.

REFERENCES:

- [1] P. Foroudi, S. A. H. Tabaghdehi, and R. Marvi, "The gloom of the COVID-19 shock in the hospitality industry: A study of consumer risk perception and adaptive belief in the dark cloud of a pandemic," *Int. J. Hosp. Manag.*, 2021, doi: 10.1016/j.ijhm.2020.102717.
- [2] G. Aytekin Sahin and F. H. Gul, "Effects of COVID-19 pandemic on consumers' food label reading behaviors and trust in food label information," *Br. Food J.*, 2023, doi: 10.1108/BFJ-01-2022-0092.
- [3] G. Ming, "Factors Affecting Online Shopping during the COVID-19 Pandemic: Case Study in China," *J. Digit. Realis. Mastery*, 2022, doi: 10.56982/journalo.v1i02.14.
- [4] T. Kim, J. Yang, and M. C. Yim, "The effect of institutional CSR on brand advocacy during COVID-19: the moderated mediation effect of CSR expectancy and value-driven motivation," *J. Prod. Brand Manag.*, 2023, doi: 10.1108/JPBM-12-2020-3268.
- [5] H. P. Elisa, M. Fakhri, and M. Pradana, "The moderating effect of social media use in impulsive buying of personal protective equipment during the COVID-19 pandemic," *Cogent Soc. Sci.*, 2022, doi: 10.1080/23311886.2022.2062094.
- [6] E. Mogaji, "Marketing the COVID-19 vaccine and the implications for public health," *Vaccine*. 2021. doi: 10.1016/j.vaccine.2021.07.015.
- [7] Y. Sun, K. Leng, and H. Xiong, "Research on the influencing factors of consumers' green purchase behavior in the post-pandemic era," *J. Retail. Consum. Serv.*, 2022, doi: 10.1016/j.jretconser.2022.103118.

- [8] H. T. Tseng, "Shaping path of trust: the role of information credibility, social support, information sharing and perceived privacy risk in social commerce," *Inf. Technol. People*, 2023, doi: 10.1108/ITP-07-2021-0564.
- [9] H. R. Bassett, J. Lau, C. Giordano, S. K. Suri, S. Advani, and S. Sharan, "Preliminary lessons from COVID-19 disruptions of small-scale fishery supply chains," *World Dev.*, 2021, doi: 10.1016/j.worlddev.2021.105473.
- [10] J. Beckers, S. Weekx, P. Beutels, and A. Verhetsel, "COVID-19 and retail: The catalyst for e-commerce in Belgium?," *J. Retail. Consum. Serv.*, 2021, doi: 10.1016/j.jretconser.2021.102645.
- [11] R. K. Yelamanchili, K. Rajagopal, A. Jain, and B. Wukadada, "Socially Responsible Marketing and Brand Switching Behaviour: Insights From Fmcg Industry During Covid-19 Pandemic," *Acad. Mark. Stud. J.*, 2021.
- [12] M. A. Setiawan, K. Kalfin, and P. Setiawan, "Efforts to Improve MSME Commodity Marketing in Tasikmalaya Regency during the Covid-19 Pandemic through Training and Mentoring Programs," *Int. J. Res. Community Serv.*, 2021, doi: 10.46336/ijrcs.v2i1.197.
- [13] H. Oe, A. H. T. Nguyen, and Y. Yamaoka, "Antecedent factors for supermarket visits of Vietnamese consumers: A proposal for store image dimensions," *J. Bus. Retail Manag. Res.*, 2022, doi: 10.24052/jbrmr/v17is01/art-04.
- [14] G. Profumo, L. Penco, and S. Castaldo, "The Relationship between Crowding and Perceived Health Risk in the COVID-19 Era," *Symphony. Emerg. Issues Manag.*, 2021, doi: 10.4468/2021.2.05profumo.penco.castaldo.
- [15] S. Bhargava *et al.*, "A global view of how consumer behavior is changing amid COVID-19," *McKinsey Co.*, 2020.
- [16] D. Das, A. Sarkar, and A. Debroy, "Impact of COVID-19 on changing consumer behavior: Lessons from an emerging economy," *Int. J. Consum. Stud.*, 2022, doi: 10.1111/ijcs.12786.
- [17] A. Sridhar, A. Balakrishnan, M. M. Jacob, M. Sillanpää, and N. Dayanandan, "Global impact of COVID-19 on agriculture: role of sustainable agriculture and digital farming," *Environmental Science and Pollution Research*. 2023. doi: 10.1007/s11356-022-19358-w.
- [18] S. Castaldo, L. Penco, and G. Profumo, "Cruising in the COVID-19 pandemic era: Does perceived crowding matter?," *Int. J. Contemp. Hosp. Manag.*, 2021, doi: 10.1108/IJCHM-07-2020-0688.
- [19] F. Safara, "A Computational Model to Predict Consumer Behaviour During COVID-19 Pandemic," *Comput. Econ.*, 2022, doi: 10.1007/s10614-020-10069-3.
- [20] X. Li, M. Xu, W. Zeng, Y. K. Tse, and H. K. Chan, "Exploring customer concerns on service quality under the COVID-19 crisis: A social media analytics study from the retail industry," *J. Retail. Consum. Serv.*, 2023, doi: 10.1016/j.jretconser.2022.103157.
- [21] S. F. Chou, C. H. Sam Liu, and J. Y. Lin, "Critical criteria for enhancing consumption intention in restaurants during COVID-19," *Br. Food J.*, 2022, doi: 10.1108/BFJ-05-2021-0532.

CHAPTER 10

A COMPREHENSIVE STUDY ABOUT CROSS-CULTURAL CONSUMER BEHAVIOR AFFECTS GLOBAL MARKETS

¹Hanishree Chheda, ²Jainy Gala, ³Dr. Yukti Khajanchi

^{1,2}Student, ³Faculty

^{1,2,3}Department of ISME

^{1,2,3}ATLAS SkillTech University, Mumbai, Maharashtra, India

Email: Ihanishree.chheda.bba2023@atlasskilltech.university, 2jainy.gala.bba2023@atlasskilltech.university,

ABSTRACT:

Global trade has become a vibrant and diverse industry in an era of extraordinary globalization. This study explores the intricate interplay between cross-cultural consumer behavior and international market dynamics. As culture significantly influences consumer choices, preferences, and habits, understanding these cultural nuances is essential for businesses operating in global markets. The research presents a comprehensive analysis of the ways culture shapes consumer decisions, impacting everything from buying habits to perceptions of businesses. It also highlights how culture affects key aspects of nonverbal communication and the need for cultural adaptation in marketing strategies. Methodologically, the study employs a combination of qualitative and quantitative data collection tools, including surveys, focus groups, and social media monitoring, to gather insights into cross-cultural consumer behavior across different regions. Through statistical models, clustering analysis, and other analytical techniques, the study quantifies relationships and patterns in the data, providing valuable insights into how cultural factors influence consumer behavior. Results emphasize the importance of tailoring marketing strategies to fit cultural contexts and suggest potential pathways for businesses to navigate international markets successfully. This study contributes to the broader discourse on globalization and consumer behavior, offering practical recommendations for businesses aiming to thrive in a complex and interconnected world.

KEYWORDS:

Consumer Behavior, Cultural Consumer, Cultural Factors, Global Market, Market.

1. INTRODUCTION

Global trade has developed into a vibrant and diverse profession in an era of extraordinary globalization when borders dissolve and knowledge travels easily across continents. This emerging paradigm holds that one of the key factors influencing a company's success or failure in international markets is the intricate interplay of cross-cultural consumer behavior. It is now more evident than ever before how much culture influences the choices, preferences, and habits of consumers [1]. It is clear as we navigate the complex web of global markets that it is imperative, not optional, to comprehend these cultural quirks and adapt to them effectively. The critical investigation of how cross-cultural consumer behavior affects international marketplaces begins with this introduction. This study includes a thorough analysis of the various ways that culture affects consumers' decisions worldwide. Culture is the quiet, sometimes unconscious force that influences everything from our buying habits to our opinions of businesses, from the cuisines we like to the colors we associate with certain feelings [2]. Culture is the invisible force that shapes our decisions, sometimes without our awareness, about anything from the foods we enjoy to the colors that make us feel a certain way to the things we purchase to the way we see particular companies.

Given the vast array of marketplaces in our increasingly interconnected world, comprehending cross-cultural consumer behavior becomes even greater significant. Enterprises, convictions, and customs that significantly influence the preferences of customers [3]. Not only might what succeeds in one market not work in another, but it may inadvertently offend or repel prospective customers. The review primarily looks at a few ideas on culture, differences in cultural values, differences in nonverbal communication between cultures, and ultimately the marketing implications of cross-cultural differences between individuals from various countries. This comprehensive analysis delves into complex cultural theories and assesses the effects on both individual and societal levels of the complex web of cultural influences on consumer behavior. It then makes its way through the complex web of cultural values, illustrating their enormous influence on how people interact and perceive goods and services [4]. The study highlights the significance of gestures and body language in forming customers' brand connections, providing insight into the sometimes-disregarded field of nonverbal communication. It is important to strategically navigate cultural subtleties.

Beyond the visible cultural manifestations, such as language and practices, there are deeper degrees of cultural features. Consumer behavior is influenced by individualism, collectivism, power distance, and masculinity and femininity. These cultural traits establish the essential nature of society and influence how consumers react to price, product qualities, and advertising. Moreover, the era of the internet has brought customers worldwide closer than ever before. A global marketplace where consumers from many cultures engage, exchange experiences, and influence one another's buying decisions has been established by social media and e-commerce. Businesses hoping to thrive in this connected world must comprehend how culture affects online behaviors, from social media use to online purchasing patterns [5].

In addition, there is a growing awareness of the ethical and social responsibility aspects of cross-cultural consumer behavior. Consumers are searching more and more for companies that align with their moral principles. Businesses aiming to have a positive influence and establish a stronger relationship with their clients must comprehend how culture affects these principles. The framework for a thorough analysis of how culture influences global consumer decisions and behaviors is established by this introduction. This research will cover a range of topics related to cross-cultural consumer behavior, offering practical advice for businesses trying to successfully navigate challenging international markets [6]. Over the past few decades, the multifaceted process of globalization has altered the globe in many ways. It comprises the international integration of communities, economies, and cultures, leading to a greater degree of interdependence and connectivity across countries. Technological advancements, trade, communication, and the cross-border movement of people, products, and ideas have all contributed to this phenomenon. Trade, the economy, culture, politics, and the environment are all impacted by globalization in both positive and harmful ways. In our increasingly linked society, it remains a highly investigated and discussed issue [7].

The sharing of information and feelings between people using nonverbal cues instead of spoken or written language is a crucial part of human contact. This type of communication makes use of gestures, eye contact, body language, facial expressions, and other non-linguistic clues. When it comes to expressing feelings, attitudes, and intentions, nonverbal clues can have greater force than words. Effective interpersonal relationships depend on nonverbal communication, which gives the context and depth of our interactions. The strategic moves and techniques used by companies to market their goods and services, establish a connection with consumers, and accomplish their objectives are known as marketing strategies. These tactics might range from product placement and price plans to social media campaigns and advertising [8].

1.1. Crucial Role of Cross-Cultural Consumer Behavior Affecting Global Markets:

The way that consumers behave across cultural boundaries greatly influences the dynamics of international marketplaces. Businesses hoping to succeed in a variety of marketplaces must comprehend how customers from various cultural backgrounds view and react to advertisements, goods, and marketing tactics. The following few ways that cross-cultural consumer behavior influences international markets are mentioned in Figure 1 and elaborated below:

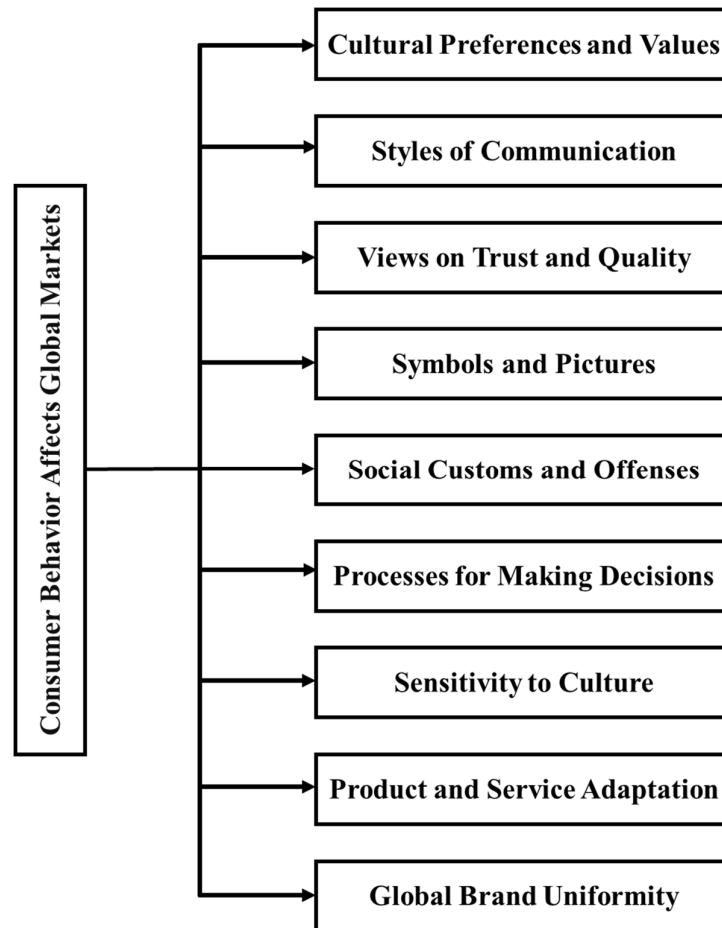


Figure 1: Illustrated the crucial role of cross-cultural consumer behavior affects global markets.

1.1.1. Cultural Preferences and Values:

Customer preferences are heavily influenced by cultural beliefs. Collectivist cultures, on the other hand, could place more value on group cohesion and uniformity, whereas individualistic cultures might value individuality and personal choice. Businesses must modify their offerings and promotional materials to conform to these cultural norms [9].

1.1.2. Styles of Communication:

Cultural differences exist in how individuals communicate and react to advertisements. Cultural communication methods influence the potency of marketing messages, slogans, and imagery. Proficiency in language, familiar expressions, and cultural allusions is essential for effective communication [10].

1.1.3. Views on Trust and Quality:

Cultural differences might affect how quality and trust are perceived. A product that is seen as high-end or reliable in one culture could not have the same effect in another. Developing trust via cultural sensitivity is essential to creating a favorable brand image [11].

1.1.4. Symbols and Pictures:

Cultural differences can influence the meaning of symbols and imagery. In one culture, colors, symbols, and pictures that are neutral or good may have negative meanings. Businesses need to be careful when using these cultural symbols in their marketing collateral and branding.

1.1.5. Social Customs and Offenses:

Different social norms and taboos have an impact on consumer behavior. It is essential to comprehend social norms and taboos in a certain culture to create marketing techniques that effectively appeal to the target market [12].

1.1.6. Processes for Making Decisions:

Cultural factors can lead to differences in decision-making processes. While some cultures value individual decisions, others may engage the entire family or community in the decision-making process. Creating a successful sales and marketing strategy requires an understanding of these procedures.

1.1.7. Sensitivity to Culture:

It is important to exercise cultural sensitivity to steer clear of inadvertent cultural gaffes or offending advertising efforts. For their marketing staff to successfully navigate varied markets, businesses must spend on cultural training [13].

1.1.8. Product and Service Adaptation:

It might be necessary to modify goods and services to accommodate the unique requirements and tastes of various cultural groups. This might entail changing a product's basic operation, features, or packaging.

1.1.9. Global Brand Uniformity:

Sustaining a consistent worldwide brand image is equally as vital as adaptability. Finding the ideal balance between consistency and adaptation guarantees that the brand is identifiable and has a good impact on a wide range of markets [14], [15].

2. LITERATURE REVIEW

- I. Mihajlovic [16] discussed the various ways that globalization has affected the travel and tourism sector. Examined from many angles, the conceptual definition of globalization emphasizes causation in both the micro and macro settings. The research explores the complex interplay of demography, culture, politics, technology, and physical features, as well as how these factors together impact fundamental market shifts in demand for travel. The study uses the opinions of prominent theorists in the field to support its claims. Using methods of explanation, description, and comparison, the study clarifies the complex interactions between globalization and many sectors, with a focus on the macroenvironmental effects. Secondary research is primarily used to examine technological improvements and sheds insight on how they are changing customer

behavior in the tourist business. The research employs a regional approach, examining various markets throughout Europe to determine the extent of novel tool usage. The results demonstrate how environmental changes brought about by globalization are driving new trends in the tourist industry and changing the demands, habits, and preferences of consumers. The overall effect highlights how the tourist environment has changed as a result of globalization, transforming the world into a "global village" and having an impact on people on a local and international level.

H. Allman et al. [17] explored how businesses expand internationally, with a particular emphasis on line expansions as a popular tactic. The impact of cultural characteristics on product acceptability in various markets has been extensively studied in the literature; however, this study adopts a unique approach by investigating how these elements affect consumers' views of the parent brand when a line extension is introduced.

In particular, the study explores how customers think, clarifying the parent brand spillover impacts after the expansion. The authors examine the subtle variations in thinking patterns and their impact on responses to vertical line extensions through two experiments employing consumer panels in the US and India. The results show that, regardless of consumers' thinking styles, the parent brand gains when an extension follows a functional notion and that analytic thinkers are more impacted by this form of vertical line extension. These observations highlight the need to take parent brand idea and extension direction into consideration, adding to a more sophisticated understanding of global brand strategy.

C. Torelli et al. [18] investigated the cultural norms about the attributes of power holders affecting customer satisfaction by comparing White Americans and Hispanic Americans.

The research indicates different predispositions using two experimental tests and one field investigation with individuals who are White Americans and Hispanics: Hispanics place a higher value on compassion, whereas White Americans emphasize fairness and justice. In commercial settings where power is prioritized, these differences are more noticeable. The results of ANOVA and regression analysis show how participants' assessments of service providers and negotiators reflect cultural variations in supporting injunctive norms. The study adds to cross-cultural theories of customer satisfaction and emphasizes the importance of social norms in transmitting cultural patterns.

It makes recommendations with real-world applications for marketers, highlighting the significance of fairness signals, especially in service interactions when there are power imbalances. Effective global service management requires an awareness of how different conceptions of power influence consumer attitudes as consumer markets grow more culturally varied. The study emphasizes how important it is for marketers to adjust to cultural quirks in multicultural settings to improve customer happiness.

M. Taghian and C. D'Souza [19] discussed many studies that have been conducted in both empirical and theoretical research on the link between stock prices and commodity prices, especially those of oil and gold. The results have been inconsistent. This research explores the interactions between various market phases rather than sticking to the traditional emphasis on direct pricing correlations.

The study looks at possible connections by focusing on bull and bear markets in commodity prices as well as the stocks of companies that are primarily involved in mining and selling these commodities. It also takes into account aggregate indexes of commodity-related industries and the market as a whole. Given the importance of mining and energy companies in its makeup,

the empirical research is unique to the Canadian stock market. The results provide little evidence in favor of a correlation between market phases found for individual equities and those found for commodity prices, adding subtle information to the corpus of research already available on this complex connection.

E. Lacka [20] discussed the Internet's explosive expansion as a worldwide marketplace emphasizing how popular it is becoming in comparison to conventional brick-and-mortar retail. The modern consumer's focus on convenience and freedom from time and location restrictions is blamed for this increase. Despite this tendency, differences in the frequency of online buying across nations point to a possible cultural impact on the uptake of e-commerce. According to research cultural misconceptions have a direct effect on whether or not internet buying is accepted. Anant highlights the danger of losing out on important internet marketplaces and cautions against the repercussions of misunderstanding across cultural boundaries. Scholars and practitioners see cultural influence as a key moderator in the development of e-commerce and concentrate on comprehending its effect on customers' propensity to purchase online. In the middle of the problems caused by mass migration and globalization, the idea of acculturation emerges, implying that people may change their cultural behavior by adjusting to new environments. This research aims to explore how consumers' views of the benefits and drawbacks of online purchasing are shaped by the native and non-native cultures, as well as how these cultures affect consumers' choices to embrace e-commerce. The objective is to ascertain if people who are migrating and experiencing cultural changes can completely adopt E-commerce methods and overcome culturally dictated habits.

J. Laub [21] stated that the impact of worldviews is based on a panel discussion at the International Leadership Association Conference in Prague in 2009. It explores the many facets of leadership while highlighting the crucial role that knowledge, skills, and talents have in bringing about change. Beyond conventional features, the research investigates how worldviews which include values, principles, and personal beliefs are becoming more and more entwined with leadership. The symposium brings together a range of viewpoints, with panelists from gender, discipline, religion, and national and international origins. Nathan Harter starts by sharing his perspectives on worldviews, which lays the groundwork for a thorough conversation. In leadership, Michael Jones argues for a revolutionary synthesis of mythos and logos. Lisa Ncube offers Ubuntu, an African ideology, as a substitute for traditional leadership techniques. John Valk provides insight into transformative leadership from a Christian viewpoint. In reaction to the papers, Jonathan Reams encourages further conversation. The research seeks to provide a rich tapestry of viewpoints for academic interaction while provoking reflection on the significant role that worldviews play in forming leadership for change via this symposium.

3. METHODOLOGY

3.1. Design:

The conceptual framework illustrated in Figure 2 examines the role of culture in shaping consumer behavior, while also factoring in the effects of globalization. This framework builds on the author's previous collaborative work published in different journals. It offers three significant improvements over earlier models. The central framework encompasses four types of influences on consumer behavior: cultural factors, social aspects and outcomes of culture, and personal aspects and outcomes of culture. Cultural elements represent the most significant category, affecting consumer behavior both directly and indirectly through social dimensions, thereby establishing the framework as a multi-layered approach.

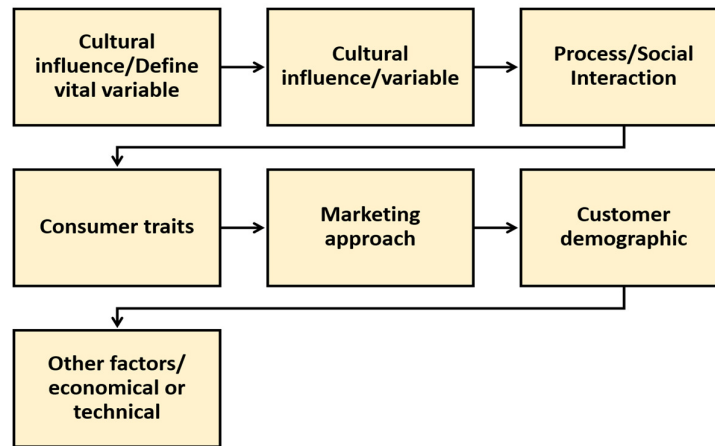


Figure 2: Represents conceptual model for the effects of the culture on customer behavior.

3.2. Instruments:

A comprehensive range of software and hardware instruments which is mentioned in Table 1; are essential for researching cross-cultural consumer behavior and its effects on global markets. These tools cover various aspects of data collection, analysis, and visualization. For data collection, Google Forms is used for surveys and questionnaires, while Zoom facilitates interviews and focus groups. Observational data can be gathered using CCTV cameras, and social media monitoring tools like Brandwatch to track trends across platforms. Beautiful Soup aids in web scraping for data extraction. Data analysis tools include statistical software such as R and Python, as well as machine learning tools like TensorFlow for building predictive models. Text analysis tools like NLTK help extract insights from textual data. For visualizing findings, Tableau offers charting and graphing capabilities, and Geographic Information Systems (GIS) such as ArcGIS and QGIS enable geographical mapping of trends. Collaboration tools like Microsoft Teams facilitate team communication and project management, and translation software like Google Translate and DeepL support language differences in cross-cultural research. Overall, this array of instruments provides researchers with robust capabilities to gather, analyze, and interpret data on cross-cultural consumer behavior.

Table 1: Represents the list of the different instruments used in this study.

Category	Instrument	Examples
Data Collection	Surveys and Questionnaires	Google Forms
	Interviews & Focus Groups	Zoom
	Observational Tools	CCTV cameras
	Social Media Monitoring	Brand watch
	Web Scraping	Beautiful Soup
Data Analysis	Statistical Software	R, Python

	Machine Learning Tools	Tensor-Flow
	Text Analysis Tools	NLTK
Data Visualization	Visualization Software	Tableau
	Geographic Information System (GIS)	ArcGIS, QGIS
Communication	Collaboration Tools	Microsoft Teams
	Translation Software	Google Translate, DeepL

3.3. Data Collection:

The data Table 2, provides information on five participants' cross-cultural consumer behavior across different countries, ages, genders, education levels, income levels, and product preferences. The table captures various aspects of consumer behavior, including preferred product types, online shopping frequency, and brand loyalty. The participants' ages range from 25 to 42 years old, and their educational backgrounds range from high school to Ph.D. levels. The table highlights differences in income levels and preferences across countries such as the United States, China, India, Brazil, and Germany. For instance, the participant from the United States prefers electronics and shops online frequently with moderate brand loyalty, while the participant from China prefers beauty products and exhibits high brand loyalty with moderate online shopping frequency. These variations reflect cross-cultural influences on consumer behavior and purchasing patterns.

Table 2: Display the focus on cross-cultural consumer behavior and its effects on global markets.

Participant ID	Age	Gender	Country	Education Level	Income Level	Preferred Product Type	Online Shopping Frequency	Brand Loyalty
001	25	Male	United States	Bachelor's	Mid	Electronics	High	Medium
002	34	Female	China	Master's	High	Beauty products	Medium	High
003	42	Male	India	High School	Low	Food products	Low	Medium
004	29	Female	Brazil	Bachelor's	Mid	Fashion and clothing	High	High
005	37	Male	Germany	Ph.D.	High	Automobiles	Low	Low

The positive impact range for five key business metrics is mentioned in Table 3. Sales growth is expected to improve by 20% to 35%, indicating a significant potential increase in sales performance. Market share is projected to rise by 10% to 25%, suggesting a notable expansion in the company's presence within the market. The customer loyalty index is anticipated to increase by 20 to 45 points, reflecting a substantial enhancement in customer retention and satisfaction. Brand reputation is set to improve by a rating of +1.0 to +1.5, signifying a positive shift in public perception of the brand. Finally, profitability is expected to grow by 12% to 27%, highlighting a considerable improvement in the company's financial performance. Together, these metrics suggest a robust and optimistic outlook for the business's overall success.

Table 3: Impact of Positive Consumer Behavior on Global Markets.

Sr. No.	Metric	Positive Impact Range
1.	Sales Growth (%)	+20% to +35%
2.	Market Share (%)	+10% to +25%
3.	Customer Loyalty Index	+20 to +45
4.	Brand Reputation (Rating)	+1.0 to +1.5
5.	Profitability (%)	+12% to +27%

Table 4 presents data on the negative impacts experienced by a business across several key metrics. Sales have declined in a range from 10% to 30%, indicating a significant drop in revenue. Market share loss ranges from 5% to 15%, showing a reduction in the business's competitive positioning. Customer loyalty index scores have fallen between 10 and 40 points, suggesting a notable decrease in customer satisfaction and retention. The company's brand reputation has been affected, with a rating decrease of 0.5 to 1.0 points, highlighting a decline in public perception of the brand. Lastly, profitability loss ranges from 5% to 20%, reflecting the financial strain experienced by the business due to these challenges.

Table 4: Impact of Negative Consumer Behavior on Global Markets.

Sr. No.	Metric	Negative Impact Range
1.	Sales Decline (%)	-10% to -30%
2.	Market Share Loss (%)	-5% to -15%
3.	Customer Loyalty Index	-10 to -40
4.	Brand Reputation (Rating)	-0.5 to -1.0
5.	Profitability Loss (%)	-5% to -20%

3.4. Data Analysis:

In this section, when analyzing the collected data from research on cross-cultural consumer behavior and its impact on global markets, there are several analytical and mathematical

equations that can be used. These equations can help quantify relationships and patterns in the data to provide insights into how cultural factors influence consumer behavior in different global markets. Here are four possible equations which are discussed below:

3.4.1. Regression Analysis:

This Equation (i), looks at how cultural variables affect customer behavior in international marketplaces and This model helps to understand how different cultural and other factors influence consumer behavior. It is possible to be stated as:

$$z = \alpha_0 + \alpha_1 y_1 + \alpha_2 y_2 + \dots + \alpha_n y_n + \mu \quad (1)$$

Where,

‘z’ represents the dependent variable.

‘ α_0 ’ represents the intercept.

‘ $\alpha_1, \alpha_2, \dots, \alpha_n$ ’ are coefficients for each independent variable ‘ y_1, y_2, \dots, y_n ’.

‘ μ ’ is the error term.

3.4.2. Clustering Analysis:

This analytical method helps in identifying distinct groups of consumers based on their behavior and cultural traits. K-means clustering is a common approach that is mentioned in Equation (ii) and this method helps in grouping consumers with similar behaviors or characteristics.

$$\min_{d_1, d_2, \dots, d_l} \sum_{j=1}^m \min_{k=1}^l \|y_j - d_k\|^2 \quad (2)$$

Where,

‘m’ holds the number of observations.

‘l’ is the number of clusters.

‘ y_j ’ represents each data point (consumer).

‘ d_k ’ is the centroid of each cluster.

‘ $\|y_j - d_k\|^2$ ’ is the squared Euclidean distance between data point y_j and centroid ‘ d_k ’.

4. RESULTS AND DISCUSSION

This study explores the complex dynamics that emerge when cross-cultural analysis is applied to consumer behavior. Businesses looking to succeed internationally must fully grasp how cultural quirks affect customers' tastes and decisions in today's linked global economy. The study clarifies the many ways that cultural elements, including values, beliefs, and social conventions, influence how consumers make decisions. Through an examination of these factors, the research offers a significant understanding of the obstacles and possibilities encountered by companies operating in international marketplaces. The results also highlight how crucial it is to modify marketing tactics to conform to the cultural settings of various geographical areas. This promotes a more sophisticated and successful strategy for connecting with a broad range of global customer bases [22]. In addition to improving our understanding of cross-cultural consumer behavior, this conversation gives policymakers and companies the tools they need to make wise choices in a global economy that is always changing.

Figure 2 offers a thorough analysis of the major cultural characteristics that set Germany and the United States apart. Germany's score of 52 indicates a society that emphasizes a balanced distribution of power and has a moderate acceptance of hierarchical structures in the context of power distance. The United States, on the other hand, comes in somewhat lower at 43, suggesting a predisposition toward a more egalitarian approach with less hierarchical gaps. The individualistic component reveals a striking difference: the US scores very high (93), indicating a society that puts a high value on personal success and autonomy. Germany has a score of 78, which indicates a stronger communal orientation and a relatively lower value of individuality than other countries [23]. Germany has a score of 73 on the masculinity index, indicating that aggressiveness, competition, and performance are highly valued in German culture. The United States, in contrast, receives a score of 61, showing a balance between collaboration and assertiveness and a considerably reduced focus on conventional male characteristics. Germany prefers to avoid ambiguity, as shown by its score of 78 on the uncertainty avoidance dimension, which suggests a rule-based and organized society. The United States, on the other hand, receives a score of 48, showing a more adaptive and flexible attitude toward uncertainty. Germany's long-term orientation score of 63 indicates a modest propensity for future planning and a value of tenacity and thrift [24], [25]. The United States, on the other hand, receives a score of 30, which indicates a more immediate and present-focused perspective. Finally, Germany's measured approach to satisfaction is reflected in the indulgence dimension, which has a score of 33 and indicates a desire for rigid societal standards. The United States, on the other hand, receives a score of 70, signifying a more indulgent cultural mindset that emphasizes satisfaction and pleasure.

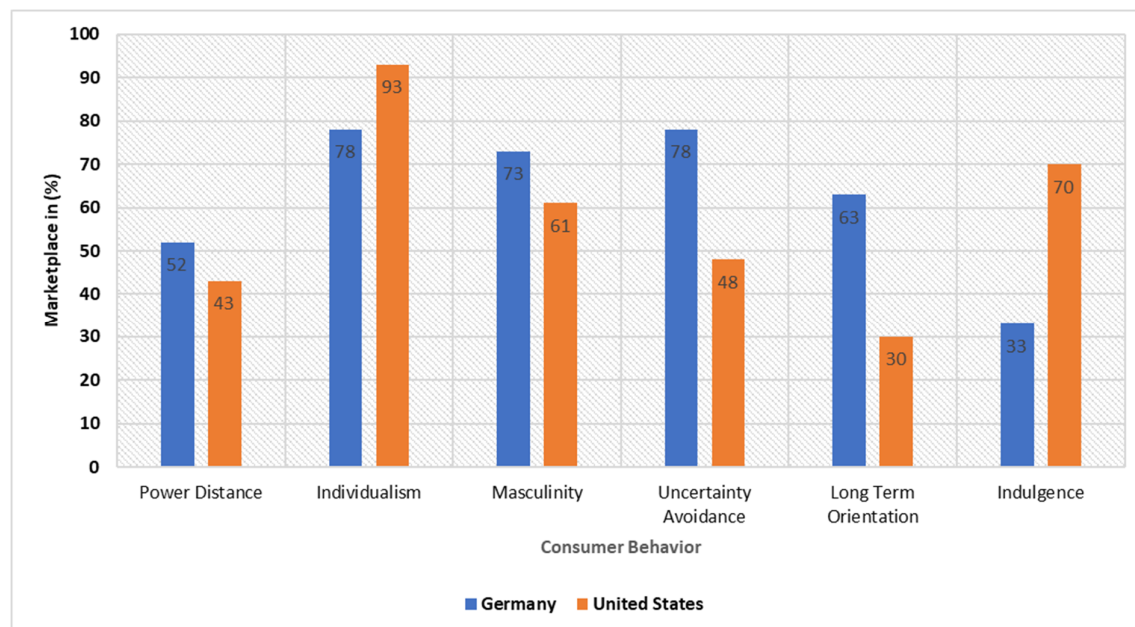


Figure 2: Illustrated the understanding of cross-cultural consumer behavior.

The Individualism Index according to Hofstede's cultural dimensions and the percentage of respondents who indicated a certain preference in various countries are displayed with the help of the graph in Figure 3. The UK has the highest Individualism Index of 90 and a 79% response rate, followed closely by Hungary with an index of 80 and a response rate of 61%. The Netherlands and Italy also show high individualism with indexes of 79 and 78, respectively, and response rates of 63% and 70%. Belgium, Denmark, France, Sweden, Norway, and Switzerland all have individualism indexes between 68 and 76, with response rates ranging

from 58% to 72%. Germany and Finland have the lowest Individualism Indexes in the table, with scores of 66 and 63, and response rates of 55% and 42%, respectively. Overall, the data indicates varying degrees of individualism across these European countries, with some countries demonstrating a higher preference for individualistic traits compared to others.

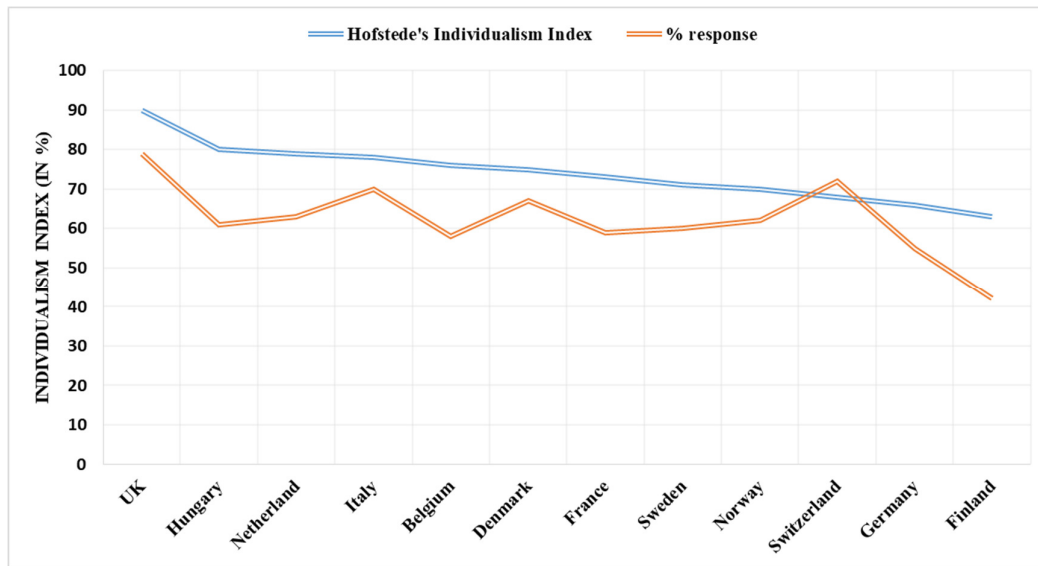


Figure 3: Represents the Individualism Index.

CONCLUSION

This study concludes the complex dynamics of cross-cultural consumer behavior and its significant effects on international markets. After conducting a thorough analysis of many cultural aspects, consumer inclinations, and buying behaviors, it was clear that firms functioning in the global marketplace need a sophisticated comprehension of cultural diversity. The results emphasize how important it is for businesses to modify their product offerings, marketing plans, and communication tactics to better fit the many cultural settings in which they do business. The research also emphasized how cultural factors affect consumer behavior and how that behavior then affects market trends. The capacity to negotiate and understand the subtle differences in cultural norms and values becomes more important as firms want to expand internationally. Acknowledging the diversity both inside and across markets, businesses may use cultural insights to develop a loyal customer base, increase trust, and eventually succeed in the global economy. Moreover, the need for cultural competency in marketing strategies has increased due to the rise of digital platforms and the interconnectedness of the global economy. The report encourages firms to maintain their agility by highlighting the significance of ongoing adaptation and response to changing cultural contexts. Ultimately, our investigation highlights the fact that effectively interacting with cross-cultural customer behavior is not just a means of gaining a competitive edge, but also a crucial survival skill for companies operating in the increasingly linked global economy. As time goes on, including cultural intelligence in company plans will be essential for both achieving financial success and creating a more welcoming and peaceful global marketplace.

REFERENCES:

- [1] V. Davidaviciene, J. Raudeliuniene, M. Tvaronaviciene, and J. Kaušinis, "The importance of security aspects in consumer preferences in electronic environment," *J. Secur. Sustain. Issues*, 2019, doi: 10.9770/jssi.2019.8.3(9).

- [2] K. Chatterjee, K. Adhikary, S. Sen, and S. Kar, "Identification and Analysis of Factors Affecting Consumer Behavior in Fast Moving Consumer Goods Sector," *J. Birla Inst. Manag. Technol.*, 2018.
- [3] S. Fernandes and B. R. Londhe, "Influence of social reference group on buying behavior, a comparative study of working and non working women in bangalore - A pilot study analysis," *Indian J. Sci. Technol.*, 2015, doi: 10.17485/ijst/2015/v8iS6/64720.
- [4] M. Prince *et al.*, "The psychology of consumer ethnocentrism and cosmopolitanism: a five-country study of values, moral foundations, gender identities and consumer orientations," *Int. Mark. Rev.*, 2020, doi: 10.1108/IMR-05-2019-0142.
- [5] T. Ayad, I. A. Elshaer, M. A. Moustafa, and A. M. Shaker, "Examining the relationship among counterfeit product, consumer buying behavior, and sustainable tourism development," *Int. J. Cust. Relatsh. Mark. Manag.*, 2021, doi: 10.4018/IJCRMM.2021100105.
- [6] S. K. Grudt and H. Hadders, "Contested discourses and culture sensitivity: Norwegian nursing students' experience of clinical placement in Nicaragua," *Nurs. Open*, 2018, doi: 10.1002/nop2.114.
- [7] R. Kurniawati, R. Rubiyansyah, A. Ikhwana, W. A. Kurniawan, and H. Aulawi, "Factors affecting the decision of local culinary selection based on consumer behavior," in *AIP Conference Proceedings*, 2023. doi: 10.1063/5.0129751.
- [8] S. F. Ashraf, C. Li, and B. Mehmood, "A Study of Premium Price Brands with Special Reference to Willingness of Customer to Pay," *Int. J. Acad. Res. Bus. Soc. Sci.*, 2017, doi: 10.6007/ijarbss/v7-i7/3126.
- [9] M. Ginzarly and J. Teller, "Eliciting cultural heritage values: landscape preferences vs representative images of the city," *J. Cult. Herit. Manag. Sustain. Dev.*, 2018, doi: 10.1108/JCHMSD-06-2017-0031.
- [10] F. Chegini, S. B. Molan, and S. S. Kashanifar, "An Examination of the Impact of Cultural Values on Brand Preferences in Tehran's Fashion Market," *Procedia Econ. Financ.*, 2016, doi: 10.1016/s2212-5671(16)30030-2.
- [11] J. Chen and S. Dibb, "Consumer trust in the online retail context: Exploring the antecedents and consequences," *Psychol. Mark.*, 2010, doi: 10.1002/mar.20334.
- [12] N. Ahmed and A. Kashem, "Exploring the Socio-cultural Context of Dowry Practice in Bangladesh," *Sociol. Anthropol.*, 2015, doi: 10.13189/sa.2015.030304.
- [13] F. Jiang, K. A. Kim, Y. Ma, J. R. Nofsinger, and B. Shi, "Corporate Culture and Investment–Cash Flow Sensitivity," *J. Bus. Ethics*, 2019, doi: 10.1007/s10551-017-3444-3.
- [14] T. P. Haapaniemi, "Cross-national adoption of innovations: the effects of cultural dimensions on the number of adopters at takeoff," *Int. J. Technol. Intell. Plan.*, 2006, doi: 10.1504/IJTIP.2006.011561.
- [15] J. Reardon, D. McCorkle, A. Radon, and D. Abraha, "A global consumer decision model of intellectual property theft," *J. Res. Interact. Mark.*, 2019, doi: 10.1108/JRIM-07-2018-0093.

- [16] I. Mihajlovic, "The Impact of Globalisation on the Development of Tourism Within Social and Economic Changes," *Eur. Sci. J.*, 2014.
- [17] H. F. Allman, K. Hewett, and M. Kaur, "Understanding Cultural Differences in Consumers' Reactions to Foreign-Market Brand Extensions: The Role of Thinking Styles," *J. Int. Mark.*, 2019, doi: 10.1177/1069031X19836780.
- [18] C. J. Torelli, S. Shavitt, Y. I. Cho, A. L. Holbrook, T. P. Johnson, and S. Weiner, "Justice or compassion? Cultural differences in power norms affect consumer satisfaction with power-holders," *Int. Mark. Rev.*, 2015, doi: 10.1108/IMR-09-2013-0222.
- [19] M. Taghian and C. D'Souza, "A Cross-Cultural Study of Consumer Purchase Intention and Planned Behaviour," *Resour. Policy*, 2015.
- [20] E. Lacka, "Culture dependent benefits of e-commerce: A consumer perspective," in *E-Commerce Platform Acceptance: Suppliers, Retailers, and Consumers*, 2014. doi: 10.1007/978-3-319-06121-4_8.
- [21] J. A. Laub, "Assessing the servant organization; Development of the Organizational Leadership Assessment (OLA) model. Dissertation Abstracts International," *Procedia - Soc. Behav. Sci.*, 1999.
- [22] C. Dennis, B. Merrilees, C. Jayawardhena, and L. T. Wright, "E-consumer behaviour," *Eur. J. Mark.*, 2009, doi: 10.1108/03090560910976393.
- [23] W. M. Lim, S. Kumar, N. Pandey, D. Verma, and D. Kumar, "Evolution and trends in consumer behaviour: Insights from Journal of Consumer Behaviour," *Journal of Consumer Behaviour*. 2023. doi: 10.1002/cb.2118.
- [24] F. Vidal-Ayuso, A. Akhmedova, and C. Jaca, "The circular economy and consumer behaviour: Literature review and research directions," *Journal of Cleaner Production*. 2023. doi: 10.1016/j.jclepro.2023.137824.
- [25] M. Sheoran and D. Kumar, "Benchmarking the barriers of sustainable consumer behaviour," *Soc. Responsib. J.*, 2022, doi: 10.1108/SRJ-05-2020-0203.

CHAPTER 11

INVESTIGATING THE ELEMENTS CONTRIBUTING TO BRAND LOYALTY AT STARBUCKS

¹Ziaan Sayyed, ²Dr. Kajal Chheda

¹Student, ²Faculty

^{1,2}Department of ISME

^{1,2}ATLAS SkillTech University, Mumbai, Maharashtra, India

Email: ¹ziaan.sayyed.bba2023@atlasskilltech.university, ²kajal.chheda@atlasuniversity.edu.in

ABSTRACT:

The complex mechanics of brand loyalty, with a particular emphasis on the well-known Starbucks worldwide. The concept of brand loyalty, which is characterized by a customer's constant preference for a certain brand over rivals, is intricately linked to consumer perceptions. In this setting, convenience, customer service, consumer expectations, and interpersonal interactions emerge as four critical components that have an impact on brand loyalty. This study carefully examines the complex relationships between Starbucks' brand loyalty and customer satisfaction, loyalty, and perceptions. The research emphasizes how crucial it is to meet and exceed customer expectations as a key tactic for guaranteeing corporate success. Specifically, the need to preserve convenience and build solid client connections is emphasized. This research provides valuable insights that can be applied to guide organizations, particularly those in the dynamic hospitality industry. It also sheds light on the distinctive attributes that contribute to Starbucks' success by dissecting the subtle interactions between these elements within the company's brand loyalty. This report is a valuable resource for strategic planning as it provides practical advice for companies looking to strengthen their brand loyalty in a highly competitive industry. Organizations may use the detailed analysis of Starbucks' brand loyalty as a guide to find and imitate characteristics that have a favorable effect on brand loyalty in the larger hospitality industry.

KEYWORDS:

Brand Equity, Brand Loyalty, Branding, Customer Service, Starbucks.

1. INTRODUCTION

Brand loyalty is the decision made by a consumer to continue buying a product from the same company despite efforts by competitors to entice them. Often, perception is the cornerstone of brand loyalty. They will keep buying the same product because they think it's superior to competitor goods. For example, Apple customers buy Apple products every year even after there is an increase in the price of the product due to this phenomenon. Convenience is the first of four factors that influence brand loyalty. When it relates to consumer goods, a lot of devoted clients will leave only because your product is out of stock or not carried by the place where they typically shop [1]. Another component is the expectations of the consumers as the product must live up to their expectations in each way possible. In addition to maintaining consistent pricing, value, and availability, it must continue to live up to its brand promise. The third component is customer service, as it is very important to help the consumers with the problems they have with the products. Even more significant than the product itself may be the manner your business stands behind its products and services. The final component that affects brand loyalty is personal relationships.

Customer loyalty may be formed or broken by the way third parties, like salespeople, store employees, or your reps, handle them. These interconnected components affect Starbucks collectively by affecting consumer happiness, loyalty, and perceptions. Meeting and surpassing client expectations while maintaining convenience and relationships with consumers is crucial to the business's success. This research aims to draw attention to the important factors that Starbucks seems to take into consideration when it comes to brand loyalty [2]. This study can help organizations in the hospitality industry by identifying the attributes that should be replicated and implemented since they impact Starbucks' brand loyalty. It can also help the competitors of Starbucks to gain more insights on the company's strategies which can be repeated. The research will identify what components are common so that the company's brand loyalty factors can be compared.

1.1. Starbucks' Global Brand Phenomenon and Enduring Customer Loyalty:

Very few organizations have succeeded in creating a worldwide brand identity as iconic and enduring as Starbucks in the constantly changing world of customer preferences and brand dynamics. Since its humble beginnings as a coffee shop in Seattle in 1971, the company has grown to become a global sensation, with its iconic green mermaid logo appearing on street corners in many cities [3].

Starbucks has evolved from being a place to just get coffee to being associated with a way of life a fully immersive experience that goes beyond just consuming caffeine. The complex idea of brand loyalty, which has driven Starbucks to previously unheard-of heights in the very competitive world of coffee retail, is at the core of this phenomenon. An in-depth investigation of the layers of brand loyalty that envelop the Starbucks experience is provided. Starbucks has painstakingly created a multisensory experience for its customers, from the enticing fragrance of freshly ground coffee beans to the cozy atmosphere of its coffee shops [4]. By doing this, the company has not only made coffee but also generated a feeling of loyalty and community among its wide range of consumers. We set out on a journey that explores the history of the brand, looks at the key events that shaped its course, and breaks down the subtle components that go into building a lasting bond between the customer and the brand to solve the mystery of Starbucks' brand loyalty.

The investigation goes beyond the actual walls of the coffee shop, delving into the digital space where loyalty programs, social media, and smartphone applications influence the contemporary customer experience.

The goal is to discover the magic that turns a casual coffee drinker into a devoted Starbucks fan as we work our way through the pages of this investigation. We examine how quality, consistency, and innovation function as the cornerstones of Starbucks' product offerings and how they contribute to the development of brand loyalty. We look at Starbucks' social and environmental programs concurrently, examining how the company's dedication to corporate responsibility adds to the emotional bond that consumers have with the massive coffee chain [5].

Furthermore, we examine how Starbucks modifies its tactics to stay relevant and resonate at a time when customer expectations and habits are changing quickly. We explore the threads that maintain the Starbucks brand woven into the lives of its customers, from the individualized touch of barista encounters to the smooth incorporation of technology in the ordering process. This investigation is, at its core, a trip inside Starbucks' core, the hub of a worldwide coffee culture that goes beyond the steaming milk and the percolating beans. It is a journey through the aromatic halls of devotion, where the Starbucks brand is more than just a supplier of beverages; it is a constant in the constantly shifting landscape of consumer choices, a

companion in millions of people's daily routines, and a lighthouse that calls the devoted back again and time again [6]. Come along as we explore the mystery around Starbucks' devoted customer base and the ongoing appeal of the most renowned coffee shop on the planet.

1.2. Interesting takeaways from the Starbucks Loyalty Program:

Starbucks, a company known for more than just coffee, has created a loyalty program that goes above and beyond the norm. This creative project is a fascinating case study in the field of consumer loyalty since it provides a wealth of insightful lessons.

1.2.1. Starbucks Reward Levels: A Cutting Edge:

Starbucks has a tiered rewards system that does more than simply reward customers; it enriches the experience. As customers advance from Green to Gold rank, a series of benefits become available. Every level gives something special, like complimentary birthday goodies, and makes you feel accomplished and unique [7].

1.2.2. Mobile App Magic: Integrated Easily into Everyday Life:

The Starbucks mobile app offers a doorway to a customized coffee experience rather than merely a means of making payments. Preordering, personalized beverages, and star accumulation are easy to incorporate into consumers' everyday lives, making them more convenient and strengthening their loyalty to the company.

1.2.3. Stars Aligning for Personalization: Personalized Experience, Tailored Rewards:

Starbucks is aware that every person has different tastes. By providing customized incentives based on past purchases, its loyalty program makes the most of this knowledge and guarantees that consumers have a personal relationship with the company.

1.2.4. Astonishment and Joy: Exceeding the Anticipated:

Starbucks offers more than the standard incentives. Customers are kept interested and enthusiastic by "Star Dashes" and surprise bonus stars, which provide an element of uncertainty and make the loyalty experience more enjoyable [8].

1.2.5. Ethical Consumption Rewards: Social Impact Brewing:

Starbucks' Loyalty Program demonstrates the company's dedication to sustainable practices and ethical sourcing. Consumers who choose socially conscious options get stars, which supports the notion that loyalty is more than simply a business relationship but also a reflection of common values.

1.2.6. Gamification: Creating a Fun Challenge Out of Loyalty:

Starbucks turns regular purchases into an exciting journey by transforming loyalty accumulation into a game with challenges and streaks. The loyalty journey is made more enjoyable by this gamified approach [9].

1.2.7. Data-Driven Customization: Predicting Preferences:

Starbucks uses data analytics to predict consumer preferences and provide incentives and promotions that are specifically tailored to them. This data-driven strategy builds the connection between regulars and the brand while also improving the consumer experience.

1.3. Factors that Affect Brand Loyalty:

Beyond the simple exchange of products and services, a wide range of variables impact the complex and nuanced phenomena of brand loyalty. Companies that want to establish enduring relationships with their customers need to understand the intricate components that contribute to brand loyalty. Some critical elements influence brand loyalty in important ways, each of which affects how customers see and become committed to a certain brand.

1.3.1. Consistency and Quality of Product:

Delivering high-quality items consistently is a key component of building brand loyalty. Customers are more likely to remain loyal to a company if they consistently get what they expect from it. Product performance reliability builds confidence and provides a solid basis for enduring brand loyalty.

1.3.2. Experience with Customer Service:

Superior customer service has the potential to significantly increase brand loyalty. A brand's post-purchase interactions, problem-solving, and inquiry handling may make a lasting impression. Good customer service encounters build trust and strengthen the bond between a company and its customers [10].

1.3.3. Brand Trust and Reputation:

A brand's standing in the marketplace has a big impact on how loyal customers are. Trust is fostered by a favorable brand image that is based on openness, moral corporate conduct, and social responsibility. Customers are more inclined to stick with firms that share their values and show that they care about social and environmental issues.

1.3.4. Personality and Brand Identity:

A brand's emotional connection with customers is influenced by its unique personality and identity. Customers are more likely to feel a feeling of connection and loyalty to brands that successfully convey their values, purpose, and distinctive personality features.

1.3.5. Adaptability and Innovation:

Brands that consistently innovate and adapt to shifting market conditions show that they are dedicated to satisfying changing customer demands. Consumers are more inclined to stick with companies that update their offerings often and modify their business plans to maintain an advantage in a competitive market.

1.3.6. Interaction and Communication with Customers:

Consistent and significant contact with consumers contributes to a brand's continued prominence in consumers' minds. A brand's relationship with its consumers is improved by engagement through a variety of social media, newsletters, and TV channels. This fosters a feeling of community and connection.

1.3.7. Value Proposition and Competitive Pricing:

Although it is not the only issue, competitive price is still a significant element in brand loyalty. Nonetheless, it is closely related to the brand's perceived value proposition. If customers think the brand offers a reasonable mix of quality and affordability, they are more inclined to stick with it.

1.3.8. Customer Experience and Personalization:

Personalized and memorable experiences are produced by brands that adjust their interactions and services to suit the tastes of certain customers. Positive experiences enhance brand loyalty and provide a feeling of exclusivity, whether they occur in-store, online, or via tailored marketing.

1.3.9. Social and Cultural Factors:

Social and cultural variables influence brand choices. A varied customer base is more likely to be loyal to brands that connect with growing ideals, social movements, and cultural trends.

1.3.10. Accessibility and Convenience:

Brand loyalty may be impacted by how easily items or services may be accessed. Brands that emphasize convenient distribution methods, user-friendly interfaces, and convenience of purchase improve the consumer experience in general and foster brand loyalty.

Brand loyalty is the result of a complex interaction between several variables that together influence how customers perceive a product and behave. Prosperous businesses understand that to sustain and deepen their relationship with their consumers over time, they must take a comprehensive strategy that includes product quality, customer experience, value alignment, and flexibility. Building and maintaining brand loyalty requires organizations to recognize and take action on these elements as they navigate the competitive marketplace [11], [12].

1.4. Areas of improvement of Starbucks Loyalty Program:

This analysis of Starbucks' Rewards program and the proposed improvement opportunities are insightful and address key areas for enhancement. By focusing on personalization precision, streamlined redemption processes, tier-based benefits, gamification elements, social integration, and transparent communication, Starbucks could potentially elevate its loyalty program to new heights. Let's further elaborate on each improvement opportunity.

1.4.1. Personalization Precision:

The program uses customer data for personalized rewards but lacks precision and implements advanced algorithms and machine learning to analyze customer behavior comprehensively. This will allow Starbucks to offer highly tailored rewards, increasing user satisfaction and loyalty.

1.4.2. Streamlined Redemption Process:

Redeeming rewards is perceived as cumbersome with multiple steps and the simplify the redemption process by integrating technology like mobile apps or contactless options. This ensures customers can seamlessly enjoy their benefits without procedural complexities.

1.4.3. Enhanced Tier-Based Benefits:

Benefits at each tier may need fine-tuning for better customer incentivization. Improvement Opportunity: Evaluate and potentially augment the perks associated with each tier. Exclusive offers, early access to new products, or personalized promotions can motivate customers to climb the loyalty ladder.

1.4.4. Innovative Gamification Elements:

The program lacks certain gamification elements. Introduce gamified features like challenges, competitions, or limited-time events. This adds an extra layer of engagement, encouraging increased participation and loyalty.

1.4.5. Social Integration and Community Building:

The loyalty program could benefit from a more robust online community aspect. Create a dedicated online platform or integrate social media features within the existing app. This fosters a sense of community among loyal customers, enabling them to share achievements, recommendations, and user-generated content [13].

1.4.6. Transparent Communication:

Communication about program changes can lack clarity. Prioritize transparent communication through various channels, ensuring members are well-informed about updates, changes, and upcoming features. This fosters trust and understanding among the customer base.

2. LITERATURE REVIEW

A. Sari and R. Dermawan [14] discussed the influence of social media marketing and perceived quality on brand equity has been extensively studied across various industries. Social media marketing has become an essential tool for businesses to engage with customers, enhance brand awareness, and drive sales. Effective social media strategies can contribute to building a strong brand image and customer loyalty. Similarly, perceived quality is a critical determinant of brand equity, as it reflects customers' overall perception of a product's or service's excellence. High perceived quality leads to greater customer satisfaction and strengthens brand equity. This study, which focused on KFC Mulyosari Surabaya, aimed to examine how social media marketing and perceived quality impact the brand equity of KFC. Utilizing a sample of 130 respondents who were regular KFC patrons and social media followers, the study employed quantitative research methods, including Partial Least Squares (PLS) analysis. Despite the study's valuable insights, a potential drawback is its focus on a specific outlet in Surabaya, which may limit the generalizability of the findings to other locations. Additionally, the use of non-probability sampling may introduce bias, affecting the accuracy and representativeness of the results.

Sugiarti et al. [15] explored the impact of brand awareness and associations on the brand equity of Kentucky Fried Chicken (KFC) in East Java, focusing on how trust and loyalty mediate this relationship. The research uses a sample of 200 customers and employs Structural Equation Modeling for data analysis. Results indicate that brand awareness and associations significantly affect trust, loyalty, and brand equity. Trust and loyalty are shown to mediate the influence of brand awareness and associations on brand equity, highlighting the importance of emotional connections between fast-food brands and customers for strong brand equity. The findings suggest that KFC should invest in content marketing, sponsorships, and endorsements to enhance brand awareness and associations, thereby building trust and loyalty. Maintaining product quality and good customer relationships can encourage recommendations. One drawback of this study is its geographical limitation, focusing solely on East Java. The findings may not be generalizable to other regions or countries with different cultural and market contexts.

P. Fadilah et al. [16] stated the fast food industry in the context of increasing competition both nationally and internationally. It emphasizes the rapid growth of the fast-food sector, particularly in Indonesia, due to a growing population and demand for quick-service dining

options. KFC, as a leading fast-food brand, is highlighted for its strong brand image and perception of high-quality, safe, and healthy food. This perception plays a significant role in consumer purchase decisions, making KFC a top choice for fried chicken in Indonesia. The study examines the impact of food quality and price discounts on purchase decisions, with brand image serving as a mediating variable. Previous research has suggested that food quality, pricing, and brand image are critical factors influencing consumer behavior in the fast-food industry. The study's main drawback is its limited sample size of 219 respondents, which may not be representative of the entire Indonesian population. Additionally, the study's focus on one brand (KFC) limits its generalizability to other fast-food chains in Indonesia. Future research could expand the scope to include other fast-food brands and a larger, more diverse sample for broader applicability.

M. Reza [17] stated that Nestle, a multinational company with over 2,000 brands in 196 countries, is known for enhancing the quality of life through its products. Established in the 1860s by Henri Nestle, the company initially focused on addressing high infant mortality rates in Switzerland. Over the years, Nestle has become a well-respected global brand, offering healthier and tastier choices across various life stages. The company has achieved financial stability through a focus on long-term growth and prioritizing shareholder value. This study examines Nestle's products, quality policy, and marketing strategy, which have contributed to its reputation as a trusted name with high-quality products. However, one drawback of this study is its lack of critical analysis of potential challenges facing Nestlé, such as ethical concerns, environmental impact, and regulatory issues. Additionally, the study could benefit from a more comprehensive exploration of Nestlé's response to these challenges and how they influence the company's long-term success.

L. Windiana et al. [18] discussed the relationship between green marketing and brand image in Starbucks outlets, as well as the impact of brand image on buying interest, highlighting the increasing significance of environmentally friendly practices in the business world. Starbucks, known for its commitment to sustainability, has adopted green marketing strategies such as the use of recycled materials and biodegradable products to enhance its brand image. This strategic approach has been linked to an improvement in Starbucks' brand image, which in turn positively influences consumer buying interest. Previous studies have established a clear connection between corporate social responsibility (CSR), green marketing initiatives, and consumer perception of brand image. These factors play a key role in shaping consumers' attitudes and purchase behaviors, particularly among environmentally conscious customers. Additionally, the study's reliance on qualitative descriptive analysis may not fully capture the complexity of consumer perceptions across different demographic groups. Future research could benefit from a broader geographical scope and a more comprehensive analytical approach.

N. Naibaho et al. [19] described that Starbucks, one of the largest and most successful coffee companies globally, has established a strong marketing strategy aimed at positioning itself as a luxury brand. Literature suggests that Starbucks' strategy includes consistent product innovation, a diverse menu, and offering merchandise. The company expands its reach through outlets in various cities and leverages word-of-mouth marketing, loyalty programs, premium pricing, and social movements. Promotions and gimmicks are also part of its approach, allowing the brand to stand out in the competitive coffee market. By focusing on high-quality coffee beans from around the world, Starbucks appeals to discerning customers and maintains its premium brand image. However, this study has some limitations. It relies primarily on internet-based sources, which may introduce bias due to the varying quality and perspectives of the available content. Furthermore, the analysis might overlook emerging trends in the coffee

industry and the impact of the changing economic landscape on Starbucks' strategy. More comprehensive and up-to-date sources would strengthen the conclusions drawn from this case study.

N. Arora et al. [20] emphasized that Amul, an Indian dairy cooperative established in 1947, serves as the cornerstone of the Indian dairy industry, owned by over three million farmers in Gujarat. As India's largest food product marketing organization, it offers a wide range of dairy products, such as milk, cheese, and ice cream, through an extensive network of a million retailers across the country. Known for providing high-quality products at competitive prices, Amul supports its farmers by ensuring they receive a higher share of profits compared to other markets. Its cooperative model has been successfully replicated across several Indian states, significantly boosting the income of numerous farmer families. Additionally, the entrance of large multi-brand retailers like Walmart and Carrefour into the Indian market poses a threat to Amul's profit margins and distribution network. The young rural population's migration to urban jobs leaves uncertainty about future dairy farming. The study primarily highlights Amul's challenges, but it lacks an in-depth analysis of how the cooperative can address these challenges effectively.

3. DISCUSSION

The study explores the complex factors that influence the brand loyalty that Starbucks customers exhibit. In the fiercely competitive coffee market, brand loyalty is a critical indicator, and comprehending its fundamental elements is critical for both academic and real-world applications. The research begins with a thorough investigation of the notion of brand loyalty, which serves as a theoretical basis for setting the following analysis in perspective. It highlights the complexity of brand loyalty and provides a conceptual framework that takes into account several factors, including satisfaction, emotional connection, and perceived quality. A large amount of the conversation is devoted to breaking down the particular elements that make Starbucks' brand loyal. The research thoroughly examines the function of customer happiness, clarifying how favorable encounters and steady product quality result in increased customer loyalty. The importance of the whole brand experience in creating a feeling of attachment and loyalty is also shown by closely examining the emotional bond that consumers have with the Starbucks brand. Additionally, the research explores how consumption patterns and brand awareness affect brand loyalty.

The study's results, which point to Starbucks' high degree of awareness, are considered as being crucial in influencing customer preferences and building loyalty [21], [22]. The examination of consumption trends highlights the importance of Starbucks in maintaining devoted long-term customers by providing insight into how the company is incorporated into everyday life. The paper discusses possible ramifications for advertising tactics as well. Businesses, especially those in the coffee sector, may successfully adapt their marketing efforts by using the precise components that are identified as the most important contributors to brand loyalty. Companies can improve client experiences, hone their message, and fortify their bonds with customers by knowing how various facets of their brand contribute to loyalty. The study concludes by providing a thorough examination of the elements of Starbucks brand loyalty. The research outcomes not only enhance the scholarly comprehension of brand loyalty but also provide significant perspectives for professionals who want to strengthen their brand in a fiercely competitive marketplace [23]. The comprehensive and in-depth discussion highlights the value of taking into account a variety of factors when examining brand loyalty, offering a nuanced viewpoint that enhances our understanding of consumer behavior within the framework of a well-known worldwide brand such as Starbucks.

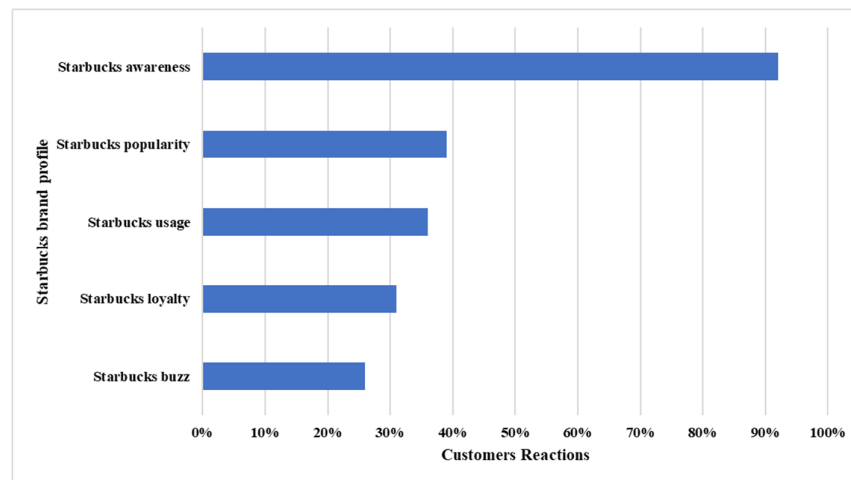


Figure 1: Illustrated the customers of the restaurant chain Starbucks' brand awareness, use, popularity, loyalty, and buzz.

Figure 1, displays the several important aspects of the Starbucks brand, illuminating both its core traits and the dynamic reactions that customers provoked. The "Starbucks buzz" stands for a significant level of favorable attention and excitement around the brand, demonstrating its capacity to enthrall and involve consumers, at 26%. The impressive 31% loyalty rating highlights a strong relationship and shows that a considerable proportion of Starbucks customers are not only happy but also likely to return, which promotes brand loyalty. Conversely, the "Starbucks usage" category, which stands at 36%, reveals how well the brand has been assimilated into customers' everyday lives and shows a significant portion of people who actively include Starbucks in their routines. With a 39% popularity rating, the brand demonstrates its lasting and wide appeal, underscoring its capacity to connect with a wide range of consumers. Starbucks has achieved an impressive 92% awareness rating, indicating that its brand is well-known among customers [24]. This high degree of awareness suggests both a strong market presence and the effective execution of strategic marketing strategies. When taken as a whole, these metrics provide a clear picture of a brand that not only has a favorable consumer perception but also possesses a strong combination of popularity, loyalty, and general awareness, all of which work in concert to support its strong brand profile in the marketplace.

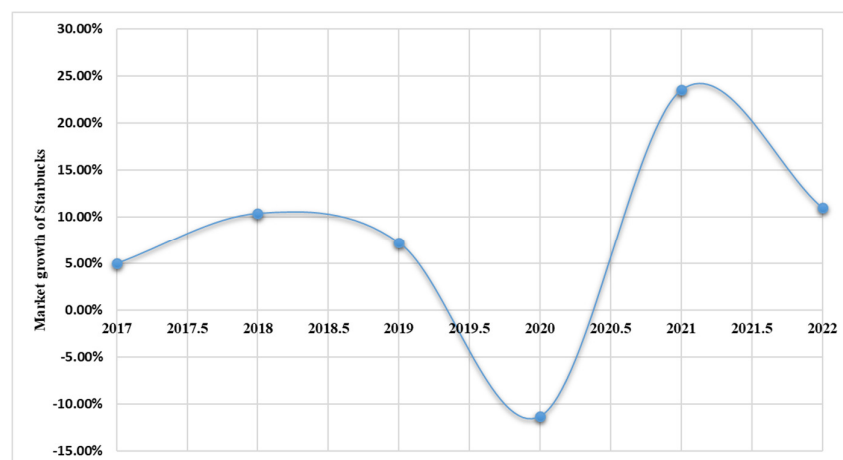


Figure 2: Display Starbucks's annual percentage growth rate from 2017 to 2022.

According to the above Figure 2, outlines Starbucks' annual percentage growth rate from 2017 to 2022. In 2017, the company saw a modest growth rate of 5.02%, showing a steady revenue increase over the previous year. This rate rose sharply to 10.41% in 2018, indicating robust performance and expansion for the company. Although the growth rate decreased slightly to 7.24% in 2019, it still maintained a consistent level. However, in 2020, Starbucks experienced a downturn with a negative growth rate of -11.28%, likely due to the adverse impact of the COVID-19 pandemic on global business operations. The company bounced back in 2021 with a substantial growth rate of 23.55%, showcasing its resilience and capacity to overcome the challenges of the previous year. In 2022, Starbucks maintained a positive trajectory with a growth rate of 10.98%, reflecting its continued success and return to a more usual growth pattern following the pandemic's disruptions.

4. CONCLUSION

Many elements make up Starbucks's brand loyalty, illuminating the complex dynamics that support the brand's lasting appeal. By examining variables including the Starbucks buzz, customer loyalty, use, popularity, and awareness, a thorough knowledge that emphasizes the brand's favorable reputation among customers has surfaced. The impressive percentages for each of these indicators show that the brand can generate strong relationships and repeat sales in addition to attracting attention and igniting passion. Starbucks has established itself as a significant and powerful participant in the competitive market thanks to its effective integration into customers' daily routines, broad appeal, and high level of awareness. The results of this research highlight the significance of developing a comprehensive brand image that connects with customers on several levels as firms navigate a constantly changing market. The favorable impression that these loyalty elements highlight highlights the potency of Starbucks' brand strategy. In the future, companies may gain important knowledge from this investigation into brand loyalty by realizing that a strong and durable brand identity is mostly shaped by the harmonious interaction of buzz, loyalty, use, popularity, and awareness. In the end, this study clarifies Starbucks' brand loyalty and lays the groundwork for future investigations and strategic thinking in the field of brand management.

REFERENCES:

- [1] C. H. Ong, H. W. Lee, and T. Ramayah, "Impact of brand experience on loyalty," *J. Hosp. Mark. Manag.*, 2018, doi: 10.1080/19368623.2018.1445055.
- [2] J. Hemsley-Brown and I. Alnawas, "Service quality and brand loyalty: The mediation effect of brand passion, brand affection and self-brand connection," *Int. J. Contemp. Hosp. Manag.*, 2016, doi: 10.1108/IJCHM-09-2015-0466.
- [3] M. Touzani and A. Temessek, "Brand Loyalty: Impact of Cognitive and Affective Variables," *Econ. Appl. Informatics*, 2009.
- [4] R. Kayaman and H. Arasli, "Customer based brand equity: Evidence from the hotel industry," *Manag. Serv. Qual.*, 2007, doi: 10.1108/09604520710720692.
- [5] N. Khizar, S. Farooqi, M. Rehmat, And F. Naz, "Effect Of Integrated Marketing Communication Components On Brand Awareness And Customer Loyalty In Beverage Sector," *Paradigms*, 2016, doi: 10.24312/paradigms100206.
- [6] V. Kaushal and N. Ali, "University Reputation, Brand Attachment, and Brand Personality as Antecedents of Student Loyalty: A Study in Higher Education Context," *Corp. Reput. Rev.*, 2020, doi: 10.1057/s41299-019-00084-y.

- [7] A. M. Levin, F. Beasley, and T. Gamble, "Brand loyalty of NASCAR fans towards sponsors: the impact of fan identification," *Int. J. Sport. Mark. Spons.*, 2004, doi: 10.1108/ijsms-06-01-2004-b004.
- [8] M. Altaf, N. Iqbal, S. S. Sany, and M. H. Sial, "Managing consumer-based brand equity through brand experience in Islamic banking," *J. Islam. Mark.*, 2017, doi: 10.1108/JIMA-07-2015-0048.
- [9] P. Vaijayanthi and K. Shreenivasan, "Measuring brand equity of cosmeceuticals – a case using consumer-based brand equity model," *Asian J. Pharm. Clin. Res.*, 2017, doi: 10.22159/ajpcr.2017.v10i6.11921.
- [10] A. D. A. Tasci, "Testing the cross-brand and cross-market validity of a consumer-based brand equity (CBBE) model for destination brands," *Tour. Manag.*, 2018, doi: 10.1016/j.tourman.2017.09.020.
- [11] P. G. Rodríguez, R. Villarreal, P. C. Valiño, and S. Blozis, "A PLS-SEM approach to understanding E-SQ, E-Satisfaction, and E-Loyalty for fashion E-Retailers in Spain," *J. Retail. Consum. Serv.*, 2020, doi: 10.1016/j.jretconser.2020.102201.
- [12] P. V. Le-Hoang, G. T. Nguyen, H. T. T. Phung, V. T. Ho, and N. T. Phan, "The relationship between brand equity and intention to buy: the case of convenience stores," *Indep. J. Manag. Prod.*, 2020, doi: 10.14807/ijmp.v11i2.1062.
- [13] V. Cornelia and Y. Pasharibu, "Brand Loyalty Mediation in Brand Attachment and Customer Digital Experience towards Smartphone Repurchase Intentions," *Benefit J. Manaj. dan Bisnis*, 2020, doi: 10.23917/benefit.v5i2.11278.
- [14] A. K. Sari and R. Dermawan, "The Influence of Social Media Marketing and Perceived Quality on KFC Brand Equity (Consumer Study KFC Mulyosari Surabaya)," *Indones. J. Bus. Anal.*, 2023, doi: 10.55927/ijba.v3i5.5731.
- [15] Sugiarti, Surachman, F. Rohman, and R. Wijayanti, "Influence brand awareness and brand association on brand equity: Mediation of trust and brand loyalty in Kentucky Fried Chicken in East Java, Indonesia," *Int. J. Appl. Econ. Financ. Account.*, 2023, doi: 10.33094/ijaefa.v16i2.987.
- [16] P. Fadilah, B. Barkah, E. Listiana, Hasanudin, and R. Fauzan, "The Impact Of Food Quality and Price Discount Toward Brand Image and Purchase Decision," *J. Ekon.*, 2023.
- [17] M. H. Reza, "Analysis of Marketing Strategy and Quality Policy of Nestlé," *Int. J. Sci. Res. Eng. Dev.*, 2020.
- [18] L. Windiana, A. Bakhtiar, V. Kurniasih, and S. Basamah, "The Effect of Green Marketing toward the Consumers Buying Interest of Starbucks Coffee Mediated By Brand Image," *HABITAT*, 2020, doi: 10.21776/ub.habitat.2020.031.1.4.
- [19] N. A. Naibaho, O. T. Manurung, P. D. Jelita, and L. S. Saragih, "Analysis of Starbucks Marketing Strategy to Become a Luxury Brand," *Indones. J. Adv. Res.*, 2023, doi: 10.55927/ijar.v2i12.7054.
- [20] N. Arora, R. Deshpande, T. Bijlani, and T. Khanna, "India's Amul: Keeping Up with the Times.," *Harvard Bus. Sch. Cases*, 2016.

- [21] M. Mody and L. Hanks, "Consumption Authenticity in the Accommodations Industry: The Keys to Brand Love and Brand Loyalty for Hotels and Airbnb," *J. Travel Res.*, 2020, doi: 10.1177/0047287519826233.
- [22] H. B. Kim, W. G. Kim, and J. A. An, "The effect of consumer-based brand equity on firms' financial performance," *J. Consum. Mark.*, 2003, doi: 10.1108/07363760310483694.
- [23] Z. Khan, Y. Yang, M. Shafi, and R. Yang, "Role of social media marketing activities (SMMAs) in apparel brands customer response: A moderated mediation analysis," *Sustain.*, 2019, doi: 10.3390/su11195167.
- [24] M. Yusuf, Nurhilalia, and A. H. P. K. Putra, "The impact of product quality, price, and distribution on satisfaction and loyalty," *J. Distrib. Sci.*, 2019, doi: 10.15722/jds.17.10.201910.17.

CHAPTER 12

ANALYZING THE INFLUENCE OF SOCIAL MEDIA BRANDING ON PURCHASE BEHAVIOR

¹Vansh Jain, ²Yash Jain, ³Dr. Malcolm Homavazir

^{1,2}Student, ³Faculty

^{1,2,3}Department of ISME

^{1,2,3}ATLAS SkillTech University, Mumbai, Maharashtra, India

Email: ¹vansh.jain.bba2023@atlasskilltech.university, ²yash.Jain.bba2023@gmail.com,

³Malcolm.homavazir@atlasuniversity.edu.in

ABSTRACT:

These days, social media is a daily ritual that every consumer adheres to and has become an essential part of their lives. Social media has completely changed how we interact with brands and engage with them before completing a purchase. It has an impact on many facets of society, including the behavior of consumers. This study investigates the connection between consumer purchasing behavior and social media advertising. The goal of this research is to satisfy thorough knowledge concerning the way social media advertising methods affect consumer purchase choices by integrating current material and analyzing recent developments. Social media platforms foster direct communication between companies and their customers. Businesses may thus take advantage of this chance to establish rapport, encourage brand loyalty, and forge deep connections with those who are their customer base. Other users' material is highly trusted by other customers, which has a significant influence on their daily decision-making process when it comes to a certain purchase. These platforms are now crucial in determining how consumers behave, make choices about what to buy, and interact with brands. Understanding these dynamics from the perspective of a corporate organization and marketers looking to use media to boost their promotional efforts and increase sales is crucial.

KEYWORDS:

Behavior, Communication, Consumer, Marketing, Social Media.

1. INTRODUCTION

India took advantage of its mixed economy after independence to start accelerating the growth of urbanization in all sectors, particularly the private sector. India's urban population grew from 11.4% in 1901 to 28.535 in 2001 and 2017, as reported by the World Bank. This means that over 34% of the country's population now resides in urban regions. This leads to a rise in the adoption of new technologies and their development for the benefit of both urban and rural residents [1], [2]. The emergence of media has fundamentally changed how businesses communicate with their intended audience. Social media platforms like Facebook Instagram, Twitter, and TikTok have made it easier for marketers to interact with consumers. For this reason, social media advertising needs to be a part of marketing plans for companies of all sizes [3].

This research exposes the psychological implications of social media advertisements and examines their influence on consumers' purchasing inclinations. In January 2023, 467.0 million Indians, or 32.85% of the total population, were active on social media. 1.10 million Mobile phone subscriptions were in use in India as of early 2023, making up 77.05 percent of the nation's total population. This statistic demonstrates the size of the target audience that may be reached in India on a certain social media site [4], [5]. Furthermore, these figures may assist companies in more effectively selling their goods online, as opposed to via more conventional and costly means such as door-to-door sales and hoardings.

Promote their goods using a variety of media, including radio, television, newspapers, email, cold calling, targeted advertising, and many more. Even while these techniques are still used, they have far less impact on customers' decisions to buy products than do contemporary marketing strategies [6], [7]. Modern marketing, or electronic marketing, is more focused on the consumer than conventional advertisement, which is focused on the business's item or service. Companies that use a contemporary method prioritize the needs and desires of their customers above everything else, enabling them to cater to the specific requirements of their target market.

While various platforms have been created before or are now being created for entertainment reasons, all of these platforms are gradually being exploited for marketing objectives [8]. Due to their greater customizability and ease of adaptation, these platforms readily stay up with the most recent developments in marketing. Additionally, because it can be accessed on any device, organizations may communicate with a global customer base more effectively. Every one of these components helps to global brand awareness, consumer loyalty, and trust. Because companies produce such appealing and memorable advertising campaigns, customers are easily tricked, which aids in the company's continuous increase in sales [9], [10].

Even corporate organizations use their knowledge in a variety of sectors, such as market analysis, digital marketing, and graphic design, to play a highly skillful game to survive these marketing developments.

In modern marketing research, it has become critical to comprehend the complex interaction involving internet advertisement and consumer purchasing patterns. Social media platforms have a significant influence on how customers make decisions in this age of digital connectedness and online interactions [11], [12].

This study's goal is to investigate the complex dynamics at work and how different components of online promotional strategies influence how clients act. The realization that social media platforms are effective instruments for brand promotion and advertising is at the heart of this inquiry. There are billions of users on online platforms like Facebook, Twitter, LinkedIn, Instagram, and many more. Globally and provide unrivaled access to a broad range of customer demographics. Brands may customize their message for certain audiences by using targeted advertising campaigns, which are based on online activity, interests, and demographic data [13], [14]. With this degree of accuracy, marketers can design individualized experiences that connect with customers and may even affect their purchase choices.

The capacity of social media advertising to engage people via interactive content forms is crucial to its performance. Social media advertisements, in contrast to conventional types of advertising, which often depend on passive consumption, urge users to actively participate by clicking, sharing, and liking content. Brands may build brand loyalty and influence purchase intentions by cultivating a feeling of connection and belonging among customers via meaningful interactions. Furthermore, the emergence of marketing based on influence has further changed the social media advertising scene. Influencers have a big impact on the tastes and actions of consumers because of their devoted and sizable followings [15]. Brands may use influencers' authenticity and reputation to promote goods and services by working with them. Customers may thus see these recommendations as more reliable and sincere, which would raise the possibility of conversion.

Nevertheless, there are some complicated aspects to how promoting on social media influences what people buy. Although influencer endorsements and tailored advertisements are powerful tools for drawing in customers, they also give rise to privacy and transparency issues. Discussions over user privacy and moral marketing strategies have been triggered by the

gathering and use of personal data for advertising reasons. Furthermore, the distinction between paid endorsements and suggestions has become hazier due to the widespread use of sponsored content and paid endorsements, which might undermine customer confidence. In addition, consumers are experiencing ad fatigue and information overload due to social media's pervasiveness in their lives. Customers may become indifferent to commercial messages or deliberately reject them due to the incessant advertisements competing for their attention on their newsfeeds. Because of this, to successfully engage customers and break through the clutter, marketers need to continually innovate and modify their techniques.

In summary, Online advertising's effect on consumers purchasing decisions is a multifaceted phenomenon that is prejudiced by a range of variables, such as the ability to target, the forms of interactive content, influencer endorsements, privacy concerns, and ad fatigue. Brands can successfully use social media to create customer engagement, develop brand loyalty, and eventually impact purchase choices by comprehending these characteristics and strategically using them. But negotiating this terrain calls for striking a careful balance between grabbing customers' attention and honoring their privacy and independence.

2. LITERATURE REVIEW

S.B. Anil Kumar [16] focused the social networking as a fantastic, tried-and-true method of marketing. Consumers are shunning conventional media like radio, newspapers, and television in favor of social media as their information source of choice. As a result, businesses must combine the best online advertising possibilities, particularly on social media, to produce online advertisements that will enhance their current company. In light of current analyses of advertising campaigns and consumer buying intents, this research offers theoretical insights and abstract model solutions. The features of Internet advertising and its effect on demand are emphasized in this research. Although earlier research has looked at the connection between online advertising and consumer buying patterns, this study provides a fresh viewpoint on how people respond to social media when they purchase.

M. Febriyanto [17] explored the businesses advertise themselves using digital media, such as Facebook, Instagram, YouTube, and so on. Social media is available to them. Numerous researches have looked at the effects of various social media use on consumer behavior from various angles. This research aims to investigate how YouTube advertising affects consumer purchase decisions by increasing knowledge of product and brand image. Purchase intention is unaffected by brand awareness or brand image, even though YouTube advertising has an impact on both. Purchases and YouTube advertising are highly correlated. Since they do not influence purchases, brand awareness, and image do not mediate them.

K. Gaurav and A. Suraj Ray [18] analyzed the business procedures that have shifted from conventional to digital during the last 20 years. The pervasiveness of internet usage in everyday life has been the most significant development impacting the corporate sector over the last 20 years. There is a digital revolution happening in our age. Every second, digital marketing transforms the company. Nowadays' shoppers do not buy in the same manner they did in the past. Consumers of today are well-educated, astute, and have access to a variety of platforms that allow them to quickly learn about any product. Companies are becoming more conscious of how critical it is to have an online presence to develop their brands, attract customers, and thrive in this cutthroat industry. Social media affects customers at every step of the purchasing process, from information seeking to post-purchase requirements, hence it is crucial to the buyer's journey. Because enhancing post-purchase behavior boosts customer happiness and eventually results in a better customer experience, the firm concentrates on this area. Given the significance of social media, this study aims to examine how customer behavior is affected by

social media marketing. I. Mir [19] implemented the present research attempts to discover basic belief aspects that impact consumers' views of social media advertising. It also looks at how good customer opinions about social media affect online sales and advertising. Information was gathered amongst 210 university students in the sample in Islamabad, the capital city of Pakistan, to fulfill the study's goals. Four characteristics were identified by the research as the root causes of consumers' perceptions of social media advertising. Nonetheless, the opinions of Pakistani consumers toward social media were significantly influenced by only two factors: marketing and information. Furthermore, the findings demonstrated that consumers' favorable sentiments about social media advertisements have an impact on their clicking activity, which in turn has a beneficial effect on their online buying behaviors. Many South Asian businesses who want to utilize social media (Facebook, LinkedIn, etc.) to market their goods and services may find the study's conclusions helpful.

R. Duffett [20] reviewed the social media has altered society's communication patterns, which in turn has altered attitudes and actions. The world as we know it is changing due to the inventive ways in which Facebook's exponential growth is connecting consumers, marketers, and companies. However, Facebook science is still in its early stages in developing nations like South Africa. Given the significance of Generation Y as a customer base, marketers should pay close attention to how they feel about advertising. This begs the question of how well-reaching young people are and what influence it is having on their lives, given that South Africa has the biggest social media marketing effort. The findings indicate that Facebook advertisements positively affect South African Millennials' knowledge level and knowledge hierarchy influence pattern. Marketers who want to target this unhappy set of individuals with this potent pipeline may benefit from this study.

3. METHODOLOGY

3.1 Design:

Analyzing the Influence of Influence of Social Media Promotion on Purchase Behavior explores the complex interplay between consumer decision-making and digital marketing tactics. This paper attempts to reveal the complex ways that social media advertising affects consumers' buying behaviors via empirical research and data analysis, offering vital information to companies and marketers alike. Marketing has a significant influence on customer behavior and purchase decisions. Businesses are continuously looking for methods to draw in and keep consumers in the highly competitive environment of today, and advertising has shown to be a useful tool in accomplishing these objectives. We will examine the several ways that advertising affects customer behavior and purchase choices in this part and the way marketing on social media affects customer behavior as shown in Figure 1.

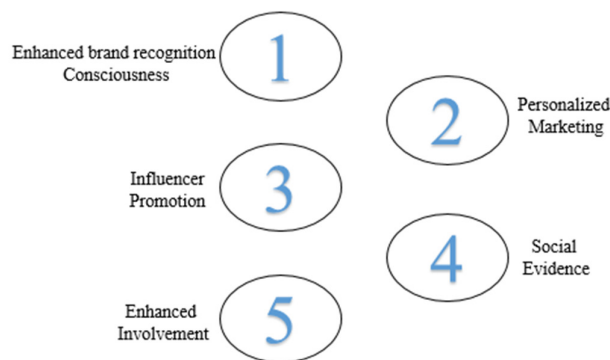


Figure 1: Illustrates the way marketing on social media affects customer behavior.

3.2 Sample and Instrument:

The research Analyzing the Influence of Promotion on Social Networks on Consumer Purchase Behavior explores the complex connection that exists between advertising on social media and customer choice. The study investigates the effects of many elements, including influencer endorsements, user interaction, and targeted marketing, on customer behavior via a thorough review of data and empirical research. The study attempts to provide important insights into the efficacy of internet-based advertising techniques and their capacity to influence purchase choices by closely examining patterns and trends in online consumer behavior. The present study illuminates the intricate relationship between digital marketing strategies and customer preferences, providing significant insights for companies looking to maximize their advertising expenditures. Table 1 shows the effectiveness of the impact of online advertising on the purchasing habits of customers. The number of users, average daily use, percentage of users who purchased after viewing an advertisement, and average purchase value are all provided for the major social media platforms in this table. It may be used to assess how social media branding affects the purchasing habits of customers on various channels.

Table 1: Illustrates the effectiveness of Social media marketing's impact on consumer purchasing patterns.

Platform	Number of Users (Millions)	Average Daily Usage (Hours)	Percentage of Users Who Purchased After Seeing an Ad (%)	Average Purchase Value (\$)
Facebook	2,700	1.5	25	50
Instagram	1,000	1	30	40
Twitter	330	0.75	20	35
YouTube	2,000	2	35	60
LinkedIn	260	0.5	15	55
Pinterest	450	1	40	45
Snapchat	280	1	25	30
TikTok	800	1.5	50	25

A complex strategy is used in the instrumental technique to analyze how social media advertising touches consumer buying decisions. First and foremost, it is critical to gather extensive data from several social media sites using both quantitative indicators and qualitative insights. Then, to interpret the patterns and relationships, sophisticated analytics methods including sentiment analysis, regression analysis, and network analysis are used. Moreover, observational studies or experimental designs may be used to confirm results and establish causation. Furthermore, customer preferences and views of social media marketing may be captured using survey approaches. In the end, combining these approaches makes it easier to comprehend the complex connection between consumer behavior and social media advertising.

3.3 Data Collection:

The study explores the connection between consumer purchases and digital advertising behavior. The objective is to clarify the relationship between contact to social media advertisements and acquisition choices using extensive data gathering, which includes

questionnaires and behavioral analysis. The knowledge acquired will help in understanding current customer trends and improving advertising tactics. Table 2 records the participants' exposure to advertisements, social media use patterns, basic demographic data, and propensity to buy after viewing an advertisement. On a gage of 1 to 10, where 1 characterizes highly improbable and 10 indicates very likely, is the likelihood of purchasing after seeing an advertisement.

Table 2: Illustrates the various factors of analyzing the influence of social media.

Participant ID	Age	Gender	Occupation	Income	Social Media Platform	Frequency of Social Media Usage	Hours per Day Spend on Social Media
1	35	Female	Marketing Specialist	\$60,000	Instagram	Daily	2
2	28	Male	Software Engineer	\$80,000	Facebook	3-4 times a week	1
3	42	Male	Sales Manager	\$100,000	Twitter	Weekly	0.5
4	55	Female	Teacher	\$50,000	Pinterest	Daily	1.5
5	30	Male	Freelancer	\$40,000	LinkedIn	Daily	2.5
6	45	Female	Nurse	\$70,000	Instagram	2-3 times a week	1
7	22	Male	Student	\$20,000	TikTok	Daily	2
8	38	Female	HR Manager	\$90,000	Facebook	Weekly	0.5
9	48	Male	Business Owner	\$120,000	LinkedIn	Daily	3
10	25	Female	Graphic Designer	\$45,000	Pinterest	2-3 times a week	1.5

3.4 Data Analysis:

Using extensive data analysis, the research examines how social media advertising affects customer purchase choices. It clarifies connections, trends, and significant variables by examining a range of platforms and customer behaviors. Findings support marketing strategies and decision-making by illuminating the complex link between client purchase behavior and social media marketing techniques. The proportion of customers globally who state that recommendations from celebrities and influencers, as well as favorable reviews on social media, have an impact on their choice to buy, as do the offers and promotions posted by others.

The Positive online reviews are 33% and motivation to buy using social media is 30% promotions/offers made by other parties is 29% and the last support from a famous or influential person is 18% as shown in Figure 2.

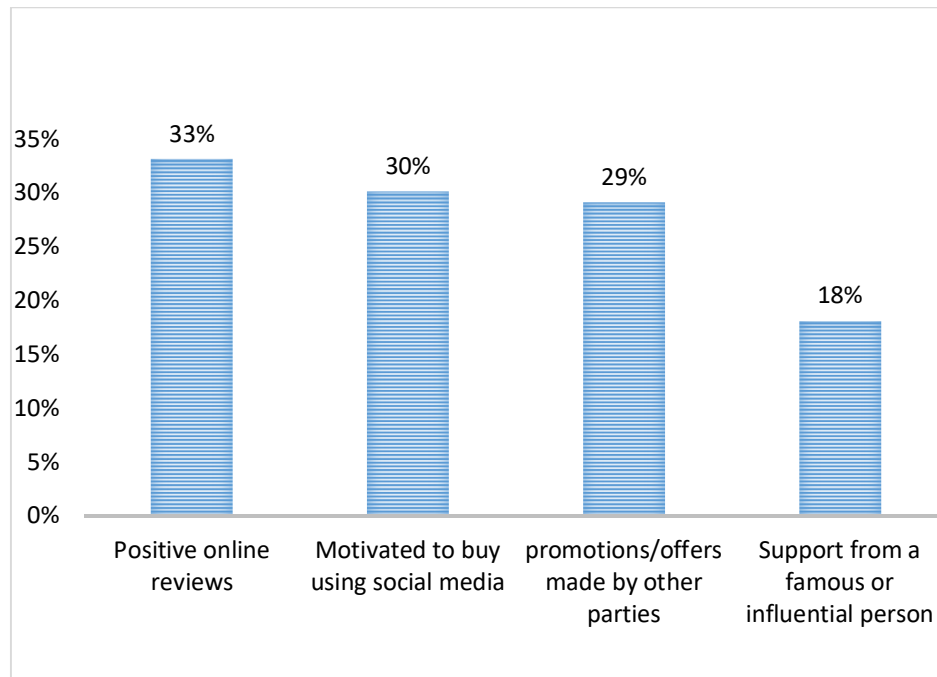


Figure 2: Demonstrates social media's effects on the purchasing choices of consumers.

4. RESULT AND DISCUSSION

The investigation of the effect of social media publicity on consumer purchasing conduct research sheds light on the connection between consumer purchasing behavior and social media advertising. The research indicates the substantial effect of social media advertising on the formation of client preferences and acquisition choices via a thorough investigation of several elements. Social media platforms' broad reach and ease of use enable marketers to interact with a large audience, boosting the efficacy of their advertising initiatives. Businesses may better adapt their messaging to the interests and preferences of certain client groups by implementing targeted advertising campaigns. As a result, people connect with advertisements more often when they relate to their wants and desires, which in turn affects their choice to buy.

Social media is one of the most extensively utilized and well-liked communication technologies available today. Social media is currently used by people all over the globe for communication. People have begun discussing their experiences on social media in recent years. Understanding how to use the platform, service, or product is also part of this. Every day, thousands of individuals read the product opinions provided by social media users, and this affects consumer behavior. Businesses that see the benefits of social media started using it to market their goods and services. Social media is becoming a powerful tool for reaching wide audiences and marketing goods and services. The drive of this essay is to determine in what way various forms of social media affect the behavior of consumers. YouTube is 28% Instagram is 41% and Facebook is 15% and Pinterest is 4% and others is 12% as shown in Figure 3.

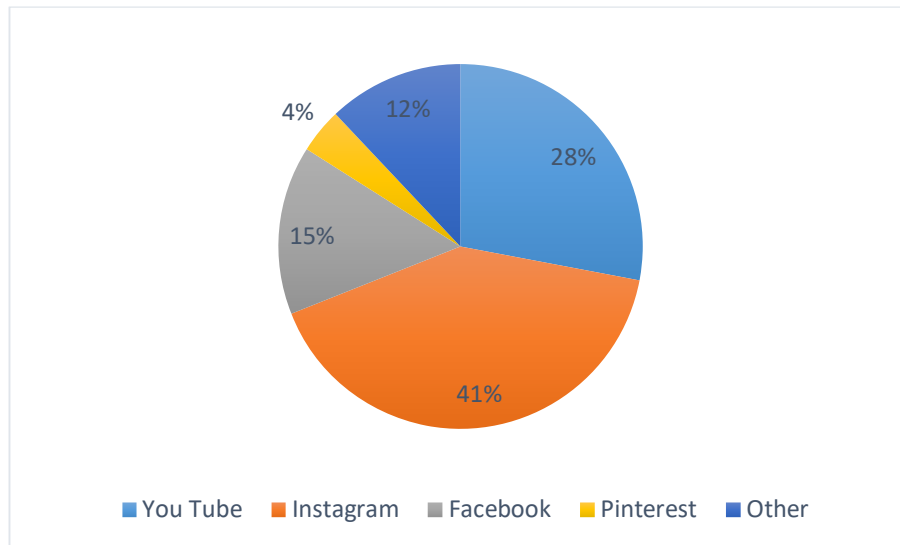


Figure 3: Displays the Social Media platform contribution analysis on consumer purchase behavior.

Advertisers may generate customized advertising that is based on the interests and activities of certain individuals by using analytics and consumer insights. This kind of strategy improves consumer and product perception while also amplifying the effect of advertising. As a result, customers relate to and trust companies that are aware of their unique demands, strengthening the connection between the product and its impact. Consumers are depending more and more on recommendations from peers and in-market sources when making choices about what to buy, thanks to the widespread availability of peer-generated material and peer-to-peer recommendations on social media platforms. Opinion leaders and influencers have a significant influence on the beliefs and preferences of customers; they are often used as platforms for advertising and product endorsements. The social media platforms used by men and women as shown in Figure 4.

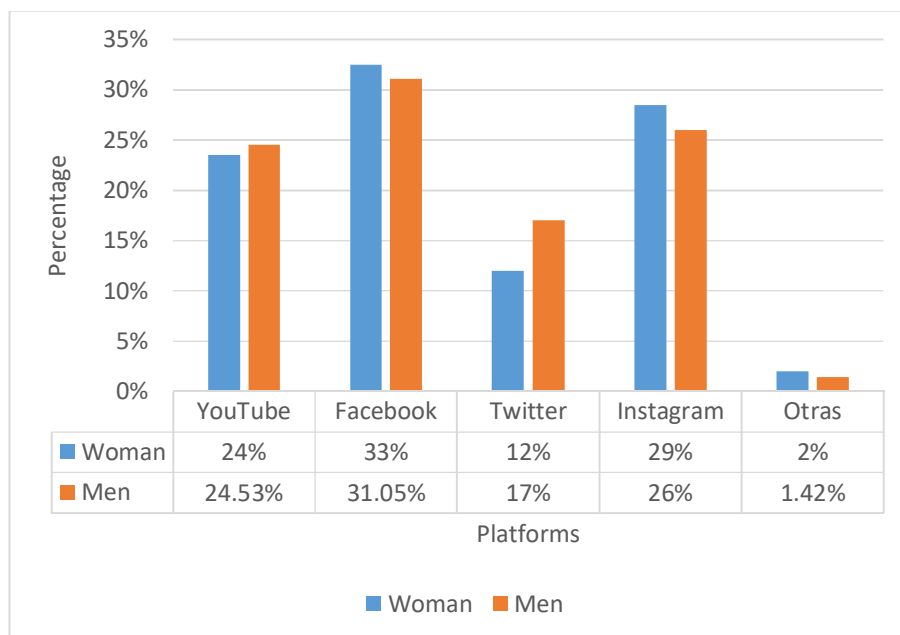


Figure 4: Shows the comparison of men and women using social media platforms.

Companies may increase their reach and improve customer decision-making by forming genuine ties with influencers and fostering these relationships. The report also mentioned social media advertisements' effect on purchase decisions. For marketers trying to engage their audiences, a significant obstacle is the combination of consumer distrust and advertising weariness. With so much information available and advertisements running all the time, consumers have learned to be pickier about what they consume and to ignore ads that are disruptive or unnecessary. Because of this, marketers must constantly develop and modify their approaches to draw in and keep consumers in the increasingly complicated digital market. It has significantly changed how consumers behave. Through social influence, customization, and targeted messaging, advertisers may influence customers' choices to buy. However, addressing the intricacy of social media advertising requires a thorough comprehension of customer habits, tastes, and evolving digital trends. For marketers to comprehend the potential of social media to influence customer behavior and spur economic development, they will need to do continual study and implement strategic suggestions.

5. CONCLUSION

The research on how social media advertising affects consumer purchasing decisions offers fascinating new perspectives on the workings of contemporary marketing. Several important findings are drawn from a thorough examination of the different social media platforms and how they affect consumers' decision-making processes. First off, it's evident that social media advertisement significantly affects the attitudes, tastes, and ultimately the choices that consumers make about what to buy. Through influencer partnerships and targeted advertising, social networking sites like Instagram, Twitter, and Facebook provide marketers with a unique way to interact with their target market, build brand recognition, and affect consumer behavior. The report also emphasizes the significance of authenticity and relevant content for social media advertising. Ads that directly speak to the interests, values, and desired lifestyles of the target audience are more likely to elicit favorable responses from consumers. In the competitive digital marketplace, authenticity, honesty, and trustworthiness are critical elements that impact consumers' opinions of businesses and affect their purchase choices. Furthermore, the research highlights the significance of peer recommendations and user-generated content in promoting brand loyalty and increasing customer engagement. Social media platforms function as online communities where users exchange product suggestions, experiences, and views. This user-generated content may have a big influence on peers' purchase choices. Overall, the results highlight social media advertising's enormous potential as a formidable tool for connecting with customers, fostering engagement, and influencing purchasing decisions in the competitive, digital market of today.

REFERENCES:

- [1] N. S. Adhikari, "Effectiveness of Advertising and Sales Promotion on Buying Decision of Smartphones in Kathmandu Valley," *J. Bus. Soc. Sci. Res.*, 2018, doi: 10.3126/jbssr.v1i2.20923.
- [2] I. Le Roux and T. Maree, "Motivation, engagement, attitudes and buying intent of female Facebook users," *Acta Commer.*, 2016, doi: 10.4102/ac.v16i1.340.
- [3] V. Anojan and T. Subaskaran, "Consumer's Preference and Consumer's Buying Behavior on Soft Drinks: A Case Study in Northern Province of Sri Lanka," *Glob. J. Manag. Bus. Res.*, 2015.
- [4] H. C. S., "Influence of Social Media Ads on Consumer'S Purchase Intention," *Int. J. Curr. Eng. Sci. Res.*, 2015.

- [5] I. Hassan Fathelrahman Mansour and D. Mohammed Elzubier Diab, "The relationship between celebrities' credibility and advertising effectiveness," *J. Islam. Mark.*, 2016, doi: 10.1108/jima-05-2013-0036.
- [6] D. L. Kirti, "Impact and Effectiveness of Advertising Through Pop-Ups on Internet on Young Working Women's Buying Behaviour-a Scale Validation Study in Pune City," *Int. J. Mod. Trends Bus. Res.*, 2018.
- [7] Harshini, "Influence of Social Media Ads on Consumer ' S," *Int. J. Curr. Eng. Sci. Res.*, 2015.
- [8] B. D'Silva, R. Bhuptani, S. Menon, and S. D'Silva, "Influence of Social Media Marketing on Brand Choice Behaviour among Youth in India□: An Empirical Study," *Int. Conf. Technol. Bus. Manag.*, 2011.
- [9] S. Ahmed and A. Ashfaq, "Impact of Advertising on Consumers' buying behavior through Persuasiveness, Brand Image, and Celebrity endorsement," *Glob. Media J.*, 2013.
- [10] "The impact of shocking advertising on consumer buying behavior: Empirical study of Lithuanian consumers," *Innov. Mark.*, 2013.
- [11] Vivek Kapre, "Influence of advertising on consumer buying behavior for cosmetic products Pjaee," *PalArch's J. Archaeology Egypt/Egyptology*, 2020.
- [12] J. Zeqiri, I. Sadudin, and Z. Rasim, "The Impact Of Billboard Advertising On Consumer Buying Behaviour 2019," *ECOFORUM*, 2019.
- [13] H. M. Arshad, D. M. Noor, N. Noor, W. Ahmad, and S. Javed, "Impact of Effective Advertising on Consumer Buying Behavior□: A Study of Mobile Phone Purchasers in Pakistan," *J. Basic Appl. Sci. Res.*, 2014.
- [14] N. Kumar, V. K. Gangal, and K. Singh, "Advertising and Consumer Buying Behaviour: a Study With Special Reference To Nestle Ltd.," *Int. J. Res. Commer. Manag.*, 2011.
- [15] A. D. Chhetri, "Advertising Media Impact in Consumer Buying Behavior," *J. Balkumari Coll.*, 2019, doi: 10.3126/jbkc.v8i0.29310.
- [16] S.B. Anil Kumar, "A Study On Influence Of Social Media Advertising On Consumer Buying Behaviour," *J. Curr. Sci.*, 2019.
- [17] M. T. Febriyantor, "Exploring YouTube Marketing Communication: Brand awareness, brand image, and purchase intention in the millennial generation," *Cogent Bus. Manag.*, 2020, doi: 10.1080/23311975.2020.1787733.
- [18] K. Gaurav and A. Suraj Ray, "Impact of Social Media Advertising on Consumer Buying Behavior in Indian E-commerce Industry," *SUMEDHA J. Manag.*, 2020, doi: 10.46454/media/9.1.2020.3.
- [19] I. A. Mir, "Consumer Attitudinal Insights about Social Media Advertising: A South Asian Perspective," *Rom. Econ. J.*, 2012.
- [20] R. G. Duffett, "The influence of Facebook advertising on cognitive attitudes amid Generation Y," *Electron. Commer. Res.*, 2015, doi: 10.1007/s10660-015-9177-4.