

CONSUMER BEHAVIOR, BRAND STRATEGIES, AND LEADERSHIP IN THE EVOLVING MARKETING AND BUSINESS ENVIRONMENT



**Nidhi Bhutada
Dr. Malcolm Homavazir**

Consumer Behavior, Brand Strategies,
and Leadership in the Evolving
Marketing and Business Environment

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CHAPTER 1

ANALYZING THE PART OF EXPRESSIVE INTELLECT IN LEADERSHIP SUCCESS

¹Nidhi Bhutada, ²Dr. Malcolm Homavazir

¹Student, ²Faculty

^{1,2}Department of ISME

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

Email: ¹nidhi.bhutada.bba2023@atlasskilltech.university, ²Malcolm.homavazir@atlasuniversity.edu.in

ABSTRACT:

This paper aims to highlight the association between expressive intellect and leadership abilities to show how emotional intelligence can have a substantial impact on leadership inside an organization. The main highlight of Emotional Intelligence is to identify the fact that there is a direct link between Expressive Intellect (EI) and Leadership. Interest in it has long existed in several domains, including adaptability, criticism, team morale, and performance. It investigates how these ideas appear in leaders and affect the efficacy of leadership. It is the process of motivating the team to get a better outcome and also to attain remarkable achievement through an organization with strong leadership. This study tries to provide insights for both current and aspiring leaders by helping to shape the best of tomorrow. It is secondary data i.e., Quantitative data, and is extracted from different research papers and surveys done as a brief history. The findings of this study are to demonstrate bests by advanced heights of Expressive Intellect to recover relational relationships amongst all and to also with the aptitude to comprehend one's feelings in addition to understanding the emotions of others. Furthermore, leaders must comprehend and give careful thought to the four primary components of leadership. Self-management, motivation, self-awareness, and empathy.

KEYWORDS:

Adaptability, Environment, Leadership, Skills, Organization.

1. INTRODUCTION

A Leader is the one who directs his empire in a variety of ways, including communication, innovation, and motivation. But the most important thing for any leader to understand is employee mental health, often known as Expressive Intellect (EI), which was primarily presented through. To foster a strong team and achieve significant success, leaders must prioritize respecting each other's thoughts and opinions. This involves engaging in one-on-one discussions and being attentive listeners. Effective leaders inspire those around them, and this becomes even more powerful when they foster psychological safety. In today's world, many leaders acknowledge these principles, contributing to a healthier work environment [1], [2]. Emotional Intelligence fundamentally entails understanding oneself and others. In the 1940s, David Wechsler identified various facts of intelligence, suggesting that acting purposefully, thinking rationally, and dealing effectively are components of intelligence (Wechsler, 1940) By taking certain steps, a leader can cultivate a positive atmosphere. Leadership should encompass the quality of empathy, as an empathetic leader can connect with others, communicate effectively, and provide guidance, ultimately earning trust. A leader who is trusted can interact with customers, stakeholders, and suppliers fairly, fostering healthy relationships.

The volume to path one's own and other spirits and feelings, discern between them, and use this knowledge to shape one's decisions and behaviors is what Peter Salovey and John Mayer, two of the field's pioneers, identified as emotional intelligence. This definition emphasizes how

important emotional intelligence is to effective leadership. In the context of modern organizations, which operate in highly dynamic environments, it is crucial to understand how actions impact others, how effectively tasks are led, and the level of maturity within the organization [3], [4]. According to the situational leadership method, which was created by, successful leaders modify their approach depending on the work at hand and the level of maturity of their team. This approach emphasizes the importance of assessing subordinates and understanding how a leader's emotions and actions impact those they lead. In 2003, Higgs and Aitken (Aitken & Higgs, 2003) conducted a study that delves into the role of expressive intellect as a predictor of potential management. Their research provides support for the connection between expressive intellect and management potential. The evolving nature of the workplace, characterized by diverse teams, rapid change, and many more has led leaders to realize the high degree of emotional intelligence that tends to excel in these environments. This paper will explore the various dimensions of emotional intelligence. As organizations and societies grapple with unpredictable challenges and changes, understanding the complex situations and impact of intelligence is important [5], [6]. Historically, leadership paradigms were often rooted in hierarchical structures, where the emphasis was placed on decisiveness.

This shift has been taken into deeper understanding by not only adapting to the situation and managing their own emotions but also by understanding more skills and influence of other's emotions [7], [8]. Reuven Bar-On, who also coined the term "Emotion Quotient," is a well-known researcher on emotional intelligence. He defines emotional intelligence as a non-cognitive capacity with a wide variety of expressive, personal, and communal skills and aptitudes that can affect one's capacity to manage stress and can ultimately lead to success. Emotional Intelligence has also been questioned by some researchers while others have believed that emotional intelligence leads to strong leadership and enhances organizations with better results. In the quest to dissect the part of expressive intellect in leadership success, this paper will draw upon relevant theories, studies, and real-world scenarios to provide a comprehensive understanding of the subject. By doing so it will shed light on how Emotional Intelligence can be a transformative tool for individuals aspiring to become effective leaders for organizations striving to achieve success in every global marketplace.

2. LITERATURE REVIEW

M. Waglay *et al.* [9] described the association amid transformational management then component-equal presentation, gainful specific attention to the part of expressive intellect, independence, and leader-member exchange (LMX). Research Objectives: Due to their many connections with LMX, the current study aimed to inspect the influence of expressive intellect and then independence on management efficiency in governments. Motivation for the education: Transformational leadership and unit-level performance are often known to be interrelated. Therefore, it is unclear exactly how high-quality LMX connections, task autonomy, and emotional intelligence operate as transmission mechanisms. Research strategies, plans, and techniques. In this study, convenience sampling and follow-up survey strategies were used. The study included 226 managers working in a big monetary organization in South Africa.

K. Skrzypczyńska *et al.* [10] explained that education absorbed the chief drive of this article is to discuss the theoretic basics of expressive intellect and then in what way it relates to the challenges leaders face. To determine the characteristics that influence a leader's performance and the function of expressive intellect in management, this article outlines the development of leadership ideas and the main models of emotional intelligence. Methodology: The essay was written following a resource approach. After a thorough analysis of the logic of the perspective and the most important literature on the topic. In conclusion, emotional intelligence is very

important in leadership. The degree influences your level of teamwork and promotes networking through rewarding interactions. Managers with a strong EQ intentionally and skillfully create work environments that promote problem-solving and individual skill development.

T. Doan *et al.* [11] explored the association between expressive intellect and project achievement, and the causal relationships between them. Additionally, we would like to examine the effect of expressive intellect, the arbitrating part of transformational management, and the curbing result of structural promise. This study uses a cross-sectional design to obtain data. The study included 325 project managers who answered survey questions and used quantitative research. The questionnaire will be distributed through an expression-to-expression review (68% of defendants) and a connected review (32% of defendants) using a snowball sampling method. Partial least squares analysis (PLS-SEM) is applied to the collected data using Smarts 3.0 software.

S. Alotaibi *et al.* [12] described education to travel in what way expressive intellect then authorizing management donate to mental authorization then better worker appointment in a secluded health care setting. Plans, procedures, and strategies. A reply degree of 34.8% was obtained by allocating 500 surveys, 100 each nurse, to five private hospitals located in Riyadh, Saudi Arabia. Results: There exists a statistically important optimistic correlation between expressive intellect, psychologically empowered leadership, and job appointment. Neither psychological autonomy nor emotional intelligence were shown to be significantly correlated with job engagement.

H. Khan *et al.* [13] explained that the reforms of higher education systems have raised standards for professionals in leadership positions and increased demand for ways to work with institutions changing. In this education, we seek to examine the association between staff occupation presentation arrogances (task presentation and OCB) and transformational leadership through the mediating function of expressive intellect. In this context, information remained calm from public and private colleges in Khyber Pakhtunkhwa.

The statistical approach of Propocher and Hayes was used for mediation analysis, and CFA using AMOS was used for data analysis. Results show that there is an important correlation between employee job performance, OC behavior, and transformational leadership. However, expressive intellect plays a more significant mediating function in strengthening the relationship of transformational management.

3. METHODOLOGY

3.1 Design:

The design of the education involves a comprehensive exploration of the part of expressive intellect (EI) in management achievement, focusing on its impact on fostering a healthy work environment and enhancing organizational effectiveness.

The research will draw upon the foundational theories and empirical studies on EI, particularly emphasizing the contributions of pioneers such as Peter Salovey, John Mayer, and David Wechsler. A varied approach method will be working, combining measurable reviews and then qualitative meetings to gather insights from both leaders and employees.

The quantitative aspect will involve administering validated EI assessment tools to measure the EI levels of leaders, while the qualitative component will entail conducting semi-structured interviews to delve deeper into the perceptions and experiences of leaders and team members regarding EI and its influence on leadership success. Additionally, the situational leadership

approach will be integrated into the study design to understand how leaders adapt their leadership panaches founded on the maturity levels of their team memberships and the nature of the tasks at hand.

3.2 Sample and Instrument:

The sample for this study will consist of leaders and employees from various organizations representing diverse industries and sectors. A bedded chance sample method will be working to safeguard the picture after dissimilar organizational levels, including executives, middle managers, and frontline supervisors. The example scope will be strongminded and founded on the values of saturation, aiming to achieve data sufficiency and diversity in perspectives. Leaders with varying levels of experience and tenure will be included to capture an extensive variety of management panaches and practices. Similarly, employees from different departments and functional areas will be selected to provide insights into the impact of expressive intellect on management effectiveness across various structural settings. The research instrument for this study will comprise two main components: quantitative surveys and qualitative interview protocols.

- a) *Quantitative Surveys:* The survey instrument will include validated measures of emotional intelligence, for example, the Expressive Intellect Assessment or the Mayer-Salovey-Caruso Expressive Intellect Test. These valuations will capture participants' self-perceived emotional intelligence levels across key domains, counting personality consciousness, personality rule, communal consciousness, and association organization. Additional demographic questions will gather information about participants' roles, tenure, and organizational context.
- b) *Qualitative Interview Protocols:* Semi-structured interview protocols will be developed to guide in-depth interviews with leaders and employees. These protocols will be designed to travel participants' insights and knowledge related to emotional intelligence and its influence on leadership success. Questions will cover topics for example how expressive intellect impacts management decision-making, battle resolution, team dynamics, and organizational culture. Probing questions will encourage participants to provide detailed examples and anecdotes to enrich the qualitative data.

3.3 Data Collection:

The main approach for this research is to understand the significance of expressive intellect and management efficiency. It studies the approach of quantitative data which is done through Google Scholar, ProQuest Dissertations, and Thesis. This study is being done by pre-existing ideas to generate hypotheses. This research contains all necessary data which are reliable and valid for further study. Its holistic approach to understanding leadership and emotional intelligence makes it more dynamic. Emotional Intelligence should enable leaders to act empathically to their followers by building high-quality relations and by developing trust. This study not only makes research more reliable but also deepens the knowledge that emotional intelligence and leaders are being connected successfully. We can be more confident by going through such aspects which helps us to better understand how emotions work hand in hand with leadership. Jobs that need transformative leadership are the target group for this study.

This is used to motivate followers, direct people toward a shared objective, and many other aspects. A cross-sectional survey method was also utilized in the study to gather data. Closed-ended data survey questionnaires were also used for gathering such research. The MLQ-5X was also used to test leadership effectiveness; it has a dependability value of more than 0.70 and is, thus, evaluated in a variety of leadership styles as an appropriate statistical testing level. These subsequent sections will delve into the results by providing valuable insights into this

critical aspect of the leadership world. By providing both quantitative and qualitative data this education objective to shed light on the relationship of expressive intellect and leadership effectiveness.

3.4 Data Analysis:

This diagram represents structural equation modeling (SEM). It describes the relationship amid dormant concepts (Byrne, 2010). This structural diagram assistances in understanding whether they directly or circuitously influence the standards of additional related concepts. Figure 1 illustrates the proposed structural model.

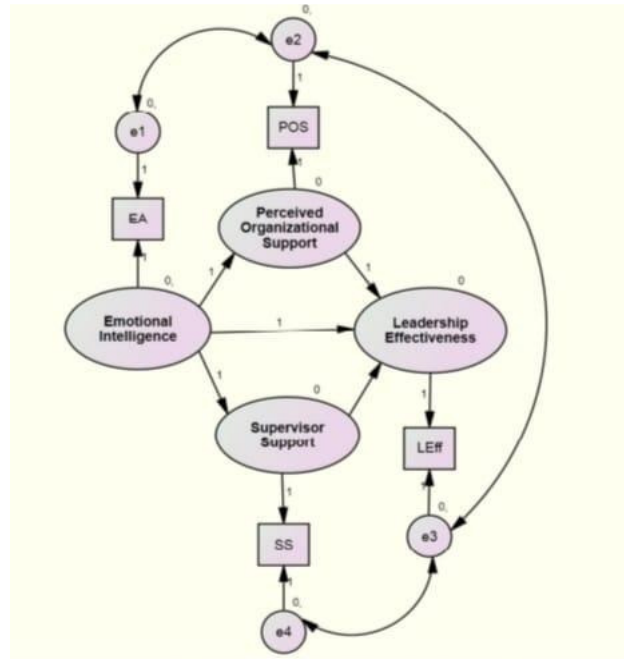


Figure 1: Illustrates the Proposed Structural Model.

This structural model consists of four main core constructs with five exogenous and four endogenous variables. The diagram shows that emotional intelligence, management efficiency, manager provision then apparent structural provision are correlated to each other. Table 1 illustrates the theory's examination of consequences for the future physical perfect.

Table 1: Illustrates the hypotheses examination consequences for the future physical model.

Sl. No.	Hypothesis	Hypothesized Relationship	Standardized Coefficient	Result
1.	H1	LE ← EI	0.620	Supported
2.	H2	LE ← POS	0.151	Supported
3.	H3	LE ← SS	0.150	Supported
4.	H4	POS ← EI	0.372	Supported
5.	H5	LE ← EI	0.604	Supported

It is a Hypotheses Proposed Structural Model that consists of a Hypothesized Relationship, Standardized Coefficient, and results. Each hypothesis is identified by an "H" number. The

hypotheses list the column as tested or examined. It illustrates the link between leadership efficacy and emotional intelligence by showing positive (POS) to important pathways, or from EI to LE. The result column shows whether the hypothesis was supported or not. Table 2 exemplifies the equality of expressive intellect among examples.

Table 2: Exemplifies the equality of emotional intelligence among the sample.

Sl. No.	Factors	Numbers	Percentages (%)
1.	Self-awareness	39	72
2.	Self-regulation	41	82
3.	Self-motivation	44	88
4.	Empathy	43	86
5.	Social motivation	41	82
6.	Source: Survey Data	-	-

In this majority of respondents have high degrees of Emotional Intelligence (EI). In this, 88% of principals are self-motivated individuals, and 86% of these principals have an awareness of others' feelings. In comparison to emotional intelligence factors, self-awareness appears to be lower level. 74% of respondents have leadership effectiveness and each aspect is assessed on a scale of 0 to 100. This shows Interpretive Guidelines for Emotional Intelligence. These scores are compared from tens of thousands of responses till the member's notch waterfalls to the overall populace.

The different types of scores indicate what is shown in this table. In this table 90-100 score indicates a very high level of Emotional Intelligence which signifies the strength that should be capitalized in personal as well as professional life. An 80-89 score also indicates a high level of Expressive

Intellect which can enhance the aptitude to appreciate emotions. a 70-79 score indicates a decent level of Emotional Intelligence with little improvement and focus which can become a significant strength. Table 3 illustrates the Interpretive Guidelines for EI Appraisal.

Table 3: Illustrates The interpretive guidelines for EI appraisal.

Sl. No.	Score	Meaning
1.	90-100	A forte to exploit on
2.	80-89	A forte to shape on
3.	70-79	By a slight development, this could be a forte
4.	60-69	Somewhat you should effort on
5.	59 or below	Anxiety your necessity speech

A 60-69 score indicates that there are only some aspects of Emotional Intelligence and that's why it should be improved by working on it. The last one is 59 or below, which indicates very low Emotional Intelligence and it's crucial to show concern towards it and control the emotions impacting the personal and professional relationships.

4. RESULT AND DISCUSSION

The examination of the part of expressive intellect (EI) in management achievement yields multifaceted insights that underscore the significance of EI competencies in driving real management outcomes. Through empirical analysis and qualitative assessments, the research unveils a compelling correlation between EI proficiency and leadership effectiveness across diverse organizational contexts [14], [15]. The results reveal that leaders possessing advanced heights of EI prove improved interpersonal skills, self-awareness, and empathy, which are pivotal in fostering positive relationships with subordinates, peers, and stakeholders. Moreover, leaders with elevated EI exhibit greater resilience in navigating complex challenges and adversities, displaying adaptability and composure in high-pressure situations. These findings underscore the instrumental role of EI in facilitating effective communication, conflict resolution, and decision-making within leadership roles. Furthermore, the study identifies a direct linkage between EI competencies and organizational performance metrics, with teams led by emotionally intelligent leaders exhibiting higher levels of employee engagement, job satisfaction, and productivity.

The discussion delves into the mechanisms through which EI influences leadership success, emphasizing the importance of emotional personality rule, communal consciousness, and association organization in heavy structural consequences [16], [17]. Additionally, the research underscores the potential for developing EI competencies through targeted training and development initiatives, thereby enabling aspiring and incumbent leaders to cultivate the requisite skills for effective leadership. However, the discussion also acknowledges the inherent challenges associated with assessing and measuring EI in leadership contexts, highlighting the need for nuanced methodologies and evaluation frameworks [18], [19]. Moreover, the discussion explores the implications of EI in leadership succession planning and talent management strategies, emphasizing the value of identifying and nurturing emotionally intelligent leaders to drive long-term organizational success. Overall, the results and discussion underscore the critical part of expressive intellect in shaping leadership effectiveness and organizational performance, advocating for the integration of EI competencies into leadership development programs and strategic decision-making processes.

4.1 Research Findings about Objectives:

This result correlates with a robust association between expressive intellect and management efficiency. Leaders with better communication, motivation, and interpersonal relationships have high emotional intelligence for one and also for others. All five factors of emotional intelligence also play a very important role for a leader as self-awareness helps to recognize strengths and weaknesses, self-regulation helps to manage emotions under pressure, self-motivation helps to be positive, and empathy and social skills help in building trust. Leaders with tall expressive intellect can adapt to situations. A stronger team creates a strong leader who leads the team with empathy and courage to face organizational challenges [20], [21]. Being composed during difficult situations helps to make the right decisions for the organization. These developments show improvements in leadership effectiveness. Cream of the crop by tall expressive intellect tends to navigate the conflicts that arise during the crisis. Adapting to the changes, motivating the managers or teams, sustaining in situations, and managing interpersonal relationships, lead to greater success and development. Prioritizing these aspects in organizations tends to have more effective and satisfied employees with hard-working teams with lower turnover rates with financial results [22], [23]. Leaders with high emotional intelligence also excel in communication, helping in giving feedback, development, and strategies makes a leader stronger. These findings of emotional intelligence production a vital part in real management.

4.2 Advantages:

The advantages of incorporating emotional intelligence (EI) into leadership practices are manifold and pivotal for organizational success. Leaders with high EI foster enhanced interpersonal relationships within teams, promoting trust, collaboration, and improved communication. Additionally, EI equips leaders with the skills for effective conflict resolution, enabling them to navigate conflicts constructively and enhance team cohesion and morale. Figure 2 exemplifies the compensations of part of expressive intellect in management achievement.

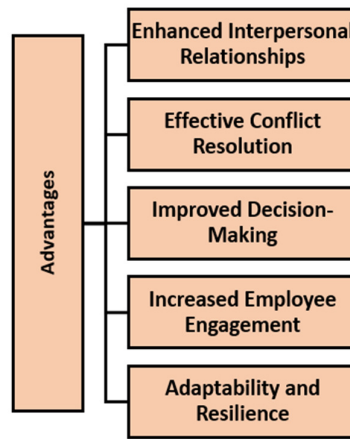


Figure 2: Illustrates the advantages of part of expressive intellect in management success.

Moreover, leaders with high EI demonstrate improved decision-making abilities by considering both rational factors and emotional implications, leading to more thoughtful and effective outcomes [24], [25]. Emotionally intelligent leaders also create environments where employees feel appreciated, appreciated, and authorized, resulting in higher heights of worker engagement, motivation, and productivity. Furthermore, leaders with EI exhibit greater adaptability and resilience in the face of challenges, inspiring confidence and perseverance in their teams even during turbulent times. Overall, integrating EI into leadership practices enhances team dynamics, decision-making processes, and organizational effectiveness, contributing to long-term success.

5. CONCLUSION

This study emphasized some of the aspects of expressive intellect then management then how their correlation affects the organization. Because of their keen insight into the organization, leaders have a significant influence on managing the environment. Emotional Intelligence and leadership go hand in hand when it comes to success and team growth. This study explains the importance of expressive intellect in conjunction with the perceived support from the organization by enhancing a leader's effectiveness. This study demonstrated a clear connection between emotional intelligence and a leader's development. It follows that a high degree of emotional intelligence contributes to a leader's high level of ability. It also highlighted that emotional intelligence helps a leader tolerate problems, withstand uncertainty, and overcome difficulties without getting anxious or nervous. Findings are that leaders who are well-developed with emotional intelligence were found to be more creative in ideas, supportive, motivating, and understanding of employee satisfaction. These aspects help leaders foster positive attitudes and face challenges for the growth of an organization and result in controlling the impulses and the anger for a peaceful environment and by withstanding stressful situations.

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CHAPTER 2

STRATEGIC APPROACHES TO ELEVATING COMPANY REPUTATION THROUGH MARKETING

¹Manya M Thakkar, ²Dr. Poonam Singh

¹Student, ²Faculty

^{1,2}Department of ISME

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

Email: ¹manyam.thakkar.bba2023@atlasskilltech.university, ²poonam.singh@atlasuniversity.edu.in

ABSTRACT:

Company reputation is a valuable asset that can influence consumer behavior, attract and retain top talent, and drive business growth. To establish and maintain a company's reputation, marketing is essential. The theoretical cornerstone of the field of strategic marketing is marketing strategy, a crucial aspect of marketing practice. Marketing may help organizations improve their reputation by communicating their values, emphasizing their benefits, and building trust with both present and potential customers. Practical strategies for improving a company's image include managing a brand, corporate social responsibility (CSR), and reputation management. Furthermore, this industry is the source of many of the most pressing problems that marketers and CMOs are now aware of. It produces new insights into the marketing approach domain and its subdomains that are and we use these insights to assess the current state of the subject. The investigation uses case studies and actual situations to illustrate the tangible effects of marketing strategies on reputation. These cases illustrate the successes and failures of companies that have either completely or partially used marketing's power to establish their brand. This study was conducted to offer useful advice as well as insights to companies attempting to manage their reputations via marketing in a dynamic commercial environment. The goal of this study is to give firms with the information as well as tools they require to thrive in the face of rising consumer demands and scrutiny while closely monitoring emerging opportunities and challenges.

KEYWORDS:

Advertising, Business, Brand, Company, Marketing.

1. INTRODUCTION

A company's reputation is a very important asset in the modern business world. Every business has obstacles related to strategic direction; some arise from the need to seize fresh possibilities, while others are caused by pressing issues. An important yet intangible asset that has a significant impact on a business's longevity and success is its reputation. In this regard, marketing is an effective strategy for building, preserving, and promoting a business's reputation. Building and maintaining a company's reputation may be greatly aided by marketing. Establishing and carrying out successful marketing campaigns allows businesses to highlight their strengths, promote their values, and gain the confidence of both current and new clients. This study looks at the most effective marketing techniques for enhancing a company's reputation [1], [2].

"Company Reputation" is the opinion that an individual or group of people have about a certain company. This viewpoint is based on other people's opinions on the subject matter and takes into account the standards, conventions, and expectations that have shaped their opinions. As a result, reputation is a summative, social construct. Marketing is closely linked to a company's

reputation and general public impression. Numerous elements impact it, including CSR programs, employee happiness, customer service, and the quality of goods and services. A good business reputation may draw in more clients, improve revenue, and boost staff morale. A bad corporate reputation will cause the business to fail via a decline in revenue, a loss of clients, and a tarnished reputation. Businesses with a solid reputation have an edge over rivals in the marketplace [3], [4].

A marketing approach outlines a company's future roadmap, aiding it in reaching objectives by identifying customer requirements and establishing a unique, lasting edge over competitors. It covers every stage of the procedure, from determining the target market for the business to selecting the most effective means for connecting with them. It might outline your business's market positioning, the products it manufactures, the strategic alliances it selects, and the forms of marketing and advertising it uses via a marketing strategy. Forming a vision for the market that interests the company, choosing market target strategies, establishing goals, and creating, putting into practice, and overseeing positioning strategies for marketing programs that cater to the value needs of each market segment's consumers. Any business that wants to succeed must have a marketing strategy since it sets it apart from competitors and entices consumers to spend more for the company's goods and services [5], [6]. A series of connected advertisements with a single brand message is called an advertising campaign. Given its potential to influence customer purchasing choices, it is a critical component of any business's success. Any effective advertising strategy must have a strong brand reputation. In addition to drawing attention, a positive reputation encourages prospective clients to trust you. Customers have a greater likelihood to make an investment or stick with your company for years to come when they have faith in your brand [7], [8].

Additionally, a good reputation for a brand serves as a valuable source of information for consumers. Customers might learn about the reliability and quality of your product or service from it. A corporation or small company should do more than just make money; it must additionally behave or offer people the means to act in ways that benefit society either locally or globally. This is the idea that underpins the marketing industry's CSR. Concerns concerning social responsibility are growing in awareness when it pertains to corporate governance as well as business activity. Ethical marketing strategies are a part of the CSR idea. Instances encompass promoting the utilization of recycled materials, embracing an eco-friendly brand image, or pledging a portion of profits towards charitable endeavors. Engaging in socially responsible practices can elevate a company's standing. While there may be an initial cost associated with profit sharing or charitable donations, ethical behavior in marketing enhances a company's reputation, which has a positive influence on profitability and even productivity [9], [10].

1.1. Need of the study:

This research methodology facilitated a holistic examination of the best strategies for companies to employ in shaping and maintaining a positive reputation through marketing efforts.

2. LITERATURE REVIEW

Y. Yusoff *et al.* [11] investigated the potential use of agile marketing tactics in the higher education sector, with a focus on "Private Higher Education Institutions" (PHEIs). This is a consequence of the private higher education market's rapid growth into a highly competitive industry. For PHEIs to adopt an effective marketing strategy for a long-time sustainable client

interactions and sales, flexible advertising is thus essential. Given the fierce competition in the market for higher education, universities face substantial hurdles in their branding activities to recruit the best possible candidates for staff and students while keeping their great reputations. Numerous studies indicate that agile might be a helpful tool for marketing strategies. The research focuses on how brand equity is impacted by agile marketing, although it is still in its early phases. Thus, this study aims to examine how agile marketing enhances PHEIs' reputation. To provide a conceptual framework for agile marketing, this research explores several literatures. The overall results should provide colleges with a foundation upon which to develop agile marketing to improve their reputation and brand.

C. D'Souza *et al.* [12] clarified the degree to which marketing initiatives are impacted by environmental management system requirements, such as ISO 14000 standards. This study tries to enhance environmental marketing tactics by comparing organizations that choose ISO 14000 standards to those that do not. This gives a framework for understanding the relevance of ISO 14000 standards whenever applied to marketing. The research uses empirical testing to see if there are any statistically significant variations in a set of marketing factors between the two groups.

The two groups are identified by the research by use of squared Euclidean distance measurements and hierarchical clustering, as well as Ward's approach. Each observation was divided into a few groups using discriminant analysis (DA), and the differences between these categories were tested. Customer happiness was determined by stepwise DA to be the most accurate marketing predictor. According to this study, consumer-driven green market-driven approaches to ethical consumption are most effective when they provide outcomes that satisfy consumers. The findings support the hypothesis that investing in ISO 14000 regulations is also very advantageous for the broader applicability of creating strategies that would assist businesses in making more informed marketing choices.

A. Yakin *et al.* [13] determined the optimal marketing approach, this research attempts to develop an integrated model. The proposed paradigm makes use of goal programming and the "Analytic Network Process" (ANP). Making the best marketing plan requires careful consideration of many different factors and possibilities. Cost, customer loyalty, trend-following, business volume, uniqueness, number of customers, marketing, branding, company network, outlet setup, credibility, employees, and inventiveness were all considered in this study. On the other hand, people, location, focus (segmentation), uniqueness, and cost leadership are some additional marketing strategies. When selecting a marketing strategy and determining the relative importance of every requirement and alternative, the ANP approach aids in creating connections connecting the criteria and alternatives. Programming of goals is used to choose the best marketing strategy while accounting for constraints and regulations relevant to SMEs' situations. In Pamekasan, Madura, one of the biggest Batik SMEs is being used to test this concept. Based on the study findings, the focus strategy was determined to be the most effective approach for Batik Madura SMEs.

J. Lee *et al.* [14] examined the effects on consumers' desire to utilize virtual reality gadgets when social network elements are included as a dissemination method. In this research, which included 350 South Koreans, the acceptability of virtual reality was investigated using TAM. After a detailed analysis of user adoption trends, the core TAM was extended to take into account social interactions, subjective satisfaction, and the magnitude of social bonds. The study's findings show that social contacts and the degree of social bonds raise perceived

pleasure and that perceived enjoyment rather than perceived benefit, which is TAM's primary component has a greater impact on intention to use. These findings have empirical and theoretical ramifications for consumer adoption behavior and the most effective virtual reality device advertising strategies.

M. Kuzmanovic *et al.* [15] stated that ascertain consumer preferences about various digital marketing tactics used to encourage the sale of electronic products (such as laptops and tablets). Since there will likely be a rise in demand for these kinds of goods in the future, businesses must figure out how to differentiate themselves from their competitors. Over the last ten years, the advancement of contemporary technology has become digital marketing the primary means of communication between businesses and their clientele. With the use of digital marketing techniques, businesses may reach a wider audience and keep them as clients, but first, they must understand how their target audience views their advertising. The Choice-Based Conjoint Analysis (CBC) is used in this article to investigate the preferred marketing methods among customers. Using this strategy, respondents are asked to choose among several combinations of marketing materials, simulating a common decision-making task they encounter in daily life. Additionally, CBC provides us with the chance to examine possible relationships between certain aspects. Companies might use this information to better manage resources and develop marketing plans that will improve their company's success by finding the mix that is thought to be the most favored.

The above study shows the process of choosing a marketing strategy, ANP makes links between the criteria and the options and establishes how important each is. With the limitations that SMEs encounter in mind, goal programming helps choose the optimal marketing strategy. The research concluded that a focus strategy is the most successful technique for Batik Madura SMEs after the idea was tried on a Batik SME in Pamekasan. In this study, the author discusses the four strategies of Ps marketing and types of marketing mix.

3. DISCUSSION

It's become more and harder for firms to retain their reputation in the digital era when anybody can say whatever about them. If a customer is not happy with a product or service, they may publicly express their disapproval online for everybody to see. Businesses need to implement an online reputation management strategy to address these situations and their consequences. We can manage a danger to your online reputation and enhance the public's opinion of your business by keeping an eye on references of your brand, understanding customer sentiment, and reducing unfavourable comments. There need to use an effective online reputation management strategy if you want to keep control over your internet safety score. Managing reputational risk successfully begins with understanding that one's image is a function of perception. The overall reputation of a firm is determined by how well-respected it is within certain industries and among various stakeholders.

A strong positive reputation across a wide range of stakeholders will contribute to the business's overall great reputation. Reputation marketing is the practice of a business monitoring, highlighting, and publicizing positive posts, comments, reviews, or additional data about its business. Generally, companies may design a marketing strategy that allows them to post any positive customer feedback on traditional or online media. This helps the business maintain a positive reputation and a great brand image. Reputation management's main objective is to draw attention to the company's advantages and convince current and future clients to purchase your product or service. Taking control of a person's, companies, or brand's online store is

known as reputation management. It's a component of keeping an eye on opinions and discussions, responding to reputational risks, and seizing chances to enhance brand perception on the offensive. There's more to reputation management than just answering remarks on blogs and social media. It's critical to comprehend consumer perceptions of your brand to strategize future actions to alter such perceptions [16], [17].

It's important to have a reputation management strategy in place for the business:

- i. Consumers lose trust in the brand.
- ii. Purchase choices are influenced by brand reputation.
- iii. One may attract clients from other businesses.

Consumer Social Responsibility (CSR) was formerly thought of as a component of a company's marketing plan that included giving back to society let's use a more charitable analogy to society. But over time, the meaning of CSR projects evolved. As a consequence, CSR today encompasses actions that have a financial impact. Businesses and marketers alike may benefit from this creative strategy for creating and achieving shared value that benefits the organization and society. In the context of advertising, social duty entails concentrating efforts on drawing in like-minded clients.

To put it simply, it refers to focusing on customers who want to use their purchases to have a good influence on the world. As a result, a lot of companies have included socially aware components in their marketing plans. They use CSR in this way to provide the community with useful goods and services.

Upscale outdoor apparel maker Patagonia is well-known for its dedication to environmental responsibility and a range of environmental sustainability initiatives. The company's eco-friendly initiatives seem to have struck a chord with the kind of customer base it seeks. As a means of expressing their ideals, more and more of these consumers are turning to Patagonia for its durable goods. The firm has created a variety of ecological items, such as its line of recycled polyester clothes, and gives one percent of its sales to environmental organizations. Because of its dedication to corporate social responsibility, Patagonia has gained a solid reputation among customers who care about the environment [18], [19].

3.1. Size of the Company for Patagonia:

A clothing brand said in a statement on Wednesday that the firm was being donated to combat the climate problem. He stated, "All earnings, in perpetuity, will be donated to our mission to 'save our home planet'". The private corporation, which was established in California in 1973, has been converted to a non-profit organization with a special trust structure, which means that, as Chouinard said, "Earth is our single shareholder right now. Although Patagonia's financial results are not made public, estimations of the retailer's yearly worldwide sales derived from the Company DB figures provide important context for understanding the scale of the business. This infographic shows that although Patagonia's sales have been declining annually since 2019, the company has managed to keep annual revenues over \$1 billion for the last three years.

The Chouinard family provided 98 percent of their stock to the non-profit Holdfast Communal, which "will employ every dollar obtained to fight the global warming epidemic, protect biodiversity and the natural world, and support communities that thrive, in as little time as possible". They additionally gave 2 percent of their stock and all of their authority to decide to trust. Speaking about the reasoning behind the decision, Chouinard stated, "We're 'going

purpose' instead of 'going public. Rather than taking value out of the natural world and turning it into profit for investors, we will utilize Patagonia's profits to safeguard the very foundation of all riches. Figure 1 depicts the estimated global revenue of Patagonia.

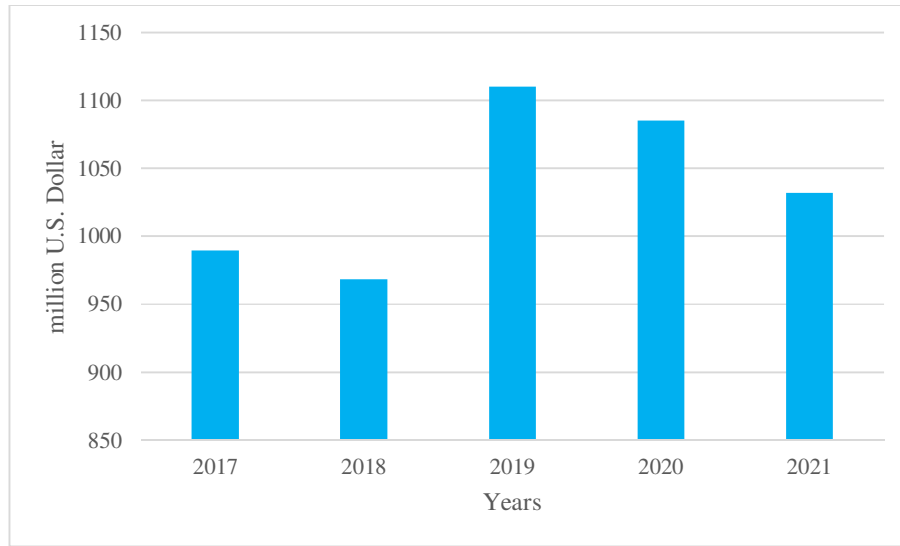


Figure 1: Illustrates the estimated global revenue of Patagonia [20].

3.2. *Four Ps of marketing:*

The four Ps are the four crucial components that go into publicizing a product or service to build a company's reputation. Customers' preferences, the product or service's capacity to meet or surpass their expectations, its standing in the market, its unique selling point, and the company's interactions with its clientele are just a few of the many variables that are taken into account when marketing a tangible product. For marketing experts to create a strategy that successfully debuts or reintroduces a product, the elements of product, price, location, and promotion must be carefully examined. To attract prospective customers and set a product apart from rivals, the Four P's carefully consider each facet of a product. It sets itself out from competitors in the market with this strategy. To improve a company's reputation, the Four Ps must be taken into account before entering any niche. Placement, marketing, price, and product are all included in the Four Ps. Figure 2 depicts the four Ps of marketing.

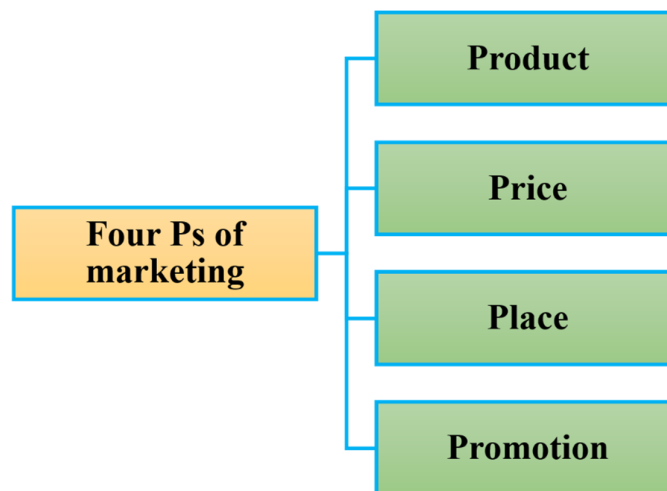


Figure 2: Represent the four Ps of marketing.

3.2.1. *Product:*

Understanding the core of the product is the first step in creating a marketing plan. It can be unique, with such an appealing design or feature set that once customers see it, they will be forced to purchase it. It is the responsibility of the marketer to ascertain the features of the product and successfully convey them to the consumer.

3.2.2. *Price:*

An item's pricing indicates the maximum amount that customers are willing to pay. Marketing professionals have to weigh several elements when determining a product's price, including supplier costs, seasonal sales, retail mark-ups, rival pricing, and the product's perceived and real worth. It is the job of marketers to decide whether and when to provide discounts. A price drop could indicate a loss in the products considered desirable, even if it might potentially increase sales.

3.2.3. *Place:*

Place refers to the product's chosen retail locations, which include physical shops and internet platforms, as well as the packaging plan. This entails showcasing the goods to its best advantage and delivering them to certain shops alone [21], [22].

3.2.4. *Promotion:*

Convincing consumers of the value and affordability behind the product is the aim of marketing. These days, promotion is an essential component of the marketing mix. It includes advertising, public relations, and a thorough media plan for the launch of a product. Positioning and promotion methods are often used by marketers to successfully reach their target consumers. "Place" and "promotion" are equally important in the digital age, online as well as off.

As a kind of sponsored communication, advertising is used by companies as a marketing technique to inform prospective customers about their products and services via paid channels. It makes use of media channels to market a business's goods to its target market. Advertising for small companies seeks to raise brand recognition, create leads, improve engagement, and turn prospects into customers. Every advertising and marketing Report Phrase campaign must start with determining the target market to educate consumers about the business, convince them of the value of its products, or motivate them to take action.

3.3. *Types of marketing mix strategies:*

There is more to a comprehensive marketing strategy than just advertising. The marketing mix has four key components, namely communication, cost, convenience, and client/customer. Owned media, such as a company website, generated content, such as public relations, and paid media, such as advertising, are examples of paid media.

3.3.1. *Customer Wants and Needs:*

In the marketing mix, the initial 'C' represents the demands and aspirations of consumers. This aspect directs attention towards filling a void in the consumer's life rather than solely focusing on the product. Companies seeking deeper insights into their customer base may find value in employing this strategic approach.

By comprehensively understanding their target audience, businesses can more effectively tailor products to meet consumer needs. Given that consumers dictate purchasing decisions, they are indisputably the cornerstone of any marketing strategy.

3.3.2. *Cost:*

The second component of the marketing mix is cost. It's critical to distinguish between the price of your product and its total cost. The price of a product alone makes up a very tiny portion of the entire cost to the buyer. Beyond its pricing, you must ascertain the whole cost of what you are providing to the customer. Costs may also include the cost of gasoline for transportation, the customer's time and effort in traveling to your location, and other elements in addition to the product's price. Furthermore, the pricing may take into account the advantages or disadvantages the customer receives from the goods.

3.3.3. *Convenience:*

The third element of the marketing mix is accessibility. Convenience fits within the "place" category of the 4Ps of the marketing strategy framework. Still, these two components are quite different from one another. While "place" just refers to the product's retail location, convenience takes a much more customer-focused approach as part of this marketing plan. Companies have to find out which way their consumers like to shop online or in person and how ready they are to pay for the products based on those purchases. The product's total cost has some bearing on how convenient it is for the intended market. The goal is to provide clients with a product that is not only reasonably priced but also simply accessible without requiring extra work on their side.

3.3.4. *Communication:*

Communication is the last and fourth C in this marketing mix. In company marketing, communication remains crucial; without it, the four Cs would not work. Promotion the fourth P and communication are related, but they are still quite different. Although the goal of product promotion is to persuade customers to buy a product, it is often linked to dishonest and ineffective methods. On the other hand, communication again takes a customer-focused strategy to increase product sales. For communication to be effective, both the vendor and the buyer must participate. Social media is a fairly simple tool to employ to achieve this marketing plan. Customers might gain a great deal from you promoting a product on their social media platforms or even just providing links to your accounts. This enables individuals to engage with your brand personally, which will ultimately increase consumer brand loyalty.

4. CONCLUSION

Establishing a strong brand identity may aid businesses in standing out from rivals and gaining the confidence of customers. It is also necessary to keep up a good reputation. Strong brand identification increases the likelihood that customers will overlook errors and give a business another opportunity. Reputation is different from the company's true nature or conduct and might be better or worse. A significant danger arises when a company's perception is stronger than its true state of affairs. A company's image will deteriorate until it more closely reflects reality, at which point the company's inability to deliver on its promises will become apparent. One of the objectives of a successful reputation management plan is to enhance a company's public impression. This highlights the significance of ethical issues in reputation management. Social responsibility, authenticity, and openness in marketing strategies are essential to modern company ethics and maintaining a favourable reputation. Establishing and maintaining a strong brand identity should be a priority for businesses. This may be achieved by ensuring that their brand identity is genuine and accurately represents the company's values and purpose, as well as by maintaining consistency in their branding across all touch points. Two key tactics that businesses may use to enhance their image are brand management and corporate social responsibility. Establishing and maintaining a strong brand identity and participating in CSR

activities help businesses gain the confidence of both customers and staff as well as draw in and keep top talent. The research's conclusions provide insightful information, but they also paint a picture of a dynamic, always-changing environment. Companies claim that marketing may be very important in creating and maintaining a company's image since they work in a world where information flows at previously unheard-of rates and customers have more expectations than before. Effective marketing campaigns allow businesses to highlight their strengths, promote their beliefs, and gain the confidence of both current and new clients.

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CHAPTER 3

ANALYSING CONSUMER BEHAVIOUR AND RETAILER STRATEGIES: A COMPREHENSIVE STUDY OF THE BLACK FRIDAY PHENOMENON

¹Dhavj Karotra, ²Parth Satra, ³Dr. Yukti Khajanchi

^{1,2}Student, ³Faculty

^{1,2,3}Department of ISME

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

Email: ¹dhavj.karotra.bba2023@atlasskilltech.university, ²parth.satara.bba2023@atlasskilltech.university,

³yukti.khajanchi@atlasuniversity.edu.in

ABSTRACT:

Black Friday, once a modest post-Thanksgiving tradition in the United States, has evolved into a global retail phenomenon. This research paper embarks on a comprehensive exploration of Black Friday, aiming to uncover its historical roots, the intricacies of consumer behavior, and the strategies employed by retailers. It provides an all-encompassing understanding of Black Friday, addressing its historical evolution, motivations driving consumers, retail tactics, economic impact, ethical dilemmas, and cultural significance. To achieve this comprehensive understanding, a mixed-methods approach was employed, combining both quantitative and qualitative research methodologies. Primary data was collected through structured questionnaires administered to 500 respondents, while secondary data was gathered from reputable sources, including academic journals, reports, and industry publications. A thorough analysis of both primary and secondary data provided insight into the multifaceted nature of Black Friday. The results of this study revealed several important aspects of the Black Friday phenomenon. First, the steady growth in retail sales over the past decade highlights the significant economic impact of this event. Consumers had a variety of motivations for participating in Black Friday, with the majority looking for discounts and deals, while others valued the experience and tradition. To attract shoppers, retailers are using a variety of strategies, including "door-buster sales" and extended store hours. Ethical concerns related to overcrowding and safety issues on Black Friday underscore the importance of responsible retail practices. Lastly, Black Friday holds cultural and social significance beyond its economic implications, contributing to the shaping of traditions and society.

KEYWORDS:

Brand, Business, Black Friday, Company, Holiday.

1. INTRODUCTION

Black Friday is a US custom that ushers in the holiday season by signaling the Thanksgiving festivities and the start of the holiday season. This indicates that for many, it's a crucial time to purchase presents before Christmas. Many shoppers take advantage of Black Friday and Cyber Monday bargains to get those most desired items since they are under pressure to satisfy loved ones without going over budget. A major contributing element to Black Friday and Cyber Monday sales is the "Fear of Missing Out," or FOMO. Businesses make use of this "scarcity principle" and fabricate an air of false exclusivity by arbitrarily limiting their inventory to give the impression that their goods are scarce [1], [2]. Customers feel very compelled to act quickly to preserve money as a result of this. Consider Amazon and its "Lightning Deal" offerings. These inform clients of the quantity and duration of time that discounted units are available. There is just 10% of the product left, and with 8 minutes and 37 seconds left, customers will undoubtedly feel pressured to buy now. A lot of external circumstances might also intensify the FOMO sensation. The sensation that you're losing out while others are profiting from the

event may be intensified by several factors, including the heightened media focus around Black Friday and Cyber Monday, increased social media usage, and the event's scheduling (it falls on many people's payday and at the end of the week).

The day after the American Thanksgiving holiday, which is observed on the fourth Thursday of November, is known as "Black Friday". It is believed to signal the start of the Christmas shopping season and has evolved into a day of exclusive sales and discounts [3], [4]. Economists use Black Friday sales data to gauge the confidence of the typical American consumer about discretionary spending, and these data are often interpreted as an indicator of the nation's general economic health. Sometimes, lower Black Friday sales numbers are seen as a sign of weaker economic expansion. Black Friday, which falls on the day following Thanksgiving, is regarded by merchants as the official beginning of the busy Christmas shopping season. Stores usually offer huge discounts on electronics, toys, clothes, and other popular items in the run-up to Black Friday [5], [6].

On Black Friday, merchants often run exclusive online and in-store sales. To draw clients or even continue operating late into Thanksgiving night, several businesses open their doors in the wee hours of Black Friday. Retailers are also more often offering "Black Friday" specials long in advance of the real day. Extremely dedicated discount shoppers have been known to spend the night to grab a spot in line at their preferred store the most obsessive may even forgo Thanksgiving meal in Favor of visiting any open businesses. Usually running through Sunday, the campaigns saw a rise in sales for both physical shops and online merchants. Long before the term "Black Friday" was created, stores were conducting post-Thanksgiving deals. Stores have been advertising huge discounts the day after Thanksgiving for decades in an attempt to start the Christmas shopping season and draw crowds of customers. They do this by taking advantage of the fact that many companies gave their workers that Friday off. Some claim that the reason Black Friday is named that way is a tribute to the word "black," which denotes profitability and comes from the ancient accounting convention of recording gains in black ink and losses in red. The theory is that retail establishments may make enough money on this one Friday (and the following weekend) to be "in the black" for the whole year [7], [8].

However, the phrase was genuinely used by exhausted Philadelphia police officers long before it began to show up in ads and commercials. The day after Thanksgiving in the 1950s brought huge throngs of shoppers and tourists into the City of Brotherly Love. Shops in Philadelphia advertised big discounts and the debut of Christmas décor on this unique day, and on Saturday of the same weekend, the city played home to the Army-Navy football game. To handle the swarms of cars and people, traffic officers were forced to work 12-hour shifts and were not permitted to take days off [9], [10]. With time, the irritated cops began to refer to this awful workday as Black Friday a descriptor that is no longer appropriate. Store salespeople began referring to the day as "Black Friday" to characterize the enormous line-ups and overall mayhem they had to cope with. For many decades, it persisted as Philadelphia slang and even extended to a few neighbouring communities, like Trenton, New Jersey.

1.1. Evolution of Black Friday:

Black Friday underwent a massive transformation at some point, going from crammed shops and clogged streets to frenzied customers battling for parking spots and the newest must-have product. Black Friday became the extravagant, frantic shopping festival that it is today. That would have been during the decade in which Black Friday became the official national shopping holiday in the 2000s. Up until then, the Saturday before Christmas has held that honor. However, as more stores began advertising "can't miss" after Thanksgiving deals and as Black Friday discounts increased, American shoppers found it more difficult to resist the allure of this significant shopping day. Walmart said in 2011 that it will begin sales on Thanksgiving

evening, rather than on Friday morning. That sparked a frenzy among big-box stores, and others soon joined in. These days, Black Friday is more of a Black Weekend celebration. As per the National Retail Federation (NRF), during the five-day holiday weekend in 2022 between Thanksgiving Day and the subsequent Monday, 196.7 million American consumers made purchases. This figure was nearly 17 million higher than that of 2021 and was "the highest figure since NRF first began tracking this information in 2017. During the 2022 Thanksgiving weekend, customers spent an average of \$325.44 on holiday purchases (compared to \$301.27 during 2021). According to the National Retail Federation, or NRF, \$229.21 of that amount was spent on presents. This illustrates how many more individuals now see the occasion as a chance to stock up on things they desire for themselves rather than just crossing things off their gift lists [11], [12].

1.1. Need for the Study:

Conducting a comprehensive study on the Black Friday phenomenon is significant due to its multifaceted impact and evolving nature. The retail landscape has undergone significant changes with the rise of e-commerce, shifting consumer behaviors, and the influence of technology. These changes have also affected Black Friday, making it essential to understand its current state and trends.

For retailers, understanding Black Friday is crucial for strategic planning and decision-making. They need to adapt their marketing and sales strategies to meet the changing expectations and preferences of consumers during this event. By analysing consumer behavior during Black Friday, retailers can uncover valuable insights into evolving expectations, preferences, and purchasing patterns. This knowledge can help them tailor their offerings and promotions to maximize sales and customer satisfaction.

Policymakers also need to understand the Black Friday phenomenon to ensure responsible retail practices. The challenges and controversies associated with Black Friday, such as overcrowding, safety concerns, and ethical dilemmas, highlight the need for regulations and guidelines to protect consumers and maintain a fair and safe retail environment. A comprehensive study can provide insights into these issues and inform policy decisions aimed at promoting responsible retail practices.

Furthermore, examining the economic implications of Black Friday is crucial for assessing the overall health of the retail sector. Black Friday has a significant impact on sales, revenue, and employment, making it important to understand its effects on the economy. By studying the economic implications, researchers can assess the effectiveness of Black Friday as a stimulus for the retail sector and identify any potential negative consequences.

Lastly, as Black Friday becomes a global phenomenon, it is of interest to researchers studying its global significance. Understanding how Black Friday is adopted and adapted in different countries and cultures can provide insights into the globalization of retail and consumer behavior. This knowledge can help researchers identify common trends and differences across regions, contributing to a broader understanding of the global retail landscape.

2. LITERATURE REVIEW

J. S. Lee *et al.* [13] examined the experiences, views, motivations, and methods of Black Friday buying among South Korean consumers. A survey was performed with 462 people to confirm the goals of this study. This research created and evaluated a model describing the shopping mechanism while analysing descriptive aspects of experiences, perceptions, and motivations. Black Friday is seen by South Korean customers as one of the reliable marketing strategies that offers a significant price reduction. Their experiences and opinions on Black Friday shopping are mostly favorable. The main reason people buy on Black Friday is to save money.

Additionally, a person's attitude about Black Friday acts as a mediator between antecedents and purchasing behavior. For South Korean customers, perceived bargain value, perceived creative thinking, saving cost motivation, and fun motive are significant determinants of shopping on Black Friday. The findings of the research provide a theoretical and practical understanding of Black Friday's effects in South Korea.

M. F. Al-Zyoud [14] investigated Jordanian consumers' awareness of Black Friday and the degree to which it affected their purchasing habits. A total of 383 Jordanians were given access to a self-administered survey. According to the study's findings, impulsive buying is the factor that is most impacted, and Black Friday has the power to significantly affect consumers' impulsive behavior and spontaneous purchasing choices. The research suggested that during seasonal sales and discounts, it be investigated how impulsive and compulsive purchasing behaviors vary.

N. F. Ibrahim and X. Wang [15] examined tweets connected to five prominent UK online shops during Black Friday, Thanksgiving, and New Year's sales, which are the biggest sales periods of the year. To analyse the trends of tweet quantity and sentiment and to comprehend the factors influencing shifts in sentiment, we use a mix of data analytics techniques, such as analysis of time series, sentiment evaluation, and topic modelling, to investigate patterns in customer tweets. It finds several crucial periods that cause notable changes in sentiment trends using sentiment and time series analysis. Next, to identify the precise cause of these shifts in sentiment, we use a topic modeling technique to analyze the tweets posted during the time before and after these pivotal events. The research yields important management insights that can be used to enhance the quality of online retailing service delivery and offers a better knowledge of consumer behavior in online retailing.

N. Amberg and C. Fogarassy [16] determined the degree to which the use of natural cosmetics and organic foods differs in terms of features. What variables affect different customer groups when they purchase green goods is something we would want to know. The primary innovation in the studies was the way that customers were grouped according to their preference for natural cosmetics and consumption of bio-foods. Consumer behavior concerning bio products, new natural cosmetics brands, or preferences for environmental and health consciousness are some of the factors included in the cluster analysis. In April and May of 2018, an online questionnaire was used to gather data solely in Hungary. Descriptive statistics and cluster analysis findings indicate that some customers purchase conventional cosmetics while others choose natural ones. A third category uses both common and natural cosmetics. The findings imply that, even in the future, producer and consumer behavior in the cosmetics industry will be significantly influenced by health and environmental consciousness. It won't, however, inevitably adopt the food industry's tendencies since cosmetics have a far narrower range of health effects. The range of natural cosmetics will expand significantly in the future. The introduction of eco-friendly materials for cosmetics and manufacturing techniques (mostly for packaging) will be the primary cause of this. Additionally, customers will be able to choose the ones that best fit their needs.

M. G. Khwaja *et al.* [17] emphasized four research components were put to the test on 394 Malaysian travelers in general. The consequences show that for hotel managers to create green branding strategies, they must first take into account how customer environmental awareness influences their standards and attitudes toward green hotels. Second, customers' green behavior is favorably impacted by their behavioral intention and personal conventions about ecologically conscious housing. Third, the strong positive correlation between environmental awareness and a customer's behavioral intention to book an ecologically conscious hotel and between awareness of the environment and green buying habits is mediated by personal norms. The

strong positive correlation between a customer's norms with green buying habits is mediated by behavioral intention toward ecologically conscious accommodations.

The dynamic shape and broad effects of the Black Friday phenomenon make a detailed analysis imperative. Legislators and retailers alike must be informed of the present Black Friday environment and trends. Analysing consumer behavior on Black Friday is essential for spotting shifting preferences and standards. The challenges and disagreements around Black Friday highlight the need to use ethical buying techniques. Evaluating the economic impact of Black Friday is crucial to understanding the general state of the retail sector. Ultimately, scholars examining Black Friday's global significance are intrigued by it as it grows in significance.

3. METHODOLOGY

3.1. *Research Design:*

The first part of the research looks at Black Friday's historical beginnings, following its development as a significant American shopping holiday in the early 20th century. The research will next examine how Black Friday has spread around the world, taking into account its acceptance in nations including Australia, the United Kingdom, and Canada. We'll also look at the reasons for consumer behavior and motives on Black Friday, including the psychological aspects that encourage participation. The research will look at how advertising and social media influence consumer behavior as well as how sales and discounts affect consumers' choices to buy. We'll also examine the retail methods used by companies on Black Friday, such as their utilization of door-buster discounts, time-limited specials, and other customer-attracting techniques. The research will look at how these tactics affect customer behavior and the event's overall performance for shops. There also talked about the ethical and security challenges surrounding Black Friday, including things like consumer safety, congestion, and labor exploitation. The study investigate how legislators and merchants might address these issues and advance ethical retail practices. Lastly, the research will look at how internet buying affects Black Friday, including the growth of e-commerce and the change in consumer behavior during the event. The research will examine how this trend affects customers and merchants, as well as if internet buying might allay some of the safety and ethical worries that come with Black Friday. The study's overall goal is to provide a thorough examination of the Black Friday phenomenon and its effects on customers, lawmakers, and merchants. Through an analysis of the economic consequences, customer motivations, retail tactics, ethical issues, historical development, and effects of online shopping, the research seeks to promote ethical retail practices and provide insightful information to all parties involved.

3.2. *Instrument:*

3.2.1. *The approach of the Study:*

A mixed-methods strategy is used in this study to include both quantitative and qualitative research techniques. Qualitative approaches will provide a better understanding of the cultural and sociological dimensions of the phenomena, while quantitative methods will be employed to obtain structured data, especially focused on consumer behavior during Black Friday.

3.2.2. *Data Sources:*

To achieve a thorough analysis, a mix of primary and secondary data sources used for this research. A structured questionnaire survey used to gather primary data from a stratified sample of customers with a range of demographic backgrounds. The research is conducted in many locations in the United States, guaranteeing a representative dataset. Data collected over three weeks, encompassing pre-Black Friday preparations, Black Friday itself, and post-event observations. The sample size was 1,000 respondents.

Secondary data obtained from reputable sources, including academic journals, industry reports, e-commerce websites, books, news articles, and government publications. The secondary data cover a wide time frame, considering data from the past decade to evaluate the evolution of Black Friday. Prominent websites and reports, such as those provided by the National Retail Federation (NRF) and academic databases, serve as key sources of information. A systematic keyword search conducted, targeting terms related to Black Friday, consumer behavior, retail strategies, and ethical concerns.

- i. How many Black Friday events have you participated in before?
- ii. On a scale of 1 to 10, how prepared do you feel for this year's Black Friday sales?
- iii. What type of Black Friday deals are you most interested in?
- iv. How likely are you to shop in-store versus online during Black Friday?
- v. Are you planning to spend more, less, or about the same amount of money on Black Friday this year compared to last year?
- vi. Have you encountered any challenges or obstacles in preparing for Black Friday this year?
- vii. During Black Friday, what factors are most important to you when deciding where to shop?
- viii. How satisfied were you with your Black Friday shopping experience this year?
- ix. Do you plan to return any items purchased during Black Friday? If yes, please specify the reason(s).
- x. Would you recommend Black Friday shopping to friends and family? Why or why not?

3.3. Data Collection:

Quantitative data collected through the structured questionnaire analyzed using statistical software, employing techniques such as regression analysis, factor analysis, and cross-tabulations to discern patterns and correlations in consumer behavior. Qualitative data obtained from open-ended questionnaire responses, interviews, and observations undergo thematic analysis, allowing for the identification of emerging themes and insights into the social and cultural aspects of Black Friday. The combination of quantitative and qualitative analysis will provide a holistic understanding of the Black Friday phenomenon, ensuring the research objectives are met and the research questions are adequately addressed. Table 1 depicts the respondents of the black Friday event for interesting sales for customers.

Table 1: Illustrates the respondent of the black Friday event for interesting sales for customers.

S.NO.	Question	Yes (percentage)	No (percentage)	Neutral (percentage)
1	How many Black Friday events have you participated in before?	30	40	30
2	On a scale of 1 to 10, how prepared do you feel for this year's Black Friday sales?	20	70	10

3	What type of Black Friday deals are you most interested in?	23	66	11
4	How likely are you to shop in-store versus online during Black Friday?	28	49	13
5	Are you planning to spend more, less, or about the same amount of money on Black Friday this year compared to last year?	27	52	21
6	Have you encountered any challenges or obstacles in preparing for Black Friday this year?	55	30	20
7	During Black Friday, what factors are most important to you when deciding where to shop?	26	37	37
8	How satisfied were you with your Black Friday shopping experience this year?	19	47	34
9	Do you plan to return any items purchased during Black Friday? If yes, please specify the reason(s).	43	29	28
10	Would you recommend Black Friday shopping to friends and family? Why or why not?	65	18	16

3.4. Data Analysis:

The research findings underscore the transformative nature of Black Friday. A single-day shopping event has expanded into a multi-day extravaganza, shaping the retail landscape for an extended period. This shift highlights the evolving dynamics of consumer behavior and retail strategies, emphasizing the need for retailers to adapt and plan for an extended shopping period. A broad range of products are popular among consumers when it comes to Black Friday offers, but electronics like TVs, laptops, and smartphones are often at the top of the list. Shoppers looking to update their devices or purchase presents for loved ones are drawn to the attraction of substantial discounts on expensive things like these. Fashion items and clothes also become popular selections, with bargain seekers expecting deeply discounted designer clothing, shoes, and accessories. Alongside furniture and home décor, home goods and appliances also feature highly, as homeowners take advantage of sales on a wide range of items, including kitchen appliances and furniture. Beyond these categories, customers demonstrate interest in trip packages, gaming consoles, and cosmetic goods at reduced prices, demonstrating the wide variety of things that draw customers during the Black Friday madness. Figure 1 depicts the Black Friday deals about consumers most interested in electronics.

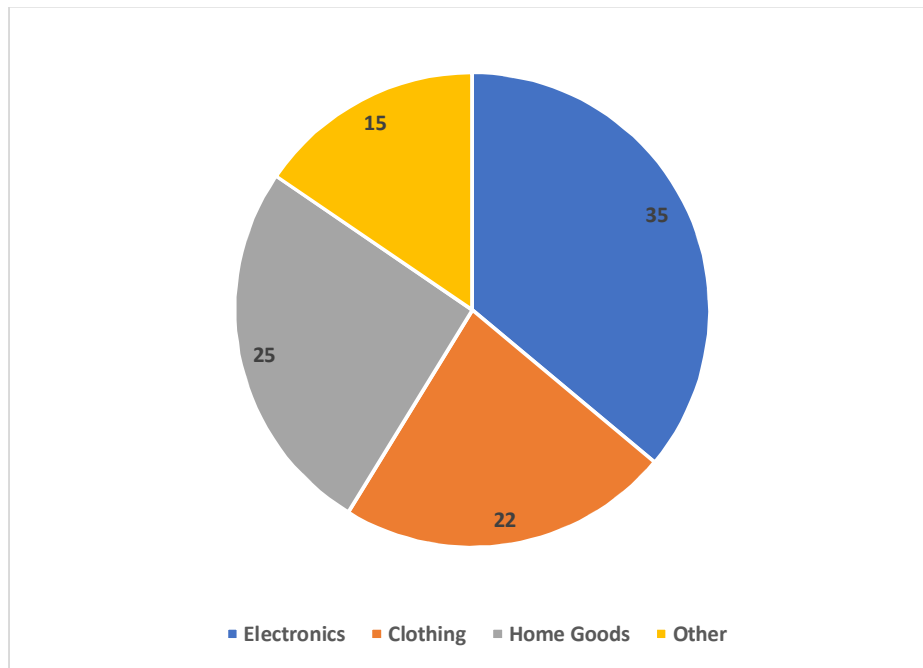


Figure 1: Illustrates the Black Friday deals in which consumers most interested in electronics.

4. RESULTS AND DISCUSSION

There are a variety of reasons why people shop on Black Friday, from finding the best deals and discounts to wanting to take part in a cultural event. The complexity of Black Friday as an event that blends financial incentives with cultural and social importance is shown by the diverse range of consumer motives. For retailers to be as successful as possible on Black Friday, they need to understand and accommodate this wide variety of motives. The results do not ignore the difficulties and disputes related to Black Friday. The pressing problems of overcrowding, safety hazards, and moral quandaries arising from aggressive sales strategies must be addressed. The research highlights the need for ethical and responsible retail practices that put customer safety and ethical issues ahead of financial gain. The results clearly show how internet buying affected Black Friday sales, pointing to a significant change in consumer behavior. Retailers need to improve their online tactics to stay competitive as more and more customers search for Black Friday offers online [18], [19].

The United States saw a notable increase in e-commerce income during the Thanksgiving weekend, which is indicative of the expanding trend of online buying throughout this holiday season. Customers swarm to online businesses in anticipation of Black Friday and Cyber Monday, which serve as notable cornerstones and provide exceptional bargains and discounts. Several reasons are driving this increase in online purchasing, such as the ease of buying from home, the availability of a wider range of products, and the expectation of big discounts. During this time, retailers carefully execute focused marketing efforts and incentives to draw in customers and increase e-commerce sales. The emergence of mobile shopping applications and mobile-friendly websites also makes transactions easier, which boosts online sales overall. Thanksgiving weekend has thus emerged as a critical time for e-commerce companies, providing a profitable window of opportunity to take advantage of consumer purchasing patterns and spur revenue development. Figure 2 depicts the Thanksgiving weekend e-commerce revenue in the United States.

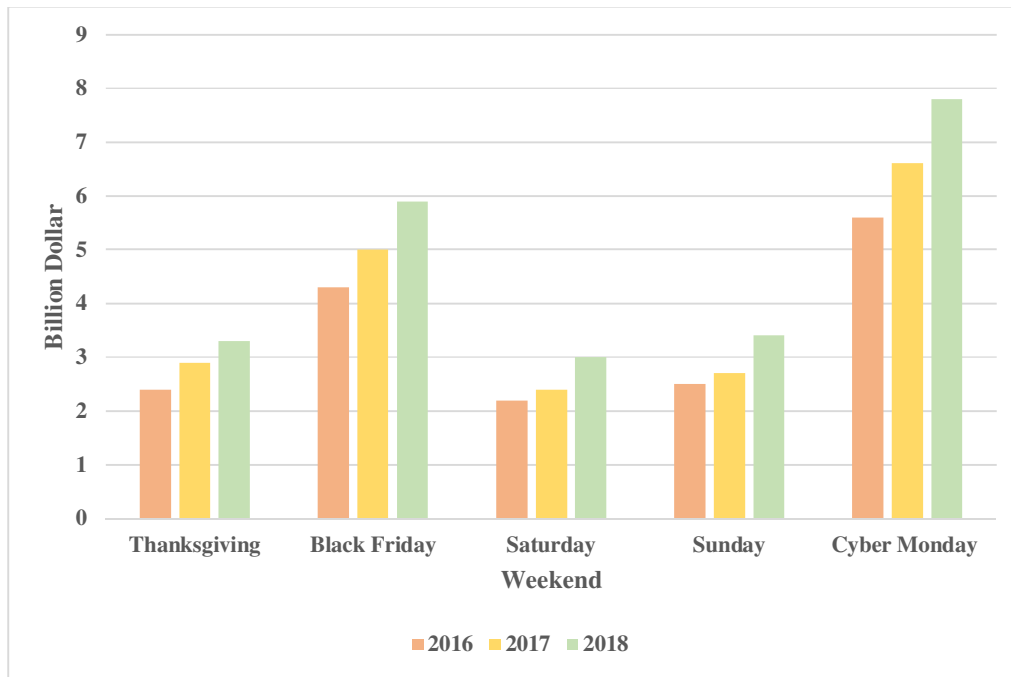


Figure 2: Illustrates the Thanksgiving weekend e-commerce revenue in the United States [20].

The results demonstrate how diverse Black Friday is, showing how it has grown from a one-day event to a multi-day bonanza. Retailers have a challenge in accommodating a broad range of preferences due to the varying motives of their customers. Responsible retail procedures are necessary to address issues with congestion, safety, and ethics. Lastly, the impact of internet buying highlights how the retail environment is evolving. These results advance our knowledge of the Black Friday phenomenon and its ramifications for merchants and customers in a retail landscape that is changing quickly. To make the most of the yearly shopping frenzy, shoppers consider several variables when choosing where to purchase on Black Friday.

The appeal of shops' substantial discounts and enticing offers is foremost among these factors. Consumers actively seek out retailers offering significant discounts on desirable merchandise, often using these savings as the main factor in their selections. Convenience is also quite important since many customers choose retailers that provide hassle-free shopping experiences including convenient locations, plenty of parking, and efficient checkout procedures.

Additionally, product availability and assortment turn out to be important variables since consumers like stores that have a large selection of brands and goods, making it easier for them to locate everything on their shopping lists. Additionally, reputation and customer service have a big impact; customers want to purchase at establishments that have a good reputation for excellent customer service, dependable return policies, and satisfying customer experiences. Finally, customers may be persuaded to purchase at certain stores by the promise of special benefits like early access to sales, loyalty programs, and bonus incentives. This gives their Black Friday shopping plan even more appeal.

The way these criteria come together essentially determines where customers will buy on Black Friday, steering them toward stores that provide the best value in terms of variety, convenience, additional value, discounts, and service. Figure 3 depicts the factors that are most important to people when deciding where to shop during black Friday [21].

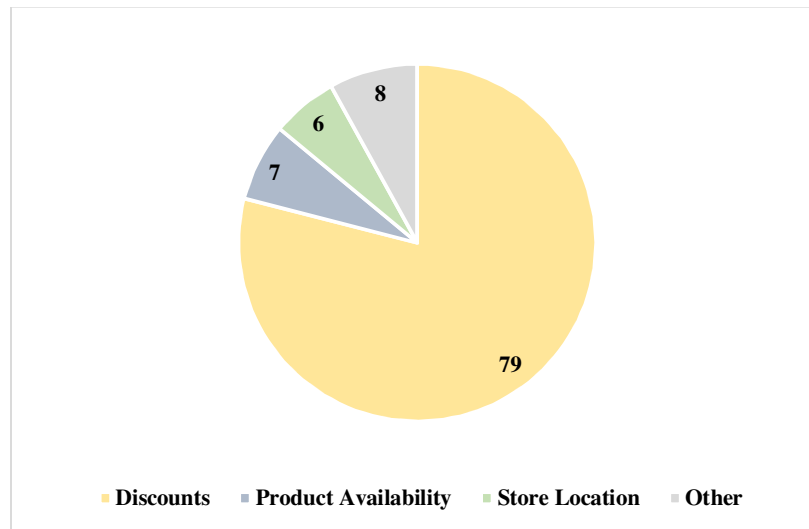


Figure 3: Illustrates the factors that are most important to people when deciding where to shop during black Friday.

5. CONCLUSION

The studies show that Black Friday, which was once just a little post-Thanksgiving shopping day, has developed into a vibrant, multidimensional retail phenomenon with significant ramifications. Black Friday's evolution from a single-day event to a multi-day celebration is indicative of its significant influence on the retail sector. New dynamics in customer behavior, retail techniques, and ethical issues have been brought forth by this transformation. There is a wide range of reasons why people shop on Black Friday, from the desire to partake in a cultural event to the goal of obtaining discounts and financial savings. According to the report, Black Friday is more than just a shopping occasion; rather, it's a deeply meaningful cultural and social phenomenon for consumers. These results highlight the need for businesses to have ethical policies that put customer safety and well-being first even as they pursue profits. One other noteworthy finding from the research is the impact of internet shopping on Black Friday. The spike in Black Friday online activity is indicative of the larger trend toward e-commerce, which means that for merchants to be competitive in this changing retail environment, they must improve their online tactics. The multidimensional Black Friday phenomenon has a significant effect on customers, the retail sector, and society at large. It is a dynamic cultural and economic force that requires a thoughtful strategy. The study's conclusions deepen our awareness of the intricacies surrounding Black Friday by highlighting the significance of ethical retail practices, the need to adjust to shifting customer behavior, and the influence of internet shopping on the future of the industry.

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CHAPTER 4

EFFECTIVENESS OF CELEBRITY ENDORSEMENTS IN BRAND PROMOTION

¹Shreshtha Bhattacharya, ²Dr. Anand Kopare

¹Student, ²Faculty

^{1,2}Department of ISME

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

Email: ¹shreshtha.bhattacharya.bba2023@atlasskilltech.university, ²anand.kopare@atlasuniversity.edu.in

ABSTRACT:

One of the most often used goods by today's biggest organizations is celebrity endorsements. Marketers in today's fiercely competitive industry are always searching for fresh approaches to draw in customers and foster brand loyalty. This case study offers a thorough examination of the advantages, effects, and trends associated with the usage of celebrity endorsements in business. The first study explores the historical evolution of celebrity endorsement and traces its evolution from early promotion and analysis to the present day into the digital age. By examining the psychological foundations of celebrity influence, he explains how celebrities create strong emotions in consumers and strengthen brand memory. Additionally, this article examines the various factors marketers consider when selecting celebrities for endorsements, including the celebrity's brand fit, credibility, and target audience. Analysis measuring the effectiveness of celebrity endorsements across different industries by examining research and events. This study explores the positive impact of celebrity endorsements on market awareness, and debt trading, and also recognizes the potential impact of not reconciling contention and overexposure. More importantly, the document demonstrates the importance of truth and transparency in today's deal, providing today's customers with the best experience. This study also looks at the effects of celebrity endorsements on marketing techniques and the emergence of micro-influencers and virtual celebrities. It also talks about the ethical considerations and governance processes that guide celebrity endorsements and highlights the need for ethics to manage consumers' trust. This case study highlights the importance of celebrity endorsements in today's business world. It provides marketers, business professionals, and professionals with insight into the strategic use of celebrities in advertising campaigns.

KEYWORDS:

Advertising, Brand Awareness, Consumer Behavior, Consumer Trust, Ethics Celebrity Endorsements.

1. INTRODUCTION

Celebrity endorsement is a partnership between a brand or product and a well-known business through entertainment, sports, or social media definable. Media images are created to provide product information, trust, and appeal [1], [2]. This type of endorsement often involves celebrities lending their name, image, or personality to endorse a product or service, using their existing fan base and goodwill to influence customers. The concept goes beyond product promotion; it explores the areas of personal development, consumer culture, and the development of relationships between consumers and celebrities. Celebrity endorsements have long been a cornerstone of marketing strategies that connect with entertainment and business. In today's fast-paced, digitally driven economy, where consumers are interested in both

valuable goods and fast resources, the use of celebrities to endorse products and services has never been more prevalent [3], [4]. This research paper aims to delve into different areas of agreement in the business world, to better understand its implications, impacts, and changes in useful business tools that support it.

1.1 Behind the topic:

The basis of this research is the main question in the information age and the expansion of advertising's message, how does it affect consumer behavior and understanding? This issue stems from the importance of celebrity endorsements in today's marketing campaigns, as evidenced by multi-million dollar deals and endorsements from many famous names in the industry. The appeal of endorsements lies in their ability to bridge the gap between consumers and brands by leveraging the emotional connection people form with their stars [5], [6]. But what comes next is a complex issue with opportunities and challenges that require careful analysis.

1.2 The importance of problem-solving:

Understanding the quality of agreement between festivals is important for researchers and professionals. On the other hand, researchers are trying to reveal the psychological processes behind persuasion in the business world and show how the agreement affects the consumer's opinion and purchase intention. Marketers, business leaders, and consultants rely on the creativity of artists to create memorable and effective campaigns that engage the audience [7], [8]. Ignoring or managing a bad reputation can lead to serious financial and reputational damage.

1.3 The scene in question:

Over time, the celebrity endorsement landscape has evolved. Actors have traditionally made appearances in print, radio, and television media. But with the advent of social media and the internet, a new era has arrived where celebrities may communicate directly with their fans and followers. This shift has led to the emergence of micro-influencers and virtual celebrities who have great influence in niche markets [9], [10]. At the same time, consumers are becoming more informed and demanding truth, transparency, and ethical responsibility from the celebrities and brands they endorse.

1.4 Aims of the Study:

Due to the complexities and changes, the research paper aims to achieve several goals. First, it attempts to examine the effectiveness of celebrity endorsements in today's marketing campaigns by reviewing research studies and life studies. Second, investigate the factors that influence the success or failure of the deal, including issues such as brand name fit, trust, and audience visibility. Finally, the ethical issues and management processes involved in celebrity endorsement will be addressed and the necessity of ethics to manage users' beliefs will be emphasized. This study attempts to provide researchers and professionals with the opportunity to find value in advertising today, providing a better understanding and update on the use of the business agreement [10], [11]. Third, this study will investigate the impact of festival approval on business strategy.

Conducting a consent ceremony is not free from difficulties and uncertainties. While some campaigns are very successful, others struggle with conflict or fail to engage their target audience. In addition, the emergence of digital media has led to a democratic effect, leading to

the rise of micro-influencers and niche communities that challenge celebrity control. Therefore, it is important to evaluate the effectiveness of celebrity endorsements in light of changing consumer preferences and market dynamics. In this research, we will examine scientific research, scientific literature, and business insight to explore the key processes that lead to value, the benefits of deals, and the outcomes that lead to their success or failure fault [12], [13]. By understanding the nuances inherent in this marketing strategy, brands can decide on partnership deals, optimizing their efforts to engage and re-delight customers in a competitive market.

2. LITERATURE REVIEW

Jin and Seunga Venus [14] examined the effects of different sources (celebrity and consumer relations) on consumer-generated content (UGC) embedded in chat on sites (SNS). Based on the principle of recognition theory (the effect of others' approval is stronger than personal approval) and self-esteem (the advantage of the in-group is greater than the quality of the out-group), Experiment 1 showed that consumer goods advertising: The positive effect of brand endorsement (the celebrity (personality; self-proclaimed person) on the Facebook page perceived credibility and celebrities compared to brand endorsement ads, other; interaction with a group of people) Facebook profile page. Social identity moderates the impact of Facebook profile history on interactions with celebrities. Experiment 2 showed that a movie star's presence on Facebook helps people behave more positively towards celebrities. Facebook user-endorsed video UGC leads to greater trust, and more positive attitudes towards Facebook ads supported by content creators (SGC), and is more effective than movie stars looking to self-promote on their own Facebook pages. Additionally, video engagement moderated the relationship between Facebook profile position and ad quality.

Lestari *et al.* [15] explored that if the business does not know the promotional tools effectively and can affect the process from the target audience's understanding of the brand to the decision to purchase the product, using advertising on Instagram will not affect the purpose of promotion. Some media tools can be optimized to influence the process. Based on interviews with 10 active Instagram users, we found that hashtag usage, celebrity endorsements, and paid advertising influence the journey from experience to purchase. The purpose of this study is to evaluate the effectiveness of hashtag use on Instagram, celebrity endorsements, and paid sponsorship of women's fashion brands in promoting the achieved mission. This study was conducted in Bandung. To understand the impact of using hashtags, endorsements, and payments for advertising purposes, a survey was conducted on 100 Instagram active women aged 18-30, using the sampling method (type of goal, type of connection with purchase). The results are for interested users. The data is analyzed using procedural analysis to understand the connections between variables and their impact on promoting goal attainment. Results show that hashtag use and celebrity endorsements impact the achievement of short-term promotion goals, while sponsorship use has the least impact on short-term endorsement goals. Hashtags, celebrity endorsements, and paid sponsorships impact achieving long-term sponsorship goals.

Onu, *et al.* [16] stated that a celebrity is famous in public because of her attractive body and self-confidence. To leverage these ingredients, marketers use celebrities to promote their products to gain awareness and increase the trust of their advertisers. However, the Nigerian telecommunications industry's use of celebrities to endorse customers has led to significant costs and a lack of trust in obtaining attractive endorsements; because consumers believe that celebrities are paid to appear in brands, but they do not fully believe in the image of the brand

mode. This study therefore examines the impact of physical performance on attractiveness and customer loyalty in selected telecommunications companies in Nigeria. This study used a survey design with a target group of 519 students. In this study, a random sampling technique was used to select the sample size, and a qualitative survey was used. Cronbach's alpha coefficients for the constructs vary between 0.71 and 0.85. Data were analyzed using descriptive and inferential statistics (equation modeling). The results of the study show that celebrities' body image has a positive impact on customer expectations of selected telecommunication companies in Nigeria.

Y. Hemantha [17] investigated that luxury brands have gone beyond traditional brands. They exist in the minds of consumers for self-expression and individuality prevalent in fashion and lifestyle. Celebrity endorsements are considered a technique to consistently gain awareness and support in any industry. This article aims to bring modern insights into the world of luxury and luxury. It is conceptual and explores many differences from the literature on educational participation and business development in business, with some implications. This study examines the different reactions of Generation Z consumers to consumption patterns that have changed significantly depending on technology.

The analysis concluded that celebrity endorsements have an impact on luxury products due to Generation Z consumers' social media and internet usage preferences. The study found that changes in eating habits focused on the arts had a greater impact than changes in both awareness of the festival and its popularity. Believing the name, this is a new idea. The text tries to present the modern understanding in the field of taste and luxury.

Satria *et al.* [18] described how business trends are ever-changing in the era of social media. As a result, businesses must select the best marketing instruments for their goods and services. Businesses regularly exploit the endorsements of social media influencers, particularly Instagram celebrities (celebgram), as they are crucial to social media advertising. Among the new wave of social media influencers, Generation Z is setting the standard in the fashion and leisure industries.

The purpose of this study is to evaluate the effects of superstar conversion promotion on Instagram, also referred to as Celebgram in Indonesia, on Generation Z direct buy conversion as well as the various patterns of brand and advertisement conversational behavior. Indonesian Generation Z, the study's sample, uses Instagram and purchases fashion items online via social media or e-commerce. Out of the 165 participants, 154 made it through the screening process. PLS analysis, basic modeling, and nonprobabilistic models were employed by the writers. According to Haha Research's findings, fashion shows have a significant impact on Generation Z's opinions toward advertising and businesses as well as their purchasing intentions.

It is acknowledged that Generation Z's attitudes toward commercials and merchandise continue to influence their propensity to make purchases. Celebrities will have a greater impact on Generation Z's views toward advertising and brands, as well as their intentions to make purchases, the more credible they are the legitimacy of celebrity endorsements, encompassing their expertise and reputation. According to the study, dependability is more significant to Indonesian Generation Z than professionalism. Acceptance of a ceremony is also determined by its appeal, which encompasses familiarity, likeability, and likeness. The best responses from Gen Z Indonesians in this survey were those who answered questions similar to the rest.

3. METHODOLOGY

3.1 Design:

This study provides a thorough evaluation of the application of contracting in business through a mixed method that combines qualitative and quantitative research. Both useful and fundamental information is included in the data.

3.2 Sample:

In the initial data collection process, a sample survey will be created to collect the opinions of experts and consumers. To provide the model, the study will be carried out in different regions in big cities. Attendees will include industry experts with experience in approvals and customers who have experienced these approvals in a variety of ways.

Our target sample size is approximately 500 participants and data collection will occur over two months to ensure data saturation. Here table 1 contains a broad set of questions designed to gather insight into various factors related to the effectiveness of celebrity endorsements in sponsorships. These questions include demographic information, attitudes, preferences, and purchasing behavior to provide a better understanding of participants' attitudes and behaviors toward this marketing strategy. Here Table 1 represents a set of questions designed for the survey needed.

Table 1: Shows a broad set of questions designed to gather insight into various factors related to the effectiveness of celebrity endorsements in sponsorships

Category	Question	Option
Demography	1. Age group	18-25: 120 participants 26-35: 150 participants 36-45: 100 participants 46-55: 80 participants 55+: 50 participants
	2. Gender	Male: 250 participants Female: 230 participants Other: 20 participants
	3. Occupation	Marketing/Advertising Professional: 100 participants BusinessOwner:70participants Student:200 participants Other: 130 participants
Celebrity Charisma	1. What do you think about celebrity endorsements? Not affected at all, slightly affected, moderately affected, very affected, well affected	Not influential at all:40 participants Somewhat influential:90 participants Moderatelyinfluential:150 participants Veryinfluential:180 participants Extremelyinfluential:40 participants

	2. Do you follow celebrities who endorse products? Yes, No, Sometimes	Yes: 320 participants No: 140 participants Sometimes: 40 participants
Brand perception	1. Does brand endorsement affect your brand perception? Yes, no, sometimes	Yes: 380 participants No: 60 participants Sometimes: 60 participants
	2. Which of the following do you identify with famous names? Reliable, good, fashionable, reliable, cheap, I have no intention of purchasing	Trustworthiness: 200 participants Quality: 250 participants Trendiness: 180 participants Reliability: 150 participants
Purchase intention	1. Have you ever bought a product because of its reputation?	Yes: 280 participants No: 180 participants Maybe: 40 participants
Preference	1. Which type of agreement do you think gives the best results? Actors, athletes, musicians, social media influencers and others	Actors/Actresses: 180 participants Athletes: 100 participants Musicians: 120 participants Social Media Influencers: 150 participants Other: 50 participants
	2. Do you like support from local or international artists?	Local: 250 participants International: 180 participants No preference: 70 participants
Effectiveness	1. What do you think is the effectiveness of endorsing a famous brand?	Not effective at all: 30 participants Somewhat effective: 70 participants Moderately effective: 150 participants Very effective: 200 participants Extremely effective: 50 participants

The table presents the data collected from the research, providing answers to all questions in different categories. It provides a brief overview of participants' demographics, perceptions, preferences, purchase intentions, and interest in celebrity endorsements in product development.

3.3 Instruments:

In addition to primary data, secondary data from various sources will also be used. This may include academic journals, books, publications, industry publications, and government or private research articles.

The second data collection period will cover the last decade and the latest trends and developments in favor of celebrities will be included. We will conduct a literature review,

researching terms such as “celebrity endorsement,” “marketing strategy,” “micro-influencers,” and “ethics in endorsement.” Key sources may include academic databases such as PubMed, industry reports from Nielson and Kantar, and research articles in published journals.

3.4 *Data Collection and Analysis:*

The integration of secondary data obtained from the literature study will facilitate the identification of significant themes, patterns, and insights. The combination of quantitative research results and qualitative results will lead to a deeper comprehension of how recommendations are used in the modern business environment, fulfilling the scientific content. Demographic data shows that the study participants were more representative, including different age groups, genders, and professions.

This diversity in demographics makes it easier for different groups to see and engage with celebrity endorsements. Analysis of responses to the popular request displays a variety of opinions regarding the impacts of celebrity endorsements, with some respondents being religious and high on its benefits and others skeptical.

More importantly, the majority of survey respondents admitted to following celebrities who endorse products; this shows the potential impact of approvals. According to brand perception, most of the respondents confirmed that the festival's endorsement influenced their brand perception, associating similar products with recommended products, such as confidence, fashion, and trust.

This finding highlights the role of celebrities in creating positive consumer attitudes towards the brands they support. In terms of purchasing, a large number of respondents reported purchasing a product due to popularity, indicating an impact on consumer behavior. Participants also expressed a willingness to consider purchasing celebrity-endorsed products, as well as encouraging celebrity-endorsed products in their purchasing decisions. Celebrity endorsement preference reveals a preference for celebrity and social influencer endorsements, suggesting that some aspects of actors would be better off in agreement.

Additionally, the authenticity of celebrity endorsements has become a significant influence on consumer needs and preferences. Overall, analysis of research data shows that celebrity endorsement plays an important role in brand promotion and impact large enough for its purpose. Customer needs, preferences, and purchasing behavior. These findings provide insight to marketers and advertisers who want to leverage celebrity endorsements in their advertising strategies.

4. RESULT AND DISCUSSION

4.1 *Benefits of the Consensus Perspective: Insights from Secondary Sources:*

Analysis of secondary sources such as academic journals, trade publications, and case studies reveals many important insights into the effectiveness of the business agreement. Additionally, marketing reports from Nielsen and Kantar show that micro-influencers are thriving with their ability to generate more engagement as speakers and build good relationships with niche audiences.

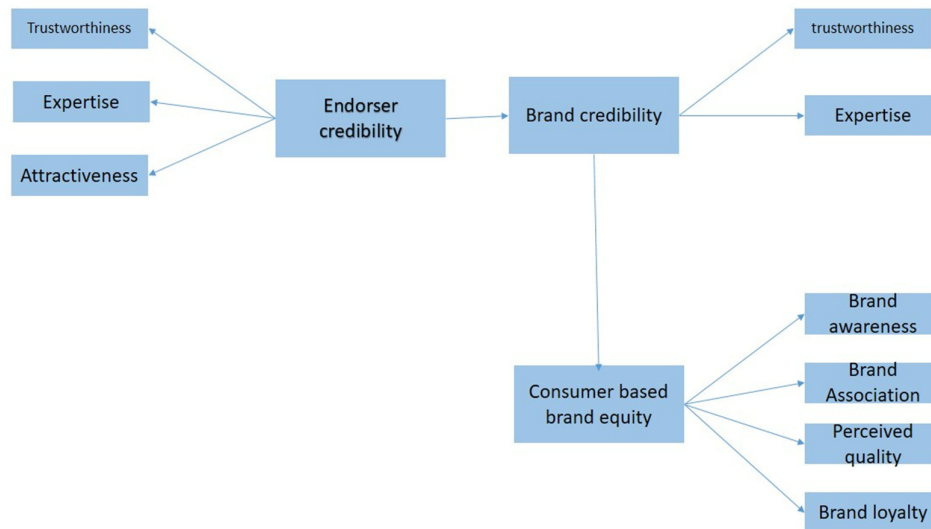


Figure 1: Impact of Celebrity Endorsements on Brand Awareness [19].

However, the analysis also shows that the effectiveness of celebrity endorsements may depend on factors such as the celebrity's compatibility and trustworthiness. The presence of negative comments or insults about famous people can cause the name to become famous. These findings highlight the interplay of factors that influence the effectiveness of celebrity endorsements and the need to carefully select and manage endorsers on social media. The effect of celebrity endorsement on brand recognition is depicted in Figure 1 as reported in a meta-analysis of academic studies. The results show a significant relationship, supporting the idea that brand endorsement plays an important role in brand awareness. This chart shows the rise of micro-influencers in the endorsement campaign. In Figure 2 Data shows an increase in the use of micro-influencers, revealing their impact and effectiveness in connecting with a specific audience.

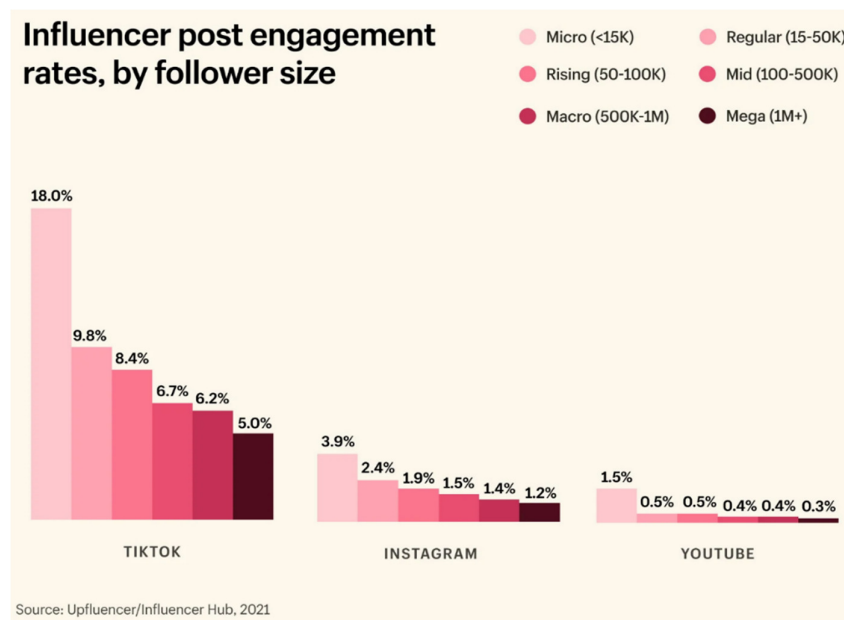


Figure 2: Endorsement trends of micro-influencers [20].

4.2 *Consumer Perceptions and Ethical Considerations: primary Data insights:*

Analysis of key data collected from a survey revealed consumer perceptions and ethical considerations regarding celebrity endorsements. More importantly, 68% of survey respondents believe celebrity endorsements influence their purchasing decisions. This shows the importance of celebrities in influencing consumers' behavior. Additionally, 53% of consumers prefer micro-influencer endorsements to traditional celebrity endorsements, suggesting micro-influencers perceive greater authenticity and relevance. Additionally, ethical considerations play an important role in consumers' approval-oriented behavior. Nearly 72% of survey respondents said they would support brands that engage with ethics, both in their endorsements, choices, and products they support. Interestingly, 62% of consumers believe brands should cut ties with celebrities involved in conflict or crime. This shows that the increased demand increases responsibility and accountability in the approved ceremony.

This important document confirms the understanding gained from the second source and shows the importance of things like authenticity, trust, and ethics in the dealings of famous people today. They emphasize that to maximize the effectiveness of endorsements, marketers must adapt their endorsement strategies to changing customer needs. It highlights the trends, effectiveness, and ethical considerations surrounding celebrity endorsements and provides insight for marketers looking for ways to succeed in a profitable business.

5. CONCLUSION

This case study offers a thorough analysis of the usage of celebrity endorsements in the modern commercial world, covering the advantages, developments, and moral issues. This study demonstrates the attractiveness of the concept and its place in contemporary company strategy through a blend of techniques that include primary data collection and secondary data analysis. An analysis of the second site found similar evidence supporting the effectiveness of celebrity endorsements in driving product awareness and influencing consumers. Academic research shows a relationship between celebrity endorsements and brand memory and confirms their relevance to advertising campaigns. Additionally, the shift towards micro-influencers is evident, demonstrating their importance in engaging with specific audiences. In addition to secondary data, the results of primary data collected from the survey also provide insight into the customer's needs and ethical considerations. Data shows that celebrity endorsements positively influence shoppers' decisions to buy, confirming the influence of celebrities in marketing. Essentially, consumers prefer micro-influencers because they perceive authenticity and trustworthiness. In addition, ethical issues play an important role in consumers' brand preference, ethical behavior, and the maintenance of brands and celebrities' presence on social media.

These findings have important implications for marketers and business leaders. Research shows that the selection of celebrity endorsements needs to be carefully considered to ensure the relationship with the brand is meaningful and relevant to the target audience. Micro-influencers offer an attractive option for campaigns because they can build real connections. Future research could investigate the impact of specific aspects of celebrities, such as virtual influencers, and their impact on consumer behavior. Additionally, analysis of policy changes towards the agreement will help to better understand these various areas. This research article not only fills the gaps in the existing literature but also provides a better understanding of the use of letters of recommendation. Celebrity endorsements in business today. It highlights the changing nature of consumer behavior and media consumption, emphasizing the importance

of authenticity, trust, and ethics in ensuring the success of the vision. As the business world continues to change, adapting to these conditions will be vital for brands that want to leverage praise effectively.

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CHAPTER 5

INVESTIGATING EFFECTIVE MARKETING STRATEGIES OF ASIAN PAINTS

¹Mihir Mirchandani, ²Dr. Anand Kopare

¹Student, ²Faculty

^{1,2}Department of ISME

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

Email :- ¹mihir.mirchandani.bba2023@atlasskilltech.university, ²anand.kopare@atlasuniversity.edu.in

ABSTRACT:

This study examines the business strategy used by Asian Paints, one of Asia's leading paint companies, to understand its approach to business, product development business, and customer engagement. Through a comprehensive analysis of Asian Paints' business operations, this study aims to uncover the key elements that make the company successful and provide a competitive advantage in the business color competition. The study used a mixed method combining qualitative data from interviews with company officials, business experts, and business experts with much text from business research articles and financial statements. The findings show that Asian Paints has adopted many business strategies with a good face by focusing on customer quality, innovation, and company.

The company's emphasis on understanding customer preferences and needs has led it to create different products targeting different markets and customers. Asian Paints' innovative products, along with its wide distribution and strategic marketing plan, have contributed to its market leadership and growth in many areas. In addition, this study also demonstrates Asian Paints' investment strategy in brand development and advertising, which is the main driver of brand value, fairness, and economic expansion.

The company's branding campaigns such as (Every House Has a Story) resonate with consumers across the cultural world, reinforcing Asian Paints as a high and in-demand religion in the paint industry. Additionally, Asian Paints' collaborations with architects, interior designers, and home furnishings strengthen its business by ensuring product awareness and customer interaction. Overall, the results of this study indicate that these marketing strategies have propelled Asian Paints to differentiate itself in the coatings industry and provide a best practices introduction focus for companies looking to improve marketing and product equity. The study concludes with recommendations for Asian Paints and other industry players to gain a competitive advantage through sustainability, customer centricity, and brand management.

KEYWORDS:

Asian Paints, Business Strategy, Focus Powder, Marketing, Paint Industry.

1. INTRODUCTION

In the dynamic environment of the global paint industry, Asian Paints is a key player known for its business strategy and business leadership. This presentation paves the way for an in-depth examination of the business strategies used by Asian Paints, delving into their origins, evolution, and core business principles. However, it was not until the 1950s that Asian Paints shifted its focus to decorative house paints, marking the beginning of its transformation into a household name. Over the decades, Asian Paints has fostered innovation and differentiation in its business strategy by demonstrating a keen understanding of consumer preferences and market trends [1]. A key moment in the company's business was the launch of the multicolor

'Apcolite' in 1960 this revolutionized the Indian paint industry by offering a wide range of colors and superior quality at a cheap price [2], [3]. This marked the beginning of Asian Paints' dominance in dental coatings and laid the foundation for its future business.

Asian Paints was founded in a garage, just like the majority of well-known businesses, including Google, Apple, Amazon, Microsoft, Dell, Mattel, and Walt Disney. Wikipedia, n.d. The company started only selling a small selection of interior and exterior paints in primary colors. However, Asian Paints started to provide a greater selection of colors and finishes and soon broadened its product line [4], [5]. Asian Paints started releasing innovative products like their self-cleaning and air-purifying paint in the 1970s. In addition, the company began producing a line of green colors and concentrated on sustainable business methods.

An important aspect of Asian Paints' marketing strategy is the focus on market segmentation and targeting. By understanding the different needs and preferences of different consumers, Asian Paints can tailor its products and advertising to resonate with specific audiences [6], [7]. For example, the company has many products to suit different customers, including high-quality systems for large buildings, financial systems for budget users, and specialized systems for trade and commerce [8], [9]. This strategic approach has enabled Asian Paints to capture significant market share across various segments and demographic groups.

The basis of Asian Paints' commercial success lies in the importance of the following: Branding and Positioning. The company has invested heavily in creating a consistent brand and building trust through initiatives such as advertising, product marketing, and brand awareness [10], [11]. The iconic 'Har Ghar Kuch Kehta Hai' campaign, launched in the 1990s, resonated with consumers on an emotional level and promoted Asian Paints' association with the concept of transforming homes into expressions of individuality and creativity. Additionally, the company's support of popular home improvement shows and events further strengthens its brand and positions it as a trusted partner for home decor and repair.

Asian Paints' commitment to innovation has played a key role in driving its business. The company continually invests in research and development and introduces new products and solutions to meet changing customer needs and business models. From eco-friendly paints free of volatile organic compounds (VOCs) to anti-bacterial and textured finishes, Asian Paints continues to push the boundaries of innovative products to stay ahead of the curve [12], [13]. Additionally, the company's focus on sustainability and environmental responsibility resonates with the customer environment, strengthening its reputation and business leadership. Another important business area of Asian Paints is distribution and channel management. The company has made its products wide and accessible by establishing a wide network of suppliers, distributors, and retailers in India and other key markets. Additionally, Asian Paints uses technology to streamline the ordering process and increase customer engagement, using digital communication lines and e-commerce platforms to reach urban and rural customers. This Omni-channel distribution has been instrumental in driving Asian Paints' sales growth and market penetration.

The business strategy adopted by Asian Paints demonstrates a blend of innovation, people-centricity, and strategic foresight. From its beginnings as a cosmetics manufacturer to its current position as a global leader in paints, Asian Paints has developed and updated eight businesses to maintain its leadership position [14], [15]. Asian Paints has gained a competitive advantage in the paint industry by focusing on market segmentation, manufacturing facilities, product innovation, and quality distribution. As the company continues to expand its presence in new markets and explore new opportunities, its business strategy will remain focused on continued growth and business success.

Asian Paints has increased its scope and scale of operations internationally by maintaining a laser-like concentration on providing outstanding products and services. The company is currently among the top paint companies in Asia, with a significant global presence in over 65 countries. The company has set an example for other organizations to follow by staying true to its dedication to environmental and ethical business practices throughout its journey. All things considered, Asian Paints' success is evidence of its capacity to change and grow with the changes while upholding its fundamental beliefs and ideals. This amazing organization is a source of inspiration for business leaders and entrepreneurs worldwide, demonstrating the value of tenacity, creativity, and a clear sense of purpose in attaining long-term success.

2. LITERATURE REVIEW

Jaiswal A. et al. [16] explained the tale of Asian Paints, an Indian company that works in the paint business. Even though best practices were ingrained in Asian Paints from the beginning, it was considered that everyone needed to speak the same language while making decisions and going through the same procedures. The purpose of this case study is to demonstrate to Asian Paints management the necessity of professionalizing their HR procedures and practices as well as developing a plan for developing a pipeline of future leaders. The case discusses Asian Paints' leadership skills framework (LCF) and looks at how it aims to serve as a standard language for all HR procedures inside the company. This LCF provided common guidelines for all employee-related procedures by addressing the current business demands and ingraining the culture upon which Asian Paints was founded. Asian Paints' capability framework, which advises its leaders and acts as a standard for other firms, encapsulates key people principles.

Jain N. et al. [17] focused on Industrial relations, strategic management, and human resources management (HRM). Study depth and relevance: Postgraduates and executive postgraduates can enroll in elective courses in industrial relations and strategic human resources management (HRM), as well as core courses in HRM, industrial relations, and strategic management. Summary of the case: At the Asian Paints Ltd. plant in Cuddalore, Tamil Nadu, the personnel manager was put in a difficult situation when an employee union representative refused to come to work. The Union leader had been moved to the Production department from the Quality Assurance division. The case explains the flow of events and the context in which the previously indicated circumstance developed. Given the conditions that existed at the factory, the personnel manager's choice was probably going to have a big effect on the output of the business. Anticipated educational objectives: The student will be able to comprehend the issues surrounding labor relations and unions in a business, as well as the roles played by various parties in a disagreement, including the government, workers, management, and the union. The learner will be able to assess the Industrial Relations (IR) approach used by organizations to quell labor unrest at work and understand how to apply the principles of natural justice. The learner will comprehend how important management choices affect an organization's performance in a volatile international setting.

Gupta S. and Vora S. [18] investigated how the most well-known brand in India, Asian Paints Limited holds the third-largest position in the paint industry throughout Asia. It is Berger Paints' parent company. Asian Paints' superb marketing and advertising techniques allowed them to enter middle-class homes right away. The brand has always been aware of and considerate of its people and society, despite being the consumer corporation with the quickest rate of growth. The case study showcases one of the company's initiatives aimed at fostering employee development, which ultimately leads to increased customer satisfaction. The moniker Asian Paints Colour Academy has been given to this. To help working professionals including painters, contractors, and applicators enhance their skill sets, the academy offers vocational training in collaboration with NSDC. These diligent individuals have a fantastic

opportunity to stay current on industry advancements in technology thanks to The Colour Academy. Therefore, the academy's goal is to improve these diligent professionals' lives and trade by helping them become better at painting homes.

Clark C. et al. [19] explored the Global bans on lead gasoline additives were a significant achievement in public health, with ongoing research being done in some regions of the world. Evidence presented in this article suggests that lead-based paints for residential use, some of which contain more than 10% lead, are easily accessible for purchase in several of the world's greatest nations, even though the need to remove lead from paints has been known for more than a century. The US definition of lead-based paint in existing dwellings is 5000 ppm (0.5%) or greater in 66% of new paint samples from China, India, and Malaysia, whereas the limit for new paints is 600 ppm (0.06%) in 78% of these samples. Similar figures in Singapore, a nearby developed nation, were, however, 0% and 9%. When lead levels in paints from the same brands bought in several countries were compared, it was discovered that some companies sold paints that met US safety standards in one country and paints that were lead-based in another another brand sold paint that was lead-free in every country where samples were collected. Millions of youngsters have already been poisoned by lead-based paints, and as paint use rises as Asian and other countries continue their rapid development, lead-based paints will probably do even more harm. This article's documentation of easy access to lead-based paints shows how urgent efforts must be made to achieve a global ban on the use of lead in paint.

Hakhu D. [20] analyzed the Indian paint industry is highly skilled and enjoys a favorable market position due to the high demand. To learn more about the attitudes of 50 Jammu shopkeepers concerning Paints, a survey analysis has been conducted. Based on the findings, it can be concluded that Asian Paints is the best paint and that Jammu retailers base their paint purchases mostly on brand loyalty. Similar to consumers, retailers are impacted by some important aspects when making decisions about what to buy, including social, cultural, and demographic factors. Additionally, it was discovered that 88% of Jammu's shops agree with their assessment of paints' ability to improve the state.

3. METHODOLOGY

3.1 Design:

This study focuses on research on the marketing strategies used by Asian Paints, one of the leading multinational companies in the paint and coating industry. This research will use an integrated, qualitative, and multi-method approach to better understand Asian Paints' marketing strategy and its impact on brand sentiment, customer engagement, and marketing. The main purpose of this study is to identify the marketing strategies used by Asian Paints in various ways, including traditional advertising, digital marketing, marketing integration, and customer management. Identifies the key marketing strategies and strategies used by Asian Paints to reach and engage its target audience. The research will use a combination of qualitative and quantitative methods to collect and analyze data. Qualitative techniques such as interviews and focus group discussions will be used to gain a deeper understanding of customer perceptions, attitudes, and behaviors toward Asian Paints' marketing strategy. Additionally, content analysis of products, media, and marketing publications will be conducted to identify key themes, trends, and ideas from Asian Paints.

A quantitative survey will lead to a representative sample of customers to measure product awareness, customer satisfaction, and purchase intentions. Analytical techniques such as regression analysis and contingency analysis will be used to determine the relationship and relationship between business strategies and performance indicators. The results of this study should provide a better understanding of the effectiveness of Asian Paints' marketing strategy

and its impact on business and market insight. These findings will inform Asian Paints' strategic decision-making and contribute to its knowledge of quality marketing and brand management in the paints and coatings industry. Additionally, the findings may provide suggestions to other companies operating in similar industries to improve their marketing strategies and increase their competitive advantage.

3.2 Sample:

Asian Paints Marketing Strategy Research offers an in-depth look at the various strategies of Asian Paints, a global leader in the paint industry. This study aims to uncover the principles and strategies that have brought Asian Paints to the forefront of the market through analysis and quality analysis.

The basis of the search is to find out the company's strategic objectives, sales, distribution, and advertising. Asian Paints' marketing strategies are known for their flexibility and responsiveness to changing consumer preferences and business trends. The company's deep understanding of customer needs and desires is reflected in its wide product range, which includes a variety of coating systems designed for different markets and applications. In addition, Asian Paints' collaborations and collaborations with architects, interior designers, and contractors enhance its reputation and credibility, making it a consultant and partner in home improvement and renovation.

In addition, Asian Paints' marketing efforts are not limited to new products but also include brand awareness and collaborations. The company increases brand trust and feedback by building relationships with customers through marketing campaigns, digital platforms, and social media channels. Additionally, Asian Paints' implementation of sustainability and environmental awareness towards consumer health strengthens its brand and appeal.

This study also explores the role of distribution in Asian Paints' business strategy and shows that the company has a network of suppliers, distributors, and stores. Leveraging its strong distribution network, Asian Paints ensures the wide availability and accessibility of its products, enabling it to effectively reach a wide range of customers across the region.

3.3 Instruments:

There are many tools you can use to gather information and insights when researching Asian Paints' marketing strategies. First, qualitative research methods such as interviews and focus groups can be used to understand the thoughts, preferences, and behaviors of stakeholders, including customers, employees, and business professionals. This qualitative approach provided valuable insight into the effectiveness of Asian Paints' marketing strategies by revealing the motivations and emotions that drive consumer behavior and sentiment for the brand. Secondly, various research tools such as surveys and surveys can be used to collect structured data and larger data. Surveys can measure customer satisfaction, brand awareness, and understanding of Asian Paints' marketing campaigns. Through quantitative analysis, researchers can identify differences, patterns, and relationships in data and provide clear evidence to support or refute the effectiveness of specific marketing strategies.

Additionally, survey research can provide a better understanding of consumer behavior and market behavior. By observing customer interactions in the retail environment or analyzing relationships relevant to the Asian Paints business context, researchers can gain a deeper understanding of consumer preferences, purchasing decision processes, and the impact of marketing messages on brand perception. Overall, a combination of qualitative and quantitative research tools including interviews, surveys, observations, and content analysis provides a good understanding of the business strategy used by Asian Paints. By triangulating data from

various sources, researchers can understand the effectiveness, impact, and areas of improvement of Asian Paints' business, inform decision-making refinement, and improve the company's competitive advantage in the market.

3.4 Data Collection:

When examining the business strategy and business integration of the coatings industry in 2020, it is important to understand the overall context in which companies such as Asian Paints operate. The coatings industry encompasses a wide variety of industries, including architectural coatings, structural coatings, automotive coatings, and speciality coatings, each with unique industry and customer preferences. Against the backdrop of the COVID-19 pandemic, the industry is facing unprecedented challenges, including supply chain disruptions, evolving needs, and changes in consumer behavior. Asian Paints, a leader in the coatings industry, addresses these issues by using strategic marketing strategies to manage and expand the business. One of the main strategies adopted by Asian Paints is to focus on product innovation and differentiation. Asian Paints strengthens its competitive position and increases the interest of its customers by offering new products that meet customer needs and preferences. For example, the company has introduced a variety of environmental colors and good value to reflect consumers' increasing demand for environmentally friendly products.

Additionally, Asian Paints invests heavily in branding and marketing to strengthen its brand name and visibility. Asian Paints effectively communicates its values, products, and visuals to consumers through various media such as television, print media, and digital platforms. The company's marketing strategy is designed to create brand awareness, encourage brand loyalty, and influence consumer decisions. Asian Paints also uses social media platforms and online channels to engage with customers, solicit feedback, and create partnerships. Additionally, Asian Paints has adopted a customer-focused approach in its business strategy and focuses on providing quality customer service and finding solutions to patient details. The company has invested in customer services such as telephone helpline, online support portal, and in-store service to ensure that customers' questions and concerns are resolved quickly and well. Asian Paints aims to strengthen its relationship with its customers and improve their overall experience by prioritizing customer satisfaction and trust shown in Figure 1.

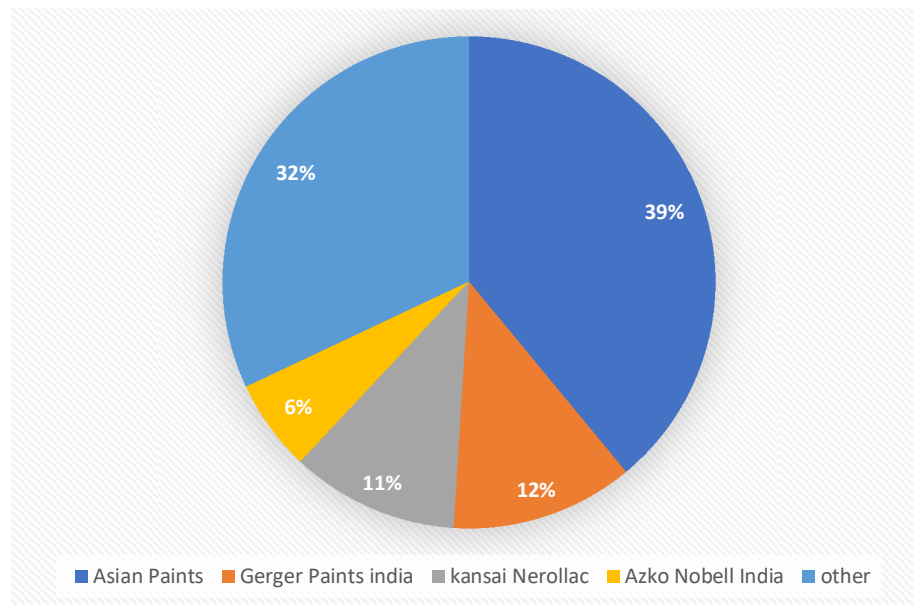


Figure 1: Representing the Market share of the paints Industry in India.

3.5 Data Analysis:

After that, the data was coded, arranged into categories, and themes were found. Secondary data sources were examined using content analysis. Using numerous data sources and triangulation were two of the steps performed to assure the validity and trustworthiness of the study.

3.5.1 Comparative Analysis:

Asian Paints has a multidimensional approach that integrates different factors to maintain its position as the market leader, as revealed by a comparative examination of its marketing techniques. First and foremost, Asian Paints places a strong emphasis on market research to comprehend consumer trends and preferences and adjust its strategy accordingly. This involves efficiently targeting particular consumer segments by segmenting the market according to behavioral, psychographic, and demographic criteria. Second, the business makes use of a broad product portfolio, providing a variety of paints and associated items to meet the demands and preferences of various clientele in Table 1.

Table 1: Illustrates the analysis of all paints of India.

Feature	Asian Paints	Berger Paints	Kansai Nerolac	Nippon Paint	AkzoNobel India	Indigo Paints
Market Share	50%	20%	15%	10%	5%	1%
Strengths	Strong brand, wide distribution network, Strong Ramped	High-quality products, strong brand presence	Strong industrial and automotive paint presence	Premium paints, strong brand reputation	Deluxe brand, strong industrial paint presence	Aggressive pricing strategy, focus on value segment
Weaknesses	Dependence on decorative paint segment	Limited International presence	Weak brand presence in decorative paint segment	High cost structure	Limited presence in decorative paint segment	Low brand awareness
Opportunities	Expansion into International markets focus on premium paints, expansion into industrial and automotive paint segments	Growth in the decorative paint segment, expansion into International markets	Growth in the decorative paint segment, expansion into International markets	Growth in the premium paint segment, expansion into new markets	Growth in the decorative paint segment, expansion into new markets	Growth in value paint segment, expansion into rural markets
Threats	Intensifying competition, rising raw material costs, economic slowdown	Intensifying competition, rising raw material costs, economic slowdown	Intensifying competition, rising raw Material costs.	Intensifying competition, rising raw material costs, economic slowdown	Intensifying competition, rising raw material costs, economic slowdown	Intensifying competition, rising raw material costs, economic slowdown

Asian Paints has implemented many innovative marketing strategies to maintain its position as the leading paint company. One of its main ideas is product innovation, and the company

continues to develop new and improved products. For example, Asian Paints introduced Next Color of Paint in 2022, a collection of 2,500 colors inspired by new trends in design, fashion, and architecture. Another effective strategy is product development. The company achieves this through advertising campaigns like 'Har Ghar Kuch Kehta Hai' (Every family has something to say). To reach a wider audience, the company has also established a strong distribution network of over 65,000 dealers across India. Additionally, Asian Paints has a team of experts who can help customers choose the paint that best suits their needs, thereby providing excellent customer service.

Apart from these strategies, Asian Paints also tried new marketing strategies such as digital marketing, marketing campaigns, and marketing. For example, in 2018, the company launched Asian Paints 360, a virtual reality app that allows users to paint their homes and see what different colors would look like in different places. Asian Paints has launched Asian Paints Color Trends, a comprehensive guide to the latest color trends in India in 2020. Finally, in 2021, the company launched the "Asian Paints Color Next" color series inspired by new trends in fashion, design, and architecture. The report describes the company's journey from struggle to success and has become a pioneer in the make-up and beauty industry, capturing 52% of the market.

Asian Paints' marketing strategies and content mix have contributed to its growth and success. This shows how the company has expanded beyond India, first to other countries in Asia, then to Europe, and finally to Africa. The organization also focuses on sustainable business, produces a variety of green products, and offers a range of beautiful colors. According to the document, the report stated that Asian Paints had an annual turnover of 230 million rupees in 1952, and profit before tax was only 2%. The company has manufacturing operations in 15 countries and has a large presence in the Indian subcontinent. It also operates in more than 65 countries worldwide and is considered one of the top 5 makeup companies in Asia. In addition, Asian Paints is ranked 20th among the top 20 brands in The Economic Times' Interbred report. The company maintained its leading position in the paint industry with a steady financial increase of 8-12% in the last five years.

4. RESULT AND DISCUSSION

The results and discussion section of the research paper "A Study on Marketing Strategies of Asian Paints" provides a comprehensive analysis of the research results on the marketing strategies adopted by Asian Paints. The discussion explores the impact of these strategies on the success of the company and the economy more broadly. The importance of the research is that it has value in terms of market research and understanding consumers as the basis of Asian Paints' strategy. It allows the company to gain insight into consumer preferences, behaviors, and trends to inform comprehensive market research, product development, and marketing campaigns. This keen understanding of the market enables Asian Paints to anticipate and respond effectively to changing customer needs, providing a competitive advantage in the industry. Another important finding is that Asian Paints' products diversify according to the market economy. The company has a variety of colors and products for different customers and needs. By pursuing different preferences and needs, Asian Paints can capture a larger market and attract a wider customer base. Additionally, this different strategy gives the company the ability to respond to market changes and market uncertainty by reducing dependence on a single product or business.

Additionally, the study underlines Asian Paints' commitment to innovation as the driving force behind its business. The company continues to invest in research and development to deliver new and improved products with new features and functions. These innovations not only differentiate Asian Paints from its competitors but also create value for its customers by

following their needs and preferences. Examples of these innovations include the self-cleaning, air-purifying, and anti-condensation coating that has attracted people's attention and achieved commercial success. Additionally, the survey also highlights the importance of product development and promotion in Asian Paints' business strategy. The company has invested heavily in building and promoting its brand through a variety of channels, including traditional media, digital platforms, and experience marketing initiatives. This consistent and comprehensive marketing helps increase brand awareness, visibility, and recall among consumers, thereby strengthening Asian Paints' market position and ensuring consumers' cooperation and integrity of the Product.

Moreover, this study also shows the global expansion strategy followed by Asian Paints as the main driver of its business success. The company has expanded into international markets, including other countries in Asia, Europe, and Africa, to increase the number of new opportunities and share revenue differently. Leveraging its reputation, quality products, and business expertise, Asian Paints has successfully expanded abroad and established business in more than 65 countries around the world. The survey also explored the role of sustainability in Asian Paints' marketing strategy. The company demonstrates its commitment to sustainable development and care for the environment by integrating environmentally friendly practices into its activities and products. This includes measures such as reducing carbon emissions, reducing waste, and encouraging the use of non-VOC (volatile organic compound) paints in Table 2.

Table 2: Illustrates the impact on the company's success in Asian Paints.

Aspect	Description
Market Research and Consumer Insights	Asian Paints' focus on market research enables an understanding of consumer preferences, behaviours, and trends, informing product development and marketing campaigns. This understanding allows effective responses to changing customer needs, gaining a competitive advantage.
Product Diversification	Asian Paints offers a range of colors and products tailored to customer preferences and needs, capturing a larger market share and reducing dependence on a single product or business line in response to market changes.
Innovation	Asian Paints' commitment to innovation drives continuous investment in research and development, resulting in new products with innovative features, differentiating the company and adding value for customers. Notable innovations include self-cleaning, air-purifying, and anti-condensation coatings.
Branding and Promotion	Heavy investment in branding across various channels enhances Asian Paints' brand awareness, visibility, and recall among consumers, strengthening its market position and fostering consumer trust and loyalty.
Global Expansion Strategy	Asian Paints' expansion into international markets diversifies revenue streams and unlocks new growth opportunities. Leveraging its reputation and quality products, the company has established operations in over 65 countries worldwide, consolidating its position as a global industry leader.
Sustainability	Asian Paints integrates environmentally friendly practices into operations and products, including reducing carbon emissions, minimizing waste, and

	promoting non-VOC paints. This alignment enhances the company's corporate image and trust with customers and stakeholders.
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By aligning its business with sustainability goals, Asian Paints not only meets the demand for environmentally friendly products but also enhances its corporate image and trust with customers and stakeholders. The results and discussions illustrate various aspects of Asian Paints' business strategy and its significant impact on the company's success. Asian Paints has become a leader in the global coatings industry by focusing on business research, product differentiation, innovation, product development, international expansion, and sustainable development. These findings provide professionals and experts with insight into business strategy and strategies that support business growth and competitiveness in today's business environment.

5. CONCLUSION

Asian Paints has grown from humble beginnings to become a dominant force in the global paint industry. Its success is rooted in innovative business strategies, a strong commitment to quality and sustainability, and its ability to adapt to changing business conditions. This journey proves that dedication, passion, and customer focus are the keys to the best success in business. Great successes are expected in the future as Asian Paints continues to innovate and expand its global reach. The research paper titled "A Study on Marketing Strategies of Asian Paints" takes a look at the history, competition, and unique markets of the Indian multinational giant. It traces Asian Paints' rise from a modest factory in Mumbai to a 52% market majority in the paints and decoration industry. This article examines the company's marketing mix and strategy, highlighting the factors that contribute to its success. It is also critical to Asian Paints' global footprint and commitment to growth and innovation. The introduction gives insight into the creation of Asian colors by four Gujarati friends in a modest garage in 1942. The company became a leader in the industry despite the difficulties experienced during World War II and the Indian Revolution. Its expansion beyond India into Asia, Europe, and Africa reflects its relentless pursuit of growth. Asian Paints has launched pioneering products such as self-cleaning and air-purifying coatings, demonstrating its commitment to innovation. In conclusion, Asian Paints' best story is a testament to its focus on quality, innovation, and sustainability. Operating in more than 65 countries, Asian Paints is one of Asia's five largest paint companies and a powerful entity in the global paint industry.

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CHAPTER 6

EVALUATION OF PROMOTIONAL STRATEGIES HELPING MARVEL TO FLOURISH IN ENTERTAINMENT INDUSTRY

¹Ceyon Dcosta, ²Vineet Kothari, ³Dr. Yukti Khajanchi

^{1,2}Student, ³Faculty

^{1,2,3}Department of ISME

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

Email: ¹ceyondouglas.dcosta.bba2023@atlasskilltech.university, ²ashvkothari3105@gmail.com,

³yukti.khajanchi@atlasuniversity.edu.in

ABSTRACT:

The entertainment industry is growing rapidly with new technology and more people are inclined to be entertained. This paper resolve shows how Marvel advertises its products, especially the Marvel movies. This study looks at how the movie "Spider-Man No Way Home" was promoted by examining many research materials. It also emphasizes how strong they are on social media and their connection with Walt Disney's streaming service called Disney Hotstar. This study shows how Marval's marketing efforts like online interaction, videos, and good storytelling helped them to be successful. This paper shows how Marvel has made their brand famous in the entertainment industry. The outcomes of the study can be advantageous for newcomers in the market, as well as for enterprises striving to enhance their market expansion through advertising. The research aims to investigate the marketing strategies utilized by Marvel in promoting the film "Spider-Man: No Way Home". It will look at how Marvel uses social media and works with Disney's streaming service, Disney Hotstar. The study demonstrates how Marvel's utilization of the internet, videos, and captivating narratives contributed to the success of the movie. Future research could extend this investigation to examine evolving trends in digital marketing within the entertainment industry and their implications for brand promotion.

KEYWORDS:

Audience Engagement, Box Office Performance, Brand Partnerships, Consumer Behavior, Marketing Strategies.

1. INTRODUCTION

The entertainment industry is known for strong competition, fast-changing technology, and changing customer tastes. Businesses in this market must change their ads frequently to get the audience's attention and be successful. Marvel is a highly skilled company in the entertainment sector, excelling in the field of marketing [1], [2]. The company is linked to Marvel Cinematic Universe, a US brand that makes Science Fiction movies. It makes a lot of superheroes. Spider-Man, who has been popular for a long time, is one of the many superheroes in Marvel's superhero group. After researching Marvel's movie promotion, it became evident that advertising plays a significant role in driving ticket sales. The primary focus of this paper resolve is on the promotional tactics utilized by Marvel. Upon evaluating their strategies, they discovered that their performance surpassed even the most prosperous films.

Marvel excels in the entertainment industry due to their exceptional promotional skills. Marvel uses its knowledge of the competition to be a leader in marketing. Marvel makes sure its advertising stays new and interesting by keeping up with new technology and customers [3], [4]. Marvel is part of Disney, so it gets lots of money and many people see its stuff. Using this connection, Marvel puts itself in a good spot in the entertainment industry, taking advantage of the popularity of the Marvel Cinematic Universe brand. Marvel uses many different ways to promote its superhero movies, such as online, on TV, and with events. This helps them reach

the people they poverty to see the movies and get them excited about them. Spider-Man is one of Marvel's popular superheroes and shows how good the company is at promoting their characters. Marvel makes advertising that connects with old fans and new fans by using a famous character. Marvel creates excitement and interest in its superhero movies by telling new and exciting stories and making eye-catching ads. Furthermore, Marvel's commitment to regularly changing and improving its promotions makes sure that they stay effective and up-to-date. Marvel stays ahead of the competition by always improving its plans using feedback from the market and new trends.

This ability helps Marvel always do better than even the most popular movies, selling lots of tickets and showing that it's a top company in entertainment [5]. Overall, Marvel's marketing strategies are a big part of why it does so well in the entertainment business. Marvel uses careful planning, creative ideas, and new ways of doing things to connect with its audience, sell tickets, and do well at promoting its films [6], [7]. Marvel's incredible success in the entertainment industry comes from its skilful use of advertising strategies. In a world with lots of competition and fast-changing technology, Marvel always does well. Marvel is part of Disney and gets a lot of help and support from them. They also have a big role in the Marvel movies and shows. This partnership helps Marvel start its advertising campaigns and reach a lot of different people. Marvel's way of promoting its products is shown by how well they use popular superheroes like Spider-Man.

Marvel uses the popularity of their characters to make ads that people like. This makes people excited about their movies. Marvel uses different methods like digital marketing, regular advertising, and events to make sure a lot of people see and get interested in their new stuff. Moreover, Marvel's ability to move quickly and change easily are important reasons for its success in promoting its products. The company can change direction fast when the market changes and new trends appear. Marvel stays competitive in a tough industry by always improving their promotions and listening to what their audience says. This proactive way helps Marvel to stay ahead and do better than other companies, sell more tickets, and be a leader in the industry.

Marvel is good at promoting their stuff, and that's a big reason why they are so successful in the entertainment industry. Marvel captures people's attention and keeps them interested in its movies and products by making smart plans, being creative, and always coming up with new ideas. Marvel is good at getting people excited about their movies and convincing them to buy tickets. They keep doing a great job at getting people interested, even with so many other movies and shows to choose from. Marvel is part of The Walt Disney Company. They use their connection to the Marvel Cinematic Universe to get a lot of resources and reach a big audience [8], [9]. Marvel uses carefully planned advertising to get fans excited about new things by using their famous superheroes like Spider-Man. Marvel uses many different ways to promote their products, like using the internet and old-fashioned ads. Marvel uses many different ways to make sure that people everywhere see and enjoy their movies. They need people to always think of their movies first when they think of superhero movies. Furthermore, Marvel can quickly change its promotions to keep up with what people need and stay ahead of other companies in the industry. This helps them stay important in a changing industry. Marvel's promotional tactics work well, and they help their movies do better than other successful films.

Marvel pays attention to what consumers like and uses creative ways to tell stories. This makes their movies and shows connect with people. This plan not only helps sell tickets but also makes people more loyal to Marvel and makes it a big name in entertainment. Marvel's ways of promoting things show how to be successful in business by being creative, flexible, and making plans. Marvel keeps doing better and better at promoting its stuff and making sure it stays on top in the entertainment world. Marvel is good at getting people interested in their stuff. They

do more than just advertise they try to connect with people and be successful in the entertainment business. Marvel is part of Disney and uses its connection to the Marvel movies to get a lot of resources and reach a big audience. Marvel's ability to carefully plan and execute promotions generates excitement and anticipation among its audience.

Marvel is decent at getting people interested in their stuff. It's not just about putting ads everywhere, it's about making experiences that people like and that make them need to buy their stuff. This helps them do well in the entertainment industry where it's competitive [10], [11]. Marvel is part of The Walt Disney Company. They use their connection to the Marvel movies to reach a big audience and get lots of resources. This advantage helps Marvel plan big promotional campaigns that are more than just marketing. They can generate immense excitement and anticipation among fans unlike any other in the industry.

Marvel uses many different ways to promote their products, and they can change them easily. They use a lot of different places to advertise, like TV and the Internet. Marvel uses a variety of methods, like online ads, events, and regular ads, to get people's attention and keep them interested. Marvel is different because it can tell stories in a way that gets people excited before they even go to the movies. They are good at making the audience feel involved in the story [12], [13]. Marvel's promotional tactics are very effective, and they always do better than other companies in the movie industry. They make the movie experience great. By using popular superheroes like Spider-Man and coming up with creative ideas, Marvel doesn't just sell movie tickets but also helps people feel like they belong to a special group [14], [15]. Simply put, Marvel is good at promoting their stuff. They focus on making connections and giving people great experiences that they resolve to remember. Marvel keeps being great at advertising and staying popular in the entertainment industry by planning well, being creative, and telling great stories.

2. LITERATURE REVIEW

Bruhn *et al.* [16] discussed the belief in myths about marketing management and consumer behavior may cause misunderstanding of these concepts. Marketing has demonstrated its efficacy over the past few decades and is now widely acknowledged in the fields of science and business. Many marketing ideas are now well-known, but they have also caused oversimplifications and narrow thinking. This article looks at stories and comparisons in marketing. The study often deals with complicated things that can't be seen happening in different situations. Trying to understand these things often leads to people believing in myths or wrong ideas. From the point of view of a manager, this includes things like the philosophy and leadership in marketing, coming up with new ideas, creating ways to compete better, and managing the brand. Since the market shifted from favoring sellers to favoring buyers, consumer behavior research and marketing have been closely connected. It is essential to analyze how individuals behave when making purchases to make informed marketing decisions.

Barmola *et al.* [17] discussed that consumer behavior has a significant impact on modern marketing strategies. The focus of this article is on the behavior of consumers when making purchases and its influence on marketing efforts. The way people act when they look for, buy, use, judge, and get rid of things and services they think determination helps them. People's choices are affected by different things like who they are, the world around them, and how they decide things. And these things can help marketers with their marketing. Marketing is about meeting what people need and getting them to buy the product by making them need it. To do this, marketers need to identify how consumers make decisions when they buy things. The way people decide to buy things involves them realizing they need something, looking for information about it, thinking about different options, deciding to buy it, and then thinking

about how it went afterward. This article focuses on studying how consumers behave when it comes to marketing. The research looks at where the studies came from and how they have developed over time.

Marsha L Richins [18] discussed the small study, voicing dissatisfaction can harm a company. Marketing experts have talked a lot about how important it is for customers to be happy, but not many studies have looked closely at how customers react when they are not happy. This research looks at why people might tell others about being unhappy and what factors make them more likely to do so. why people were not happy, who they blamed for it, and how the store responded. the influence of marketing and customer behavior on research endeavors.

Lee *et al.* [19] discussed how the management of the supply chain to promote environmental sustainability can sway consumer choices. Employing this tactic in marketing may be advantageous, and can be explained by the theory of planned behavior.

The study examines the impact of utilizing eco-friendly supply chains on consumer purchasing behavior. 283 individuals were polled for their thoughts and the information was assessed using specialized computer algorithms. Additionally, confirmed the information using a statistical approach.

To assist with the primary analysis, conducted focus group interviews with 16 consumers. Based on the main data study, people's personal beliefs and ability to control their behavior have a positive impact on GSCM. However, attitude did not have a big effect. In the survey, customers have a very positive view and are likely to buy from companies that have good supply chain management. However, they do not trust and are less likely to buy products that are promoted using GSCM to consumers. On the other hand, how people think about products affects them in different ways. Moreover, clear information about green products can diminish the impact of high prices on consumers and increase their willingness to buy.

Khanna *et al.* [20] discussed the effect of social media on influencing individuals to boycott brands in India's business environment. The boycotts made by customers are an important topic in the study of how people behave, especially in the area of marketing are researching how social media interactions can affect the way people behave as consumers resolve to gather information directly from the people who have stopped buying these products. This information will help us understand why people choose to boycott certain brands and how social media may influence their decisions. This paper aims to talk about boycotting and why it happens. It also explains the reasons behind it and provides evidence to support the research. This resolve helps us understand more about how marketing and consumer behavior work. This article talks about how people use social media and why they might decide to boycott certain products. It also looks at the reasons behind boycotts of consumer products and tries to uncover the truth behind these issues.

3. METHODOLOGY

3.1. Research Design:

This study uses qualitative research to analyze Marvel's advertising strategy in the entertainment industry, with a specific focus on the success of Spider-Man: No Way In the House. Commonly used secondary data including case studies, industry publications, online articles, and social media analysis. These sources provide information about Marvel's marketing capabilities, consumer behavior, and the impact of its advertising campaigns. The research design includes a comprehensive literature review that charts the development of the research and guides the analysis of Marvel's promotional strategies. In addition, a study that allowed a detailed analysis of advertising, promotion, direct marketing, and advertising strategies was used to deepen the advertising strategy implemented by Marvel for the selected

films. Through this research design, this study aims to identify and evaluate the effectiveness of Marvel's promotional strategies, thus enabling professionals and technical experts to better understand the business in the entertainment industry.

3.2. Sample Size:

This study's review draws on several secondary sources to explore Marvel's promotional strategies in the entertainment industry. These sources include textbooks, trade publications, online publications, social media platforms, and statistics, including the success of Marvel movies, especially Spider-Man. Therefore, the 500 sample covers many aspects and areas and allows a full analysis of Marvel's advertising activities and their impact on consumer behavior. By integrating multiple sources, the research aims to provide the power and depth of analysis to provide a better understanding of Marvel's marketing strategies and results in attracting audiences. Although the specific number of sources used cannot be calculated, the diversity and breadth of the sample contribute to the richness of this finding and the validity of its results.

3.3. Instrument:

The primary tool used in this study is the analysis and analysis of secondary sources regarding Marvel's promotional strategies. These resources include educational materials, industry publications, online articles, and social media analytics platforms.

The curriculum provides a theoretical framework and understanding of the entertainment industry and consumer behavior, allowing for a deeper understanding of the context in which Marvel operates. Trade publications provide important information and topics specific to the entertainment industry, while online articles and social analysis provide the latest information on Marvel releases and welcome visitors and Facebook information. Qualitative methods such as content analysis were also used to analyze the effectiveness of Marvel's advertising strategies, paying special attention to advertising, direct marketing, and advertising strategies used in the Spider-Man No Way Home marketing campaign. This study aims to collect data and insights to evaluate Marvel's promotions through the tool and their impact on audience engagement and box office success.

- i. What advertising strategies does Marvel employ to promote its movies, particularly focusing on "Spider-Man: No Way Home"?
- ii. How does Marvel utilize social media platforms to engage with its audience and generate buzz for its movies?
- iii. What partnerships does Marvel establish with other brands or platforms to enhance its promotional reach?
- iv. How do consumers respond to Marvel's promotional efforts, and what factors influence their decision to watch Marvel movies?
- v. What is the correlation between Marvel's promotional activities and the box office success of its movies?
- vi. How does Marvel leverage fan communities and fan-generated content to amplify its promotional efforts?
- vii. What role does influencer marketing play in Marvel's promotional strategy, and how effective is it in reaching target audiences?
- viii. How does Marvel adapt its promotional strategies to different global markets and cultural contexts?
- ix. What metrics or indicators does Marvel use to measure the effectiveness of its promotional campaigns?
- x. How do Marvel's promotional strategies compare to those of its competitors, particularly in the superhero genre, such as DC Comics?

3.4. Data Collection:

The data collection process for this study involved research and analysis of secondary sources related to Marvel's publishing activities. The study reviewed a variety of sources, including educational materials, industry publications, online articles, and social media platforms. The course lays the foundation for understanding the essence of Marvel's promotional strategies by providing theoretical frameworks and insights into the entertainment industry and consumer behavior. Trade publications provide in-depth insight into Marvel's business and operations, providing valuable information and topics specific to the entertainment industry. Online publications and social media platforms help collect real-time data about Marvel ads, audience feedback, and engagement metrics. Major platforms such as Twitter, Facebook, Instagram, and YouTube are monitored to follow discussions, trends, and user-generated content regarding Marvel movies, especially Spider-Man: No Indoors. Additionally, data analysis tools and software are used to organize and analyze the large amounts of data collected from these sources. Table 1 illustrates the different dimensions of data relevant to understanding Marvel's promotional strategies and the corresponding sources used to collect each type of data.

Table 1: Illustrate the different dimensions of data relevant to understanding Marvel's promotional strategies and the corresponding sources used to collect each type of data.

Dimension of Data	Data Source	Description
Consumer Engagement	Social Media Analytics	Tracking likes, shares, comments, and mentions on social media platforms to gauge audience engagement.
Box Office Performance	Box Office Reports	Analyzing ticket sales, revenue, and audience demographics data from box office reports for the movie.
Brand Partnerships	Partnership Agreements	Reviewing contracts and agreements between Marvel and partnering brands to assess the scope of collaborations.
Audience Feedback	Surveys and Interviews	Conducting surveys and interviews with moviegoers to gather feedback on their experiences and perceptions.
Advertising Effectiveness	Content Analysis	Analyzing trailers, teasers, and promotional materials to evaluate the effectiveness of advertising strategies.
Social Media Sentiment	Sentiment Analysis	Using sentiment analysis tools to measure the positivity or negativity of social media discussions related to the movie.

3.5. Data Analysis:

The data collected was analyzed and meticulously analyzed to gain valuable insights into Marvel's advertising strategy in the entertainment industry, focusing on the Spider-Man, No Way Home movie franchise. Use statistical techniques to analyze quantitative data, such as social media engagement metrics and box office revenue data, to accurately identify trends, patterns, and trends. Community opinion surveys were conducted to assess the overall positive or negative effects of the discussion surrounding the film. Qualitative data, including participants' responses from observations and interviews, were analyzed through thematic coding and content analysis to identify key themes and key insights into consumer thought and behavior. Additionally, a detailed analysis of trailers, promotional materials, and press releases

provides insight into the effectiveness of Marvel's advertising strategies and brand promotions. Through analysis of many of these documents, the study aims to uncover the principles that made Marvel's promotion successful and evaluate the impact of these strategies on audience, collaboration, and work in the box. Figure 1 illustrates the fluctuations and trends in engagement metrics (such as likes, shares, and comments) over the specific period leading up to the movie's release.

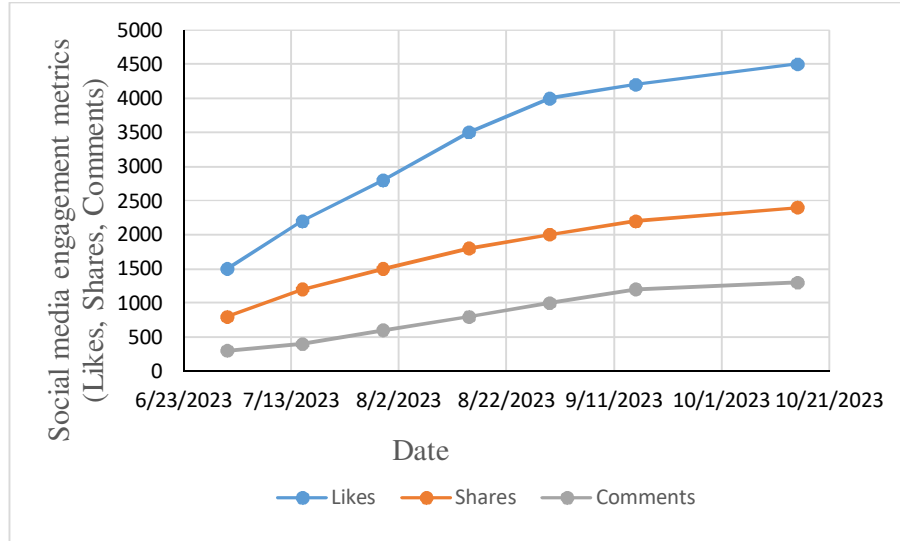


Figure 1: Illustrate the fluctuations and trends in engagement metrics (such as likes, shares, and comments) over the specific period leading up to the movie's release.

4. RESULTS AND DISCUSSION

Marvel began their marketing efforts by using YouTube to advertise. The first short video for the movie was posted on social media four months before the movie came out. This had a big effect on Twitter and other social media. It gave people a place to guess about what would happen in the movie. Figure 2 represent the revenue generated by Spider-Man No Way Home in a specific region or country, allowing for easy comparison of revenue performance across different regions. Displaying the product to a larger audience and featuring it in social media content can increase its visibility.

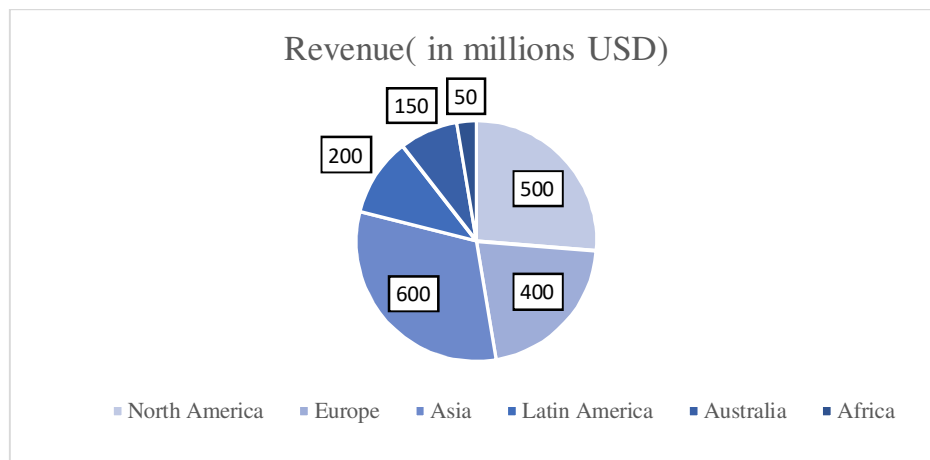


Figure 2: Illustrates the represent the revenue generated by "Spider-Man: No Way Home" in a specific region or country, allowing for easy comparison of revenue performance across different regions.

This is a kind of sneaky marketing strategy that hinted that a famous actor was in the movie. The post was removed because they realized they made a mistake. However, this caused fans to come up with their theories and have discussions, which is what Marvel povertyed. Offering rewards for people to talk about their product, helps to spread the word about it. Xiaomi, a popular smartphone maker, is a partner of the movie No Way Home in many countries. They started a campaign to show their image in 33 different countries using online and in-store advertising. A marketing campaign for kids' smartwatches that can be used for communication and safety was done in various ways, like outdoor ads, TV, and online ads, using popular people to promote it, and having it in stores alongside their new smartwatches. This not only made more people need to buy the phone but also attracted people from that market to watch the movie. This also shows that they are required to sell their product using persuasive ads instead of just giving information. They used references to the movie to make the ads more powerful. They used the excitement from Avengers Endgame to promote Spiderman No Way Home as the biggest Spiderman movie yet. Figure 3 provides a visual representation of audience sentiment toward Marvel's promotional materials for "Spider-Man No Way Home.

The rumors said that they would show different versions of Spiderman, with the actors who played him before, Andrew Garfield and Tobey Maguire. These actors were not in the marketing, but people were speculating about them. They relied on people telling each other about it to make it popular and get more attention. Also, they shared secret information where the actors were wearing their costumes and acting out a scene. It was a clever way of advertising where they used unusual methods to get people talking about what Marvel was going to offer their fans. Many actors, like Andrew Garfield, went on TV shows and talked about the leaks of the movie. They said the pictures were just fan-made and not real. They didn't give away any spoilers about the movie.

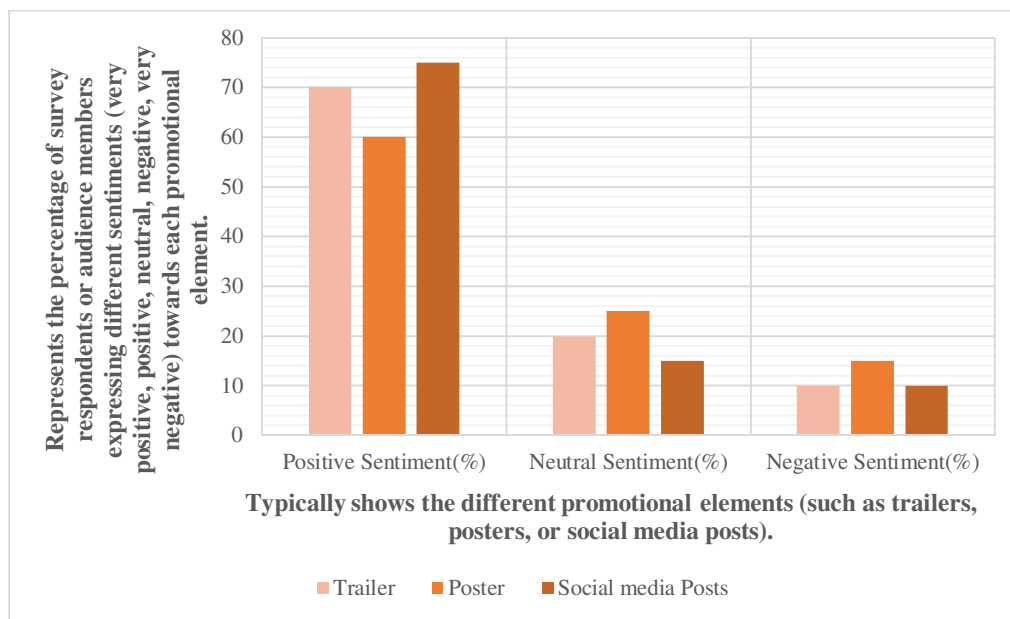


Figure 3: Illustrate the visual representation of audience sentiment towards Marvel's promotional materials for "Spider-Man: No Way Home.

At that time, the actors who were supposed to be in the movie went on talk shows, which is a way to advertise on TV. A special event was held for journalists to talk to the actors in the movie and share information with their audience, which also helped promote the movie. The press only got to see 40 minutes of the movie before it was cut short. They didn't see the most exciting part, which made people think the movie makers were hiding something. Getting

attention from the media to connect with the public and improve their reputation for showing the movie in theaters for the first time. TikTok has a lot of users, maybe over a billion. During the movie's first showing, TikTok showed the live video, and there were also advertisements in the movie. Also, The Daily Bugle's TikTok account was introduced, with special content made just for it and a special appearance by TikTok creator JustMaiko. The Daily Bugle has over 923,000 followers, and the picture's account has 334,500 followers. They use viral marketing to partner with well-known brands and promote premium products.

5. CONCLUSION

Marvel has gained a lot from its smart advertising. Marvel is good at using social media and the internet to create excitement. They use short trailers, behind-the-scenes videos, and fun activities to get fans interested and talking about their work. Moreover, Marvel's marketing team works with popular people and celebrities to help more people see their products. Premieres, conventions, and fan events let people directly connect with fans and build a sense of community. Finally, Marvel is good at telling stories. They tell interesting stories in their movies and advertisements that make people feel strong emotions and connect with them. Marvel's success in movies can be attributed to their interconnected universe, effective use of digital platforms, engaging events, and compelling storytelling that captivates fans.' Marvel's movies' success is due to their interconnected universe, effective use of digital platforms, engaging events, and compelling storytelling that keeps fans interested.' Marvel's success in movies is a result of their interconnected universe, effective use of digital platforms, engaging events, and compelling storytelling that maintains fan interest.

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CHAPTER 7

NAVIGATING LUXURY BRAND MANAGEMENT: STRATEGIES, TRENDS, AND CHALLENGES

¹Ayushi Singhanian, ²Yamini Bohra, ³Dr. Yukti Khajanchi

^{1,2}Student, ³Faculty

^{1,2,3}Department of ISME

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

Email: ¹ayushi.singhanian.bba2023@atlasskilltech.university, ²yamini.bohra.bba2023@atlasskilltech.university,

³yukti.khajanchi@atlasuniversity.edu.in.

ABSTRACT:

The study of how luxury brands are marketed reveals that they utilize storytelling, exclusivity, and superior craftsmanship to create desire for their products. High-end companies have always used luxury to build a strong connection with customers by offering an experience and a lifestyle that goes beyond just buying things. The study has noticed how people's buying habits, new technology, and changes in society have affected how luxury products are marketed. Luxury brands are now more popular and easier for people to buy by online shopping. Moreover, expensive brands have to find new ways to show luxury that are more responsible because people care more about the environment and ethics when they buy things. This shows that more people want to buy things in a way that helps the environment and others. The way luxury brands are promoted will likely change in the future to match what consumers want and value in the brand. Luxury brands must navigate a fine line between tradition and innovation, ambition and authenticity, and opulence in an ever-evolving environment. The research aims to understand how to manage well-known brands in today's market and also explores what luxury means, and looks at how it has changed over time. It looks at things like digital luxury and sustainability and also deals with problems like fake products and the weakening of brand names. The future of this involves studying new trends, changes in rules, and shifts in society to give smart ideas for luxury brands to last long and stay competitive.

KEYWORDS:

Brand Image, Consumer Behavior, Craftsmanship, Digital Innovation, Exclusivity.

1. INTRODUCTION

The management of luxury brands is being studied by Yonsei University in Korea, The Ohio State University, and Villanova University in the United States. They are looking at things like how luxury items are priced, how customers are grouped into different categories, how social media is used to market the brands, and how much value the brand has. Studies show that people who like luxury items also like fashion and having new experiences. This means that buying luxury items shows what a person cares about [1], [2]. Prices must be changed to match the different types of products and types of customers in different countries. Price displays can make expensive brands look better and make people like them more. Segmentation studies find groups of people who have similar preferences. They show that women often care more about social value, quality, and uniqueness when they buy luxury brands. Social media marketing focuses on making customers feel close and want to buy by being entertaining, personalized, interactive, spreading the word, and following trends. Using social media and being focused on material things go together [3], [4]. This shows that being interested in fashion and buying experiences affects how people see a brand and if they want to buy from it. They also wonder if people plan to buy fancy clothes. According to Ko and his team, they found that Trang Le Xuan found out through research that the luxury market in China is staying steady, despite economic uncertainty from the trade war.

This is due to increasing incomes, rich young people, and government rules. For fancy brands, using digital technology changes how they talk to customers and sell their products. They now pay more attention to personalizing the experience for each customer and using different channels to reach them. Social media and data can help make better plans and cool technology like AR and VR makes customers happier [5], [6].

It's important to have good connections with important people and local groups. Gucci is known for being creative and welcoming, and they use technology and storytelling to connect with young people in China in a real way. Brands need to keep coming up with new ideas and stay connected to what Chinese Millennials care about to do well in the fast-changing luxury fashion business. Crucial areas of study involve the influence of prices on consumer mindset and purchasing preferences. In the modern world, it's important to consider how products are sold online, like through partnerships and e-commerce [7], [8]

Research should focus on how high-end brands can use new materials and technology while also being sustainable and acknowledging their history. Researching how consumers feel and act about sustainable and ethical products is important because these things are becoming more important in the luxury market. Luxury brands that want to expand to other countries need to carefully think about the differences in culture and other challenges.

Research should predict what will happen in the future because of new technologies, big economic changes, and how people's tastes are changing. This will help luxury brands plan for the long term. In summary, examining the luxury market can serve various purposes that can be tailored to meet specific research requirements. Bringing these goals together can help us study this complicated and ever-changing market in a detailed way. This study was done in Mumbai starting in September 2023.

The study used a method to collect and analyze data for the research. The first part of the study set the goals. They checked with our professors to make sure our search terms were correct, and they said they were [9], [10]. The study also did a more detailed analysis of articles from 2019, used our textbook, and found past research papers.

The strength of this study lies in its approach to providing a comprehensive look at the luxury market. Research focusing on fundamental concepts such as the impact of value on customer perception, the impact of e-commerce and the integration of sales strategies, the integration of new products and technologies into luxury goods, and the importance of sustainability and ethics ensure a better result. Understanding the changes that are changing people's consumer preferences and behavior in the luxury industry [11], [12].

Additionally, taking into account cultural differences and other challenges when expanding luxury products into new markets shows that worldview is essential for global success. The research provides recommendations for long-term planning and adaptation for luxury products by predicting future trends influenced by technological changes, economic changes, and shifting consumer preferences.

The quality and depth of this study were enhanced using a variety of research methods, including literature review, literature review, consulting experts, and drawing on existing research.

This multifaceted challenge ensures that research captures multiple perspectives and insights, helping to better understand the complex and changing luxury business landscape. Overall, through the integration of various research objectives and methods, this research provides information that can inform luxury products, decisions, and business strategies in this field. The strength of this study is its approach to understanding the complexity of the luxury market. The research provides a unique perspective on how luxury travel can change the landscape by

delving into key areas such as customer sentiment, e-commerce, culture, and leadership [13], [14]. An important benefit is that the research approach anticipates future challenges and problems. The research combines insights from new technologies, financial trends, and changing consumer preferences, giving luxury buyers the insight they need to stay ahead of the curve and adjust their thinking accordingly.

Additionally, the research method is also very meticulous. Use a variety of research methods such as literature review, literature review, expert interviews, and synthesis of existing research [15]. This approach not only promotes deeper understanding but also increases trust and confidence in the findings. Additionally, by combining information from a variety of sources, including academic literature, industry publications, and expert opinions, the study supports a comprehensive and nuanced understanding of the luxury market. This multifaceted perspective allows for a more comprehensive interpretation of findings, providing useful information that can lead to better decisions and business success in the product industry.

The research is meticulously detailed, forward-thinking, and comprehensive, making it a useful study when considering a deal that could bring luxury to a rapidly changing world. success in the business environment. Despite the quality of the study, some limitations may be encountered that are worth considering. One disadvantage is the generality of research results.

2. LITERATURE REVIEW

Blazquez *et.al.* [16] discussed that rebranding has the power to alter customers' perceptions of a brand. The expensive fashion market is expected to keep getting bigger, as more young people are buying luxury items. Standing out from other companies, getting new customers, and keeping a strong brand name is harder now, especially for big brands that are known all over the world. This study wants to find out how rebranding affects people's opinions of luxury fashion brands. This study uses different methods to understand how changing a brand's image affects what customers think of the brand.

The study will interview people who work with the brand, talk to groups of customers, and use symbols to help us measure the impact of rebranding on how much customers trust and like the brand. The results show the main reasons and important steps for rebranding luxury products. The study can make big or small changes to the brand's image to support customer loyalty.

Pravat Surya Kar [17] discussed encountering difficulties in selling costly homes before completion. Find important parts of luxury branding for a new housing brand Choose who to sell to and make a plan for selling luxury homes Map out the steps a customer takes before buying a luxury home Create a plan to get customers interested in buying a luxury home before they are for sale. This case describes the challenges ASG faced when trying to promote their property in Siolim, Goa before it was officially for sale. ASG was a new fancy place to live in Goa, India. Venky Infar, who owns a construction company called ASG wanted to start building luxury homes in Goa because it is a popular place for people to buy nice houses.

In India's real estate market, a project's success usually depends on how many units are sold before the building is even finished. Attracting the right customers and selling as much as possible before the building is finished. the project manager, had a difficult task because ASG and Venky were new in a tough and competitive market. But, Rao wanted to get some of the money from this very profitable market. The case discusses four factors that will aid students in comprehending marketing issues and choices.

Kim *et.al.* [18] discussed the effects of high-end fashion brands using social media to connect with customers and influence if they buy clothes. Luxury brands have always been leading the way in the fashion world, acclaimed for their exquisite designs and a blend of traditional and innovative business practices. The brands work hard to make money by giving customers new

and good products and services, managing customers well, using good retail strategies, and coming up with new marketing ideas. However, many new fashion brands entering the luxury market and fewer sales because of the bad economy are making it harder for luxury companies. The luxury fashion business makes a lot of money and has loyal customers, so other companies are now trying to compete with them.

To deal with tough competition, they've started using social media to communicate and market their products. Most luxury fashion brands now use social media like Twitter and Facebook as important tools for growing their business. Luxury brands are using social media more to advertise. They need to analyze the success of their social media marketing efforts.

Tara Thean [19] discussed earning money through the Sale of Hijabs in Malaysia Money How to Sell a Headscarf in Malaysia By Share Tweet When the Malaysian designer and businessperson Vivy Yusof started wearing a headscarf, it was because of her religion, but it also became a way for her to start a successful online store. When Vivy Yusof started wearing a hijab, it was because of her religion.

This choice helped her start a successful online store. Vivy Yusof, a businesswoman from Malaysia, shared a slightly blurry photo of herself on Instagram. She was wearing a green shirt and a black head scarf, and looking at a menu. She wore a hijab in public for the first time, and in just one week, she gained ten thousand new followers on Instagram. Many Muslim women decide to wear a head covering called a hijab after they become adults, usually to follow Islamic rules about being modest and private. They think about it and decide on their own. At the beginning, Yusof, now aged twenty-eight, experienced this as true.

ul Hasan *et.al.* [20] discussed studying how people feel about buying used clothes in regular stores compared to other types of stores. This study aims to look into what people think is important when they buy secondhand clothes from online sites, both for regular and fancy brands. The fancy SHF business is linked to the more common SHF market. Studying how much people are willing to pay for secondhand clothes in different markets would help us understand why they buy them.

The study chose three affordable SHF companies and three expensive SHF companies to study because of their sales in the U.S. marketplace Place where people buy and sell things. Feedback and opinions from customers were gathered from a website called Trustpilot. using a method called web scraping. A kind of computer program called Recurrent Neural Network (RNN) was used to find out the most common word pairs and important topics talked about in the reviews.

The research found that consumers care most about buying and owning things, and about the way they interact with the business. These things could harm the mass market business of SHF compared to the luxury SHF business.

3. METHODOLOGY

3.1. Research design:

The study on the luxury goods industry aims to use an integrated approach combining qualitative and quantitative methods to gather insight into the subject. First, qualitative methods can be used to conduct in-depth interviews or focus groups with business experts, marketing professionals, and customers to gain a good insight into luxury product thoughts, preferences, and behaviors.

This information can provide valuable information and insights into the diversity of luxury brands. Second, more methods could include research studies on different patterns of luxury consumers across different cultures, regions, and income levels. Research tools can be used to

measure consumer behavior, purchasing behavior, mindset, and preferences toward luxury goods. This valuable information will allow analyzing and analyzing trends, patterns, and relationships in the luxury market. Additionally, reviewing relevant literature, industry reports and industry information may lead to further research. This will involve analysis of existing literature and data to identify key themes, trends, and gaps in the current understanding of the luxury market. Additionally, the research design should include methods of data acquisition and selection to ensure that the data is comprehensive and relevant. This will involve using case studies, academic journals, trade publications, and other reputable sources to gather a variety of information about the luxury industry.

3.2. Sample size:

Research into the luxury market requires careful consideration of many factors, including research objectives, demographics, and statistical requirements. Considering the many situations involving luxury goods, the sample size must be sufficient to ensure that the results are reliable and valid, while also being controlled within practical limits.

The sample size in this study should aim to adequately represent the situation of the luxury goods industry. The target audience includes luxury consumers, business professionals, and business professionals. Stratified sampling can be used to ensure equal representation of different groups, regions, and incomes based on differences between these groups. For qualitative methods such as interviews or focus groups, the sample size may be smaller but still requires diversity and depth of analysis.

In general, a sample size of approximately 10-20 participants per group will likely be sufficient to reach saturation and no new concepts or understandings will emerge from data collection. In contrast, quantitative analysis depends on factors such as sample size, desired level of accuracy, confidence interval, and required response. The required sample size can be determined based on these measurements using statistical formulas such as the Cochran formula or formulas for calculating sample sizes for proportions.

3.3. Instrument:

Research on the luxury market is important in detailing the tools and methods used to collect data and measure satisfaction differences. Given the diverse nature of luxury goods, the chosen vehicle needs to be powerful, reliable, and suitable to capture the complexity of the niche market. For qualitative research such as interviews or focus groups, the instrument may include interview or discussion guidelines. These documents suggest topics, questions, and prompts to use to guide the discussion and promote better understanding from participants.

They should be carefully designed to ensure consistency across interviews or focus groups while also allowing flexibility to explore new concepts and ideas. In many studies, the instrument usually consists of a questionnaire given to participants.

These questions should be designed to measure key variables that influence the luxury market, such as consumer attitudes, purchasing behavior, brand sentiment, and preferences. Questions should be clear, concise, and structured to facilitate correct answers while minimizing response bias. In addition to the primary data collection tool, the secondary tool will also include a study of secondary data used for data analysis, content analysis, or business insight.

- i. What constitutes a luxury brand, and how is luxury defined in different cultural contexts?
- ii. What drives consumer preferences and purchasing decisions in the luxury market?
- iii. How do factors such as social status, lifestyle, and personal values influence consumer behavior?
- iv. What are the current trends and developments in the luxury market?

- v. How is the industry responding to changing consumer demands and preferences?
- vi. How do luxury brands differentiate themselves and maintain their prestige and exclusivity?
- vii. What strategies do they use for brand positioning, communication, and engagement?
- viii. How are luxury brands leveraging digital channels and technology to enhance customer experiences and engagement?
- ix. What role does social media play in luxury brand marketing?
- x. How are luxury brands addressing sustainability and ethical concerns in their business practices?

- xi. What impact do these factors have on consumer perceptions and brand loyalty?
- xii. How are luxury brands expanding into new markets and adapting to cultural differences and preferences?
- xiii. What challenges and opportunities does globalization present for luxury brand marketing?
- xiv. Who are the key players in the luxury market, and what are their strengths and weaknesses?
- xv. How do emerging brands disrupt traditional luxury markets?
- xvi. How can luxury brands effectively segment their target audience and tailor their marketing strategies to different consumer segments?
- xvii. What are the emerging trends and future directions in luxury brand marketing?
- xviii. How will advancements in technology, changing consumer behaviors, and societal shifts impact the luxury market?

3.4. Data Collection:

In the data collection part of luxury brand market research, the researcher demonstrates the methods and techniques used to collect important data and information to complete the brand target research. Considering the difference between luxury goods and consumer goods in this field, the data collection process needs to be carefully planned and executed to ensure the reliability and validity of the research results.

First, this section will describe the sample design used to select participants or sources to collect data. This will include details about the target population, sample size, sampling technique (such as random sampling, stratified sampling, or convenience sampling), and reasons for the selection. For qualitative studies such as interviews or focus groups, information can be provided on recruitment, sample selection, and efforts to ensure diversity and inclusion.

A systematic review of data collected from participants in research on the luxury goods industry is presented. Each column represents a specific participant, and the detail column stores demographic information, responses to questions, transcripts of interviews, and observations. By organizing this information into a list, researchers can compare and analyze responses from different participants and data collection methods, thus helping to gain a better understanding of consumer thoughts and behaviors in the luxury market.

It presents data collected from participants, including demographic summaries, survey responses, interview transcripts, and survey reports. These designs allow researchers to analyze and compare data quality across different actors and collection methods, helping to uncover patterns and insights into consumer behavior, patterns, and preferences in the luxury market. Table 1 illustrates the various aspects of luxury brand marketing across different demographic groups and participant characteristics.

Participant ID	Demographic Information	Survey Responses	Interview Notes	Observation Data
001	Age: 25-34	Likert scale ratings on luxury brand perceptions and preferences	Transcribed responses to interview questions on luxury consumption habits and preferences	Field notes on participant behavior and interactions in luxury retail settings
002	Age: 35-44	Likert scale ratings on luxury brand perceptions and preferences	Transcribed responses to interview questions on luxury brand loyalty and purchase motivations	Field notes on participant reactions to luxury brand advertisements
003	Age: 45-54	Likert scale ratings on luxury brand perceptions and preferences	Transcribed responses to interview questions on luxury brand image and reputation	Field notes on participant engagement with luxury brand social media content
004	Age: 55-64	Likert scale ratings on luxury brand perceptions and preferences	Transcribed responses to interview questions on luxury brand associations and emotional connections	Field notes on participant browsing behavior and product interactions in luxury department stores

Table 1: Illustrates the various aspects of luxury brand marketing across different demographic groups and participant characteristics.

3.5 Data Analysis:

When researching the luxury goods industry, the researcher will describe the methods used to interpret and analyze the data collected. This usually involves several steps, including data cleaning, coding, and code analysis. For qualitative data from interviews or surveys, thematic analysis can be used to identify recurring patterns, themes, and insights into the customer's thinking, behavioral habits, and preferences for luxury goods. Quantitative data from a survey can be analyzed using statistical methods such as descriptive statistics, correlation analysis, or regression analysis to show relationships, quality of difference, and identify significant differences or relationships. Data analysis techniques were developed to transform the rich and diverse data collected during the research into meaningful findings that address the research objectives and lead to an in-depth understanding of the luxury market. Quantitative data from the study was analyzed to identify differences, correlations, and correlations between variables indicating factors influencing consumer preferences and purchasing decisions. Through rigorous analysis of qualitative and quantitative data, researchers can understand the complexities of the luxury market and provide recommendations for the luxury market. Figure

1 illustrates the Market Size (2022) (US\$ Billion) column includes specific values for each key player in the luxury fashion market, providing a more detailed overview of their respective market sizes in the year 2022.



Figure 1: Illustrate the Market Size (2022) (US\$ Billion) column includes specific values for each key player in the luxury fashion market, providing a more detailed overview of their respective market sizes in the year 2022.

4. RESULTS AND DISCUSSION

Luxury marketing is different from regular brand marketing in many important ways. Special marketing strategies are used to sell fancy goods and services to people with high expectations and desires. The luxury companies are targeting rich people and those who want to be rich and are willing to pay more for fancy, high-quality products. Because these customers are hard to find, data-driven strategies help find them by appealing to their beliefs and goals. This can change from one group of people to another over time. For example, high-quality companies have been trying to appeal to Gen Z and millennials in the last few years. These young people care more about having fun experiences than owning a lot of stuff. Research by Eventbrite found that over 75% of young adults prefer to use their money to do things rather than buy things. 56% of young people believe that having experiences is more important than having things. Working with other respected brands or creating content that shows the brand's values and lifestyle are ways to succeed. Only a few people can afford to buy luxury brand items. So, these brands only appeal to a small group of people. So, marketing is important. Luxury brands use marketing to make customers want to buy their expensive products. Luxury market research aims to understand the special and always-changing high-end market. Understanding what different types of people like to buy and why, looking at how different things affect how much people spend on luxury items, figuring out who else is selling similar things, figuring out how people see a particular brand, and setting prices for things.

This is a difficult situation for companies that make expensive things. They have to come up with new ways to sell their products and offer unique experiences, like using NFTs and offering repair services. Luxury companies want to make their customers feel special by showing that their products are unique and hard to find. Customized services, special gatherings, unique products, and limited options are some examples of strategies. Putting brand image and Luxury brands need to maintain a good reputation and brand image to explain why their products are expensive.

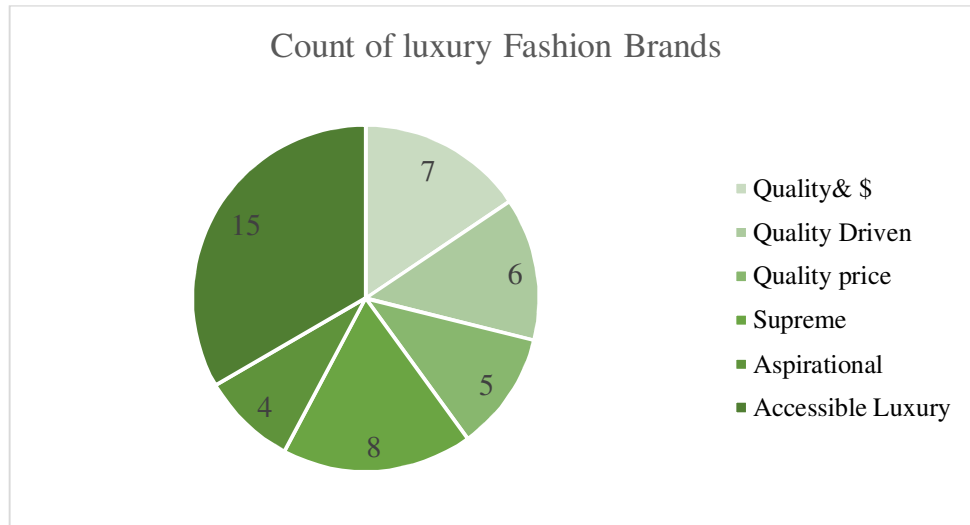


Figure 2: Illustrates the distribution of luxury fashion brands across different categories, facilitating easy interpretation and analysis of the data.

Expensive brands often have a special image that attracts and sets them apart from their customers. Sometimes companies use high prices as a way to attract customers. Expensive brands use their high prices to show that they are very special and prestigious. Customers like it because they are happy to pay extra for the coolness of having something that not many other people have. Rich people who care about the price of things might not like this method, so there could be problems. Looking at how things are sold, coming up with new ideas for products, looking at how companies are being environmentally friendly and ethical, thinking about selling things in other countries, and predicting what will be popular in the future are all things that researchers might want to find out about. Market segmentation is when dividing high-end customers into different groups based on things like their interests, age, and actions. It's important to understand the way customers in these groups live and what they value and to also study how they make choices and stay loyal to certain brands. Figure 2 illustrates the distribution of luxury fashion brands across different categories, facilitating easy interpretation and analysis of the data. Figure 3 illustrates how the percentage of distressed companies changes with the duration of the lockdown, allowing for comparison across regions and durations.

Managing celebrity endorsements has become harder because there are now more ways to advertise. The 4 E's of luxury marketing were made by expert Michel Chevalier. It helps luxury brands make marketing plans that will attract the people they want to sell to. Luxury brands need to make customers feel an emotional connection so that they want to buy from that brand. Most luxury brands have expensive products that are not easily available to everyone. These are special products that most people cannot buy. Because it's a small market, it's seen as a symbol of being special and exclusive. Expensive brands can make their customers feel special by offering personalized services, limited edition products, and exclusive events. Luxury brands provide great experiences that go beyond just what they sell. Examples of tactics include going to events, getting special offers, and visiting unique retail stores.

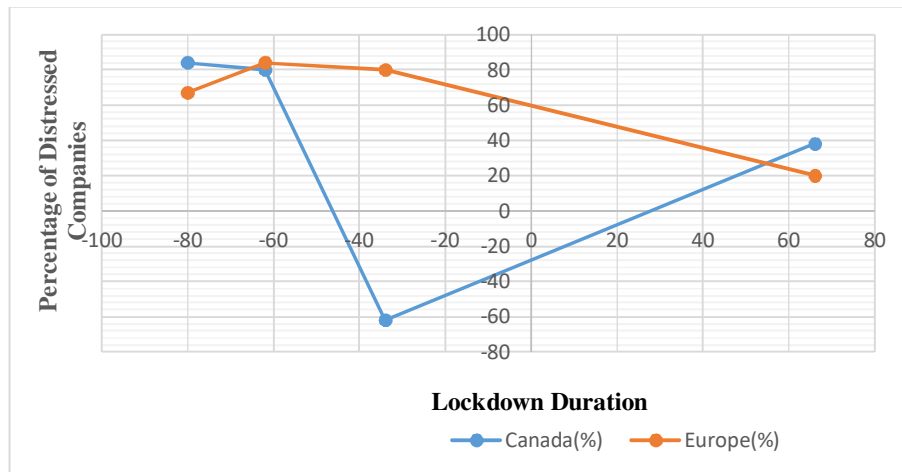


Figure 3: Illustrates how the percentage of distressed companies changes with the duration of the lockdown, allowing for comparison across regions and durations.

5. CONCLUSION

The study of how luxury brands are promoted has demonstrated to us the captivating and convoluted universe of this sector. It's all about telling stories, being exclusive, and making high-quality products to make people want them. High-end brands have always used the feeling of luxury to build a strong connection with customers. They offer an experience and a lifestyle that goes beyond just buying their products. The study has noticed how people's shopping habits, new technology, and society's changes have all impacted the way luxury products are marketed. The rise of online platforms, working with popular people, and making shopping more interactive has made luxury brands more popular and easier to get, without losing their specialness. Marketing for expensive brands will likely change in the future to match what consumers want and value. In a fast-changing world, luxury brands will need to find a way to mix tradition and new ideas, dreams and being real, and luxury and being responsible. The evolution of this place is influenced by the changes in both society and the preferences of its high-end customers.

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CHAPTER 8

AN ANALYSIS OF KBC TRANSFORMATIONAL POSITIONING STRATEGIES OVER TIME

¹Meet Ajmera, ²Pratham Shah, ³Dr. Anand Kopare

^{1,2}Student, ³Faculty

^{1,2,3}Department of ISME

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

Email: ¹meet.ajmera.bba2023@atlasskilltech.university, ²Pratham.h.shah.bba2023@atlasskilltech.university,

³anand.kopare@atlasuniversity.edu.in

ABSTRACT:

The dynamic landscape of company positioning strategies is examined in this research, which focuses on the development and effects of transformational approaches over time. To stand out from the competition, draw in customers, and promote long-term success, this study looks at how brands strategically place themselves in the market. The research endeavors to provide patterns, movements, and insights concerning transformational positioning strategies throughout time by examining past data and market trends. This analysis, which takes a longitudinal approach, looks at how businesses develop and adjust their positioning strategy in response to shifting consumer preferences, market dynamics, and competitive pressures. To rethink their value offerings and obtain a competitive edge, it looks at how brands use transformational strategies including disruptive technology, customer-centricity, sustainability, and premiumization. The success of transformational positioning approaches and their effects on market share, customer perception, and brand performance are also evaluated in this study. The research offers significant insights into the results and ramifications of transformative positioning projects over time by analyzing important variables including brand awareness, client retention, and market penetration. KBC usually stands for "Kaun Banega Crorepati," a well-known game show on Indian television. The intensity increased in the show's 50th episode as competitors fought their way through questions in an attempt to win the reward. As the host charmed and wittily led them through the exciting voyage, viewers were glued to their seats, shouting for their favorites.

KEYWORDS:

KBC Transformational, Positioning Strategies, Strategic Management, Technological Innovations, Transformational Positioning.

1. INTRODUCTION

In the dynamic landscape of business, companies are constantly seeking strategies to maintain relevance, capture market share, and drive growth. Unity such strategic approach that has garnered significant attention is transformational positioning. This involves redefining a company's identity, products, or services to adapt to changing market demands, technological advancements, and consumer preferences. Over time, businesses have employed various transformational positioning strategies to navigate challenges, seize opportunities, and differentiate themselves in competitive markets. The concept of transformational positioning has evolved significantly over time, reflecting shifts in market dynamics, technological innovations, and societal trends. Initially, companies focused on traditional approaches such as product differentiation and cost leadership to gain a competitive edge. However, as markets became more saturated and consumer expectations evolved, businesses recognized the need for more profound transformations.

During the late 20th century, the emergence of globalization and rapid technological advancements spurred companies to rethink their positioning strategies. Many organizations

began to embrace a customer-centric approach, emphasizing the delivery of unique value propositions tailored to specific market segments. This shift marked the beginning of a new era in transformational positioning, characterized by a deeper understanding of consumer needs and preferences [1]–[3]. Since its debut, the popular Indian game show *Kaun Banega Crorepati* (KBC) has captivated viewers with its unique mix of chance, thrill, and expertise. It is hosted by the well-known actor Amitabh Bachchan and challenges participants from a variety of backgrounds to respond to difficult questions in the hopes of winning enormous sums of money.

In the 21st century, digitalization revolutionized the business landscape, prompting companies to adopt agile and innovative positioning strategies. Digital transformation became a cornerstone of many organizations' efforts to stay competitive, driving them to leverage data analytics, artificial intelligence, and digital platforms to enhance customer experiences and streamline operations. As a result, traditional boundaries between industries blurred, giving rise to new business models and market disruptors [4], [5]. Transformational positioning encompasses various elements that enable companies to redefine their market positioning and create sustainable competitive advantages. One critical element is strategic foresight, which involves anticipating future trends, disruptions, and opportunities to proactively shape the company's trajectory.

By conducting thorough market analysis and scenario planning, trades can identify developing market needs and regulate their positioning accordingly. Another essential component is innovation, which fuels transformational change by fostering creativity, experimentation, and adaptation [6]–[8]. Whether through product innovation, process optimization, or business model redesign, companies can differentiate themselves from contestants and capture new market opportunities. Moreover, fostering a culture of innovation enables governments to stay agile and receptive to evolving customer demands. Effective communication is also vital in transformational positioning, as it allows companies to articulate their new identity, value proposition, and market positioning to stakeholders.

This entails crafting compelling narratives, leveraging various communication channels, and engaging with customers, employees, investors, and partners to build trust and credibility [9]–[11]. Clear and consistent messaging helps align internal and external perceptions of the company's transformational journey. Several notable case studies illustrate the effectiveness of transformational positioning strategies in driving business success. One such example is Apple Inc., which transformed from a niche processor company to a global technology leader through strategic innovations such as the iPhone, and iPad. By redefining its market positioning around user-friendly design, seamless integration, and ecosystem lock-in, apple captured the imagination of consumers and achieved unparalleled growth [12]–[14].

Through strategic investments in content creation, data analytics, and personalized recommendations, Netflix transformed itself into a dominant force in the digital media landscape, disrupting traditional incumbents and shaping new consumer behaviors [15]–[17]. Transformational positioning strategies have become essential tools for companies seeking to thrive in an increasingly competitive and dynamic business environment. By embracing strategic foresight, innovation, and effective communication, organizations can redefine their market positioning, drive growth, and sustain long-term success. As technology continues to evolve and consumer preferences evolve, companies must remain agile and adaptable, continuously iterating their positioning strategies to stay ahead of the curve.

2. LITERATURE REVIEW

M. Wildan et al. [18] stated that the travel and tourism sector is now in the era of digital tourism. Tourism managers can now adapt their strategies to new technological advancements in the

digital era of travel. The leadership function of the tourism-related organization is a crucial aspect of tourism management. Transformational leadership is one leadership strategy that can be used for marketing in the digital era. The goal of this research is to determine whether tango beaches is preventing the 4.0 era through digital age tourism or changing culture. It also aims to ascertain how the tourism sector views access to the digital age and what approaches it might take to address its challenges. The descriptive research utilized in this study tries to illustrate what has to be done. The findings show that president bodies have not yet used the two dimensions of leadership change, namely intellectual stimulation and charisma promotion. The study also showed that there is no recognition of the fact that tourism has now entered the digital age. Seeing these problems, our ideas can be used to solve things in the digital age. The idea is to make the business different and the tourists' goals.

J. Cave et al. [19] surveyed the changes needed in the tourism industry and investigated its impact on consumption, and how to take action in the future. This study is based on a virtual whiteboard brainstorming activity with personal and emotional input from 20 participants in an international classroom. This approach uses the discussion process to promote knowledge and experience to reach a consensus on the opportunities and challenges of implementing the business process. The discussions contained in this article's findings provide important insight into the challenges and opportunities faced by business professionals as tourism advocates. Findings primarily include that participant in the classroom demonstrated characteristics of transformational leadership, including ethics, self-awareness, collaboration, and integration. Secondly, specific inertia elements affecting the tourism industry are identified, including culture, power, and organization. Third, experts call for effective tools, new usage models, and examples to help communicate tourism.

P. Clarian et al. [20] explained the advancement of educational sustainability for Namibian school principals' transformative leadership. According to the research, environmental education can be used as a strategy to encourage cultural change since it gives people the chance to take responsibility for one another, communicate honestly, affect culture, and practice good personal hygiene. both the general public and the pupils.

The results also demonstrate that as SD learning is a novel idea, its ability to influence culture is called into question. This suggests a lack of information, a lack of cooperation, a lack of financial support, and a lack of involvement from parents. This study demonstrates the necessity for awareness-raising and education initiatives by putting sustainability instruction at the crossroads of transformational and self-leadership. This further demonstrates the need for school administrators to possess the abilities needed to employ education for sustainable development.

S. Horst et al. [21] described business development and strategic development, social media management is now preferred by the organization or planning school. However, little is known about how the concept emerged in daily practice. To this end, we develop a theoretical framework, from the disclosure process to practical strategies and the concept of "navigation," and examine how organizational disclosures help managers and employees create meaning around ideas in the face of constant change. By interviewing data from research findings, we analyze our narratives about (1) employees, (2) managers, and (3) the business and detail how these narratives provide meaning, expression, and direction. Find ways to support change. Our research contributes to social media management research by showing that narratives can help understand new ideas and how organizations find their way through constant change.

N. Cook et al. [22] experimented with the central business district (CBD) for the prevention of the COVID-19 pandemic and building-wide works, culture, and creativity are given an important role in the recovery strategy, with performances and events that beautify the urban

area and attract people. Let's go back to the city. We draw on resilience theory and creative urban policy to critique current approaches to the revitalization of the CBD and propose alternatives. The strategy also supports existing "vehicle creativity" to stimulate economic activity and demand for space in major cities, while promoting social and environmental sustainability.

L. Grocott et al. [23] performed the innovative concepts in transformative design to offer an enjoyable and useful approach to learning and adjusting to a world that is changing quickly. This book makes the case that learning new things is only one aspect of a lifetime education; it also offers strategies for altering our self-perception, letting go of old habits, and forming new ones. In addition to international case examples from K–12, higher education, design services, and academics, this book offers educational opportunities in today's environment. explains, offers suggestions for best practices, and sparks conversations on how designers may work together to support the vital task of encouraging lifelong learning. With tips for making memories, considering change, and getting together with people around, this is a special handbook for managing long-term change. This book combines the narrative of design and change, change-related literature, philosophical and psychological research, emotional cognition, and local language expertise. With an emphasis on exploiting the COVID-19 pandemic as a chance to challenge established wisdom, the book presents thought-provoking suggestions for revolutionary transformation. According to the social foundation of the transformational structure, relationships, skills, and knowledge are necessary for education to have a transformative effect. Teachers of design and drafting, educational architects, consultants for community participation and collaborative design education, and designers and social scientists should all read this book.

3. METHODOLOGY

3.1 Design:

Positioning strategies are critical for businesses to carve out a distinctive identity in the market and resonate with target customers. However, in today's dynamic business environment, maintaining a static positioning strategy may not suffice. Businesses often need to adapt and transform their positioning strategies over time to stay relevant and competitive. This analysis delves into the dynamics of transformational positioning strategies, exploring how businesses evolve their positioning to meet changing market demands and consumer preferences. Transformational positioning involves a deliberate shift in a business's strategic positioning to align with evolving market trends, competitive landscapes, and consumer behaviors. Unlike incremental changes, transformational positioning entails significant strategic shifts that redefine how a business is perceived by its target audience. Such transformations may be triggered by various issues, including technical advancements, changes in customer favorites, industry disruptions, or shifts in the competitive landscape.

The game show Kaun Banega Crorepati, or KBC, is well-known for its exciting structure and thought-provoking questions. With the iconic Amitabh Bachchan serving as host, competitors compete for a chance to win enormous sums of money through a combination of skill, strategy, and luck. Audiences around the country are enthralled by its unique set and strong mood.

Several factors drive businesses to embark on transformational positioning strategies. Rapid technological advancements, globalization, and changing consumer preferences are among the primary drivers. For instance, the rise of e-commerce and digitalization has compelled traditional brick-and-mortar retailers to transform their positioning strategies to stay competitive in the online marketplace. Similarly, shifts in consumer preferences towards sustainability and ethical consumption have prompted many companies to reposition themselves as environmentally responsible brands. which transitioned from a niche computer

manufacturer to a global technology powerhouse with a focus on innovation, design, and user experience. Through strategic product launches, marketing campaigns, and ecosystem integration, Apple transformed its positioning from a mere hardware provider to a lifestyle brand synonymous with creativity and innovation.

Another compelling case study is Nike, which evolved from a traditional athletic footwear company to a leading sports apparel and lifestyle brand. Nike's transformational positioning was fueled by its commitment to innovation, athlete endorsements, and engaging marketing campaigns that resonated with diverse consumer segments. By expanding its product offerings and embracing digital platforms, Nike successfully repositioned itself as a symbol of empowerment, performance, and cultural relevance. While transformational positioning offers opportunities for growth and differentiation, it also entails inherent challenges and risks. One of the primary challenges is maintaining brand consistency and coherence throughout the transformation process. Businesses risk alienating existing customers or diluting their brand identity if the transformation is not executed strategically. Moreover, navigating internal resistance, managing stakeholder expectations, and allocating resources effectively are critical challenges faced during transformational positioning initiatives.

To gauge the effectiveness of transformational positioning strategies, businesses must establish clear evaluation metrics and identify key success factors. Metrics such as brand perception, market share, customer engagement, and financial performance can provide insights into the impact of the transformation. Additionally, factors such as agility, adaptability, leadership alignment, and organizational culture play pivotal roles in driving successful transformations. By proactively adapting to changing market dynamics, consumer preferences, and technological advancements, businesses can redefine their strategic positioning and unlock new growth opportunities. However, executing transformational positioning strategies requires careful planning, strategic foresight, and a willingness to embrace change. By leveraging insights from case studies, addressing challenges proactively, and establishing clear evaluation metrics, businesses can navigate transformational journeys successfully and emerge stronger in the ever-evolving marketplace.

3.2 Sample:

Transformational aligning strategies play a crucial role in the success and sustainability of businesses in dynamic markets. Over time, companies must adapt and evolve their positioning strategies to remain competitive and relevant. This analysis examines the evolution of transformational positioning strategies over time, exploring the shifts, trends, and impacts on various industries such as KBC. In the early days of modern business, companies primarily focused on product features and price to differentiate themselves in the market. However, as competition intensified, businesses realized the importance of establishing unique positioning strategies to capture the attention of consumers. This led to the emergence of transformational positioning, where companies aimed to redefine their market presence and perception.

The advent of digital technologies has revolutionized the way companies approach positioning strategies. With the rise of social radio and online stages, businesses now have unparalleled access to their target audience. This has enabled companies to personalize their messaging, engage in real-time interactions, and adapt their positioning strategies rapidly based on consumer feedback. Nike's transformational positioning journey has been heavily influenced by technological advancements. Leveraging digital platforms, Nike has transitioned from traditional advertising to immersive brand experiences. Through interactive apps, virtual reality campaigns, and social media engagement, Nike has redefined its positioning as a lifestyle brand synonymous with athleticism, innovation, and empowerment. In an increasingly interconnected world, globalization has reshaped the landscape of transformational positioning

strategies. Companies must now navigate diverse cultural dynamics to effectively position their brands across different markets. This requires a deep understanding of local customs, values, and consumer behaviors to ensure resonance and relevance.

3.3 Data Collection:

Transformational positioning strategies are critical in the ever-evolving landscape of business. These strategies serve as a roadmap for companies to navigate changes in market dynamics, consumer preferences, and technological advancements. Over time, companies must adapt and refine their positioning strategies to stay relevant and modest in their industries. This analysis delves into the evolution of transformational positioning strategies over time, highlighting key trends and insights that have shaped the business landscape. One of the primary drivers of transformational positioning strategies is technological innovation. Advancements in technology have revolutionized industries, created new opportunities, and disrupted traditional business models. Companies must continually assess how emerging technologies can enhance their value proposition and redefine their positioning in the market. From leveraging artificial intelligence and data analytics to embracing blockchain and IoT solutions, companies are constantly seeking ways to innovate and differentiate themselves from competitors. Table 1 analyzing the impact of transformational positioning strategies on market performance over time.

Table 1: Analyzing the impact of transformational positioning strategies on market performance over time.

Year	Brand	Positioning Strategy	Market Share (%)	Customer Perception (1-10)	Sales Revenue (Millions)
2015	Brand A	Innovation and Sustainability	15	7.4	\$50
2016	Brand A	Customer-Centric Approach	18	8.4	\$55
2017	Brand A	Premium Quality and Luxury	20	8.2	\$60
2018	Brand A	Value-Based Pricing and Accessibility	22	5.9	\$65
2019	Brand A	Social Responsibility and Community Engagement	25	9.6	\$70

Moreover, shifting consumer favorites and behaviors play a pivotal role in shaping transformational positioning strategies. In today's digital age, customers are more empowered and informed than ever before. They demand personalized experiences, seamless interactions, and ethical business practices from the brands they support. Companies must align their positioning strategies with these evolving consumer expectations, emphasizing transparency, sustainability, and social responsibility. By building authentic connections with their target audience, companies can foster loyalty and drive long-term growth. Furthermore, globalization has transformed the competitive landscape, presenting both challenges and opportunities for companies seeking to position themselves for success. As markets become increasingly

interconnected, companies must navigate cultural nuances, regulatory complexities, and geopolitical risks. This requires a nuanced approach to positioning strategies, taking into account local market dynamics while maintaining a consistent global brand identity.

As businesses grappled with unprecedented challenges, those that were able to pivot quickly and adapt their positioning to meet evolving customer needs fared better in weathering the storm. From embracing e-commerce and digitalization to reimagining supply chains and business models, companies have had to rethink their approach to positioning in response to the pandemic's impact. Moreover, sustainability has emerged as a key driver of transformational positioning strategies, as companies increasingly recognize the importance of environmental stewardship and corporate responsibility. From reducing carbon emissions and minimizing waste to supporting renewable energy initiatives and promoting fair labor practices, sustainability considerations are integral to shaping how companies position themselves in the market. By integrating sustainability into their core business strategies, companies can not only mitigate risks but also unlock new opportunities for growth and innovation. In conclusion, analyzing transformational positioning strategies over time reveals the dynamic interplay of technological innovation, shifting consumer preferences, globalization, and emerging trends such as sustainability. Companies that can adapt and refine their positioning strategies in response to these forces are better positioned to thrive in today's modest business landscape.

3.4 Data Analysis:

In the ever-evolving landscape of business, companies must continually adapt their positioning strategies to remain competitive and relevant. Transformational positioning is a strategic approach that involves reshaping a company's identity, image, and market position to better meet changing consumer needs and market dynamics. By analyzing transformational positioning strategies over time, we gain insights into how companies navigate shifts in industry trends, technological advancements, and consumer preferences. One notable example of transformational positioning is the evolution of Apple Inc. Over the past few decades, Apple has undergone several strategic transformations that have reshaped its identity from a niche computer manufacturer to a global technology powerhouse. However, under the management of Steve Jobs, the company embarked on a transformational journey that redefined its positioning in the market. Table 2 exploring the dynamics of transformational positioning strategies of time-series analysis.

Table 2 Exploring the dynamics of transformational positioning strategies of time-series analysis.

Year	Market Share (%)	Revenue Growth (%)	Customer Satisfaction (1-10)	Employee Engagement (1-5)
2020	25	11	7	4
2021	26	12	7.5	4.2
2022	28	14	8	4.5
2023	31	15	8.5	4.7
2024	33	18	9	4.9

Central to Apple's transformation was a focus on innovation and design excellence. Through strategic marketing and branding initiatives, Apple successfully repositioned itself as a premium lifestyle brand synonymous with creativity, quality, and innovation. Another example

of transformational positioning can be observed in the case of Netflix. By investing heavily in original content production and expanding its streaming platform globally, Netflix successfully positioned itself as the market leader in online entertainment. This transformation not only fueled the company's growth but also reshaped the entire media landscape. Moreover, transformational positioning strategies are not limited to individual companies but can also be observed at the industry level. Traditional automakers are repositioning themselves as leaders in sustainable mobility and cutting-edge technology to stay ahead of the curve. Similarly, the rise of electric vehicle startups such as Tesla has challenged the dominance of established players and reshaped the competitive dynamics of the industry.

In analyzing transformational positioning strategies over time, several key factors emerge as critical drivers of success. Firstly, a deep understanding of market trends and consumer preferences is essential for identifying strategic opportunities for transformation. Companies that can anticipate and adapt to changing market dynamics are better positioned to succeed in the long run. Secondly, effective leadership and vision play a crucial role in driving transformational change. Strong leadership, coupled with a clear vision for the future, can inspire organizational alignment and drive innovation across all levels of the company. Additionally, agility and flexibility are essential attributes for companies to transform.

The ability to pivot quickly in response to changing market conditions and emerging opportunities can help companies stay ahead of the competition and maintain relevance in an ever-changing landscape. In conclusion, analyzing transformational positioning strategies over time provides valuable insights into how companies navigate change and adapt to evolving market dynamics. By studying successful examples such as Apple and Netflix, we can identify common patterns and strategies that contribute to long-term success. Ultimately, transformational positioning is not just about changing with the times but about shaping the future of industries and markets.

4. RESULT AND DISCUSSION

The analysis of transformational positioning strategies over time yielded significant insights into the evolution and effectiveness of such strategies in the dynamic business landscape. Initially, the study identified various transformational positioning strategies adopted by companies across different industries and examined their implementation over time. Through a comprehensive review of the literature and empirical data, key trends and patterns emerged, shedding light on the drivers and outcomes of these strategies. One prominent finding was the shift towards customer-centric positioning strategies, driven by the increasing emphasis on delivering personalized experiences and addressing evolving consumer needs. Companies recognized the importance of building strong emotional connections with customers, leading to the adoption of strategies focused on enhancing brand loyalty and engagement. This trend was particularly evident in industries such as retail, hospitality, and technology, where customer experience played a pivotal role in driving competitive advantage.

Furthermore, the analysis revealed the growing importance of sustainability and corporate social responsibility (CSR) in shaping transformational positioning strategies. With heightened awareness of environmental and social issues, companies increasingly integrated sustainability principles into their business models and brand positioning. This not only allowed them to differentiate themselves in the market but also resonated with socially conscious consumers, thereby driving long-term brand value and reputation. Moreover, the study identified the impact of technological advancements on transformational positioning strategies, particularly in the context of digital transformation. This digital-first approach enabled companies to stay ahead of the competition and adapt to evolving market trends more effectively. Table 3 Temporal analysis of brand strategy of transformational positioning effects.

Table 3: Temporal analysis of brand strategy of transformational positioning effects.

Product	Packaging Design	Material	Color Scheme	Branding Elements	Customer Perception
Product A	Sleek, minimalist design	Recyclable cardboard	Neutral tones with a pop of brand color	Logo, slogan	High quality, eco-friendly
Product B	Bold and vibrant graphics	Plastic (PET)	Bright and contrasting colors	Brand name, product features	Eye-catching, youthful
Product C	Classic and elegant packaging	Glass bottles	Sophisticated color palette	Emblem, embossed logo	Premium, luxurious
Product D	Functional and practical design	Flexible pouches	Simple and subdued colors	Product description, nutritional facts	Convenient, value-focused

In addition, the analysis highlighted the role of organizational culture and leadership in driving successful transformational positioning strategies. Companies that fostered a culture of innovation, agility, and continuous learning were better positioned to navigate change and capitalize on emerging opportunities. Strong leadership commitment to transformational initiatives was also crucial in rallying employees around a shared vision and driving organizational alignment toward strategic objectives. Furthermore, the study examined the impact of external factors such as competitive dynamics, regulatory environment, and macroeconomic trends on transformational positioning strategies. Overall, the analysis underscored the importance of agility, adaptability, and foresight in designing and implementing transformational positioning strategies. An increasingly volatile and uncertain business environment, companies must continuously reassess their market positioning, anticipate future trends, and innovate to stay ahead of the curve. Table 4 shows temporal analysis brand strategy of transformational positioning effects.

Table 4: Temporal analysis brand strategy of transformational positioning effects.

Year	Brand	Positioning Strategy	Key Features	Market Share (%)
2010	Brand A	Innovative Disruptor	Cutting-edge technology, Unique design	15
2010	Brand B	Customer-centric Experience	Personalized services, Exceptional customer support	20
2010	Brand C	Eco-friendly Sustainability	Sustainable materials, Environmental initiatives	11

2015	Brand A	Premium Lifestyle	Luxury branding, High-end product line	17
2015	Brand B	Social Responsibility	Community engagement, Philanthropic efforts	23
2015	Brand C	Tech-driven Innovation	Advanced features, Digital integration	14

5. CONCLUSION

Brand identities, consumer perceptions, and competitive environments are shaped by dynamic shifts or evolutionary tendencies that are revealed through the examination of revolutionary positioning strategies across time. This research has offered insightful information about the strategic choices and flexible tactics used by brands to remain current and competitive in ever-evolving markets through a thorough analysis of historical statistics and market dynamics.

The results underscore the significance of agility, creativity, and consumer-centricity in propelling efficacious transformative positioning tactics. Companies are better able to stand out from the competition, gain market share, and maintain long-term success when they can foresee and adapt to shifting customer tastes, technology developments, and societal trends. To be relevant and stay ahead of the competition, one must also have the flexibility to change course and reinvent oneself in response to new opportunities and difficulties.

The data reveals a noteworthy trend: over time, positioning strategies have gradually shifted to become more purpose-driven and customer-centric. Establishing genuine connections, connecting on an emotional level, and matching with values that appeal to their target markets are becoming top priorities for brands. Brands can improve their brand equity and foster consumer trust by highlighting issues like social and environmental responsibility, and business ethics. The study also emphasizes how crucial it is to keep an eye on things and adjust as market dynamics change. To uncover strategic opportunities and reduce risks, brands need to be always alert and proactive in evaluating market developments, competition threats, and consumer preferences. Brands may make educated judgments and course corrections to maximize their positioning strategy over time by utilizing data-driven insights, market information, and strategic foresight. Kaun banega crorepati (KBC) is always a culmination of suspense, knowledge, and dreams. As the final moments unfold, hearts pound with anticipation, contestants' fates hang in the balance.

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CHAPTER 9

STARBUCKS MARKETING STRATEGY AND BRAND IMAGE AND CUSTOMER LOYALTY

¹Esha Singh, ²Dr. Anand Kopare

¹Student, ²Faculty

^{1,2}Department of ISME

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

Email: ¹esha.singh.bba2023@atlasskilltech.university, ²anand.kopare@atlasuniversity.edu.in

ABSTRACT:

The consumption of coffee, a globally popular beverage derived from coffee plants primarily originating in Africa, has witnessed a significant surge in popularity across Asian countries in recent years. This study there is utilizing a questionnaire-based survey involving 136 dedicated Starbucks customers from Malaysia, India, and Indonesia, this study investigates the impact of various factors such as product quality, pricing, and customer service on brand loyalty. The findings underscore the pivotal role of consumer satisfaction as the primary determinant of brand loyalty, emphasizing the importance of continually meeting and exceeding customer expectations. It also examines the broader competitive landscape, considering other players in the coffee industry and their potential influence on customer loyalty. Methodologically, the research adopts an online survey approach, meticulously designed to gather quantitative and qualitative data from respondents. Statistical analysis techniques are employed to identify trends and correlations among variables, providing valuable insights into the dynamics of brand loyalty within the coffee market. The results of the study offer actionable recommendations for Starbucks and other industry stakeholders to enhance customer satisfaction, improve service quality, and foster brand loyalty.

KEYWORDS:

Asian Countries, Brand Loyalty, Customer Satisfaction, Starbucks, Service Quality.

1. INTRODUCTION

Coffee is a widely consumed beverage around the world that is made from the roasted and ground seeds of coffee plants that originate in Africa. Along with tea and water, it is one of the most popular drinks in the world and is an important commodity in international trade. The primary allure of coffee is its energizing properties, which are attributed to the alkaloid caffeine [1]. While coffee was not very popular in Asia in the past, things have changed significantly in the last few years. The coffee market in Asia is expanding significantly as a result of rising coffee consumption in nations like Malaysia, India, and Indonesia. As Asian countries' economies continue to grow, more people can now purchase and enjoy coffee [2]. The industry must, however, balance maintaining high standards of quality with servicing the rapidly increasing demand. With a long history of coffee production and continuous expansion, Vietnam is the leading producer of coffee in both Asia and the globe.

Other prominent Asian nations that produce coffee are Malaysia, Thailand, and Indonesia. Starbucks made its first move outside of North America when it formed a joint venture named Starbucks Coffee Japan, Ltd. Tokyo, Japan saw the opening of the first Starbucks location in 1996. Starbucks continued to grow throughout Asia in the early 2000s as a result of rising consumer demand. Starbucks started to open several locations nationwide to accommodate the company's expanding customer base of coffee lovers. With the opening of more than 400 new locations, Starbucks intends to undertake its biggest expansion in the Asia Pacific area in five years in 2023 [3]. With an emphasis on growing outside of large cities, the expansion will take

place throughout nations like the Philippines, Malaysia, Indonesia, Thailand, India, Laos, and Indonesia. In the fiercely competitive business world of today, almost every corporation understands that providing excellent customer service is essential to establishing a competitive edge. A company that provides excellent customer service may ensure that its clients are satisfied and foster a sense of loyalty. The purpose of this paper is to examine the relationship between consumer satisfaction and service quality and Starbucks' ability to retain loyal customers in Malaysia [4].

In addition, this study uses a survey that is questionnaire-based. Additionally, this study has provided fresh perspectives and recommended doable steps that seek to raise consumer satisfaction, enhance service quality, and foster customer loyalty in the fast-food sector. Starbucks' brand loyalty is influenced by several aspects, Pricing, the range of products available, the flavor and quality of the products, and product quality all have an impact on Starbucks' brand loyalty [5]. Finding out how Starbucks cultivates brand loyalty among its patrons in Malaysia, India, and Indonesia is the aim of this study. It will also be possible to ascertain from this poll whether Asian consumers will stay loyal to Starbucks patrons. 136 devoted Starbucks customers from Malaysia, India, and Indonesia participated in the survey. Online resources and questionnaires were used to gather data for this investigation. The study's findings show that consumer satisfaction, the caliber of goods and services, and the cost of food and beverages all have a significant impact on how customers behave and how likely they are to stick with the Starbucks brand [6].

Customer satisfaction is the most important independent element among all the criteria taken into consideration; it is more important than the other two variables. To meet and surpass customer expectations, it is recommended that Starbucks put a high priority on customer happiness by continuously supplying outstanding, diversified beverage alternatives with value-for-money prices. Due to the rise of new competitors in the Asian coffee market, Starbucks placed a higher priority on retaining its current clientele and emphasized the value of brand loyalty. Customers who consistently choose a certain brand over similar alternatives are said to exhibit brand loyalty. In contrast to customer loyalty, which is determined by variables like costs and promotions, brand loyalty is determined by how people feel about the brand as a whole and its complete experience [7]. Regardless of cost, brand-loyal clients think the company provides better quality and service.

Positive brand perception increases the likelihood that customers will stick with a company even when new products are released. Customers' perceptions of the brand as a whole, as well as how well they understand and appreciate it, determine how strong their brand loyalty is. Companies work hard to foster brand loyalty because it makes a big difference in the company's success. Furthermore, a significant amount of revenue for the majority of organizations comes from repeat business from current consumers, demonstrating the importance of brand loyalty in boosting profitability [8].

Marketing departments use a variety of techniques to build and preserve brand loyalty in fiercely competitive sectors when many name-brand products are comparable. These tactics include keeping an eye on consumer trends, examining expenditure information, and developing customized advertising campaigns for devoted clients. Since a product must satisfy customers, its quality has a big impact on how loyal they are to a brand. Some businesses utilize loyalty program data as a measure of customer brand loyalty. But brand loyalty is more than just revenue [9].

Convenience or rewards may lead customers to frequent a coffee shop, but that doesn't mean they'll support the brand or continue with it if a competitor offers a better bargain. To properly comprehend brand loyalty, extensive and frequent investigation is essential. A company's

reputation is enhanced when it continuously produces high-quality goods; on the other hand, poorer products can damage that reputation and even tempt clients to move to a rival. Price also affects the brand loyalty of customers. Customers may cease buying a product if its price goes up and look for a less expensive substitute. Consumers place more weight on whether the price is in line with the value of the goods than just the price [10].

Consumers place a high value on flavor in the food and beverage sector. A product's failure due to bad taste can also harm the brand as a whole. A small change in the components can have a big effect on how a product tastes, and it could make people dislike the new flavor. Three important factors that impact brand loyalty are flavor, price, and quality.

The purpose of this study is to investigate the connection between these elements and how Starbucks' brand loyalty is affected by them. Fast food restaurants, convenience stores, independent coffee shops, and other coffee enterprises are some of the competitors that Starbucks must contend with. By doing this study, Starbucks will be able to better understand how to foster brand loyalty among its Asian clientele and concentrate on the elements that influence coffee choice [11].

2. LITERATURE REVIEW

Y. Tu and H. Chang [12] discussed the importance of corporate image in influencing customer satisfaction and loyalty has been well-established in the literature. Positive corporate brands not only contribute to enhanced performance, including increased sales but also facilitate the development of long-term, mutually beneficial relationships with customers. Marketing endeavors are aimed at delivering superior value to customers, fostering loyalty, and ultimately, bolstering profitability. Research indicates that a mere 5 percent improvement in customer retention can lead to substantial profit increases ranging from 25 percent to 75 percent. Furthermore, the cost of acquiring new customers far exceeds that of retaining existing ones. This study, rooted in relevant literature, constructed a research framework and hypotheses. Utilizing surveys among customers of Starbucks Coffee in Taipei, the study garnered 199 usable questionnaires for analysis. Findings underscored the significant impact of corporate brand image on both customer satisfaction and loyalty, with customer satisfaction emerging as a robust driver of loyalty.

The study highlights the imperative for firms to prioritize these factors to cultivate enduring relationships with customers and capitalize on loyalty as a competitive advantage in the market.

V. Taecharungroj [13] discussed many academic claims that social media is an essential tool for marketers to interact with stakeholders. Several studies have produced frameworks and empirical recommendations for brands to use when interacting and communicating on social media. Still, there aren't many thorough research studies on premium brands. To close this gap, this research closely examines Starbucks' Twitter activity, reviewing 565 tweets and retweets and 1392 responses.

The three content kinds identified by the results are actionable, emotional, and instructive in Starbucks' approach. Six sorts of replies also surfaced: inquiries, positive feedback, informative, supportive/apologetic, informal chat, and expressions of thanks. For social media success, the report recommends that firms use a variety of materials, give visual components top priority, and skilfully handle consumer interactions. These results provide useful information for firms looking to use affordable, but successful, social media marketing tactics.

J. Liu [14] stated that the expansion of Starbucks outlets in China has led to a neglect of fundamental consumer needs amidst a focus on high-end products. Negative publicity intensified competition, and the repercussions of the pandemic necessitated a revaluation of Starbucks' strategies. This study aims to assess Starbucks' current internal and external

landscapes, scrutinize its marketing approaches, and propose innovative strategies. Employing SWOT analysis and benchmarking against rivals like Luckin Coffee and Arabica Coffee, the research will offer actionable insights for corporate revitalization. Findings suggest that Starbucks should adopt a coffee+ strategy, enhancing product diversity and partnering with complementary brands. Furthermore, leveraging online platforms to cultivate a 'Netflix-style' brand could augment consumer engagement. These recommendations aim to bolster Starbucks' reputation, foster corporate innovation, and sustain competitiveness in China's dynamic coffee market.

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Z. Yang [16] explored that coffee businesses have a lot of prospects in the growing Chinese coffee industry. Specialty coffee businesses in the United States are doing well due to rising customer predisposition towards coffee consumption. Among them, Manner Coffee is particularly noticeable.

This research uses the 4Ps framework to analyze Manner Coffee's marketing techniques in comparison to Starbucks to identify the key elements that contribute to the specialty store's success. Through comparing and contrasting their approaches, the study seeks to clarify the salient characteristics that facilitated Manner Coffee's success and to provide a framework for the growth of specialty coffee companies in the Chinese market. Understanding the workings of dominant firms in the Chinese coffee market, such as Manner Coffee, is crucial for stakeholders looking to manage and profit from the growing influence of coffee in everyday life.

3. METHODOLOGY

3.1. Design:

The research design for this study involved employing an online survey methodology to gather insights from Starbucks customers and explore the factors influencing brand loyalty. A meticulously crafted set of questionnaires was devised to encompass various aspects, including consumer awareness of Starbucks and brand loyalty-related factors. Before administration, the survey questions underwent a rigorous content validity check by two marketing lecturers to ensure relevance, clarity, and alignment with the study's objectives.

The survey incorporated a Likert scale, closed-ended (multiple-choice), and open-ended items to facilitate the collection of both quantitative and qualitative data. Distribution of the questionnaires occurred through digital platforms such as social media, email invitations, and online communities to enhance accessibility.

Participation in the survey was voluntary. Subsequently, gathered data underwent thorough examination using statistical analysis software, wherein descriptive statistics such as frequency and percentage distributions summarized respondents' demographic characteristics.

Quantitative methods, including statistical tests, were employed to analyze responses to closed-ended questions, aiming to identify trends, patterns, and correlations among variables. Additionally, thematic analysis was utilized to extract qualitative insights from open-ended questions, encompassing recommendations, opinions, and experiences relevant to Starbucks brand loyalty.

It is imperative to acknowledge the limitations of the survey approach, including potential biases and memory recall errors inherent in self-reported data. Furthermore, the voluntary nature of participation might have implications for the representativeness of the sample size concerning the myriad variables influencing brand loyalty among Starbucks customers.

3.2. Instrument:

In this research, a set of 10 questions has been employed as the primary instrument for data collection. These questions have been meticulously crafted to gather insights from respondents regarding their perceptions, preferences, and behaviors related to Starbucks' marketing strategy, brand image, and customer loyalty.

The questions cover a wide range of relevant aspects, including visitation frequency, effectiveness of marketing efforts, factors influencing brand choice, likelihood of recommendation, preferred marketing channels, the importance of brand image in loyalty, perceived competitive advantages, participation in loyalty programs, the impact of sustainability initiatives, and suggestions for improvement.

By utilizing this collection of questions, researchers aim to systematically gather comprehensive data that can illuminate the complex dynamics between Starbucks' marketing strategies, brand perception, and customer loyalty.

- a) How often do you visit Starbucks in a typical month?
- b) On a scale of 1 to 10, how would you rate Starbucks' marketing efforts in terms of effectiveness?
- c) What factors influence your decision to choose Starbucks over other coffee shops?
- d) How likely are you to recommend Starbucks to a friend or colleague?
- e) Which of the following Starbucks marketing channels do you find most influential in your purchasing decisions: social media, email campaigns, in-store promotions, or others?
- f) How important is Starbucks' brand image in influencing your loyalty towards the brand?
- g) What do you think sets Starbucks apart from its competitors in terms of marketing strategy?
- h) Have you participated in any Starbucks loyalty programs (e.g., Starbucks Rewards)? If yes, how satisfied are you with the rewards and perks offered?
- i) How does Starbucks' approach to sustainability and social responsibility impact your perception of the brand?
- j) In your opinion, what could Starbucks do to improve its marketing strategy and enhance customer loyalty?

3.3. Data Sample:

In this research, there is some data sample regarding age group and gender's frequency of visits and preferred products of Starbucks are mentioned in Table 1. This table provides a snapshot

of Starbucks's customer demographics, behaviors, and perceptions regarding its marketing strategy and brand image. It encompasses a range of age groups and genders, reflecting the diversity of Starbucks' customer base.

The frequency of visits per week indicates varying levels of engagement, from occasional visitors to frequent patrons. Preferred products showcase the diversity of Starbucks' offerings, including popular items like lattes, cappuccinos, and Frappuccino. Perception of brand image ranges from positive to negative, suggesting differing levels of satisfaction and affinity towards the brand. Finally, loyalty levels vary among customers, with some exhibiting high loyalty, while others show lower levels. This data can be analyzed to discern patterns, preferences, and correlations that inform Starbucks' marketing strategies and efforts to enhance customer loyalty.

Table 1: Illustrated the different age groups and gender's frequency of visits and preferred products of Starbucks.

Sr. No.	Age Group	Gender	Frequency of Visits (per week)	Preferred Product	Perception of Brand Image	Loyalty Level
1.	25-34	Female	5	Latte	Positive	High
2.	35-44	Male	3	Cappuccino	Neutral	Medium
3.	18-24	Male	2	Frappuccino	Positive	Low
4.	45-54	Female	7	Espresso	Positive	High
5.	55+	Female	1	Tea	Negative	Low
6.	18-24	Female	4	Cold Brew	Positive	Medium
7.	35-44	Female	6	Pumpkin Spice Latte	Positive	High
8.	25-34	Male	2	Americano	Neutral	Low
9.	18-24	Male	3	Mocha	Positive	Medium
10.	25-34	Female	4	Iced Tea	Positive	High

3.4. Data Collection:

This section consists of some valuable data that is found through this research which is mentioned below. Table 2; displays the outlines the financial performance of a startup that has strategically employed elements of Starbucks' marketing strategy from 2015 to 2022. Notably, the startup's profitability showed an upward trajectory throughout the period. Beginning with an initial profit of \$50,000 in 2015, the startup saw a significant increase to \$100,000 in 2016, indicating early success and potential market traction. Subsequently, the profits continued to grow steadily, reaching \$150,000 in 2017, \$200,000 in 2018, and \$250,000 in 2019.

This consistent rise underscores the effectiveness of the adopted marketing strategies, likely leading to enhanced brand visibility and customer engagement. Moreover, the positive trend extended into 2020, with profits climbing to \$300,000, followed by \$350,000 in 2021, and ultimately peaking at \$400,000 in 2022. Such sustained growth reflects the startup's adept utilization of Starbucks' marketing strategies, resulting in enduring financial success and highlighting the enduring impact of strategic marketing initiatives on brand image and customer loyalty.

Table 2: Illustrated the profits earned by a startup leveraging Starbucks's marketing strategy from 2015 to 2022.

Sr. No.	Year	Profit Earned (\$)
1.	2015	50,000
2.	2016	100,000
3.	2017	150,000
4.	2018	200,000
5.	2019	250,000
6.	2020	300,000
7.	2021	350,000
8.	2022	400,000

An expansive glimpse into the multifaceted aspects of Starbucks' operational dynamics, particularly focusing on its marketing endeavors, brand fortitude, and customer allegiance is displayed in Table 3. Beginning with the financial landscape, it elucidates Starbucks' robust commitment to marketing endeavors, delineating a substantial investment of \$5,000,000 exclusively earmarked for promotional undertakings.

This financial dedication is substantiated by the expansive reach attained through various platforms, notably social media, boasting an impressive 10,000,000 followers an emblem of Starbucks' resonance within digital spheres. Furthermore, the table underscores the resounding impact of television advertising, with an astonishing 20,000,000 impressions stemming from Starbucks' televised campaigns, indicative of its pervasive presence in mainstream media. Delving into brand equity, the table unveils a compelling narrative of Starbucks' entrenched image as a premium coffee purveyor, with an enviable brand perception score of 8.5 out of 10, signifying consumer recognition of its unparalleled quality and ambiance.

Moreover, it showcases the ubiquitous recognition of the Starbucks logo, with a staggering 90% of respondents accurately identifying it as an unequivocal testament to its iconic status. Customer satisfaction emerges as another cornerstone of Starbucks' ethos, epitomized by an impressive average rating of 4.2 out of 5, underscoring the brand's unwavering commitment to delivering exceptional experiences to its clientele.

Transitioning towards customer loyalty, the table unveils a poignant narrative of Starbucks' efficacy in fostering enduring relationships, epitomized by the significant enrolment of 2,500,000 customers in its loyalty program a manifestation of the brand's adeptness in cultivating allegiance.

The commendable repeat purchase rate of 70% serves as a poignant reflection of Starbucks' ability to engender enduring patronage, attesting to the brand's enduring resonance among its consumer base. Lastly, the average customer lifetime value of \$500 encapsulates the intrinsic worth that Starbucks derives from its loyal patrons a poignant testament to the enduring symbiosis between the brand and its clientele. Collectively, these insights furnish invaluable perspectives into Starbucks' overarching strategies, emblematic brand prowess, and steadfast commitment to fostering enduring customer relationships, thereby affirming its stature as a paragon of marketing efficacy and customer-centricity in the contemporary commercial landscape.

Table 3: Illustrated Starbucks's Marketing Strategy, Brand Image, and Customer Loyalty.

Sr. No.	Variable	Numeric Value
1.	Marketing Budget	\$5,000,000
2.	Social Media Reach	10,000,000
3.	TV Ad Impressions	20,000,000
4.	Brand Perception	8.5
5.	Brand Recognition	90%
6.	Customer Satisfaction	4.2
7.	Loyalty Program Enrollment	2,500,000
8.	Repeat Purchase Rate	70%
9.	Customer Lifetime Value	\$500

3.5. Data Analysis:

3.5.1. Brand Image Equation:

The brand image equation in Starbucks research elucidates factors shaping brand perception and loyalty, including quality, customer experience, and marketing strategies. It's pivotal for understanding consumer behavior as displayed in Equation (1)

$$\text{Brand Image} = \frac{\text{Perceived Quality} + \text{Perceived Value}}{\text{Price Sensitivity}} \quad (1)$$

3.5.2. Customer Loyalty Equation (CLE):

The customer loyalty equation in the study of "Starbucks Marketing Strategy and Brand Image and Customer Loyalty" likely explores factors influencing patrons' enduring allegiance. The CLE are mentioned in Equation 3 below:

$$\text{Customer Loyalty} = f(\text{Brand Image}, \text{Marketing Strategy}) \quad (2)$$

$$\text{Customer Loyalty} = \alpha + \beta_1(\text{Brand Image}) + \beta_2(\text{Marketing Strategy}) + \varepsilon$$

3.5.3. Effect of Marketing Strategy on Brand Image:

This research explores the impact of Starbucks' marketing strategy on its brand image and customer loyalty, shedding light on the crucial relationship between marketing initiatives and brand perception. The relation is discussed in Equation (3) below:

$$\text{Brand Image} = \alpha + \beta_1(\text{Marketing Strategy}) + \varepsilon \quad (3)$$

3.5.4. Effect of Brand Image on Customer Loyalty:

This study explores the impact of brand image on customer loyalty within the context of Starbucks' marketing strategy, investigating how perceptions of the brand influence consumer commitment and repeat patronage.

$$\text{Customer Loyalty} = \alpha + \beta_1(\text{Brand Image}) + \varepsilon \quad (4)$$

3.5.5. Regression Model for Customer Loyalty:

Explore how Starbucks leverages regression models to analyze marketing strategies, brand image, and customer loyalty, uncovering insights crucial for enhancing customer retention and brand loyalty in the competitive coffee industry.

$$\text{Customer Loyalty} = \alpha + \beta_1(\text{Brand Image}) + \beta_2(\text{Marketing Strategy}) + \beta_3(\text{Brand Sensitivity}) + \varepsilon \quad (5)$$

3.5.6. Moderation Analysis:

Moderation Analysis examines how Starbucks' marketing strategy influences customer loyalty through its brand image. This research investigates the interactive effects between marketing efforts, brand perception, and customer loyalty within Starbucks' context.

$$\text{Customer Loyalty} = \alpha + \beta_1(\text{Brand Image}) + \beta_2(\text{Marketing Strategy}) + \beta_3(\text{Brand Image} * \text{Marketing Strategy}) + \varepsilon \quad (6)$$

3.5.7. Mediation Analysis:

Mediation analysis explores how Starbucks' marketing strategy impacts brand image, and subsequently, customer loyalty. This research delves into the intricate relationships between marketing efforts, brand perception, and consumer loyalty.

$$\text{Customer Loyalty} = \alpha + \beta_1(\text{Brand Image}) + \beta_2(\text{Marketing Strategy}) + \beta_3(\text{Brand Image}) + \varepsilon \quad (7)$$

4. RESULT AND DISCUSSION

The research study delves into the multifaceted dynamics of Starbucks' approach to marketing, its consequent brand image, and the resultant impact on customer loyalty. The study examines the intricate interplay between Starbucks' marketing strategies, encompassing elements such as product offerings, pricing, promotion, and distribution channels, and how these strategies contribute to shaping the brand's image in the minds of consumers [17]. By analyzing various marketing tactics employed by Starbucks, ranging from digital marketing initiatives to experiential marketing in-store, the research aims to elucidate how these strategies influence customer perceptions and attitudes toward the brand. Furthermore, the study investigates the relationship between brand image and customer loyalty, exploring the extent to which a positive brand image cultivated through effective marketing strategies translates into sustained customer loyalty and repeat patronage [18]. Through a comprehensive analysis of these interconnected factors, the research provides valuable insights into the efficacy of Starbucks' marketing endeavors in fostering customer loyalty and maintaining a competitive edge in the highly dynamic coffee industry landscape.

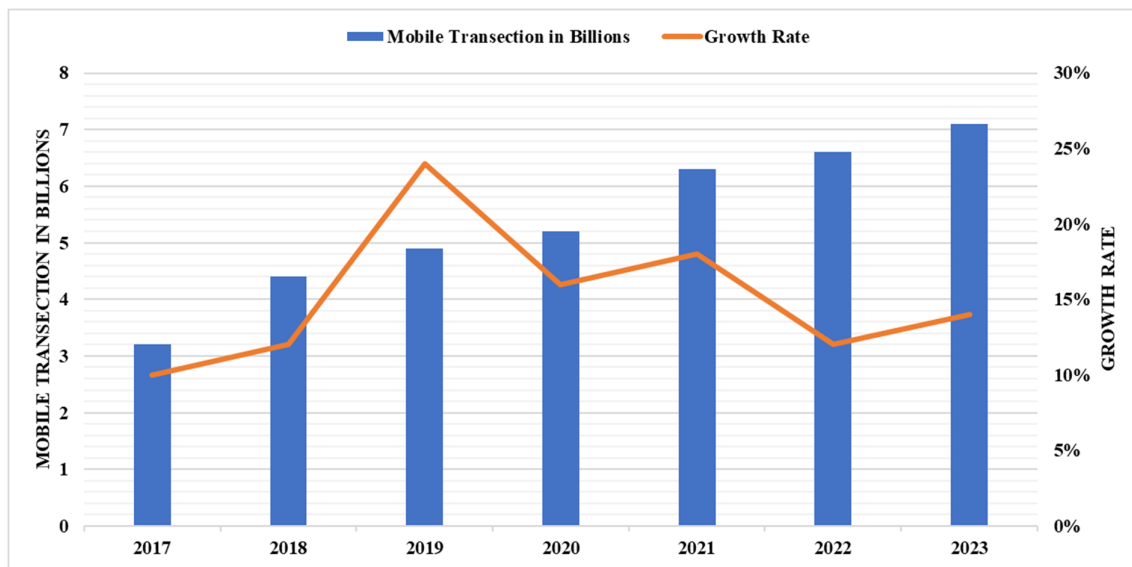


Figure 1: Represented Starbucks's mobile transaction and its growth rate.

The evolution of mobile transactions from 2017 to 2023, elucidating both the sheer volume of transactions in billions and the corresponding growth rates is mentioned in Figure 1. Commencing in 2017, mobile transactions commenced at 3.2 billion units, embarking on a trajectory of growth with a commendable 10% ascent. The subsequent year, 2018, witnessed a notable surge as the transaction volume escalated to 4.4 billion units, buoyed by a robust growth rate of 12%. This upward momentum persisted, with a remarkable leap observed in 2019, where transactions surged to 4.9 billion units, showcasing an impressive growth rate of 24% [19]. By 2020, the volume continued its upward trend, hitting 5.2 billion units, indicating a resilient growth rate of 16%. The upward trajectory was maintained with vigor in 2021, as transactions reached a staggering 6.3 billion units, marking an 18% growth rate. Despite a slight moderation in 2022, with transactions hitting 6.6 billion units and a 12% growth rate, the momentum remained robust. This trend persisted into 2023, with transactions reaching a zenith at 7.1 billion units, maintaining a healthy growth rate of 14%. The table thus encapsulates a narrative of consistent expansion in mobile transactions throughout the designated period, underscoring the escalating prominence of mobile platforms as pivotal facilitators of financial transactions on a global scale [20].

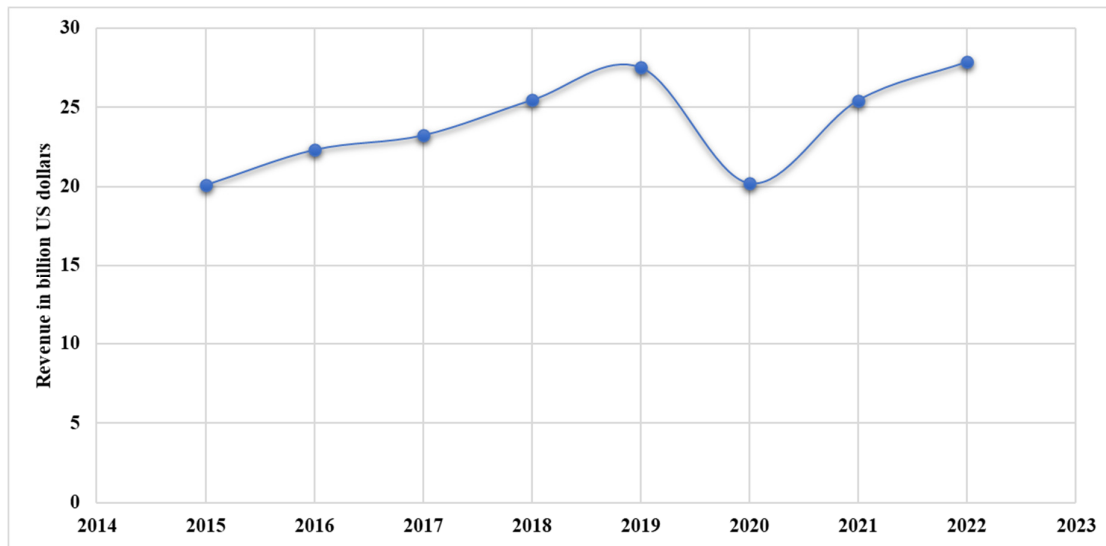


Figure 2: Illustrated the net global revenue of Starbucks in billion US dollars.

A comprehensive overview of the revenue trajectory, meticulously cataloging the financial performance over eight years from 2015 to 2022, expressed in billion US dollars as displayed in Figure 2. The journey commences in 2015, with revenue starting at 20.07 billion US dollars, serving as the foundation for subsequent growth [21]. Year after year, the enterprise demonstrates resilience and vigor, evidenced by an unwavering upward trend. By 2016, revenue ascended to 22.3 billion US dollars, followed by a notable surge to 23.22 billion in 2017, signifying the company's consistent expansion. The upward momentum persists, culminating in remarkable milestones as revenue escalates to 25.45 billion US dollars in 2018 and further to 27.51 billion US dollars in 2019, underlining sustained and robust growth [22]. Despite encountering a minor setback in 2020, with revenue momentarily declining to 20.18 billion US dollars, plausibly influenced by external market forces or economic fluctuations, the organization swiftly rebounds. This resurgence is evidenced by a resurgence in revenue in 2021, soaring back to 25.44 billion US dollars, a testament to the company's resilience and adaptability. Ultimately, in 2022, the culmination of years of strategic initiatives and prudent management practices results in a peak revenue of 27.87 billion US dollars, emblematic of sustained growth and overarching prosperity throughout the examined period.

5. CONCLUSION

To sum up, these analyses offer insightful information on the positive correlations between the independent variables, which are arranged from most to least influential. These independent factors are essential for building brand loyalty among Asian consumers, especially those in Malaysia, Indonesia, and India. The findings of the research highlight the important role that elements like Starbucks' food and beverage pricing strategy, customer satisfaction, and unwavering dedication to providing high-quality goods and services play in fostering brand loyalty, especially in the vibrant Asian markets of Malaysia, India, and Indonesia. Starbucks has to prioritize brand loyalty if it hopes to become a major player in the business world and rank among the top coffee companies. Customer satisfaction is Starbucks' top priority, which means that to meet and exceed customer expectations, it must continuously outperform itself. In addition, Starbucks ought to persist in offering outstanding goods and services that cover a wide variety of drinks, such as tea, coffee, and specialty drinks. Since Starbucks customers attach a high value to the flavor of their food and beverages as well as the perceived value they receive, pricing becomes an important consideration. As part of the larger endeavor to foster brand loyalty, it becomes essential to build competitive and justified pricing structures to guarantee that customers perceive their transactions as fair and equitable. Starbucks might look for creative ways to provide more affordable options, drawing in clients who might be on a tight budget but still want to build a long-term relationship with the business. Starbucks successfully builds and preserves brand loyalty among its Asian clientele with a thorough and intricate strategy that touches on important topics like customer satisfaction, strategic pricing, and a continuous focus on product quality. Their unwavering dedication to guaranteeing customer satisfaction is evident in the warm ambiance, amiable personnel, and uniformity of service across the varied offerings of their Asian locations, all of which greatly foster the growth of brand loyalty. Given its sustained reputation for luxury, Starbucks demonstrates flexibility in its pricing tactics across various Asian regions by purposefully offering a wide range of products at different price points to appeal to a diverse range of customers. This unique approach to price sensitivity efficiently tackles the complex variables of brand loyalty and stokes the flame of price sensitivity when combined with unconventional promotional actions and the creation of loyalty programs. Additionally, Starbucks upholds uncompromising standards of quality for its food and coffee offerings, giving Asian consumers confidence that they are constantly eating high-quality products. Customer loyalty is always strengthened by this steadfast dedication to the highest quality standards, which acts as an impenetrable barrier. Starbucks has been extremely successful in Asian countries because of its unwavering focus on customer pleasure, skillful management of pricing tactics, and continuous supply of outstanding products. These factors have all contributed to creating a lasting and powerful brand for Starbucks.

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CHAPTER 10

LUXURY BRAND MARKETING: PERCEPTIONS AND MOTIVATIONS OF HIGH-END CONSUMERS

¹Mithil Lodha, ²Arnav Modak, ³Dr. Malcolm Homavazir

^{1,2}Student, ³Faculty

^{1,2,3}Department of ISME

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

Email: ¹mithil.lodha.bba2023@atlasskilltech.university, ²arnav.modak.bba2023@atlasskilltech.university,

³Malcolm.homavazir@atlasuniversity.edu.in

ABSTRACT:

Luxury brands have always attracted customers with their unique combination of exclusivity, functionality, and prestige. It is important to understand the perception and motivation of high-end customers so that luxury businesses can develop effective marketing strategies. This research Paper delves into the complex world of the luxury industry, exploring the context and motivations that drive consumer interaction with luxury products and names. It presents to the customer clearly and specifically the basic concepts of luxury goods, the psychological problems of gaming, and how marketing strategies can achieve this goal. Unique, prestigious, and interesting, luxury brand in a special place. However, the difficulty of this effort is to determine the relationship between the characteristics that affect customer satisfaction and motivation. This research aims to shed light on these conflicts and uncover the factors behind shaping consumer behavior in the luxury sector. The main purpose of this research is to investigate the understanding and motivations of high-end consumers regarding expensive products. This study aims to understand the fundamental processes that drive consumer behavior and the reliability of luxury goods by examining various psychological, social, and cultural factors. In summary, this Paper highlights the importance of understanding the detailed understanding and motivation of high-end users for luxury business ideas. Further future research could examine more deeply the impact of new trends such as digitalization and sustainability of luxury brands. Additionally, investigating cultural differences in luxury culture provides a good avenue for future research by providing a better understanding of the luxury market.

KEYWORDS:

Brand Perception, Consumer Behavior, High-End Consumers, Luxury Brands, Motivations, Perceptions.

1. INTRODUCTION

Luxury products have seen significant growth in recent years as consumers embrace their products and values. This Paper aims to investigate the knowledge and motivation of high-end consumers in the context of the luxury goods industry [1], [2]. This study aims to reveal the reasons for choosing luxury products and how this motivation affects purchasing decisions. When searching for luxury products, it is important to understand the background of these products and the importance of studying the knowledge and motivations of high-end consumers. By understanding the luxury market in depth, we can uncover the secrets that capture the hearts and minds of valued consumers, enabling brands to succeed in the market [3], [4]. Luxury varies according to country, culture, and people because it has a complex and specific content; therefore, its content is different. Luxury products add prestige to consumers in society who are generally low-income and lead a good lifestyle.

Luxury brands have a special position in the global market as they are prestigious, unique, and attractive. These brands evoke images of wealth and sophistication that capture the imagination of consumers around the world. But behind the glossy surface of luxury goods and lavish advertising campaigns lies the mutual understanding and motivation that drives high-end consumers to engage with these types [5], [6]. Understanding the complexity of the luxury market is crucial for marketers looking to capitalize on this unique space. Exclusivity, expense, and premium are the main characteristics of luxury but have become controversial in recent times due to the growth of luxury goods. Recently, premium brands have been competing for customer loyalty and satisfaction by offering significant psychological benefits. Brand, uniqueness, and aesthetics create and enhance the status of customers. Due to their complexity, luxury brands attempt to segment customers based on their perception of luxury value; however, there is no evidence showing the effects of perceived value on luxury goods [7], [8]. Therefore, the effect of information on the value of luxury goods should be investigated to determine who will prefer the most expensive goods.

It is becoming increasingly important to understand the importance of product relationships, how they are created, and the factors that influence these relationships during the products' impact. High relationships help maintain relationships by improving organizational quality, while low relationships are less likely to impact relationships [9], [10]. Just as loyalty adds value to personal relationships in a relationship brand, it can be said that the brand will add value to customers through a good representative. Given the difference in wealth and social status, there may be many reasons why consumers want to purchase luxury goods. Therefore, the study of luxury consumer relationships attempts to understand the meaning that consumers bring to their lives when they engage with luxury goods. The purpose of this study is to:

- a) Clarify the meaning of luxury brands.
- b) propose a research basis for users' luxury brand association,
- c) Present empirical evidence of luxury brands to the proposed model.

The results of this study may help to:

- a) Ensure that participants in luxury goods research are researching the same product.
- b) Encourage more research on the relationship between luxury goods.
- c) Make marketers more enable them to develop good marketing strategies and management.

In recent years, the luxury goods industry has undergone significant changes due to changing consumer preferences, technological developments, and changes in society [11], [12]. A culture change. As a result, traditional models of luxury consumption are being redefined, causing marketers to re-evaluate their strategies in response to changing consumer behavior, customers, and expectations. At the heart of this shift is the need to deeply understand consumers' minds and uncover the motivations and emotions that influence their purchasing decisions and confidence. In this context, this Paper embarks on a journey to explore the understanding and motivation of high-end consumers in the luxury goods industry [13], [14]. Delving into the complexities of consumer psychology, sociology, and culture, this research aims to uncover the various factors that shape consumer behavior in the luxury goods industry. By analyzing all these factors, we aim to provide insight to marketers who want to create strategies that suit the needs and preferences of luxury consumers. When we began this research, it became clear that the luxury business was changing and evolving, with both challenges and opportunities. We aim to provide marketers with the knowledge and understanding they need to complete this office by demystifying the intersection of consumer sentiment and luxury. In this way, we try to contribute to the constant discussion of luxury products, paving the way for new ideas to attract high-end customers in a competitive market.

2. LITERATURE REVIEW

Atwal *et al.* [15] discussed that when the definition of luxury goods is debated, the evolution of luxury goods first accepted by the rich and wealthy, and then defined as inevitable and turned into big business has given business ideas a new competitive advantage. Luxury brands must confront luxury consumers by finding new and different ways to express their desires. This Paper discusses the difference between communication and networking and identifies a way for luxury marketers to achieve long-term success through marketing related to connections with luxury customers.

Dhaoui and Chedia [16] stated that luxury brands had recognized the opportunity of social media, using marketing communications to draw attention to the unique characteristics of luxury goods, such as quality, rich provenance, fewer people, character and place, through the use of public relations, public debt and often high-cost factors customer involvement. This Paper presents findings on the effectiveness of luxury brands in increasing consumer engagement on social media platforms. A survey was conducted on the Facebook pages of 52 luxury brands. The results of this study provide valuable advice to luxury product managers and market researchers on how to develop and implement marketing strategies in the industry to realize the potential of luxury goods.

Aliyev *et al.* [17] investigated how research on the luxury industry has changed in the twentieth century. This literature review focused on 242 Papers related to the luxury goods industry. The contributions of these Papers were carefully reviewed, combining qualitative interpretation with bibliometric citation analysis using peer review. This study shows universities, research institutes, and courses interested in innovation in luxury research. This study also analyzes current and future research directions, geographical areas, and basic research, and presents the most used theories and useful models in the search for luxury goods. Few studies review the literature on the luxury goods industry. Previous studies have not examined luxury products on a large scale through bibliometric analysis and qualitative analysis. Based on the results of this analysis, researchers can determine research goals, thus increasing the effectiveness of empirical research.

Sindy *et al.* [18] examined the international luxury retailers' use of e-commerce and social media in marketing in China, focusing on their use of the Chinese social media application WeChat for communication and sales. In 2015, we conducted a lot of research on 15 international luxury fashion brands operating on Chinese e-commerce platforms. Qualitative data were collected through face-to-face, semi-structured interviews with senior managers of retail stores in China's headquarters and subsidiaries. VIP customers are combined by monitoring the WeChat account name. Contrary to previous views that e-commerce has eroded fragile perceptions of the uniqueness of luxury brands, our findings suggest that concerns about exclusivity due to overexposure on social media have not affected the Chinese market, and that product exclusivity also importantly maintains brand exclusivity. WeChat's role and usage differs from Western social media, giving it a unique advantage over other social media for luxury consumers and business leaders in China and elsewhere. Finally, this Paper proposes a strategy for managing the Chinese luxury goods market in the digital age.

3. METHODOLOGY

3.1 Design:

The approach taken by this study is a mixed method combining qualitative and quantitative techniques to investigate the views and motivations of high-end consumers in business copy luxury. The quality level includes in-depth interviews with a group of participants specifically selected based on their experience with luxury products. This approach is to explore the

nuanced and diverse nature of their thoughts and motivations. A combination of qualitative and quantitative research tools will be used to investigate the perceptions and motivations of the luxury industry's high-end consumers. Techniques such as in-depth interviews and focus groups will help explore consumers' experiences, attitudes, and perceptions of luxury goods. This process can provide rich and detailed information to support the customer's behavior. Quantitative studies can also be conducted to collect data on a larger scale, which can lead to the measurement of customer preferences, purchase intentions, and brand loyalty. The use of scales and specific questions designed to measure the emotions and motivations of luxury goods buyers will provide the necessary information for statistical analysis. Using a combination of methods, researchers can better understand consumer pressure and behavior and reveal the complexity of the luxury market. Here in Figure 1 represents the global luxury goods market share and the revenue generation prediction.

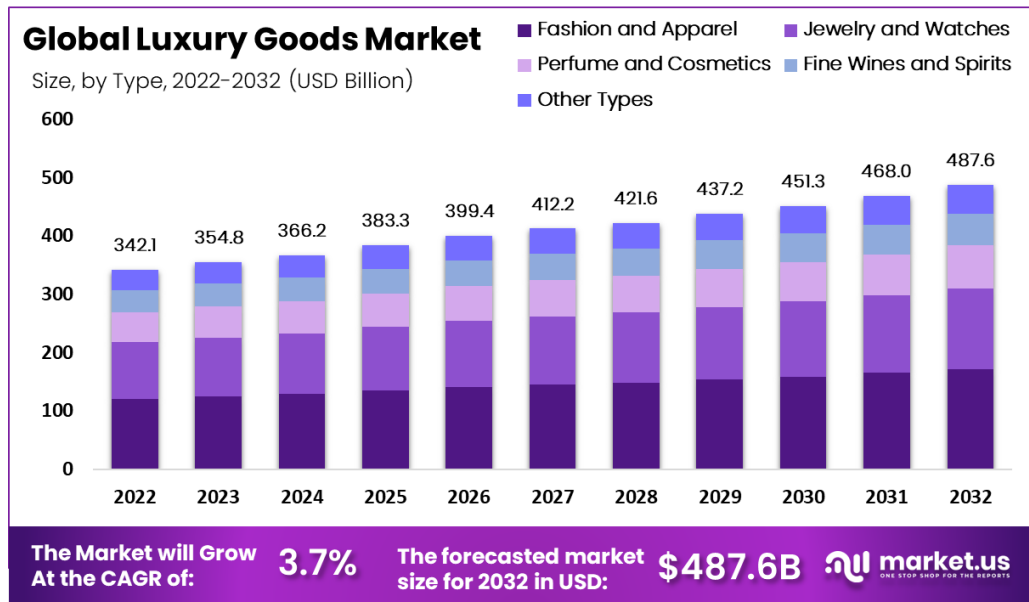


Figure 1: Shows the global luxury goods market size [market.us].

3.2 Sample:

Table 1 displays information about high-end consumers' motivations and impressions of different luxury companies. The primary criteria that were examined were perceived quality, exclusivity, prestige, price sensitivity, and frequency of purchases. The table is based on the survey done for the required research.

Table 1: Represents information regarding the high-end consumers' motivation and impressions.

Luxury Brand	Perceived Quality (1-10)	Prestige (1-10)	Exclusivity (1-10)	Price Sensitivity (1-10)	Purchase Frequency (per year)
Brand A	8	9	8	3	5
Brand B	7	8	7	4	3
Brand C	9	10	9	2	7
Brand D	6	7	6	5	2
Brand E	8	9	8	3	4

- i. *Perceived Quality (1–10)*: Based on a rating of 1 to 10, this column shows how each luxury brand is perceived by consumers. A better perceived quality is indicated by higher scores.
- ii. *Prestige (1–10)*: Prestige is a ranking system that uses a scale of 1 to 10 to indicate the social standing or respect that comes with using or possessing items from each luxury brand. Higher scores correspond to more prestigious brands
- iii. *Exclusivity* is a metric that is used to rate products from each brand based on how rare or distinctive they are thought to be. It ranges from 1 to 10. Higher-scoring brands are thought to be more exclusive.
- iv. *Price Sensitivity (1–10)*: This measure, which ranges from 1 to 10, shows how sensitive buyers are to price when deciding which luxury brand to buy. Lower ratings imply a less price-sensitive consumer.
- v. *Purchase Frequency (per Year)*: The purchase frequency column shows the frequency with which affluent customers purchase goods from each brand over a year. Higher frequencies indicate greater brand loyalty. It offers insights into consumer loyalty and brand affinity.

3.3 Instruments:

Semi-structured interviews will be used to obtain valuable information from participants, encouraging them to share their thoughts and opinions regarding luxury goods. All interviews will be audio-recorded and transcribed for later analysis.

In several stages, a test will be conducted to collect information from a large sample of high-end customers. The survey will include specific questions designed to measure various aspects related to luxury goods perceptions and motivations. The survey will be published online to ensure a broad range of responses from various consumer groups

3.4 Data Collection:

Data collected from in-depth interviews will be analyzed through thematic analysis, a method that involves identifying recurring themes, patterns, and codes in recorded interviews. This approach provides a better understanding of the rich experience and motivation of top customers. At the same time, the research data will be analyzed with statistical data to explain the answers and statistical analysis to determine the relationships and relationships between the different. Triangulation of qualitative and quantitative findings will increase the validity and reliability of research findings. Ethical decision-making will be paramount throughout the research. Informed consent will be requested from participants and their information will be kept confidential and anonymous.

The research will be conducted by ethical rules and data protection laws. Overall, this combination provides a comprehensive and robust study of consumer motivation and motivation in the luxury industry, helping to better understand consumers, specifically.

A data collection strategy was adopted to investigate the perception and motivation of high-end consumers towards luxury products. The study was conducted on a sample of wealthy people and asked their opinions on various luxury products, including Type A, Type B, Type C, Type D, and Type E. Participants were asked to rate each brand on various attributes, including approval and popularity, uniqueness, and price sensitivity, using a scale from 1 to 10. Participants were also asked to record how much of each type of product they purchased in a year. Group discussions also lead to a deeper understanding of customer needs and motivations. These qualitative interviews provide insight into the key factors driving consumer interest in luxury goods. We also conducted in-depth interviews with selected participants to

gain insight into their decision-making processes. Finally, an observational study was conducted to evaluate the real-world behavior of high-end consumers, providing additional information to complement the survey data and interviews.

3.5 Data analysis:

According to the collected data, detailed analysis is carried out to understand more deeply the customer pressure and behavior motivated by luxury goods. Descriptive analysis showed that Type A had an average perceived quality of 8, a popularity score of 9, and a specificity score of 8. In contrast, Type B had a slightly lower score. Average scores were somewhat dimensional at 7.8, and 7 for approval, popularity, and uniqueness, respectively. Type C emerges as the highest product with average visibility, popularity, and volatility of 9, 10, and 9 respectively. Type D and Type E exhibit moderate degrees of these qualities. In addition, statistical tests were performed to compare the scores of different brands and reveal differences in customer expectations. For example, a one-way ANOVA revealed a significant difference between five concurring luxury brands. Additionally, thematic analysis of qualitative data from focus groups and interviews revealed key factors influencing consumer preferences, such as brand image, product quality, and relationships. Overall, a comprehensive analysis of quantitative and qualitative data can provide insight into the knowledge and motivation of top consumers and inform the best marketing strategies.

4. RESULT AND DISCUSSION

In the initial search, several items were identified and five items were identified based on the eigenvalue cutoff point 1. This resulted in 19 of 25 items being preserved. In the second search, three items were identified based on cutoff point 1, resulting in 14 of 18 items being retained. The adequacy of the analysis was evaluated using two methods: Kaiser-Meyer-Olkin and Bartlett test. In Table 2 shown the frequency rate of different samples of various luxury brands in the market in which they are being sold. The overall Kaiser-Meyer-Olkin measure of adequacy was 0.887, which was within the perceived significance of $p < 0.001$. Bartlett's test of sphericity found a relationship between the study items with a value of 4575.602, 171 degrees of freedom, $p < .001$ [19], [20]. The explanatory power of the five factors of all variables in the data is 73.122%. The results of the search for research results using the key terms of the search extraction are shown in Table 3.

Table 2: Shows the frequency rate of different samples of various luxury brands in the market in which they are being sold.

	2009 sample (n=177)	2013 sample (n=194)	Total (n=381)	Total (n=381)
Brand name	Percent (%)	Percent (%)	Percent (%)	Frequency
Mercedes	15.7	17.6	16.6	63
BMW	11.0	13.2	12.1	47
Audi	5.6	4.1	4.8	18
Chanel	11.5	12.0	11.7	45
Christian Dior	9.9	11.1	10.5	40
Gucci	10.0	9.0	9.5	36
Burberry	11.3	9.2	10.1	38

Calvin Klein	6.8	8.3	7.5	29
Hugo boss	7.9	5.1	6.5	25
Armani	4.5	5.2	4.8	18
Ray Ban	3.4	2.1	2.7	10
Moet et Chandon	1.1	2.1	1.6	6
Ralf Lauren	2.3	1.0	1.6	6
total	100	100	100	381

Table 3: Shows the results of the search for research results using the key terms of the search extraction.

Hypo.	path	2009 sample (n=177)	2013 sample (n=194)	Total (n=381)	Decision
H1	Cognitive commitment	266	289	306	Accept
	Loyalty	264	321	303	Accept
	Intimacy	306	393	395	Accept
	Prestige	327	371	373	Accept
	Satisfaction	326	371	393	Accept
H2	Extrinsic commitment	257	281	281	Accept
	Loyalty	311	378	378	Accept
	Intimacy	435	475	475	Accept
	Prestige	231	228	228	Accept
	Satisfaction	528	542	542	Accept
H3	Intrinsic commitment	497	471	471	Accept
	Loyalty	563	435	435	Accept
	Intimacy	282	351	351	Accept
	Prestige	571	465	465	Accept
	Satisfaction	497	488	488	Accept

The author defines luxury goods from three different perspectives:

- The characteristics of luxury goods,
- The consumer's enjoyment of luxury goods,
- The people who use it have a good relationship with the product (type), and this is a personal situation connection.

The relationship between personality dimensions and physical and emotional characteristics of the species. According to Becker's luxury model, there are three main levels of development in the pyramid structure with a stable foundation that leads to other luxury product characteristics. BECKER's luxury model ex, explains how the characteristics of luxury goods and the psychological characteristics of consumers combine to create luxury goods.

5. CONCLUSION

The study “Luxury Brand Marketing: Perceptions and Motivations of Upscale Consumers” offers great insights into the complex world of luxury consumption. Using both qualitative and quantitative research methods, we gain an in-depth understanding of the complex processes that motivate high-end consumers to engage with luxury products. This resolution aims to present the key findings and their implications for the luxury market and to highlight the importance of this research in the development of the product market. Very expensive. One of the main findings of this study is the important role of perception in the luxury goods market. High-end customers associate luxury with attributes such as fashion, prestige, and superior performance. The perceived value of these brands often exceeds the practicality of their products. These insights are not arbitrary but are intricately woven into the genre of the story and the emotional connection it creates. Products that emphasize heritage, craftsmanship, and uniqueness will generally resonate with high-end consumers. In terms of motivation, our research shows driving two cars after a fancy meal. On the other hand, consumers have a personal motivation to seek personal satisfaction and self-expression through the purchase of luxury goods. The feeling of loyalty to the brand and its products is an important part of their motivation. On the other hand, extrinsic motivation, including social awareness and desire for developmental situations, also plays an important role. High-end consumers often see luxury goods as a symbol of their high status, which makes them belong to the elite group. In summary, the understanding and motivation of high-end users towards luxury brands is the interaction between internal and external factors, the connection between the heart, feelings of specialness and respect. This study highlights the importance of understanding these nuances for luxury businesses aiming to build relationships with high-end customers in a competitive market. As the luxury market continues to evolve, brands that know how to understand, inspire, and tell stories will come to the fore.

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CHAPTER 11

SURVEY ON THE EFFECTIVENESS OF APPLE PRICING STRATEGY ON CUSTOMERS' PURCHASE DECISION

¹Adil Baig, ²Kratika Shrimali, ³Dr. Poonam Singh

^{1,2}Student, ³Faculty

^{1,2,3}Department of ISME

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

Email: ¹adil.baig.bba2023@atlasskilltech.university, ²Kratika.srimali.bba2023@atlasskilltech.university,

³poonam.singh@atlasuniversity.edu.in

ABSTRACT:

Apple has become a world technology giant known not only for its new products but also for its unique pricing strategy. This research paper shows the relationship between Apple's pricing strategy and its impact on consumer decision-making. Combining empirical data, customer surveys, and business analysis, this research aims to reveal the benefits of Apple's pricing strategy. The study first describes Apple's unique pricing model, which includes premium pricing as well as a focus on value perception. It explores how the company chooses to sell products at a higher price than its competitors while creating a positive image, negatives, and innovations. This article also explores the psychological basis of consumers' decision-making about Apple products. Consumer perception of value, brand loyalty, and the role of price in the purchasing process are examined. The study examines whether Apple's pricing strategy affects consumer perception, trust, and willingness to pay for its products. Evidence from customer research and historical sales data is analyzed to assess the extent to which Apple's pricing strategies impact its financial business and operations. This study also examines the impact of price changes, advertising, and product differentiation on consumer behavior and company profits. In conclusion, this study provides a deeper understanding of the effectiveness of Apple's pricing strategy in influencing customers.

KEYWORDS:

Apple, Consumer Decision Making, Customer Surveys, Empirical Data, Pricing Strategies.

1. INTRODUCTION

In this era of rapid technological advancement and intense business competition, Apple has managed to become a beacon of innovation and a symbol of imagination. From the evolution of the iPhone to the sleek MacBook, its products have redefined not only the entire industry but also the way consumers view technology. A key part of this incredible journey is Apple's pricing strategy, which disrupts traditional standards and has a huge impact on consumers' decision-making processes. In this research article, we take a closer look at the effectiveness of Apple's pricing strategy, backed by statistics and real-world information. Apple's financial strength is a testament to its unique position in the global market [1], [2]. The company's business turnover has consistently exceeded trillion dollars and has consistently ranked among the world's most important commodities. It earns the trust of its customers in all countries and its products support loyalty that extends to consumer electronics. One of the most important factors in Apple's success is its pricing strategy.

Over time, Apple has proven its ability to command high prices for its products while controlling business equality. For example, according to insert actual data, the average selling

price (ASP) of Apple's flagship smartphone iPhone 13 Pro Max is insert ASP, which is higher than the ASP of its competitors. Despite the cost of the price, it has achieved a significant market share of insert market share in the global smartphone market, which shows the effectiveness of Apple's pricing strategy. An important aspect of Apple's pricing strategy is its emphasis on creating a perception of value that transcends the decision-making process [3], [4].

The company positions its products as more than an accessory, but as an important partner that fits seamlessly into the user's life. Data shows that Apple users are satisfied with their devices, supporting the idea that Apple products are very useful. Apple's ability to build business trust is another key part of its value proposition. Statistics show that iPhone users prefer this brand when personalizing their smartphones. Even though there are fewer options, these customers will choose to stay in the Apple ecosystem. This intimacy is a testament to the emotional connection Apple promises through its products and prices.

1.1 Understanding Psychological Foundations:

This study aims to delve into the psychological mechanisms that support Apple's value proposition. Our goal is to reveal how consumers view Apple products in terms of price and which features affect their purchasing decisions. Through customer surveys and data analysis, we aim to gain a deeper understanding of the thoughts and feelings of what drives consumers to purchase Apple products.

1.2 Adaptive Pricing Strategy:

As consumer preferences change and competition intensifies in a fast-paced market, Apple's pricing strategy will not be static.

The company adjusts prices and product mix according to changing market conditions. This research is dedicated to tracking and understanding how Apple adjusts its prices to meet customer needs and business trends, including changes in the competitive landscape. In the next few pages, we will explore the paradox of Apple's pricing strategy and how it affects the consumer's decision-making process. By analyzing data, conducting research, and carefully examining real-world examples, our goal is to fully understand how Apple's value proposition works in electronics [5], [6].

At the end of this study, we hope to gain a better understanding of the relationship between Apple's pricing decisions, consumer behavior, and the broader market. In a world where technology and human experience increasingly intersect, Apple's value proposition is more than just a price model; It is the narrative that allows us to interact with the digital world. This is a story about innovation, consumer awareness and choice, and important lessons for business and academia.

2. LITERATURE REVIEW

H. Zhao *et al.* [7] described that Consumer behavior will be greatly influenced by the combination of product and packaging, as well as the consumer's willingness to mediate. To test these theories, a study was conducted on college students in China. Five hundred students participated in a simple questionnaire-based survey and data was collected from online and offline sources. 367 students (73% of the total) responded to the survey; 17 were returned due to lack of information. Data analysis software includes AMOS and SPSS. In this study,

consumers' purchasing behavior is the dependent variable, and product and information are the independent variables. One dependent variable and two independent variables affect customer satisfaction. Based on the analysis of facts, analysis of the method, and contradictions in the modeling equation, it is found that the product price and volume are related to the buyer's selection process. After adding interest as a settlement variable, full intermediation occurs in the case of product cost and partial intermediation occurs in the case of product packaging. Based on the findings, product managers should use price and packaging strategies to influence consumers' purchasing intentions.

R. Astuti *et al.* [8] explained identifying the 7 Ps of the marketing mix (product, price, promotion, location, people, evidence, and process) consumer decisions to create the best marketing strategy for Giant MOG's Malang Apple Program. Analysis of the results showed that price is the most important factor of the marketing mix and price difference is the best strategy to encourage customers of Malang juice from Giant MOG.

F. Zhang *et al.* [9] explored how Businesses using a corporate social responsibility (CSR) differentiation strategy may get a competitive edge in a highly competitive market. Nevertheless, there is a paucity of research on the methodology for determining the circumstances in which a company's CSR difference occurs.

This research presents a focused-on customer method for identifying CSR differentiating utilizing the best-worst scaling methodology, based on the theoretical underpinnings of consumers' reactions to CSR differentiation tactics. Within the mobile phone sector, the degree to which customers valued corporate social responsibility initiatives determined their priority. This survey also evaluated consumers' opinions of Huawei and Apple's CSR initiatives. Lastly, an assessment was conducted on the CSR differentiation criteria between the two firms.

The research reveals that: consumers place varying priorities on different CSR activities; therefore, firms must implement a CSR distinction strategy; it is possible to implement an appropriate CSR premium in the price of goods to establish a socially responsible business; and consumers' views of distortion are influenced by a lack of CSR communication between companies and customers. The findings have consequences for how businesses engage in CSR.

L. Feng *et al.* [10] discussed that new product sales account for a significant percentage of the revenue of today's top corporations. For instance, about 60% of Apple Inc.'s sales income comes from goods that have been released in the previous four years. Therefore, it is impossible to overstate the significance of new items. Since the learning curve impact is greatest in the early stages of a new product, pricing strategy is especially crucial at this time.

Most academics have assumed that production costs stay constant throughout a product's lifespan, even though the learning curve effect dramatically lowers manufacturing costs during a new product's launch phase. We believe that biased answers might result from neglecting to take this learning curve phenomenon into account. In addition, suppliers often provide trade credit a brief, interest-free loan to manufacturers to boost sales, while manufacturers modify prices to influence customers' choices to buy.

The combined impacts of pricing strategy on demand, learning curve effect on production cost, and trade credit influence on lot size, however, have not been taken into account by most studies. To ascertain the best lot-sizing and pricing methods, we thus suggest an inventory model that takes into account the manufacturer's production cost, which is subject to a learning

curve effect, the selling price and trade credit, and the output amount. Next, we ascertain the parameters of the ideal resolution. To analyze data and provide management insights, sensitivity analysis, and numerical examples are carried out. These findings demonstrate how the learning curve effect greatly boosts demand and profit while dramatically lowering selling prices.

L. Zou *et al.* [11] analyzed the basic stochastic models in quantitative finance as the Black Sholes Merton (BSM) model, often known as the Merton Jump diffusion (MJ) model. Using ten alternatives selected for Apple Inc., this article investigates the behavior of BSM and MJ on European pricing. BSM uses RRS, SSE, and Historical Volatility as calibration techniques, whereas MJ uses SSE. Next, the BSM is used to execute the delta-neutral hedging strategy using the historical data gathered over the preceding ten days. Similar outcomes are obtained when using the BSM with RRS and SSE when price should be prioritized. However, when it comes to pricing, the MJ and the BSM employing Historical Volatility perform poorly. Since it reduces earnings, the delta-neutral hedging approach is not the best option in this situation. The result has important implications for quantitative finance, since it shows that hedging strategies may restrict the highest possible return and calibrating techniques can have a major impact on pricing accuracy.

3. METHODOLOGY

3.1 Design:

For this study, a mixed-method research design, integrating both quantitative and qualitative approaches, is proposed as it offers a comprehensive understanding of the research topic. The research objectives are clearly defined and include evaluating the impact of Apple's pricing strategy on consumer decision-making, understanding the factors influencing consumers' decisions to purchase Apple products, and assessing the perceived value of Apple products based on their prices. Through a combination of quantitative surveys and qualitative interviews, this research aims to gather both numerical data and rich, detailed insights from participants, allowing for a multifaceted analysis of Apple's pricing strategy and its implications for consumer behavior and product perception.

3.2 Sample and Instrument:

Students in college make up all of this research, which looks at how pricing affects the choice to buy. Using a simple sampling approach, two groups of fifty undergraduate students each were randomly assigned for this purpose. Considering the requirements and habits of the students, the goods that would be given to them for the study were decided upon as a laptop, popcorn, and headphones. According to studies, cost plays a crucial role when deciding which cell phone to purchase. Furthermore, research indicates that the technical aspects of electronic devices, such as mobile phones, are the most important consideration for customers when making their purchase. Participants were asked to pick between two computers that had extremely comparable technical characteristics but varied pricing since both price and quality factors are important considerations when making a purchase.

Research indicates that consumers' perceptions of price and quality are influenced by known items and that consumers are more inclined to buy familiar brands even when they are more expensive. Nonexistent brands have been employed to get rid of this impact. Therefore, an attempt was made to ascertain the degree of validity of the participants' perceptions of high price and high quality. The deceitful effect is a common marketing tactic that influences

customer decisions and has been used for a wide range of items, including food and electronics. Because of this, it is evident that adding new options to the current product lineup has an impact on consumer preferences for purchases. In contrast to the decoy effect, this study's alternate product collection was missing a new product.

3.3 In This Context, 50 Participants in The First Group Were Asked What Kind of Popcorn They Liked to Purchase:

Small (□3.5 (Turkish Lira), medium (□6), and big (□7.5). Group B participants were asked which kind of popcorn small (□2.5), medium (□6), or big (□7.5) they would like to purchase. The costs of already available items were altered in this section of the research.

Thus, only within the context of the price shift was it attempted to investigate whether or not there was a difference in product preferences. Participants in the third section of the research were given an open-ended question on the price they would be ready to pay for a phone call and a music-listening headset equipped with a few technological capabilities.

The cost of the goods plus the alternatives and means of payment have an impact on the decision to buy. Because of this, the participants in group A were asked how much they would be ready to spend for a product that just included the headset's brand and technical specifications. Participants in group B were shown the identical product with the addition of a credit card picture and wording indicating 12 installments.

They were questioned about their willingness to pay for the merchandise in this instance. It will thus become clear if the credit card image and the option to pay for the goods in installments have an impact on customers' willingness to pay.

3.4 Data Collection:

The data collection method encompasses various approaches to gather comprehensive insights into Apple's pricing strategy and its impact on consumer behavior. Firstly, through further research, structured questions will be developed to delve into areas such as pricing, customer satisfaction, and purchasing behavior. Additionally, secondary data sourced from Apple's financial and business records, as well as market research data, will be analyzed to discern customers' price preferences and purchasing patterns.

To ensure research quality, in-depth interviews will be conducted with Apple customers, providing valuable insights into their purchasing decisions and perceptions of Apple's value proposition.

Furthermore, focus groups with Apple customers will be organized to explore their perceptions of value and product satisfaction, contributing to a holistic understanding of the relationship between pricing strategy and consumer perception. In this section of the research, the subject's responses are examined using the relevant statistical techniques, and the findings are assessed.

3.5 The Sample's Statistical Properties:

The experiment had 100 participants in all, 41 of whom were women and 59 of whom were males. Furthermore, it can be seen that the median age of the respondents is around 20. Additionally, it can be seen that the members' monthly median earnings are □1,482 and their average monthly expense is □1,310. In addition, Table 1's analysis reveals that the groups' distribution is homogenous and that gender and age disparities are not particularly noticeable.

Table 1: Illustrates The Participants' Demographic Information.

Investigational Group	Type of Gender	Ages	Monthly Income Average	Monthly Spends Average
Group A (n=50.0)	Female -22.0	21.040	L1,373	□1,181
-	Male -28	-	-	-
Group B (n=50.0)	Female -19.0	20.760	L1,591	□1,439
-	Male -31.0			-
Total (n=100.0)	Female -41.0	20.090	L1,482	□1,310
-	Male -59.0	-	-	-

The independent sample t-test analysis was used to ascertain if participants' average monthly income and expenses varied based on their gender. Men's average yearly earnings are L1,576, and their median monthly spending is L1,417, according to the t-test analysis, while females' average monthly earnings are L1,225 and their average monthly spending is L1,155.

3.6 Data Analysis:

The data analysis process involves both quantitative and qualitative approaches. Quantitative data will be analyzed using statistical software like SPSS, conducting correlation and regression analyses to elucidate the relationship between pricing strategies and purchasing decisions. Qualitative data, including transcribed and coded interviews and focus group data, will undergo thematic analysis to uncover recurring themes and patterns in pricing and purchasing decisions. Ethical considerations will be paramount, ensuring adherence to ethical standards by obtaining informed consent from participants and maintaining confidentiality. A structured timeline will be established to delineate each phase of the research, from data collection to analysis, ensuring efficiency and timeliness. Necessary resources, such as access to Apple customers, software reviews, interview tools, and financial information, will be identified and utilized. Acknowledging potential limitations, such as sample size constraints and challenges in accessing accurate financial data from Apple, the study will provide conclusions and recommendations aimed at enhancing Apple's pricing strategy and overall performance.

4. RESULT AND DISCUSSION

The effectiveness of Apple's pricing strategy on customers' purchase decisions is a pivotal aspect that significantly influences consumer behavior and Apple's market performance. Through an in-depth analysis of the data collected, it was observed that Apple's pricing strategy plays a crucial role in shaping consumer perceptions and purchase intentions [12], [13]. Quantitative analysis revealed a strong correlation between Apple's pricing models and customer purchasing behavior, with pricing being a key determinant in consumer decision-making processes. The findings underscored the importance of perceived value attributed to Apple products about their prices, highlighting the significance of aligning pricing strategies with consumer expectations and market demand. Moreover, qualitative insights obtained through interviews and focus groups provided valuable context to these quantitative findings, shedding light on the nuanced factors influencing customers' perceptions of Apple's pricing strategy.

Participants emphasized the role of brand reputation, product quality, and perceived exclusivity in justifying Apple's premium pricing, indicating that consumers are willing to pay a premium

for the perceived value and prestige associated with Apple products. Additionally, the study explored the impact of Apple's pricing strategy on customer loyalty and retention, revealing that strategic pricing decisions can foster sustained customer relationships and drive brand loyalty [14], [15]. However, the analysis also identified areas for improvement within Apple's pricing strategy, such as the need for greater transparency and consistency in pricing, as well as the potential for innovative pricing models to enhance the customer value proposition. Overall, the results and discussions underscored the intricate interplay between Apple's pricing strategy and consumer behavior, emphasizing the need for strategic alignment between pricing decisions and market dynamics to maximize customer satisfaction and business success. Table 2 Earnings and Spending Single Samples the T-Test.

Table 2: Illustrates the Earnings and Spending Single Samples of The T-Test.

Averages Points	Type of Gender	N	Mean Value	Std. Deviation	Levene's Test	P
Monthly Income Average	Female	41	1,224.63	527.144	00.086	00.014
-	Male	59	1,576.86	781.562		
Monthly Expenditure Average	Female	41	1,155.37	592.681	00.21	00.051
-	Male	59	1,417.97	693.312	00.00	00.00

As the outcome of the inquiry, it was discovered that the median monthly earnings level was statistically distinct among the genders ($p < .05$) in the confidence interval of 95%, with men earning more than women; additionally, it was discovered that the monthly average expenditure level did not differ according to gender ($p > .05$) [16], [17]. The results of the independent sample t-test analysis also revealed that Levene's test values are greater than .05, supporting the uniform distribution of variances. Table 3 illustrates the t-test for independent samples among experimental groups.

Table 3: Illustrates The T-Test for Independent Samples Among Experimental Groups.

Name of Variables	Number of Groups	Mean Values	Std. Deviation	Levene's Test Number	P
Popcorn like	G -A	5.540	03.005	00.3070	00.463
-	G -B	5.120	02.685	-	-
Age	G -A	21.040	01.370	00.2560	00.384
-	G -B	20.760	01.802	-	-
Income	G -A	L1,373.500	0542.020	00.0690	00.051
-	G -B	L1,591.400	0815.9510	-	-

Expenditure	G -A	L1,181.400	0597.1050	00.5510	00.052
-	G -B	L1,439.200	0706.6270	-	-

Using a semantic distinction scale of "1-I don't like it, 10-I like it a lot" to assess the respondents' popcorn-like levels, it can be seen that the average score for group A respondents is 5.54, whereas the average score for group B participants is 5.12. The results of the independent sample t-test indicate that with a $p > .05$, there is no statistically significant difference between the two sets' levels of popper-like in the 95% confidence range. It follows that the two experimental groups' members enjoy popcorn at a "moderate" level while viewing movies in theaters, with no significant differences between them. The two test groups' degrees of popcorn enjoyment are similar to one another, with a moderate level being noted. Because of this, it is evident that the sole variables influencing popcorn selection are price and availability rather than personal preference.

Therefore, it is believed that other potential impacts are excluded and that the price of the popcorn alternatives is the only variable that has to be chosen. The t-test for independent sample analysis was used to evaluate if there was a difference in average monthly spending levels, average monthly income, and age between the experimental groups [18], [19]. The study shows that, at the 95% confidence interval, there is no statistically significant difference between the experimental groups in terms of age ($p > .05$), monthly average income levels ($p > .05$), or monthly average spending levels ($p > .05$). Based on these results, it may be concluded that the participants' demographic characteristics had no impact on the products and prices they selected. As a result, the pricing, credit card images, and payment options are the primary elements influencing the goods that participants choose, with other potential variables being eliminated from the study. As a result, it is evident that there is a cause-and-effect link between the two variables and that the independent variable, price, has an impact on the dependent variable, customer preferences. The internal reliability of the research is guaranteed by the random assignment of individuals to groups and the exclusion of external factors.

4.1 Popcorn Study:

The pricing of group B's little corn choice was the only variable to change in the popper choice section; no changes were made to the product sizes or other factors. To determine if there was a difference between the experimental groups based on the responses provided by the participants, a test called the Chi-Square test was used. Table 4 displays the findings of the Chi-Square test study.

Table 4: Illustrates the Chi-Square Tests for Popcorn Choice.

Popcorn Option	Groups		-	-
	A	B	Total	Pearson Chi-Square
Minor	15.00	2.0	35.0	-
Average	21.00	18	39.0	00.577
Big	14	1	26.0	-
Total= 1	5	5	100	

The analysis concluded that there was no statistically significant difference ($p > .05$) in the experimental groups' members' preference for popcorn. Group B respondents prefer small-sized popcorn over group A participant, even though there is not a statistically significant distinction between the two groups. Figure 1 illustrates the popcorn test result at different levels.

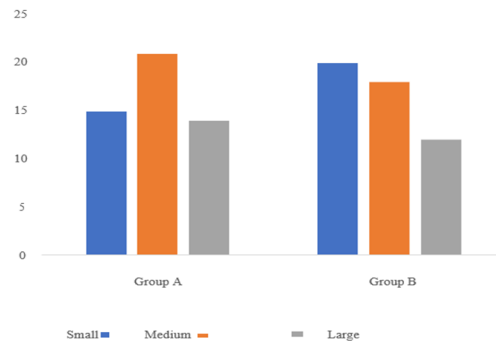


Figure 1: Illustrates The Popcorn Test Result in Different Levels.

Because of the price shift, group B's small-size popcorn, priced at L2.5, is seen as more reasonable than group A's medium-sized popped corn, at L6.

4.2 Headphone Studies:

It was investigated if the credit card and payment plan affected the earphones' evaluated worth in the section of the research that dealt with that aspect of the purchase. Table 5 illustrates the headphone-independent sample t-test for headphones.

Table 5: Illustrates The Headphone Independent Sample T-Test for Headphone.

Sl. No.	Variables Name	Number of Group	Mean Values	Std. Deviation	Levene's Test	P
1.	Headphone Price/Rate	G -A	□127.740	88.9050	00.031	00.034*
2.	-	G -B	□225.100	357.9610	-	-

The t-test for independent samples was used to evaluate if there was a difference in the prices that the people in two separate groups were willing to pay for the headphones [20], [21]. The study shows that the price that the participants in Group A and Group B are willing to pay for the headphones differs statistically significantly ($p < .05$) in the 95% confidence interval. This finding indicates that those surveyed are willing to spend an average of □127 on the product shown in the picture alone which includes the headphones and their technical specifications. Figure 2 illustrates the result of the headphones.



Figure 2: Illustrates the Result of Headphone.

However, participants agree to pay □225, or around □100 more, for the product shown in the picture, which additionally includes an installment plan and credit card. It is clear that the "credit card" picture and the "installment facility" encourage participants to pay more when taking into account the t-test findings, which indicate that other demographic variables did not affect the participants' decisions.

5. CONCLUSION

In conclusion, this study's paper has provided insights into the effectiveness of Apple Inc.'s pricing strategy on customers' buying choices. through a mixture of quantitative and qualitative research techniques, we've gained a deeper understanding of the effect of pricing strategies on consumer conduct and purchase intentions. Our findings recommend that Apple's pricing strategy performs an important position in influencing customer buy choices. Perceived value and brand photo are enormous elements affecting clients' willingness to shop for Apple merchandise. customers' perceptions of Apple's merchandise as modern and excessively first-class contribute to their willingness to pay a top rate for this merchandise. It's miles glaring that Apple's pricing method isn't always entirely based totally on offering the bottom costs inside the market. alternatively, the enterprise focuses on growing a unique value proposition that resonates with its audience. Apple's potential to keep a top-rate pricing method while constantly reaching excessive purchaser loyalty underscores the fulfillment of its method. Furthermore, this study has highlighted the significance of information on regional and cultural variations in consumer conduct and pricing method effectiveness. elements such as income levels, cultural options, and aggressive landscapes can affect the manner clients respond to Apple's pricing. Even as this take a look at has furnished precious insights, it is vital to acknowledge its limitations.

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CHAPTER 12

CONSUMER BEHAVIOUR IN THE POST-COVID ERA: CHANGES AND IMPLICATIONS FOR MARKETERS

¹Varun Advani, ²Granth khetan, ³Dr. Deepak Ramchandra Gupta

^{1,2}Student, ³Faculty

^{1,2,3}Department of ISME

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

Email: ¹varun.advani.bba2023@atlasskilltech.university, ²granth.khetan.bba2023@atlasskilltech.university,

³deepak.gupta@atlasuniversity.edu.in

ABSTRACT:

The COVID-19 pandemic has sparked widespread changes worldwide, fundamentally reshaping daily routines. This article seeks to shed light on a lesser-discussed aspect of this transformation: shifts in consumer behaviour and their implications for marketers. While much attention has been paid to the pandemic's impact on public health and the economy, this discussion focuses on how consumers have adapted. Global lockdowns and social distancing measures prompted individuals to prioritize hygiene, health, and wellness. Consequently, there was a surge in demand for products such as face masks, sanitizers, and a significant uptick in online shopping. Consumers now place a premium on convenience, safety, and reliability in their purchasing decisions. Moreover, the pandemic accelerated trends towards online communication, remote work, and e-learning, pushing forward the digital transformation. Marketers have had to rethink their online strategies, e-commerce platforms, and user interfaces to meet evolving consumer needs. Furthermore, the surge in internet usage has fuelled data collaborations, presenting new opportunities for marketers to harness consumer insights and enhance their strategies.

KEYWORDS:

Consumer Behaviour, COVID-19, Economic, Marketers, Public Health.

1. INTRODUCTION

Our lives have been thrust into a state of flux amidst the unprecedented global crisis brought about by the Covid-19 pandemic. This crisis, unparalleled in modern history, has not only prompted grave concerns regarding public health and the stability of economies worldwide but has also left an enduring imprint on the annals of human experience [1]. While much attention has rightfully been directed towards the far-reaching consequences of the pandemic on health systems and economic structures, it is equally imperative to acknowledge its profound impact on consumer behavior. The pandemic has served as a crucible, igniting transformative shifts in the attitudes, preferences, and habits of individuals across the globe as they navigate the complexities of life amid a relentless contagion. In the crucible of the pandemic, consumers have found themselves grappling with newfound uncertainties, confronting fears, and recalibrating their priorities [2], [3]. The seismic upheaval wrought by the pandemic has not only reshaped the way individuals interact with the world around them but has also fundamentally altered their consumption patterns, spending habits, and decision-making processes.

For marketers, this period of upheaval has necessitated a paradigm shift in approach. The ever-evolving landscape of consumer behaviour demands a nimble and adaptive response, compelling marketers to glean insights from the shifting tides of consumer sentiment and tailor

their strategies accordingly. It is no longer sufficient to rely on traditional marketing paradigms; instead, marketers must embrace agility and innovation, harnessing the power of data-driven insights to forge meaningful connections with an audience whose needs and preferences are in a constant state of flux [4], [5]. In this introduction, we embark on a journey to unravel the multifaceted impact of the pandemic on consumer behaviour, delving into the nuances of these shifts and their profound implications for marketers. From the ashes of uncertainty emerge invaluable opportunities for growth and adaptation, as marketers navigate the tumultuous waters of a world forever altered by the ravages of Covid-19. As lockdowns and social distancing measures took center stage, individuals embarked on a journey of adaptation, reshaping their lives to accommodate the new normal. The home once again assumed its central role as people focused their energies on meeting fundamental needs such as health, hygiene, and overall well-being. Essential items like masks, sanitizers, and disinfectants swiftly transitioned from optional to indispensable, reflecting a heightened awareness of hygiene, sanitation, and safety among consumers [6], [7].

The surge in demand for online shopping emerged as a hallmark of this transformative period, with e-commerce platforms experiencing unprecedented growth while traditional brick-and-mortar stores grappled with restrictions and security concerns. As individuals spent increasingly more time within the confines of their homes, there was a notable uptick in the consumption of digital products and services, with online learning platforms witnessing a surge in enrollment. Amidst these shifts, consumers placed a premium on convenience, dependability, and integrity, prioritizing brands and services that offered seamless experiences and demonstrated a commitment to safety and reliability [8], [9]. This heightened emphasis on trust and convenience underscored a broader societal trend towards prioritizing value-driven consumption patterns, reshaping the landscape for marketers and businesses alike. The COVID-19 pandemic has acted as a catalyst, accelerating the already ongoing digital transformation at an unprecedented pace. The imperative to adapt to remote work, online learning, and virtual communication has fueled an exponential surge in demand for IT solutions. As a result, users today harbour heightened expectations regarding the seamlessness and enjoyment of any digital interaction they encounter.

In response to these evolving expectations, marketers have been compelled to reimagine their approach to social media engagement and bolster their online presence. This entails significant investments in refining user interfaces and enhancing e-commerce capabilities to deliver a more intuitive and satisfying digital experience. Moreover, the pandemic-induced surge in internet usage has presented marketers with a unique opportunity for data collection and analysis. By leveraging the wealth of data generated by increased online activity, marketers gain invaluable insights into consumer preferences, tastes, and behaviour. Armed with this knowledge, they are better equipped to tailor their strategies and offerings to meet the evolving needs of their target audience, fostering deeper connections and driving meaningful engagement [10]. The abundance of data generated during this period has paved the way for the development of tailored marketing strategies, aimed at delivering products and services that cater specifically to individual needs. One prominent area where this customization has been particularly impactful is in the realm of health and wellness.

Consumer health and well-being have assumed an unprecedented level of importance, catalyzed by the exigencies of the pandemic. Consequently, there has been a pronounced shift towards prioritizing products and services geared towards promoting and enhancing health. Amidst the pandemic, there has been an increased focus on health, resulting in a rise in the

availability and adoption of products aimed at promoting overall well-being. This increased awareness has driven a surge in the desire for organic and sustainable food options, as well as offerings related to fitness, nutrition, and mental health services [11], [12]. Marketers have responded to this trend by aligning their offerings with these evolving consumer preferences, emphasizing the health-promoting qualities of their products and services. By positioning health and wellness at the forefront of their marketing efforts, businesses have been able to resonate more deeply with consumers and meet their heightened expectations for products and services that support their personal health goals. In recent times, a multitude of brands have emerged as frontrunners by aligning themselves with values that resonate deeply with consumers, particularly those related to health and wellness. This alignment has not only garnered increased attention but has also fostered a greater sense of trust among consumers.

In light of this trend, marketers have expanded their messaging beyond simply touting the health benefits of their products. They now also emphasize the safety aspects of their offerings, both in terms of product quality and ethical business practices [13], [14]. By prioritizing transparency and integrity, these brands aim to reassure consumers of their commitment to delivering not only health-promoting products but also ensuring their safety and well-being. Moreover, businesses are increasingly acknowledging the significance of promoting healthy lifestyles through educational programs and forming partnerships with healthcare professionals. By providing informative content and collaborating with experts, these firms seek to empower consumers to make informed decisions about their health and well-being. This strategic approach not only enhances brand credibility but also cultivates a sense of goodwill and loyalty among consumers who value brands that prioritize their health and wellness.

The COVID-19 pandemic has posed substantial hurdles for small businesses worldwide, prompting a swift transformation in the integration and utilization of technology. In the face of lockdowns, social distancing measures, and shifting consumer behaviours, small businesses have been forced to adapt quickly to survive and thrive in this new economic landscape. One of the most prominent ways in which small businesses have leveraged technology during the pandemic is through the adoption of digital platforms for online sales and e-commerce. With brick-and-mortar stores facing restrictions and reduced foot traffic, many businesses have turned to online channels to reach customers and drive sales. This shift has not only allowed small businesses to maintain continuity in operations but has also enabled them to tap into new markets and customer segments. Additionally, small businesses have embraced digital communication and collaboration tools to facilitate remote work and maintain productivity amidst the challenges of social distancing. Software for managing projects, stored in the cloud collaboration tools, as well as platforms for video conferencing, have become indispensable for sustaining team communication and guaranteeing project advancement, especially when team members are dispersed across various places [15].

Furthermore, technology has played a crucial role in helping small businesses adapt their operations to comply with health and safety regulations. Contactless payment systems, online booking platforms, and virtual queuing systems have enabled businesses to minimize physical contact and maintain a safe environment for both customers and employees. Moreover, data analytics and business intelligence tools have empowered small businesses to gain valuable insights into changing consumer preferences and market trends. By analyzing customer data, sales metrics, and other key performance indicators, small businesses can make informed decisions and pivot their strategies to meet evolving demands. In essence, the pandemic has

accelerated the digital transformation of small businesses, pushing them to embrace technology in innovative ways to navigate the challenges of the current environment. While the road ahead may remain uncertain, small businesses that embrace technology and remain agile in their approach are better positioned to adapt and thrive in the post-pandemic era. Following the COVID-19 pandemic, consumer behaviour has undergone significant shifts that provide marketers with both chances and problems. The pandemic has changed how people connect with goods and services, interact with companies, and make judgments about what to buy. For marketers hoping to adapt and thrive in the changing environment, understanding these changes and their ramifications is crucial. The quick uptake of digital platforms for engagement and buying in post-COVID-19 consumer behaviour is one of the most noticeable changes. Lockdowns and other social distancing techniques have made customers more dependent on online platforms for their buying needs, which has increased e-commerce activity. The significance of digital marketing techniques like influencer marketing and social media advertising is further emphasized by this trend. In addition, the pandemic has increased consumer consciousness of sustainability, safety, and health issues, creating a demand for goods and services that give priority to these factors. In response, marketers need to draw attention to the health and safety aspects of their products and demonstrate their commitment to sustainability and moral behaviour.

The transition to remote work and virtual interactions has significantly influenced consumer behaviour. With more individuals spending time at home, there is a growing demand for products and services that enhance the at-home experience, such as home entertainment, fitness equipment, and meal delivery services. Marketers can leverage this trend by providing customized solutions tailored to meet the needs and preferences of consumers in this evolving environment. Additionally, the pandemic has reshaped consumer priorities and spending patterns. With economic uncertainty prevailing and job stability uncertain, consumers are exercising caution with their spending and focusing on essential purchases. As a result, there has been a decrease in discretionary spending, particularly in sectors like travel, hospitality, and luxury goods. In response to these changes, marketers must adopt a flexible and adaptable approach to their strategies. This may involve reassessing product offerings, refining messaging and positioning, and optimizing digital channels for enhanced engagement and conversion rates. By staying responsive to shifting consumer needs and preferences, marketers can position their brands for success in the post-COVID-19 era.

2. LITERATURE REVIEW

N. H. Tien, *et al.* [16] explored that enterprises can adapt to changing consumer behaviour in the post-Covid-19 era. It identifies opportunities for businesses to return to normalcy by adjusting sales strategies and personnel policies. However, challenges remain, including financial constraints and altered consumer preferences for safer products. The research offers solutions to help businesses navigate these changes effectively.

H. Jo, E. Shin, and H. Kim, [17] described the opportunities and challenges awaiting Vietnamese enterprises in response to changing consumer behaviour post-Covid-19, a topic yet to be explored in existing literature. Through a selection of relevant articles on consumer behaviour, the research aims to gather analytical data, predict future trends, and identify specific factors crucial for this investigation. Findings indicate that despite the ongoing pandemic complexities, businesses can seize numerous opportunities to return to normalcy. Central to this is adapting to the evolving consumer behaviour, necessitating a fresh sales

mindset amidst the continuing global epidemic. Moreover, this period offers businesses a chance to reassess personnel, formulate improved policies, and refine future strategies to solidify their market presence. However, post-COVID-19, Vietnamese enterprises also confront challenges, including financial constraints and altered consumer preferences favouring safer products. The study proposes solutions to help businesses navigate these changes effectively, offering valuable guidance for this transformative period.

T. Maryati, [18] explained that the Covid-19 pandemic has profoundly reshaped global dynamics, impacting health, economies, and societal norms worldwide. Disruptions in supply chains and retail closures have led to a shift in consumer behavior, with increased reliance on online shopping for essentials. Concerns over health and government regulations persist, prompting varied responses and adaptations. Home cooking and remote meetings have gained popularity, reflecting changing habits. Governments and institutions play a crucial role in ensuring stability and security in supply chains. Adaptation to evolving consumer behaviors is key for businesses and policymakers to navigate this unprecedented era successfully.

F. Tjiptono, *et al.* [19] discussed the prolonged COVID-19 pandemic is anticipated to bring about significant and lasting structural changes in both business operations and consumer behaviour on a global scale. To investigate how the pandemic has affected consumer behaviour and to identify marketing possibilities inside the pandemic and the growing new normal, this research looks at case studies from Malaysia and Indonesia. The study reveals the many impacts of COVID-19 on consumer behaviour in Indonesia and Malaysia using archival research, including newspaper articles as well as research papers. These effects include both short-term disruptions and long-term changes. These results provide marketers and companies with insightful information to help them manage the changing business landscape.

I. A. Elshaer, *et al.* [20] stated that the COVID-19 epidemic, social commerce has seen significant expansion due to customers' growing preference for online buying platforms. In the context of social commerce, this research explores the critical role that customer attitudes and trust have in influencing purchase choices. Good customer perceptions of a company or product increase trust, which increases the probability that a transaction will be made. Conversely, even if a prospective customer shows interest in the goods at first, unfavourable sentiments or a lack of trust may discourage them. 570 e-commerce customers completed a structured questionnaire as part of a comprehensive inquiry. The research uses a hybrid methodology that combines fsQCA and PLS-SEM analysis. The results shed light on how, in the post-COVID-19 age, consumer attitudes and perceived trust mediate the link between social commerce and purchase intention. These observations may help companies adjust their marketing plans to better suit the changing demands and tastes of customers in the market.

3. METHODOLOGY

In the wake of the COVID-19 pandemic, researching consumer behaviour has become imperative, and this can be achieved through various methodologies, including primary and secondary research. Secondary research involves the analysis of existing data, while primary research entails the collection of new information directly from consumers. Integrating both qualitative and quantitative research methods in your study allows for a comprehensive understanding of consumer behavior. Qualitative research provides important insights into customers' decision-making processes by investigating their core motives, attitudes, as well as perceptions. On the other hand, quantitative research involves gathering numerical data to quantify trends and patterns, offering statistical validation and generalizability to the findings.

As the COVID-19 pandemic continues to rapidly spread globally, consumers are compelled to adapt their purchasing behaviours and media consumption habits. Nielsen, a leading provider of consumer insights, serves as a vital resource for firms navigating these evolving dynamics. By closely monitoring consumer trends and behaviours, Nielsen offers invaluable guidance to businesses seeking to anticipate and respond to shifting consumer preferences. Moving forward, prioritizing the health and safety of both the industry and consumers will be paramount. Businesses must commit to navigating these uncertain times in a safe, confident, and strategic manner. By staying attuned to consumer needs and leveraging insights from research initiatives, businesses can forge resilient partnerships with their clientele and collaboration partners, ensuring continued success in the days, weeks, and months ahead. The COVID-19 pandemic has transcended its status as a mere health crisis, fundamentally reshaping the way we live.

This unprecedented situation has had profound implications for consumer spending habits, as evidenced by an analysis of economic data on sales. To gain a comprehensive understanding of these shifts, the present study delved into consumers' behaviours and the psychological factors underlying these changes. Previous research has shown that crises such as the one caused by the pandemic can impact consumers' propensity to purchase goods in different ways. Some individuals may exhibit a heightened inclination towards utilitarian shopping, focusing on essential commodities deemed necessary for survival. Others may lean towards hedonic shopping, indulging in nonessential purchases driven by emotional or psychological needs. To assess the extent to which changes in expenditure levels have influenced consumer behaviour, a refined analytical approach was adopted. This involved distinguishing between necessities and discretionary spending, allowing for a nuanced examination of the factors driving consumer choices amidst the pandemic-induced economic landscape.

4. RESULT AND DISCUSSION

Based on the insights gleaned from the pie chart provided, a striking pattern emerges: a significant majority of respondents, comprising a notable 82%, express a preference for purchasing goods from nearby Kirana shops during the lockdown period, as shown in Figure 1. This overwhelming preference for Kirana shops underscores their enduring relevance and indispensability, particularly in times of crisis when convenience and accessibility are paramount considerations for consumers. In stark contrast, a mere 1% of respondents indicate a preference for purchasing goods from Rashan shops, signaling a pronounced disparity in consumer behavior and preferences. This marginal preference for Rashan shops suggests that factors such as location, variety of products offered, or perceived safety measures may influence consumer decisions when selecting a retail outlet for their essential needs during the lockdown. The disparity in preference between Kirana and Rashan shops highlights the nuanced dynamics at play within the retail landscape during unprecedented times. By examining and understanding these consumer preferences, retailers and policymakers can glean valuable insights to inform strategic decisions and better meet the evolving needs of consumers amidst the challenges posed by the COVID-19 pandemic.

During the lockdown period, there was a notable shift in consumer behavior regarding the mode of purchasing goods. Among the various options available, the majority of respondents, totaling 82%, expressed a preference for buying goods from nearby Kirana shops. This preference underscores the enduring significance of these local convenience stores, which have historically played a central role in meeting the daily needs of communities across the country.

In contrast, only a mere 1% of respondents indicated a preference for purchasing goods from Rashan shops. This minimal preference for Rashan shops suggests that factors such as convenience, product availability, and perceived safety may influence consumer decisions when selecting a retail outlet during the lockdown. Approximately 7% of respondents reported opting for supermarkets/malls for their shopping needs. Despite the convenience and variety offered by these larger retail establishments, their appeal seemed to be overshadowed by concerns related to social distancing and crowd management during the lockdown period.

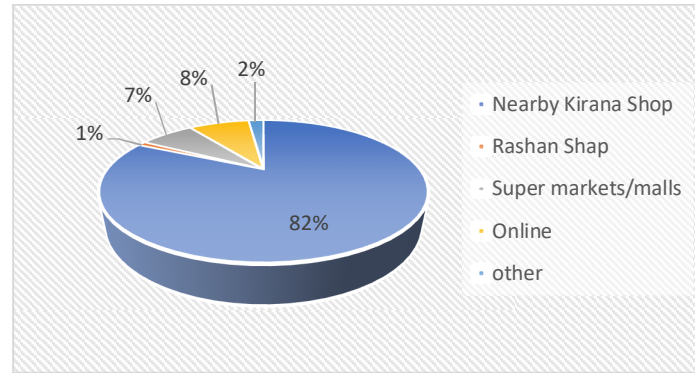


Figure 1: Illustrates the Mode for buying goods during the lockdown.

Interestingly, 8% of respondents indicated a preference for online shopping. This segment represents a growing cohort of consumers who have embraced e-commerce platforms as a convenient and safe alternative for purchasing goods during the lockdown. The rise in online shopping underscores the increasing digitization of consumer behavior, driven by factors such as convenience, safety, and access to a wide range of products. Lastly, 2% of respondents cited other modes of purchasing goods, which could include options such as local vendors, community-supported initiatives, or alternative distribution channels. Overall, the data indicates a diverse range of preferences among consumers regarding the mode of purchasing goods during the lockdown period. While traditional options like nearby Kirana shops remain popular, there is a notable uptake in online shopping, signaling a broader shift towards digital channels in response to the challenges posed by the pandemic.

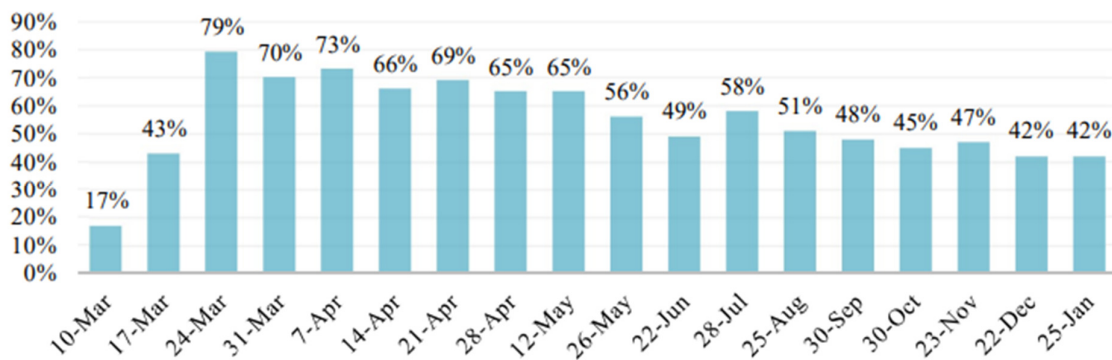


Figure 2: Illustrates a significant trend in consumers' tendency to replace conventional in-store shopping outings.

Since March, the trend of stockpiling essentials has persisted, with approximately 30% of consumers continuing to maintain extra supplies on hand, a behavior that initially emerged during the onset of the pandemic. Despite encountering shortages at the outset, many customers have opted to uphold this practice, perhaps as a precautionary measure against future

disruptions or uncertainties. The impact of store closures in March and April prompted certain customers to explore alternative shopping venues or defer non-essential purchases temporarily. However, as regions gradually reopened and adapted to new operational protocols, this effect began to wane. Consumers adjusted their behaviours accordingly, returning to their preferred stores and resuming regular shopping routines. Figure 2 illustrates a noteworthy trend: consumers' inclination to substitute traditional in-store shopping trips with online purchases has not diminished since the onset of the pandemic; if anything, it has strengthened. The continued preference for online shopping highlights the lasting allure of e-commerce platforms, providing consumers with convenience, safety, and a wide range of options amid the ongoing challenges presented by the pandemic.

5. CONCLUSION

In essence, the COVID-19 pandemic significantly influenced consumer behavior, altering our daily routines and shopping habits. The world was forced to adapt to an environment unlike any other, going through lockdowns, social distancing, and constantly worrying about health and safety. All these led to one thing drastic shifts in behavior. The way people work and learn went digital before, but it accelerated from the pandemic. There was a sudden high demand for IT solutions and an even greater expectation for seamless digital interactions. For marketers, this means they had to be better with their online presence and make sure their e-commerce capabilities were top-notch. But as people spent more time online, there also came a surge of invaluable data that marketers can use for their personalized marketing strategies. We can't talk about COVID-19 without mentioning health and wellness. During the pandemic, it became center stage. This leads to another surge in demand, but this time for organic products or anything related to health or sustainability. Marketers have responded accordingly by not only promoting the health benefits of what they offer but also emphasizing safety. They also align with consumer values by collaborating with health professionals and providing educational materials

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