Proceedings of the
FORE
INTERNATIONAL
MARKETING CONFERENCE,
2021
November 26-27, 2021
Marketing in a Disrupted
World

Organizing Team
PATRON - Dr. B.B.L Madhukar- Chairman, FORE School of Management, New Delhi

CONFERENCE CHAIR - Dr. Jitendra K. Das, Director and Professor of Marketing, FORE School of Management, New Delhi

CONFERENCE CONVENOR - Dr. Nirmalya Bandyopadhyay, Associate Professor of Marketing, FORE School of Management, New Delhi

CONFERENCE CO-CONVENOR - Dr. Ansh Gupta, Associate Professor of Marketing, FORE School of Management, New Delhi

Conference Advisory Board
Prof. Russell W. Belk - Distinguished Author and Researcher, Professor of Marketing, Schulich School of Business, York University, Canada
Prof. Roland Rust - Distinguished Professor and David Bruce Smith Chair in Marketing, Robert J Smith School of Business, University of Maryland, USA
Prof. Victoria Crittenden - Professor of Marketing, Babson College, USA; Editor, Journal of Marketing Education (AMA)
Prof. Justin Paul - Professor, Univ of Reading (UK) and Univ of P Rico (USA); Editor-in-Chief, International Journal Consumer Studies.
Prof. Osama Khan - Pro-Vice-Chancellor, Education and Professor in Practice, University of Surrey, UK.
Prof. Gautam Mahajan - Thought Leader, Academician, President, Foundation of Customer Value; Editor, Journal of Creating Value,
MESSAGE FROM THE CONFERENCE CHAIR

FORE International Marketing Conference 2021, organized by the marketing area of FORE School of Management, New Delhi during November 26-27, 2021 brings together marketing scholars and practitioners from around the world. The objective of the conference is to advance the understanding of marketing in the contemporary world especially when the world has experienced the perils of a disastrous pandemic. In this endeavour, FORE International Marketing Conference, 2021 with the theme “Marketing in a Disrupted World” brought together the best of minds from academia and industry for meaningful intellectual discourses. We have received around 65 submissions in the form of extended abstracts and after a review process, 43 papers have been shortlisted for presentation at the conference.

FORE International Marketing Conference 2021 features world-renowned academicians and editors of top-ranked journals. We are grateful to Prof. Russell Belk, Prof. Roland Rust, Prof. Victoria Crittenden, Prof. Justin Paul, Prof. Raj Sethuraman, Prof. Carolyn Strong, and others for participating in the conference. The conference also features an industry-academia panel discussion from participants from India and abroad. We express our gratitude to Mr. Rahul Raizada, Mr. Sangram Sinha, Mr. Kapil Grover, Mr. Kush Gupta, Mr. Cherish Jacob, and Dr. Nancy Richmond for participating in the conference. We sincerely thank Prof. Gautam Mahajan, Prof. Mithileswar Jha, Ms. Bhuvana Subramanyan, and Mr. Falk Fuhrmann for participating in the conference.

Due to the ongoing pandemic, the conference is being conducted in virtual mode. I like to express my deep appreciation to the speakers, panelists, authors/presenters, session chairs, reviewers, faculty, and participating doctoral students of the FORE School of Management, New Delhi to make the conference successful.

With Best of Wishes

Dr. Jitendra K. Das

(Director, FORE School of Management and Conference Chair, FIMC, 2021)
## FIMC 2021 Program Schedule

### Session 1-1: Inaugural Session

November 26, 2021 (Day 1)
11:45 AM - 1:15 PM IST

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:45 AM to 11:50 AM</td>
<td>Dr. Nirmalya Bandyopadhyay, Conference Convenor, FIMC 2021; Associate Professor (Marketing), FORE School of Management, New Delhi</td>
<td>Opening Remarks</td>
</tr>
<tr>
<td>11:50 AM to 12:00 PM</td>
<td>Dr. Jitendra Das, Conference Chair, FIMC, 2021; Director FORE School of Management, New Delhi.</td>
<td>Welcome Address</td>
</tr>
<tr>
<td>12:00 PM to 12:10 PM</td>
<td>Dr. Srikar K. Reddy, Joint Secretary, Department of Commerce, Ministry of Commerce and Industry, Govt. of India</td>
<td>Special Address</td>
</tr>
<tr>
<td>12:10 PM to 12:30 PM</td>
<td>Prof. Osama Khan, Pro-Vice Chancellor and Professor in Practice, University of Surrey, UK.</td>
<td>Keynote Address</td>
</tr>
<tr>
<td>12:30 PM to 12:45 PM</td>
<td>Prof. Prakash Bagri, Associate Dean - Corporate Engagements and Clinical Associate Professor of Marketing, Indian School of Business, Hyderabad</td>
<td>Special Address</td>
</tr>
<tr>
<td>12:45 PM to 1:00 PM</td>
<td>Mr. Falk Fuhrmann, Executive Director, Shanghai Huilue Business Consulting Company, China</td>
<td>Special Address</td>
</tr>
<tr>
<td>1:00 PM to 1:10 PM</td>
<td>Dr. Vinayshil Gautam, Vice-Chairman, FORE School of Management; Ex-Emeritus Chair Professor, IIT Delhi; Founder Director, IIM Kozhikode.</td>
<td>Special Address</td>
</tr>
<tr>
<td>1:10 PM to 1:15 PM</td>
<td>Dr. B.B.L Madhukar, Director General, BRICS Chamber of Commerce and Industry, Chairman of the Executive Board, FORE School of Management, New Delhi.</td>
<td>Special Address</td>
</tr>
<tr>
<td>1:15 PM to 1:20 PM</td>
<td>Dr. Ansh Gupta, Conference Co-Convenor, FIMC 2021; Associate Professor (Marketing), FORE School of Management, New Delhi</td>
<td>Vote of Thanks</td>
</tr>
</tbody>
</table>
Session 1-2: Technical Session-Consumer Experience and Behavior

November 26, 2021 (Day 1)
1:30 PM to 3:00 PM IST

Chair: Dr. Saikat Banerjee, Professor of Marketing, IIFT Kolkata
Co-Chair: Dr. Ansh Gupta, Associate Professor of Marketing, FORE School of Management

Paper Presentations

Consumer Creativity in Post Pandemic Times: A qualitative Disclosure Analysis
Dr Ekta Srivastava (IIM Kozhikode)

Consumer’s attitude about Brand Scandal: Moderating Effects of Retailers view and Media Amplification
Ms. Sunaina Kapoor & Dr. Saikat Banerjee (IIFT, Kolkata)

Impact of Demographic Characteristics on Loyalty Program Influence
Dr. Ankit Mehrotra & Dr. Reeti Agarwal (Jaipuria Institute of Management, Lucknow)

Exploring the attitude-behavior gap in pre-owned luxury fashion: Evidence from India
Ms. Rubal Rathi (BML Munjal Univ), Dr. Sheetal Jain (Luxe Analytics) & Dr Ruchi Garg (BML Munjal Univ)

Green Perceived Value and Intention to purchase sustainable apparel among Gen Z: A moderated mediation model with Attitudes, Materialistic Values and Consumer knowledge
Dr. Nupur Arora & Ms. Parul Manchanda (Vivekananda Institute of Professional Studies, New Delhi)

Customer data privacy and customer experience in Omnichannel retailing: The mediating role of trust
Mr. Kishor Chandra Sahu (Aligarh Muslim University), Dr. Naved Khan (Aligarh Muslim University) & Dr. Krishna Dasgupta (XIM, Bhubaneswar)

Understanding Customer Experience in Digital Space through Online Diary Method
Ms. Vandana Munjal & Dr. H.K. Dangi (Delhi University)

Q&A
Session 1-3: Technical Session- Branding and Product Strategies

November 26, 2021 (Day 1)
3:05 PM – 4:15 PM IST

Chair: Prof. Amit Mookherjee, Professor, Delhi Technological University, New Delhi

Co-Chair: Dr. Ashutosh Pandey, Assistant Professor (Marketing), FORE School of Management, New Delhi

Paper Presentations

Impact of Sensory Branding on Consumers
Dr Rupa Rathee & Dr. Pallavi Rajain (DCRUST, Haryana)

Revisiting consumer-based brand equity during a crisis situation: An empirical investigation
Dr. Subhajit Bhattacharya (XIM University, Bhubaneswar) & Mr. Arunava Dalal (University of Engineering and Management, Kolkata)

The Impact of Brand Extension on Brand Equity in the retail sector: The Mediating role of Brand Trust and Brand Image
Dr. Charu Saxena & Dr. Pardeep Kumar (USB, Chandigarh Univ)

Impact of Competitive Intensity on Product Diversification choices across Technological Environments: Evidence from India
Mr. Supratim Kundu & Dr. Bikramjit Ray Chaudhuri (SPJIMR, Mumbai)

Social Media in Organization Branding –An Employer and Employee Perspective Using Fuzzy-TOPSIS and Conjoint Analysis
Ms. Monu Mishra (Independent Researcher) & Dr. Vinaytosh Mishra (FORE School of Management, New Delhi)

Q&A
Session 1-4: Technical Session- AI, Data Analytics and Social Media Marketing

November 26, 2021 (Day 1)
4:20 PM – 5:40 PM IST

Chair: Dr. Pooja S. Kushwaha, Associate Professor, Jaipuria Institute of Management, Indore.
Co-Chair: Dr Ajay Kumar Pandey, Associate Professor (Marketing), FORE School of Management, New Delhi

Paper Presentations

Impact of artificial intelligence in apparel industry: Review study of Amplified Intelligence in H&M
Ms. Priya Diwan, Dr. Nilima Thakur & Dr. Ashok Sharma (Jagannath International Management School, Kalkaji, New Delhi)

Artificial Intelligence and Machine Learning in Marketing: a bibliometric review
Dr. Pooja.S.Kushwaha (JIM, Indore) and Dr. Usha Badhera (JIM, Jaipur)

Empirical evidence of the influence of big data analytics (BDA) on marketing practitioners’ enhanced performance for sustained competitive advantage
Dr Tareq Rasul, Dr. Sumesh Nair & Dr. Samaneh Soleimani (Australian Institute of Business, Australia)

Understanding the Dynamics of Participant Discussions in Online Sustainable Fashion Forum: A Digital Immersion
Ms. Neha Upadhyay (MICA, Ahmedabad)

Understanding the Significance of User Actions on Facebook Algorithm: A Conceptual Model
Mr. Sunil Barsaiyan & Dr. Charu Sijoria (Jaypee Business School, Noida)

Q&A
**Session 1-5: Overcoming Challenges in Marketing in a Disrupted Marketplace**

November 26, 2021 (Day 1)
5:45 PM – 7:25 PM IST

**Chair:** Dr. Jitendra Das, Director, FORE School of Management, New Delhi

**Distinguished Speakers**

- **Prof. Russell W. Belk**, Schulich School of Business, York Univ, Canada
  *The Death of Marketing and its possible reincarnation*

- **Prof. Roland Rust**, Robert J Smith School of Business, University of Maryland, USA
  *Artificial Intelligence: Negotiating Marketing Challenges in the Disrupted World*

- **Prof. Victoria Crittenden**, Babson College, USA; Editor, Journal of Marketing Education
  *The Transdisciplinary Future of Marketing Education: Teaching and Learning Disrupted*

- **Prof. Justin Paul**, University of Reading, UK and University of Puerto Rico, USA; Editor-in-Chief, International Journal of Consumer Studies
  *Topic: Building Premium Brands among Uncertainty: The Masstige Marketing Way*

**Q&A**

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**Session 1-6: Listening to Editors**

November 26, 2021 (Day 1)
7:30 PM – 8:15 PM IST

**Co-ordinator:** Dr. Nirmalya Bandyopadhyay, Associate Professor of Marketing, FORE School of Management, New Delhi

**Distinguished Speakers**

- Prof. Raj Sethuraman (Editor in Chief, Journal of Retailing)
  *How to Publish in Tier 1 Journals: The Do’s and Don’ts*

- Prof. Carolyn Strong (Editor, Journal of Strategic Marketing)
  *Winning the Heart and Mind of an Editor*

**Q&A**
Session 2-1: Technical Session- Wining Customers through Branding and Product Strategies

November 27, 2021 (Day 2)
10:30 AM – 12:00 PM IST

Session Chair: Dr. Ruppal Walia Sharma, Professor of Marketing, SPJIMR.

Co-Chair: Dr. Ansh Gupta, Associate Professor of Marketing, FORE School of Management, New Delhi

Paper Presentations

What hurts more-I don’t perform or I don’t behave” : Competence and Integrity Violations and Role of Integrity-Perceptions about Human Brands
Ms. Surabhi Jain (SPJIMR, Mumbai), Dr. Ranjan Banerjee (BITSoM, Mumbai) and Dr. Ruppal Walia Sharma (SPJIMR)

Brand Love, Brand Trust, Purchase Intention and Positive Word of Mouth: An empirical investigation
Mr. Mayank Saluja (FORE School of Management, New Delhi)

Human Values, Sustainability and Intentions for Branded Organic Products: A SDG Perspective
Dr. Pradeep Kautish (Nirma Univ), Dr. Arpita Khare & Dr. Anshuman Khare (Athabasca University, Canada)

Cluster Branding in India: An Emerging Market Perspectives and Theoretical Framework
Ms. Manmeet Bhamra & Dr. Kaushal Kishore (School of Petroleum Management, Pandit Deendayal Energy University, Gujarat)

Investigating the brand elements essential during a crisis to generate brand loyalty: A PLS-SEM approach
Mr. Arunava Dalal (UEM, Kolkata) & Dr. Subhajit Bhattacharya (XIM University)

Barriers and Facilitators of B2B Degree of Digital Use and Brand Engagement: An integration of Operational and Behavioral perspective
Mr. Deviprasad Ghosh & Dr. Satyabhusan Dash (IIM Lucknow)

Q&A
Session 2-2: Technical Session-Consumers, Society and Sustainability

Saturday, November 27, 2021 (Day 2)
12:00 PM – 1:30 PM IST

Chair: Prof. Satya Bhushan Dash, Professor, IIM Lucknow

Co-chair: Dr. Ajay Kumar Pandey, Associate Professor of Marketing, FORE School of Management, New Delhi

Paper Presentations

A study on personality traits of university students in India towards their likeliness on Social Entrepreneurship
Dr. Rashmi Rastogi & Dr Pragya Singh (Symbiosis, Noida)

Sustainable Transportation in the context of diffusion of innovation
Dr. Neena Sinha & Ms. Varnika Jain (USMS, GGSIP Univ)

Adoption of augmented reality-based try-on technology
Dr. Neena Sinha & Ms. Ritu Sehrawat (USMS, GGSIP Univ)

A Study of Covid-19 cognition on Likelihood to Share Again: A Pro-environment behavior
Mr. Gautam Agarwal (BML Munjal Univ), Dr. Savita Kaur Sodhi (Quantum Univ) & Dr. Ritu Chhikara (BML Munjal Univ)

Wisdom of Crowds: New Era of Election Studies in India
Mr. Avinash Jain and Dr. Satya Bhusan Dash (IIM Lucknow)

Exploring the ‘Intention-action gap’ of consumers towards handmade and sustainable products
Mr. Shikhar Garg & Dr. Nanda Choudhury (FORE School of Management, New Delhi)

Q&A
Session 2-3: Panel Discussion - Marketing in a Disrupted World

Saturday, November 27, 2021 (Day 2)
1:30 PM – 3:00 PM IST

Participants:
Mr. Rahul Raizada, Exec Director, PWC
Mr. Cherish Jacob, GM-Movodo Group, Europe and SE Asia
Mr. Kapil Grover, Chief Marketing and Digital Officer, Burger King, India
Mr. Kush Mehra, CBO, Pine Labs, India
Mr. Sangram Sinha, Commercial Director- Pernod Ricard, Asia (Seagram’s Myanmar)
Dr. Nancy Richmond, Assistant Teaching Professor, Florida International University, USA

Q&A
Session 2-4: Technical Session- Consumers, Product and Technology

Saturday, November 27, 2021 (Day 2)
3:05 PM – 4:40 PM IST

Chair: Dr Bharadhwaj Sivakumaran, Professor, Great Lakes Institute of Management, Chennai

Co-chair: Dr. Ashutosh Pandey, Assistant Professor of Marketing, FORE School of Management, New Delhi

Paper Presentations

In search of congruent meaning for an innovated artifact/product: using semiotic square approach
Dr. Aby K Abraham (Rajagiri College of Social Sciences, Kerala)

A study of consumer behavior of mobile gaming applications using PACMAD model
Dr. M. Prasanna Mohan Raj (ASC, Alliance Univ, Bengaluru)

Proposing an extended TAM: The Dual effect of Perceived Trust and Subjective Norm in driving customers' usage to mobile banking
Mr. Samuel Mitra, Mr. Peter Arockiam and Ms. Payal Sharma (St. Xavier’s College, Kolkata)

Organic Food Marketing: What is Best for East and West?
Dr Kirubaharan Boobalan & Dr Bharadhwaj Sivakumaran (Great Lakes Inst of Mgt, Chennai)

Trust in Online Shopping: A Bibliographic Analysis
Mr. Arun Saxena (JGBS, O.P. Jindal Global Univ, Haryana)

An Early-Stage Research to Explore the Factors Driving Adoption of Pro-Social and Environmental Behaviour in Lag Markets in the Context of Diffusion Theories- With Emphasis to Electric Cars
Dr. Mrinmoy Bhattacharjee (ASB, Alliance Univ), Dr. Sanchita Choudhury (IFIM, Bangalore)

Q&A
Session 2-5: Technical Session- Sales, Distribution and Services

Saturday, November 27, 2021 (Day 2)
4:45 PM – 6:45 PM IST

Chair: Dr. Gautam Dutta, Professor, IIFT Kolkata

Co-chair: Dr Mallika Srivastava, Associate Professor, SVKM's Narsee Monjee Institute of Management Studies, Bangalore

Paper Presentations

Role of Customer-Salesperson value co-creation in enhancing subjective well-being of the salesperson
Ms. Aditi Sharma & Dr. Sridhar Guda (IIM Kozhikode)

WhatsApp: For Better Customer Engagement in Sales and Marketing
Mr. Sai Srinivas Allu (Balmer Lawrie & Co. Ltd)

A Gender based Comparative Evaluation of O2O Food Delivery Characteristics: A Requirements Prioritization Approach
Mr. Vaibhav Agarwal (IIITM, Gwalior), Dr. Ashutosh Pandey (FSM, New Delhi) & Dr Rajendra Sahu (IIITM, Gwalior)

How customer incivility affects service-sector employees: A systematic literature review and a bibliometric analysis.
Ms. Apoorva & Dr. Ranjan Chaudhuri (NITIE, Mumbai)

Modeling the determinants of Hotel Service booking during COVID-19
Ms. Garima Pal and Dr. Ashutosh Pandey (FSM, New Delhi)

Retailers Treated Like Showrooms: The Impact of Logistic Service Quality Dimensions on Showrooming Behavior
Ms. Mandy Kasprzyk (University of South Alabama, USA)

Sustainability Practices in Indian Retail vis. a vis. Practices of International retailers
Dr. Shalini Singh & Dr. Himanshu Misra (Jaipuria Institute of Management, Lucknow)

Determinants of Continuance intention to use game-based pedagogy post Covid 19: Moderating effect of flow experience
Dr Mallika Srivastava (NMIMS, Bengaluru) & Dr. Mudita Sinha (Christ Univ, Bengaluru)

Q&A
## Session 2-6: Valedictory Session

Saturday, November 27, 2021 (Day 2)  
6:50 PM – 7:40 PM IST

<table>
<thead>
<tr>
<th>Time</th>
<th>Speaker</th>
<th>Title</th>
</tr>
</thead>
</table>
| 6:50 PM to 7:05 PM | **Prof. Gautam Mahajan,**  
*President, Foundation of Customer Value; Editor, Journal of Creating Value*  | Valedictory Address                         |
| 7:05 PM to 7:20 PM | **Ms. Bhuvana Subramanyan,**  
*Chief Marketing Officer, Randstad India*  | Special Address                             |
| 7:20 PM to 7:35 PM | **Prof. Mithileswar Jha,**  
*Author and Ex-Professor of Marketing at IIM Bangalore*  | Special Address                             |
| 7:35 PM to 7:40 PM | **Prof. Nirmalya Bandyopadhyay,**  
*Convenor, FIMC 2021, Associate Professor (Marketing), FORE School of Management*  | Vote of Thanks                              |
# Table of Contents

CONSUMER CREATIVITY IN POST-PANDEMIC TIMES: A QUALITATIVE DISCLOSURE ANALYSIS

CONSUMER’S ATTITUDE ABOUT BRAND SCANDAL: MODERATING EFFECTS OF RETAILER’S VIEW AND MEDIA AMPLIFICATION

IMPACT OF DEMOGRAPHIC CHARACTERISTICS ON LOYALTY PROGRAM INFLUENCE

EXPLORING THE ATTITUDE-BEHAVIOUR GAP IN PRE-OWNED LUXURY FASHION: EVIDENCE FROM INDIA

GREEN PERCEIVED VALUE AND INTENTION TO PURCHASE SUSTAINABLE APPAREL AMONG GEN Z: A MODERATED MEDIATION MODEL WITH ATTITUDES, MATERIALISTIC VALUES AND CONSUMER KNOWLEDGE

CUSTOMER DATA PRIVACY AND CUSTOMER EXPERIENCE IN OMNICHANNEL RETAILING: THE MEDIATING ROLE OF TRUST

UNDERSTANDING CUSTOMER EXPERIENCE IN DIGITAL SPACE THROUGH ONLINE DIARY METHOD

IMPACT OF SENSORY BRANDING ON CONSUMERS

REVISITING CONSUMER-BASED BRAND EQUITY DURING A CRISIS: AN EMPIRICAL INVESTIGATION

THE IMPACT OF BRAND EXTENSION ON BRAND EQUITY IN THE RETAIL SECTOR: THE MEDIATING ROLE OF BRAND TRUST AND BRAND IMAGE

IMPACT OF COMPETITIVE INTENSITY ON PRODUCT DIVERSIFICATION CHOICES ACROSS TECHNOLOGICAL ENVIRONMENTS: EVIDENCE FROM INDIA

SOCIAL MEDIA IN ORGANIZATION BRANDING - AN EMPLOYER AND EMPLOYEE PERSPECTIVE USING FUZZY-TOPSIS AND CONJOINT ANALYSIS

IMPACT OF ARTIFICIAL INTELLIGENCE ON APPAREL INDUSTRY: REVIEW STUDY OF AMPLIFIED INTELLIGENCE IN H&M

ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING IN MARKETING: A BIBLIOMETRIC REVIEW

EMPIRICAL EVIDENCE OF THE INFLUENCE OF BIG DATA ANALYTICS (BDA) ON MARKETING PRACTITIONERS’ ENHANCED PERFORMANCE FOR SUSTAINED COMPETITIVE ADVANTAGE.
<table>
<thead>
<tr>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNDERSTANDING THE DYNAMICS OF PARTICIPANT DISCUSSIONS IN ONLINE...</td>
<td>91</td>
</tr>
<tr>
<td>UNDERSTANDING THE SIGNIFICANCE OF USER ACTIONS ON FACEBOOK...</td>
<td>94</td>
</tr>
<tr>
<td>WHAT HURTS MORE-I DON’T PERFORM OR I DON’T BEHAVE: COMPETENCE AND...</td>
<td>95</td>
</tr>
<tr>
<td>BRAND LOVE, BRAND TRUST, PURCHASE INTENTION AND POSITIVE WORD OF...</td>
<td>101</td>
</tr>
<tr>
<td>HUMAN VALUES, SUSTAINABILITY AND INTENTIONS FOR BRANDED ORGANIC...</td>
<td>106</td>
</tr>
<tr>
<td>CLUSTER BRANDING IN INDIA: AN EMERGING MARKET PERSPECTIVE AND...</td>
<td>109</td>
</tr>
<tr>
<td>INVESTIGATING THE BRAND ELEMENTS ESSENTIAL DURING A CRISIS TO GENERATE...</td>
<td>114</td>
</tr>
<tr>
<td>BARRIERS AND FACILITATORS OF B2B DEGREE OF DIGITAL USE AND BRAND...</td>
<td>117</td>
</tr>
<tr>
<td>A STUDY ON PERSONALITY TRAITS OF UNIVERSITY STUDENTS IN INDIA...</td>
<td>125</td>
</tr>
<tr>
<td>SUSTAINABLE TRANSPORTATION IN THE CONTEXT OF DIFFUSION OF INNOVATION</td>
<td>130</td>
</tr>
<tr>
<td>ADOPTION OF AUGMENTED REALTY BASED TRY-ON TECHNOLOGY...</td>
<td>138</td>
</tr>
<tr>
<td>A STUDY OF COVID-19 COGNITION ON LIKELIHOOD TO SHARE AGAIN: A PRO-...</td>
<td>146</td>
</tr>
<tr>
<td>WISDOM OF CROWDS: NEW ERA OF ELECTION STUDIES IN INDIA</td>
<td>152</td>
</tr>
<tr>
<td>EXPLORING THE ‘INTENTION AND ACTION GAP’ OF CONSUMERS TOWARDS...</td>
<td>158</td>
</tr>
<tr>
<td>IN SEARCH OF CONGRUENT MEANING FOR AN INNOVATED ARTIFACT/PRODUCT:...</td>
<td>163</td>
</tr>
<tr>
<td>A STUDY ON CONSUMER BEHAVIOR OF MOBILE GAMING APPLICATIONS USING...</td>
<td>168</td>
</tr>
<tr>
<td>Topic</td>
<td>Page</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>PROPOSING AN EXTENDED TAM: THE DUAL EFFECTS OF PERCEIVED TRUST AND</td>
<td>171</td>
</tr>
<tr>
<td>SUBJECTIVE NORM IN DRIVING CUSTOMERS' USAGE OF MOBILE BANKING</td>
<td></td>
</tr>
<tr>
<td>ORGANIC FOOD MARKETING: WHAT IS BEST FOR EAST AND WEST?</td>
<td>179</td>
</tr>
<tr>
<td>TRUST IN ONLINE SHOPPING – A BIBLIOGRAPHIC ANALYSIS</td>
<td>184</td>
</tr>
<tr>
<td>AN EARLY STAGE RESEARCH TO EXPLORE THE FACTORS DRIVING ADOPTION OF</td>
<td></td>
</tr>
<tr>
<td>PRO-SOCIAL AND ENVIRONMENTAL BEHAVIOR IN LAG MARKETS IN THE CONTEXT</td>
<td></td>
</tr>
<tr>
<td>OF DIFFUSION THEORIES- WITH EMPHASIS TO ELECTRIC CARS</td>
<td>197</td>
</tr>
<tr>
<td>ROLE OF CUSTOMER-SALESPERSON VALUE CO-CREATION IN ENHANCING</td>
<td></td>
</tr>
<tr>
<td>SUBJECTIVE WELL-BEING OF THE SALESPERSON</td>
<td>199</td>
</tr>
<tr>
<td>WHATSAPP: FOR BETTER CUSTOMER ENGAGEMENT IN SALES &amp; MARKETING</td>
<td>206</td>
</tr>
<tr>
<td>INTRODUCTION: IMPACT OF DIGITAL TOOLS FOR SALES &amp; MARKETING</td>
<td>206</td>
</tr>
<tr>
<td>A GENDER BASED COMPARATIVE EVALUATION OF O2O FOOD DELIVERY</td>
<td></td>
</tr>
<tr>
<td>CHARACTERISTICS: A REQUIREMENTS PRIORITIZATION APPROACH</td>
<td>210</td>
</tr>
<tr>
<td>HOW CUSTOMER INCIVILITY AFFECTS SERVICE-SECTOR EMPLOYEES: A</td>
<td></td>
</tr>
<tr>
<td>SYSTEMATIC LITERATURE REVIEW AND A BIBLIOMETRIC ANALYSIS</td>
<td>216</td>
</tr>
<tr>
<td>MODELLING THE DETERMINANTS OF HOTEL SERVICE BOOKING DURING COVID-19</td>
<td></td>
</tr>
<tr>
<td>RETAILERS TREATED LIKE SHOWROOMS: THE IMPACT OF LOGISTIC SERVICE</td>
<td>226</td>
</tr>
<tr>
<td>QUALITY DIMENSIONS ON SHOWROOMING BEHAVIOR</td>
<td>231</td>
</tr>
<tr>
<td>SUSTAINABILITY PRACTICES IN INDIAN RETAIL VIS. A VIS. PRACTICES OF</td>
<td>236</td>
</tr>
<tr>
<td>INTERNATIONAL RETAILERS</td>
<td></td>
</tr>
<tr>
<td>DETERMINANTS OF CONTINUANCE INTENTION TO USE GAME-BASED PEDAGOGY</td>
<td></td>
</tr>
<tr>
<td>POST COVID-19: MODERATING EFFECT OF FLOW EXPERIENCE</td>
<td>241</td>
</tr>
</tbody>
</table>
Consumer Creativity in Post-Pandemic Times: A Qualitative Disclosure Analysis

Dr. Ekta Srivastava
Assistant Professor of Marketing Indian Institute of Management, Kozhikode

Introduction
Creativity in daily life is an under researched topic (Lubart, 1994) and consumer behaviour is an appropriate context to study this (Burroughs and Mick, 2004). Creative Problem Solving is still an under researched topic while it may have many implications to the marketers in the business context. Hirschman (1980) defined consumer creativity as the individual’s ability to generate novel mental content in order to solve the problems related to consumption. Creative problem solving occurs in constrained situations (e.g., Moreau and Dahl, 2005, Haught-Tromp, 2017; Medeiros et al., 2018). The constraints include non-availability of products, lack of space, temporary settlement and time and energy constraints (Sellier and Dahl, 2011). Covid-19 pandemic has put additional restrictions around us in terms of access to products, services, people, places, events, and so on, thus introducing new constraints in the environment (Kapoor and Kaufman, 2020). Consumers neither have easy access to all kinds of products (e.g., e-commerce platforms selling only essentials) nor consumers have access to markets because of government regulations such as lockdown. Social life is also constrained as a result of physical and social distancing (Kapoor and Kaufman, 2020) and loneliness emerged as problem faced by consumers (Wang et al. 2021). In light of the above constraints in the post-Covid-19 pandemic times, investigating the phenomenon of creative problem solving among consumers becomes more important and offer indefinite opportunities to business and marketers (Cohen and Cromwell, 2020). The creative outcome should necessarily have two elements: novelty and functionality (Gardner, 1993; Sternberg and Lubart, 1999). This means that the outcome of creativity should not only be new but also be useful. The aims of the present study are as follows:

1. To understand how consumer motivation to indulge in creative problem solving has evolved from pre-pandemic to post-pandemic times
2. To compare different ways in which creative problem solving is manifested by consumers in Covid-19 pandemic times
3. To understand consumer thought process and emotions when they use creativity in consumption

Methodology
The qualitative research methodology was followed. This is an in-depth interview-based study involving six participants. The focus is on the principal ways in which the participants involve and make sense of their creative consumption. Discourse analysis has been used to analyse the interview transcripts (Potter and Wetherell, 1987; Elliott, 1996).

This study collected participants’ accounts from one-to-one interviews. All the interviews were conducted virtually with participants at their home or place of residence. All
participants were interviewed on two occasions to address the gaps and inconsistencies in the early codes. These interviews lasted between 30 and 45 minutes each.

The interview schedule was informed by issues raised in the literature. First, participants were asked about their routine after pandemic. ‘What activities do they indulge in? What has helped them to cope up in these difficult times of pandemic with constraints in the environment if they had ever generated or created something’? ‘Please tell me about various things at your home which you think are creative or you use them creatively’. ‘Have you created something since the pandemic started?’ ‘Why did you do so? How do you feel when you do so?’ Subsequent questions were based on the different responses emerged like whether those creations or uses were ‘both new and functional/useful’ to them. In order to tap the social implications of creative uses for the participants, the following question was posed: ‘Could you tell me how people around you react and feel regarding your creative consumption practices, and how that makes you feel?’ The next question, designed to explore the symbolic meaning of creative consumption for participants, was ‘Could you tell me of any reasons that make you want to continue using things creatively and for innovative purposes’. Following Parker (1994), the interview material was at first transformed into a written text and initial ideas and associations to the text were recorded. All interviews were recorded using a voice recorder with the permission of the participants. After the interviews, the recordings were transcribed into computer files. Assurance was given to the participants that would not be identifiable in any subsequent report related to this study. Also, an attempt was made not to offer interpretations, judgments or otherwise impose on the interviewee’s account and not intervening until there was a need, as well as attentive listening to their accounts with interpretation using respondents’ ordering and phrasing (Hollway and Jefferson, 2000).

In the end, all participants claimed to have enjoyed discussing their innovations and creative uses.
Findings
The important discourses which were identified are as follows:

<table>
<thead>
<tr>
<th>Discourse</th>
<th>Subcategories</th>
</tr>
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| Adaptation            | • Increasing functionality  
                           | • Derive pleasure in small things  
                           | • Problem solving  
                           | • Constraints in the environment  
                           | • Need  
                           | • Ease and convenience |
| Self-enhancement       | • Aesthetics and beauty  
                           | • Self enhancing process  
                           | • Desire for simplicity  
                           | • Utilisation of opportunity |
| Social Identity        | • Connectedness  
                           | • Recognition  
                           | • Counteract isolation |

This qualitative research using discourse analysis resulted into three major discourses which explain consumer creativity in post-pandemic times: adaptation, self-enhancement, social identity. Each discourse further comprises of few subcategories. Adaptation discourse comprises of subcategories: restoration and resilience. Restoration is related to counteracting the negative consequences of pandemic. Resilience is about developing preparedness and adopting successful coping strategy. Self-enhancement discourse comprised of different forms of creative expression, which could be both utilitarian and hedonic.

Implications
This research on consumer creativity can be directly helpful to the marketers to make sense of consumer creativity as a coping strategy in the Covid-19 post-pandemic times. Businesses are also posed by similar constraints due to Covid-19 pandemic. In such scenario, understanding how consumers indulge in creative consumption practices both in real and virtual environment can offer several opportunities to marketers. Marketers
can identify new segments who indulge in different forms of creative consumption, reposition their products based on creative uses by consumers, and offer new products and services that can meet the latent needs of consumers.

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Consumer’s Attitude about Brand Scandal: Moderating Effects of Retailer’s View and Media Amplification

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Introduction (Purpose)
A consumer-brand relationship is considered as the survival strength of a brand. However, well-known brands like Nike, Toyota, KFC, Volkswagen, Maggi, Samsung, and J&J have encountered brand scandals over the past two decades. Consumers perceive an event as a brand scandal when misalignment between consumers' expectations and brand promise exists (Kuklan, 1988). Kapoor and Banerjee (2020) define brand scandal as an issue concerning the brand that results in either loss of consumer's confidence in the brand (Wang and Alexander, 2018) or the intent to purchase the brand's product. When a brand scandal takes place, its possible consequences involve financial losses (Cleeren et al., 2013), reputational damage (Huber et al., 2010), deteriorating brand equity (Dawar and Pillutla, 2000; Hegner et al., 2014), unfavourable brand views harming consumers’ purchase intention and reducing marketing effectiveness (Huber et al., 2010).

Cleeren et al. (2017) suggest that most of the existing research contributions are focused on post-scandal consumer behavior studies like the timing of the consumer’s first purchase post-crisis, post-scandal consumer-based brand equity ramifications (Dawar and Pillutla, 2000). Studies examining antecedents responsible for shaping consumers' attitudes about the brand scandal are limited (Cleeren et al., 2017). However, understanding the same is vital for marketers to comprehend and address consumers' post-scandal reactions. Furthermore, consumers’ attitude-behavior relationship is also influenced by various moderators (Park and MacInnis, 2006). Specifically, from the brand scandal context, the role of retailers and media becomes crucial. Consumers trust retailers more and believe in the information drawn from them as they consider their information to be non-biased and well-informed by the marketers. Thus, during a brand scandal, their role may become crucial as they may provide an authentic viewpoint to the consumers about a scandalized brand. So, their perspective plays a vital role for both marketers and consumers in a brand scandal. However, whether such a consumer-retailer relation persists during a brand scandal is not examined to date (Cleeren et al., 2017). A scandal-led crisis can cause negative publicity, affecting consumers' attitudes, beliefs, and future purchases (Griffin et al., 1991). The negative publicity may be about the unethical behavior of an organization, problems in the core business, or communication issues (Rauschnabel et al., 2016). Additionally, media may amplify the fault of a brand, initiating a public perception of risk. Such amplification leads to a more considerable dent in the brand trust than the actual customer's experience of such an event (Yannopoulou et al., 2011). As the media acts as an uncontrolled source of...
information for consumers, the media may influence consumer opinions (Alsem et al., 2008) and responses to brand scandals. Marketers must not underestimate its role in the case of a brand scandal. Thus, the retailer’s view and media amplification effect are crucial factors influencing consumers' attitudes about the brand scandal. However, the current stream of literature lacks in exploring the same. The current research is an attempt in this regard. The primary purpose of this study is to empirically explore the antecedents and consequences of consumer's attitudes about the brand scandal. It further examines the moderating effects of retailer’s views and media amplification in shaping consumers' attitudes about the brand scandal.

**Design/Methodology/Approach**

This descriptive study involves quantitative structured survey conduction and data analysis through structural equation modelling using IBM-SPSS-AMOS software. Based on the extensive literature survey, the following hypotheses are proposed for empirical validation.

**H1** Consumers' perceived severity of the brand scandal significantly impacts their brand scandal attitude.

**H2** Consumers’ pre-scandal self-brand identification significantly impacts their brand scandal attitude.

**H3** Consumers’ pre-scandal brand experience significantly impacts their brand scandal attitude.

**H4** Consumers’ pre-scandal brand trust significantly impacts their brand scandal attitude.

**H5** Consumers’ pre-scandal brand loyalty significantly impacts their brand scandal attitude.

**H6** Consumers’ attitude towards the brand scandal significantly impacts their intentions of brand forgiveness.

**H7** Consumers’ attitude towards the brand scandal significantly impacts their intentions of re-engagement.

**H8** Consumers’ attitude towards the brand scandal significantly impacts their attitude towards the product category.

**H9** Consumers’ attitude towards the brand scandal significantly impacts their attitude towards the competitors.

**H10** Consumers’ attitude towards the brand scandal significantly impacts their intentions of brand hate.

**H11a- H11e** a) Retailer’s intervention moderates the relationship between the perceived severity of the brand scandal and consumer's attitudes about the brand scandal.

b) Retailer's intervention moderates the relationship between pre-scandal self-brand identification and consumer's attitude about the brand scandal.

c) Retailer's intervention moderates the relationship between pre-scandal brand experience and consumer's attitude about the brand scandal.
d) Retailer's intervention moderates the relationship between pre-scandal brand trust and consumer's attitude about the brand scandal.

e) Retailer's intervention moderates the relationship between pre-scandal brand loyalty and consumer's attitude about the brand scandal.

**H12a-H12e**

a) Media amplification moderates the relationship between the perceived severity of the brand scandal and consumer's attitudes about the brand scandal.

b) Media amplification moderates the relationship between pre-scandal self-brand identification and consumer's attitudes about the brand scandal.

c) Media amplification moderates the relationship between pre-scandal brand experience and consumer's attitudes about the brand scandal.

d) Media amplification moderates the relationship between brand trust and consumer's attitudes about the brand scandal.

e) Media amplification moderates the relationship between brand loyalty and consumer's attitudes about the brand scandal.

Further, a conceptual model is proposed showcasing the antecedents and consequences of consumers' attitudes about the brand scandal and moderating effects of retailers and media amplification (Figure 1).

**Fig 1: The Conceptual Model for Empirical Validation**

This study considers the Maggi brand scandal in India as the context of research. In the year 2015, the presence of the excess amount of lead and MSG in its tastemaker tarnished its reputation. Although the brand came out clean by the end of the year, some grey areas and litigations in the form of a class-action suit persist lately, even in 2019. The study applied survey methodology and used existing measures from the literature. We circulated the questionnaire within India amongst the consumers of Maggi. Out of 753 responses received, 717 were qualified for the study (95% response rate). Out of
the total respondents, males were 55.2%, and females were 44.8%. The demographic profiles of the respondents comprised of different age groups (25-34= 38.1%, 15-24= 36.1%, 35-44= 17%, 45 and above age group= 8.8%). Cronbach alpha and composite reliability (CR) scores were used for evaluating the internal consistency and construct reliability (Peterson and Kim, 2013). The constructs were considered reliable when they possess Cronbach alpha value above 0.5 and CR scores above 0.5 (Hair et al., 2019). Both the values of the constructs matched the threshold criteria. Item and scale level CVI (content validity index) were assessed, and both showed values greater than 0.9 for each case. Since the average variance explained (AVE) for each construct exceeded the threshold of 0.5, convergent validity was achieved (Hair et al., 2016). The square root of AVE exceeding the shared variance between any two constructs ensured discriminant validity. The study applied structural equation modeling (SEM) to empirically verify the theoretical model and test the hypothesis. It involved a two-step process comprised of a measurement model followed by a structural model (Anderson and Gerbing, 1988).

Findings
This paper studies consumers' pre-scandal brand attitudes influencing their attitude about the brand scandal, which further affects their attitude about the brand. The moderating role of retailer's views and media amplification effect is also discussed. The study's findings show that consumer's pre-scandal self-brand identification, brand trust, and brand loyalty significantly impact consumers' attitudes about the brand scandal. Consumers' attitudes about the brand scandal affect all the hypothesized behavioral outcomes: brand forgiveness, brand re-engagement, attitude about product category, attitude about competitors, and brand hate. Retailer's views moderate the favorable relationship between consumers' pre-scandal brand trust and attitude about the brand scandal. Moreover, retailers' views and media amplification moderate the favorable relationship between consumers' pre-scandal brand loyalty and attitudes about the brand scandal. Media amplification considerably strengthens the non-significant relationship of consumers' perceived scandal severity with their attitudes about the brand scandal.

Research Limitations/Implications
The study reveals consumers' attitudes about the brand scandal and the scandalized brand. In our effort to understand the concept of brand scandal and the role of intervening variables, the study underwent certain limitations. The sample set represents the developing economy perspective of the metropolitan urban centers in India. The study should be validated with other major emerging markets and developed western countries to capture model generalizability. Future researchers may examine brand scandals across various industries and do a comparative analysis. Our study caters to the media amplification effect; future researchers may explore different kinds of interactions on different media platforms and the most influential media platform that amplifies or mitigates consumer attitudes in case of a brand scandal.
**Practical implications**
Our study explores the significant antecedents which eventually impact consumers' attitude about the brand scandal event. Marketers are required to strengthen these consumer-based antecedents for their brands. Such that it mitigates consumer's negative attitude about the brand scandal in case of possible future mishapening. Marketers' efforts to understand consumer behavior could be further extrapolated through their interaction with retailers. They must stay updated with the information gathered by retailers through consumer feedbacks and discussions. This study validates the influential role of media. Marketers should keep track and analyze consumer responses about the brand scandal on social media platforms. It may guide marketers in making appropriate communication strategies.

**Originality/value**
This study makes a significant contribution to consumer behavior, brand scandal, and brand management studies. The moderating effect of retailer's views and media amplification effect and their importance in influencing consumers' attitudes were discussed and tested.

**Keywords**
Brand, Brand Scandal, Consumer, Retailer, Media, SEM

**References**


Impact of Demographic Characteristics on Loyalty Program Influence

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Introduction
In the retail sector, consumers typically patronize multiple outlets for a variety of products. The retail stores require differentiation in products/services portfolio to maintain and promote loyalty in its customers (Chahal & Bala, 2010; Miller, 2001). In order to compete with the competitors, loyalty behaviour must be developed and encouraged by the retail store and subsequently enhance its financial strength and marketing dominance and connect with customers (Miller, 2001). Of the many ways, a loyalty program is one of the approaches adopted by stores to enhance and build customer connectedness towards the store. Nonetheless, mere possession of a loyalty card is not a factor which increases connectedness and loyalty towards a store. Consequently, there must be other determinants than mere holding of a loyalty card that affects the disposition of a customer to visit a store and subsequently make purchases. Demographic factors of the customers have been referred as one such determinant which can make a difference in association of a customer with the store. The current study uses classification and regression tree, a machine learning approach, to study the effect on a customer's intention to be a regular customer of a store based upon his demographic characteristics provided he/she is loyalty program member.

Literature Review
Loyalty towards retail stores can be improved by understanding factors which influence customer's choice behaviour, one of which comes under the gamut of demographic characteristics. Hence, an understanding of demographic characteristics and their effect on customers' intention to come for purchase is of utmost importance. The following sections present a theoretical background of the demographic characteristics that have been considered in the current study.

There has not been many studies with age being studied as a demographic characteristic inducing levels of loyalty of a customer. Though, there have been some studies which have measured loyalty in conjunction with age of the customers. (Beneke, 2013; Meyer-Waarden & Benavent, 2009; Patterson, 2007). Gender has played an important consideration outlining strategies of an organization, especially marketing due to differences in reactions of different genders (Cui & Yang, 2009; Heinrichs, Al-Aali, Lim, & Lim, 2016; Lee & Lee, 2016). A number of studies have been conducted which has analyzed the influence of gender on customer loyalty thus making it an important determinant (Laroche, Saad, Cleveland, & Browne, 2000; Melnyk, Van Osselaer, & Bijnol, 2009).

Many studies have proposed that usefulness and importance of life cycle stage in segmentation customers in comparison to other demographic variables as changes in
 TRACK 1- Consumer Experience and Behaviour

life cycle initiates changes in behavior (Mathur, Moschis, & Lee, A longitudinal study of the effects of life status changes on changes in consumer preferences, 2008; Mathur, Moschis, & Lee, Life events and brand preference changes, 2003; Shukla, Banerjee, & Adidam, 2011; Trinh & Wright, 2011). Thus, it is likely that shift in life cycle stage affects behavior and in turn might affect customers’ loyalty (Du & Kamakura, 2006; Putler, Li, & Liu, 2007).

Influence of income on loyalty has been reported differently by different authors. (Beneke, 2013; Khare, 2014; Patterson, 2007; Redda & Surujlal, 2019; Reisenwitz & Gupta, 2016). On one hand, it has been argued that loyalty increases with an increase in income (Patterson, 2007) whereas on the other hand, it has been argued that higher income customers have more choices and hence are less loyal (Beneke, 2013).

A review of literature shows that there have been very few studies which have examined how customer education level contributes to loyalty (Redda & Surujlal, 2019; Sharma, 2015; Suh, Greene, Israilov, & Rho, 2015) and how occupation affects loyalty level (Ramesh & Poornima, 2016).

The current study aims to contribute towards bridging the gap in studies identifying relationships between demographic characteristics such as age, gender, life cycle, income, education, occupation and store loyalty level of customers by analyzing the interconnection between the two aspects.

Objectives of the study and Research Design
The study focuses on identifying the effect of demographic factors on a customer's decision of becoming a regular customer of a departmental store given that the customer is already a loyalty card member of that store.

Primary research data collection method was employed to collect data from existing customers of four departmental stores limited to those who are members of the loyalty program of the chosen stores. The data was collected using a quota sampling method with gender as the control variable. A four-point modified Likert scale organized around the options of highly unimportant, unimportant, important and highly important was used to collect data. A total of 407 questionnaires were used to analyze and interpret the findings. In order to apply machine learning techniques on this data, the collected data was recoded into unimportant and important by taking ‘highly unimportant’ and ‘unimportant’ together as ‘unimportant’ and ‘highly important’ and ‘important’ together as important.

Data Analysis and Findings
Classification and Regression Tree was applied on the six input variables and one output variable. The application of C&RT on six demographic variables as input variables and importance attached to loyalty program membership for being a regular customer as the output variable resulted in generation of a decision tree. The strength and performance of a classification model is identified by the results of the misclassification matrix. According to the misclassification matrix derived, the overall accuracy of the model is 68.7% which falls at the decent level.

Further, if-then-else rules were generated through C&RT which led to creation of eight rules of which six classifies customers on their likeliness to consider revisiting a particular
store while having the store’s loyalty program membership and two rules classify customers based on their non-likeliness.

**Originality / Value / Practical implications**

The present study offers a number of useful insights which can be used by marketers to target customers on a segmented basis. The findings may be of significance for stores in reaching a decision about who to approach to target and convert potential customers into actual ones. These insights into various demographic factors of customers can further help marketers in making an effective plan for cataloguing and collaborative filtering & assigning customers for better conversion thus helping to reduce cost functions of the organization.

**Directions for Future Research**

Factors affecting the satisfaction level associated with a loyalty program and in turn affecting customers’ inclination to be a regular customer may be studied in detail. Further, customers spending patterns related to loyalty programs may also be studied on a longitudinal approach to draw insights from change in life cycle pattern. As there are various other data mining techniques, the study may be conducted using different techniques and results may be compared to find out the best applicable techniques in a given culture, region or country.

**Keywords**

Store Loyalty; Loyalty Program; Machine Learning; Classification and Regression Tree; C&RT

**References**


Exploring the attitude-behaviour gap in pre-owned luxury fashion: Evidence from India

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Introduction
Deepening environmental concerns alongside the constant urge to experience luxury fashion among younger consumers has catalyzed alternative consumption forms such as pre-owned. While the luxury industry is experiencing a surge globally, pre-owned market supersedes the overall industry growth and stalls at $25 billion globally (Boston Consulting Group, 2020). The consumer segment most drawn to pre-owned consumption are Generation Y with twice the adoption rate compared their older counterparts (Thred Up, 2020). These consumers are value conscious aside from being high earners and spenders wanting finer things in life (Jain and Mishra, 2020).

The notion of pre-owned fashion is well established in western countries which corroborates with academic evidence on this concept (Palm et al., 2021). In emerging nations like India, however, pre-owned luxury is a rather novel phenomenon. The motivations and reasons why consumers indulge in such purchases in emerging economies tend to differ from consumers in mature economies (Wong and Ahuvia, 1998) and culturally symbolizes distinct meanings. In general, luxury consumption signal different meanings for consumers in the collectivist and individualist societies.

In light of the above arguments, it is critical to study the concept of pre-owned luxury in emerging economies primarily because of two reasons. Firstly, plethora of studies have examined pre-owned luxury consumption in Europe, but consumer behavior differs geographically and to the best of our knowledge, there is no evidence from emerging nations in the Asia Pacific region. India being one of the fastest growing luxury markets, makes it even more critical and calls attention to understand consumer attitude-behavior gap towards pre-owned luxury. Secondly, we respond to the future research directions by (Turunen and Leipämaa-Leskinen (2015) who suggested exploring pre-owned consumption in a culturally diverse setting. We expect the findings to create a meaningful dialogue among academicians and practitioners around this emerging area of investigation.
Review of literature

Pre-owned consumption is defined as “the acquisition of second-hand objects through methods and places of exchange that are generally distinct from those for new products” (Guiot and Roux, 2010 p. 356). Previous research substantiates various reasons why consumers indulge in such purchases. The most prominent being recreational benefits and economic benefits. Ferraro et al. (2016) put forth critical, recreational, economic and fashion as four major motivations to purchase pre-owned fashion. Other studies have explored this phenomenon through the lens of value perceptions (Sihvonen and Turunen, 2016) and consumption cycle (Turunen et al., 2018).

Pre-owned in the context of luxury has been destigmatized in various parts of the world over the last ten years. From being associated with low economic status, it has transitioned to be perceived as cool (Battle et al., 2018). Various studies in the past have mapped pre-owned luxury consumption by highlighting key consumption forms like renting, swapping, sharing and fashion libraries (ibid). Others have emphasized on the evolving social roles from buyer and seller perspectives (Turunen et al., 2020).

Research Methodology

Since this is an exploratory study to fathom pre-owned luxury consumption behavior in India, a qualitative approach was deployed. This is the first study to analyze pre-owned luxury consumption behavior in a culturally diverse setting. For the same, in-depth telephonic interviews were conducted with 21 Gen Y consumers who own at least one pre-owned apparel or accessory. All respondents range between 20-28 years of age. With respondents’ permission, interviews were recorded and later transcribed verbatim. NVIVO software was used to analyze the interview responses through which several themes and sub-themes emerged.

Data analysis and findings

Results of the analysis reveal various enablers and hinderances that consumers experience when indulging in secondhand luxury fashion. These are mapped as customer values and risk perceptions.

Value Drivers

a) Aspirational value: This identified theme resonates with social identity theory (Tajfel and Turner, 1979) and emphasizes on an individual’s need to be recognized in a social setting. An exemplar quote from the interviews further confirms this: “…Once people in your social circle notice you wearing luxury brands, you cannot go back to any other random brand. It might hamper my image among peers” (S3). This theme also focuses on the influence that celebrities hold in shaping the behavior towards pre-owned luxury in India. An exemplar quote: “If I know Cardi B has worn this, I’ll buy even from pre-owned market” (A1).

b) Need for uniqueness value: The theory of uniqueness significantly impacts consumer behavior (). Consumers have a constant urge to stand out and have unique possessions. Our research substantiates the same. Exemplar quote: “…I always go for designs and colors that distinguish me. I don’t want to blend” (N1).
Indian millennials are also very fond of limited-edition items from the global luxury market.

**c) Quality value:** Quality is a focal aspect during pre-owned luxury purchase. Supreme quality is a major driver which is exemplified from the quote: “…it is okay if the product is used, but the soul and essence in terms of quality should remain intact” (D1).

**d) Financial value:** Financial aspect is the most crucial for Indian Gen Y consumers and supersedes all other aspects. Indian consumers buy from pre-owned market because they are value-conscious and seek good deals. Exemplar quote: “…I don’t understand what is wrong with going for a 2 lakh Louis Vuitton bag available for 50k in the pre-owned market. I see it as a great value for money” (S2).

**Risk Perceptions**

**a) Functional risks:** Indian Gen Y pays detailed attention to the functional attributes like originality, durability, free of defect products. The fear of defective items, unavailability of after-sales services, and apprehensions about inauthenticity emerged as major risks. F1 puts forth “…these days one cannot distinguish between original and copies. While buying from pre-owned market, fake is my biggest fear”.

**b) Psychological and social risks:** The notion of ‘utran’ is deeply rooted in Indian culture and consumers fear reputational risks. They apprehend risking their reputation in their peer group. Indian Gen Y refrains from indulging in pre-owned apparel for these reasons. A quote by S2 substantiates the same “I feel uncomfortable even by thinking about pre-owned clothes no matter how luxurious. Our society still has that stigma”. This points towards an attitude-behavior gap.

**c) Economic risk:** Financial aspect is both a major driver and a hindrance. Consumer’s fear losing their money if the product does not turn out as expected. “There is no return or refund policy. There is a risk of money going waste”, A3 said.

**Theoretical implications**

This study adds to the theoretical understanding of pre-owned luxury in a culturally diverse setting, earlier unexplored. Additionally, aside from retorting to call for future research, we identify a major attitude-behavior gap when Indian consumers consider such purchases. Sustainability, which emerged as a major theme in the western studies was nowhere reflected as a purchase driver. Indian consumers understand the concept of sustainability, but it does not reflect in their purchase choices.

**Practical implications**

From a retailing perspective, this study expects pre-owned retailers and luxury brands to better appreciate Indian Gen Y mindset. An understanding of the factors that drive and inhibit these consumers to purchase pre-owned luxury would help them formulate
better communication strategies. Pre-owned retailers and brands should focus more on
the experiential elements and try to work on the factors that consumers fear such as
returns, refunds, after-sales services.

Societal implications
Findings of the study calls for pre-owned luxury retailers to sensitize consumers and
spread awareness about sustainability being a crucial motivation behind these
purchases, which is yet not evident as a reason for purchase from consumer responses.
The clear attitude-behavior gap for a pre-owned luxury purchase is a strong reason for
academics and practitioners to de-stigmatize such consumption and spread awareness
around its sustainability aspect.

Originality/value
The present study attempts to add to academic literature by understanding the attitude-
behavior gap in the context of pre-owned luxury fashion in emerging nations. We also
intend to inform pre-owned retailers about consumer behavior in a culturally diverse
market with a younger set of consumers with varied set of expectations from their
western counterparts.

Keywords
Pre-owned luxury fashion, emerging markets, millennials, qualitative study

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  16.
Green Perceived Value and Intention to purchase sustainable apparel among Gen Z: A moderated mediation model with Attitudes, Materialistic Values and Consumer knowledge

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Introduction
Environmental dilapidation has been one of the major concern the world is facing today. Fashion markets in this context is regarded as one of the most important industries. Lifestyles and social values followed by a generation does influence the purchase decisions of consumers other than demographic factors such as gender, income and education (Bulut et al., 2017; Schewe & Meredith, 2004; Weller, 2000). Interestingly one of the important characteristic of Gen Z is that they are environmentally woke (Thompson, 2019). While millennials were considered as the first group, to grow up with awareness of depleting resources and environmental crisis (SUMAS, 2019). Gen Z which symbolises their successors, has collectively started taking actions (Ahmed, 2019). Gen Z consumers are regarded as the most lucrative segment in regard to fashion products including apparel. They tend to showcase, a willingness to shift towards ethical and sustainable processes (Adnan et al., 2017; Nguyen, 2019). The Sustainability Market (green technology and sustainability market across segments) is anticipated to grow from a value of US$ 8.7 billion in the year 2019 to US$ 28.9 billion by the end of 2024, at a Compounded Annual Growth Rate (CAGR) of 27.1%. (Globe Newswire News Room, 2020). In Indian scenario the situation is virtually similar. India is evolving as one of the world’s fastest growing fashion market and is expected to become a $102 billion market for apparel by the year 2022, with a CAGR of 15%. (McKinsey & Company, 2019).

Objectives of the study
The present study draws its foundation from the theory of planned behaviour postulated by Ajzen (1985, 1991) to test the model relationships. The study postulates that behavioural belief which is Green Perceived Value (GPV i.e. personal value of a consumer) plays a critical role in forming the attitude of the consumers and attitude shapes intention to purchase sustainable apparel among Gen Z consumers. Additionally, to add novelty to the present study, “materialistic values” and “consumer knowledge about sustainable apparel” are added as moderators in the mediation model. Thus, the current study contributes the following to extant literature:
To examine the impact of the sub-constructs of Green Perceived Value (GPV) namely, functional value (quality and price), emotional value and conditional value.

To examine the mediating role of attitude towards sustainable apparel in the relationship between Green perceived value (GPV) and intention to buy sustainable apparel among Gen Z consumers in India.

Examining the moderating role of consumer knowledge and materialistic values on the mediating relationship between GPV, attitude and intention to purchase sustainable apparel.

Methods

Measurement scales
In order to investigate the hypothesized relationships proposed in the study, the data has been gathered through adapted scales and modifying the language to fit the current context. The materialistic values scale was a subsection of items drawn from the Richins & Dawson (1992) scale on materialism. The nine items have been chosen from the original scale and are those statements for which the factor loadings were the highest for their factors in the original scale given by Richins & Dawson (1992). Employing such short versions of the scale is acceptable and has already been justified by Richins (2004). The same scale has been employed by Nguyen et.al (2019) effectively to examine the green apparel purchase intention among young consumers in Vietnam. The three-item scale for Attitude towards sustainable apparel has been adapted from Kang et.al, (2013), for consumer knowledge about sustainable apparel, statements have been adapted from Philippe & Ngobo (1999). Similarly, the three-item scale for intention to purchase sustainable apparel has been taken from Kang et.al (2013). Further, for the measurement of GPV, the components of functional value price, quality and emotional value have been adapted from Sweeney & Soutar (2001). Whereas the four item scale of conditional value has been adapted from Danish et.al (2019).

Sampling and Data Collection
In total, 308 university graduate students from Delhi – National Capital Region have participated in this study. Amongst the young consumers, undergraduate students tend to have a superior comprehension of sustainable products, as well as the boiling environmental concerns present today (Kumar et.al, 2017; Lai and Cheng, 2016). Further, younger people usually are more interested in apparel products than the older ones (Ogle et al., 2014) and they are assumed to contribute substantially to the apparel market (Valaei&Nikhashemi, 2017). Additionally, Fernandez- Manzanal et al. (2007) also suggest that university students form an environmentally responsive consumer segment of the society.

Statistical Techniques
The present paper analyses the data in three steps. Initially in the first step, an Exploratory Factor Analysis (EFA) followed by a Confirmatory Factor Analysis (CFA) was conducted to check the Reliability and validity concerned with the measurement Model in IBM AMOS 22. After the CFA was conducted all variables were converted into observed variables (GPV was earlier a latent variable). In the second step the structural
model is examined in AMOS to check the relationship between the variables (Direct effects and mediating effect). In the last step, mediated moderation is checked by applying Hayes PROCESS Macros (model no.21). Since after step two, all variables were now observed variables, PROCESS macros was an appropriate method to test the moderated mediation model (Hayes, 2013). This method of testing moderated mediation models have been employed in prior research successfully (Nyadzayo & Khajehzadeh, 2016; Samala & Singh, 2018).

**Research Model**

After detailed literature review, the following is the proposed study model:

![Diagram of Research Model](image)

**Findings**

Further, this study reveals the following results: GPV is found to impact intention significantly to purchase sustainable apparel (H1) with $p<0.05$, $\beta$ value of 0.350. The results are in line with previous studies (Yadav & Pathak, 2017; Woo & Kim, 2019). Secondly, a significant relationship between GPV and positive attitude towards sustainable apparel (H2) was established with beta value 0.184 (at $p<0.05$). This elucidates the importance of refining the efficacy of communication between sustainable brands and consumers. Thirdly, a significant relationship was established between positive attitude towards sustainable apparel on intention to purchase sustainable apparel (H3) with $\beta$ value as 0. 365 ($p $value<0.05) (Chua & Quoquab, 2015; Lee, 2011, Nguyen et al., 2017). Further, this paper investigated the mediating role of positive attitude towards sustainable apparel between GPV and Intention to purchase sustainable apparel (H4). Results confirm the partial mediating role of positive attitude towards sustainable apparel, thus confirming the established hypothesis (H4) and confirming it to the various previous studies (Cheung & To, 2019; Kautish & Sharma, 2018).

The paper also concludes that low materialism leads to a stronger association between GPV and positive attitude towards sustainable apparel (H6). This further implies that the positive relationship between GPV and positive attitude towards sustainable apparel may weaken when a customer is high on materialistic values. This is because materialistic people have less empathetic qualities. They may not give importance to society’s environmental deterioration because of fast fashion trends and are less likely to adapt to sustainable apparel.
Additionally, the findings establish that consumer knowledge about sustainable apparel leads to a stronger association between positive attitude and intention to purchase sustainable apparel in Gen Z consumers (H5). This highlights an optimistic scenario for the marketers and companies engaged in sustainable apparel.

Table 1: Structural Model results

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Standardized Estimate</th>
<th>S.E.</th>
<th>C.R.</th>
<th>P</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 Intention</td>
<td>GPV</td>
<td>.350</td>
<td>.1870</td>
<td>4.8904</td>
</tr>
<tr>
<td>H2 Attitude</td>
<td>GPV</td>
<td>.184</td>
<td>.1508</td>
<td>2.5195</td>
</tr>
<tr>
<td>H3 Intention</td>
<td>Attitude</td>
<td>.365</td>
<td>.0792</td>
<td>5.8328</td>
</tr>
</tbody>
</table>

Note: ***p<0.05; Note: GPV - Green Perceived Value

Table 2: Direct and indirect effects

<table>
<thead>
<tr>
<th>Total Effects</th>
<th>Direct Effects</th>
<th>Indirect Effects</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>GPV ATTITUDE</td>
<td>GPV ATTITUDE</td>
</tr>
<tr>
<td>ATTITUDE</td>
<td>.701 .0000</td>
<td>.701 .0000</td>
</tr>
<tr>
<td>INTENTION</td>
<td>.627 .497</td>
<td>.278 * .367</td>
</tr>
</tbody>
</table>

Table 3: Moderated mediation output: Hayes Process Macros

<table>
<thead>
<tr>
<th>Attitude as the Outcome variable</th>
<th>Intention as the Outcome variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constructs Beta Coefficient t value P value</td>
<td>Constructs Beta Coefficient t value P value</td>
</tr>
<tr>
<td>GPV</td>
<td>0.4593 2.8807 .0006</td>
</tr>
<tr>
<td>Materialistic values -0.5913 -2.4044 .0168</td>
<td>Consumer Knowledge (CK) 1.0067 6.099 .000</td>
</tr>
<tr>
<td>Interaction between GPV and MAT 0.1009 2.0163 0.044</td>
<td>Interaction of AT and CK -0.0983 -2.962 .003</td>
</tr>
</tbody>
</table>
Conclusion
The study confirms a significant relationship among three variables under study- green perceived value, attitude and intention to purchase sustainable apparel. The study also establishes a partial mediating role of attitude and augments the moderating role of materialistic values and consumer knowledge about sustainable apparel. Additionally, materialistic values and consumer knowledge were also established as significant moderators in the mediated model. Low materialism leads to a stronger association between GPV and attitude towards sustainable apparel. Furthermore, the findings establish that higher levels of consumer knowledge about sustainable apparel leads to a stronger association between attitude and intention to purchase sustainable apparel in Gen Z consumers.

Implications
It has been depicted that the various sub constructs of GPV have had a significant impact on the intention to purchase sustainable apparel. Marketers thus should engage themselves in a relatively new approach to persuade consumers. The strong relationship identified between attitude and intention to purchase sustainable apparel. Further it may be proposed by the companies that they should work on developing strategies and promotional campaigns to nurture and stimulate positive attitude amongst the customers thus leading to favourable purchase intention. The study indicates that even if the GPV for consumers is positive, their attitude component may further aid in shaping the intention of Gen Z consumers to purchase sustainable apparel. Finally, the importance of the moderators employed in the study may help apparel manufacturers and marketers, to segment, target consumers for their products and further formulating engaging communication messages.

References


Customer data privacy and customer experience in omnichannel retailing: The mediating role of trust

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Purpose
With the fast-changing digital world and emerging technologies, businesses are turning to technology to create a smarter platform that connects retailers and customers for a better customer experience (Renko & Druzijanic, 2014). Technology disrupters such as Google, Amazon, Apple and Tesla are offering not only great products but better experiences (Halligan, 2020). Designing a customer experience (CX) in a place where the digital, physical, and social spheres are all intertwined is difficult for retailers, managers, data professionals and policy makers. Individual and societal needs for data privacy, data security and data transparency are important and are potential avenues for service innovation. Customers’ concerns about data privacy may prevent retailers from providing a better customer experience and establishing trust with them. The massive use of customer data to provide the best possible customer experience leads to misuse of data by the retailers or vendors. Furthermore, this results in the erosion of customers' trust and providing their details for the personalized products and services in return from the retailers. Potentially, it could have an adverse impact on the experience the customers gain. Hence, the rationale of the study is to explore how the customer data privacy factors impact the customer experience in an omnichannel environment. This paper explores how the various online and offline marketing channels are perceived by the customers based on the data privacy. The paper also tries to investigate the relationship between the customer data privacy factors, trust and customer experience.

Literature Review
Because customers are increasingly unable to disconnect from the online world, particularly in a way that safeguards essential personal boundaries, it is more vital than ever for marketers to understand the psychological effects of data privacy on consumers (Palmatier & Martin, 2019). This study is grounded on two theories: the gossip theory (Dunbar 2004; Foster 2004; Emler 1994) and TRA-privacy theory (Bansal, Zahedi, & Gefen, 2016), which
contextualizes TRA. TRA-privacy argues that privacy concern is one of the critical factors that impact the trust and the willingness to disclose personal information. Transparency and control are two variables identified by gossip theory as being able to mitigate the detrimental impacts of unapproved information transmissions. Transparency helps the target to know exactly which information is being given and, as a result, evaluate the breadth of potential harm, allowing the target to establish tactics to mitigate any negative consequences (Palmatier & Martin, 2019). Control refers to the target's belief that she or he can control the flow of information (Emler, 1994). Customer perceptions of how much control she or he has over how a company uses her or his personal information (Tucker 2014).

Data vulnerability is the extent to which a consumer feels insecure as a result of a company's security lapse, emphasizing the importance of data protection (Bart et al., 2005; Schlosser, White, & Lloyd, 2006; John, Acquisti, &Loewenstein,2011; Hsieh et al.,2015; Sen& Borle,2015).

Customer experience is defined as a multifaceted construct that encompasses a customer's cognitive, emotional, behavioural, sensory, and social reactions to service delivery procedures (Verhoef et al., 2009; Lemon &Verhoef, 2016; Shi, Wang, Chen, & Zhang, 2020). Trust is defined as the belief that one party will not take advantage of the other's relative weakness but can rather depend on them to fulfil their commitments (Gefen, Karahanna, & Straub, 2003). Because it minimizes the cognitive work and attention paid to monitoring a relationship, as well as altering the experience via a "halo effect," trust can influence experience (Lemon & Verhoef, 2016). Customers in omnichannel retailing often have more personal information exposed and disclosed across several platforms than in a traditional approach (Malhotra et al., 2004).

**Methodology**

We looked into the extant literature to determine the dimensions of customer data privacy, their overall impact on business performance, and the function of trust in mediating the relationship between privacy concern elements and customer experience. The literature emphasizes that privacy concern is a major issue in omnichannel retail setting. Based on the aforementioned theories, **Figure 1** depicts a research model to explain the association between the privacy concern factors, trust and customer experience.

Using partial least squares (PLS) based structural equation modelling; we formulated the study model, conducted the survey, and validated the hypothesized correlations. The survey was conducted among the university graduate and post-graduate students and other frequent shoppers who are considered digital native and have got the experience of shopping in a multi-channel retail environment.
After 14 incomplete responses with excessive missing values were discarded, a total of 226 respondents were included. To measure the privacy concern factors such as data vulnerability, data transparency, customer data control and customer value, scales from the past work were adapted.

**Findings**
A two-dimensional perceptual map was created using the coordinates customer data clarity and control. The perceptual map shows that compared to the web channel and physical store, social media and mobile channels are regarded to be more transparent in their user data management. Physical stores do not have a reputation for having poor data management policies. As a result, they must conduct extensive consumer research in order to comprehend customer data privacy concerns and respond appropriately in order to increase consumer trust. To test the hypotheses, the structural model was assessed through a bootstrapping procedure that used 500 subsamples (Streukens & Leroi-Werelds, 2016). The direct effects of data vulnerability, data transparency, and customer control and customer value on customer experience were tested. The test revealed that customer data privacy factors have positive and significant effects on customer experience. Following the Baron and Kenny (1986) method, the mediating effect of trust on the relationship between the customer data privacy and customer experience was also investigated. It was found that there is a moderate to weak mediation effect and it is partial in nature.

**Research Limitation**
This study has some limitations which provide opportunities for future research. First, our data collected only from the urban customers. Because cultural and contextual factors may influence trust and privacy issues, this restricts generalizability. The customer privacy concerns of individual channels and their contribution towards the creation of overall experience can be analysed. Therefore, further research could be conducted in other parts of India to determine if similar results are obtained. Future research should take a longitudinal approach to look at how customer experience changes over time and across various channels.

**Implications**
The paper provides a research model that explains how customer data privacy influences consumer experience in an omnichannel setting. As the findings revealed, an omnichannel environment needs to enable the customers to take more control of their personal details and deliver more value to develop trust among its customers. This will lead to enhanced customer experience. Trust was found to be an influential predictor of customer experience in omnichannel retail environment which echoes the previous work by Beck and Crie (2018) and Jones and Kim (2010). Transparency and customer control of data reduces the damage to the firm performances across online and offline channels. Failure to protect the user data may lead the customers switch the brand or channel. Marketers need more transparent data practices to regain trust. As our findings show, retailers with high degrees of customer privacy issues will likely have lower consumer trust. To counteract these negative consequences, forward-thinking merchants must strategize and attempt to solve customer data privacy concerns. The retailers can persuade the customers to disclose their data and must explain the benefits they will gain. Customers will benefit from having complete control over the types of data they share and the tools they utilize to adjust their privacy settings. The value they get in return to the information they provide throughout their shopping journey also creates trust among them which in turn create better experience.

**Originality**

The empirical study on the impact of customer data privacy factors on customer experience thus conducted is original and not been replicated or copied from other sources. This aims to provide the commonality of the outcomes as a result of the experience gained by the customers in when they shop in a retail environment.

**Keywords**

Customer data privacy, customer experience, trust, Omnichannel, data vulnerability, data transparency, customer value
Understanding Customer Experience in Digital Space through Online Diary Method

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Purpose:
The purpose of this study is to understand the concept of customer experience in Digital context. With splurge of Digital media tools at disposal, marketers see creation of customer experience as most exciting opportunity in 2019. Therefore, it is important to understand the key determinants that lead to creation of positive or negative customer experience in digital space. Therefore, this study aims to

1. To do a customer journey analysis i.e., to know customer’s pre-purchase, purchase and post purchase activities; their goals (utilitarian vs hedonic) behind those activities; choices that they make (online vs offline channels) and their transitivity from one touchpoint to another in digital space.
2. To know the components and linkages in an integrated model of Customer experience and customer journey that led to a positive or a negative experience.
3. To understand the consequences of such experiences on their psychology (attitude, interest, opinion, emotions and behaviour) towards the brand, product, organisation or digital channel.

Design/Methodology/Approach:
Customer experience is a complex, abstract and multi-dimensional phenomena. As this is the main construct for this study, first and foremost it is very important to understand its nature in the context of present study. A perfect research design and methodology should fit into the nature of construct. For this purpose, this study take reference from the work of Becker.

Becker (2018) in his paper explained the nature of customer experience and proposed set of qualitative research methods for exploring the concept of consumer experience. First, he stated that consumer experience is not restricted to purchase journey of a customer neither to a particular transaction that he does with the company. Customer experience is a journey that is covered to achieve some life goal of which information search, purchase and consumption are just a part. During this journey a consumer engage in various activities and interacts with multiple actors, resources, institutions that supports or hinders the achievement of his goals. The actors and institutions which support him in his journey become a source of positive experience and the one that hinders become the source for negative experiences. Hence, author proposed that customer experience needs to be studied as part of ecosystem with role of multiple actors and institutions rather than in dyads of firm and consumer or; brand and consumer or; product and consumer.
Secondly, they proposed that it is necessary to undertake a customer’s perspective to understand his experience. A customer himself only can tell the story of his experience. Under S-D logic, firm is considered to be integrator and provider of resources for creation of customer experience but author emphasis upon C-D logic which states that consumer himself chose the path and actors that will help him in completing this journey.

Therefore, in such a situation there are number of factors in creation of consumer experience which are beyond the control of the firm and these are completely under the play of a consumer. Therefore, an approach to study consumer experience should fulfil three requirements. First, it should be capable of extracting first hand description of experience from the customer. Secondly, customer himself should identify the actors, factors and institutions that created an experience for him and thirdly the record of his experience should be systematic and processual in nature.

In order to collect first hand honest, unbiased and uninhibited experience narrations from customers, we decided to go for Online Diary Method of data collection. In this method, a google doc with the title “Memorable online shopping experiences” was circulated to record customer’s online buying experiences. Each person was interviewed at the first place with the two questions –“Do you Shop Online?” If yes, then “are you going to buy something online in the near future”? If yes, they are given link to google document with clear instructions on how to fill the page and maintain it in diary format. The detailed account of customer journey provided by customer was reconfirmed with a follow-up interview to establish grounds for reliability and validity. As it is a qualitative study the records of their diary as well as voice tapes of their interviews are kept as records. The data has been put to qualitative analysis techniques such as content analysis, thematic analysis, text mining with the help of appropriate software such as NVivo, R and python to achieve the objectives.

Findings:
As this study aims at exploring the factors that affects customer experience in digital space, the outcome of it lead us towards a conceptual framework on design of customer experience. We have identified number of factors a complete list of which is given in the paper. There are certain factors identified which confirms to the findings of the literature but many new factors that affect digital customer experience has come on surface with this study.

Originality:
Since the origin of this term there have been lot of quantitative research to develop a conceptual model of consumer experience stating its antecedents and consequence but there has been hardly any qualitative studies in exploring such a complex phenomenon of consumer experience. For understanding the research gaps in the area of customer experience, this study surfed heavily through literature in the past. We went on science direct base, google scholar and sought for all sorts of papers on “Digital Customer Experience”. However on each of the web page so loaded, there are barely one or two papers matching exactly to the terms digital or experience. In order to optimise our search, we even looked for syntonical terms such as online customer experience, web
experience. On the basis of this exercise it can be said with validation that there are not many qualitative studies in this area. On the other hand, with application of more and more filters such as time, we were narrowed down next to almost nothing. This study covers the major gap of lack of qualitative studies in this area. Along with this, it is to be certified that the research paper submitted by me is an outcome of my independent and original work. I have duly acknowledged all the sources from which the ideas and extracts have been taken. The project is free from any plagiarism and has not been submitted elsewhere for publication or presentation.

Research Implications
This study have lot of implications for research community both in terms of methodology and in terms of a new perspective on customer experience. As we already talked about the dearth of comprehensive qualitative studies in the area of digital customer experience so this is one of the studies that can be a fruitful addition to current literature available. Along with that it’s one of a kind study in terms of methodology. While going through sparsely available literature on qualitative studies, majority of the studies employed In-depth interview method as technique of qualitative data collection. This study takes traditional diary method to online platforms thereby creating ease and convenience of data entry for respondent and continuous follow up by the researcher at the same time. It basically combines the strength of two major methodologies in interpretative phenomenological analysis i.e. Diary method and Interview method. This study open gateways for further research. The framework so proposed can be extended to large set of data sample. As this study takes into account the customer’s perspective, a similar study recording the Marketer’s perspective on customer experience can be undertaken and a gap analysis can be done between the marketer’s perception of customer experience and customer expectation of their experience.

Practical and social implications
A recent survey by E-consultancy on Digital Marketing Trends, witnessed the big companies saying that the single most exciting opportunity for 2019 is Customer Experience. Not only this even Walker study found that by the year 2020, customer experience will overtake price and product as the key brand differentiator. Apart from customer experience the second trending term in marketing is Digital media. Starting from 1980s when IBM launched the personal computer and companies used this technology to store databases of consumers, digital marketing has seen a long way in terms of tools and tactics. New digital tool kit such as smart speakers, digital signage and new tactics such as voice commerce, chatbots, and hyper personalised consumer experiences are marketing trends of 2019.
Keeping in view these trends, this study has clearly a strong foot in the practical world. In practical world, marketers are still stuck upon measuring customer satisfaction, service quality and calculating net promoter score, whereas customers are looking for much more than just satisfaction. Today’s customer is an experience holder and have his loyalty only towards the one who created positive memorable experiences. With the factors so determined in this study, marketers can get a clear view of what it takes to create digital experience. At the same time, on the basis of factors so identified a
customer experience measurement scale can be developed and deployed for better performance outcomes.

Limitations
This study isn’t free from constraints and limitations. One of the biggest limitation of this study is inadequate sample size. As qualitative study model require steady participation on the part of respondent, they are often reluctant to spend time on the activity. Despite the incentives and continuous follow up by the researcher only 30 samples could be collected and after filtration got reduced to 20. Due to limited sample size, this study lacks wide scale applicability.

Keywords:
Customer experience; Digital space; Digital Customer Experience, Thematic Analysis, Sentiment Analysis, Offline Usage, Media Traffic, Interactivity, Personalisation, Utilitarian, Hedonic.

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Impact of Sensory Branding on Consumers

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Introduction
Consumers and brands form stronger ties as a result of sensory branding. To build a great brand, businesses must consider the internal process. The various senses of the body are linked to the majority of the interior processes in human psychology: sight, smell, touch, sound and taste. The fundamental goal of sensory branding is to establish an emotional connection between a customer and a brand through the use of the five human senses: sight, sound, smell, taste and touch during the purchasing process. In other words, sensory branding is the process of promoting a product through the use of several senses (sound, sight, taste, touch and smell). To communicate a brand’s identity, it’s critical to focus on vision and sound. However, integrating the opposite senses to create an emotional ambiance is also necessary in order to provide a memorable brand experience. Sensations, emotions, perceptions and behavioural responses represented by senses are frequently thought of as brand experiences. Sensory branding allows for different points of recollection to be etched in the minds of customers. The more customers focus on the vision, the easier it will be for them to recall the brand. It also has an impact on the consumer. Loyalty and satisfaction allow the brand to offer products at a high profit margin and gain a significant competitive edge.

Review of Literature
In 2014 a sensory marketing model was given by Pawaskar and Goel in relation to Destination Branding. The model was a blend of 6 key elements namely “marketing promotion and communication, customer expectations, tourism sectors and sensory experiences, customer satisfaction, advocacy and repeat visitation, enhanced destination image”. The model suggests that all the products provided to the tourists enhance their destination experience. The experience has an important role for tourists as they support their decision with such experiences. Later, Rupini and Nandgopal (2015) suggested that the five senses are important for experience of frequency of purchase, different purchase and consumption process. The human senses help in differentiating one brand from other brands. Multi-sensory brand experience exists when perception of brand experience is caused due to multiple senses. Multisensory convergence zones in the brain are impacted when the relation with other senses impacts a single sense. In the same year, Minh and Ly (2015) in their review article on use of sensory marketing in the retail sector discovered what sensory marketing is and why it became part of the retail sector. The authors also tried to find how sensory
branding is used to increase consumption and leave a lasting impression in the minds of the customers. In a diversified marketing where a large variety of products are available, sensory marketing helps in distinguishing a product from competitors. Nghiêm-Phú (2017) explored activities related to sensory marketing in a shopping environment that was outdoor out-store. The study used existing literature to build a framework from the supplier’s perspective. This was followed by an observational study in Japan. The study proved the existence of an outdoor out-store shopping outlet where sensory indications were used. On observing individual shops, it was found that visual cues were the dominant sensory cues. However, as a whole it was found that a combination of visual, tactile and audio cues was used. Another significant observation was that outdoor activities were oriented towards the local culture. There were two activities in particular which were quite peculiar. Both activities supported the fact that sensory cues are culture oriented. Recently, Jiménez-Marín et al. (2019) studied how sensory marketing as a phenomenon offers several possibilities in applying it at the point of sale. The authors reviewed previous literature and concepts related to the five senses and sensory marketing. Next, the authors found the possibilities of implementation of sensory marketing at the point of sale. Lastly, they tried to find how sensory marketing stimulates the senses and emotions in customers. The researchers found that how senses could stimulate the final purchase decision if the right techniques were applied at the time of buying which leave a lasting impression in the memory of the customers. Gao and Lan (2020) developed and validated a scale for measuring sensory brand experience. Further, they found that brand could be differentiated on the basis experience generated by them. Finally, a scale with three dimensions and 10 items was developed. Muñoz et al. (2021) in their study focused on the use of scent marketing techniques in fashion stores for women. Both qualitative and quantitative measures were used to analyse the data. The results of the study showed that it was satisfactory for women when stores used some type of smell. The study also suggested that user experience is multisensory and using multiple senses in place of just a single sense is more beneficial.

**Objective of the study**
To find whether the sensory branding strategies affect the customer behaviour.

**Methodology**
In this study, descriptive studies layout was used. Descriptive studies layout allows to outline the traits of the respondents, behaviour comparisons. By the usage of descriptive studies layout, facts series might be brief and might be cost effective too. This research adopted a quantitative research method. Data were collected through a survey. The questionnaire was developed incorporating the Likert Scale and Nominal Scale. The responses to the questionnaire were based on 5-point Likert scale with option of strongly agree, agree, neutral, disagree and strongly disagree where strongly agree showed higher degree of acceptance and strongly disagree showed lower degree of acceptance.
This research is based on both primary data as well as secondary data. Primary data was collected directly from the people. It was collected through self-administrated questionnaire (which was filled by people of different age-groups). Google form was used to design the questionnaire which was distributed through email and WhatsApp. Both closed and open-ended questions were administered. The respondents were asked to choose the option that best reflected their opinion. Likert scale and Nominal scale were used in the Questionnaire. Questionnaire was circulated among 200 people and 153 responses were received. Non-probability convenience sampling was used to collect data from in and around National Capital Region. Secondary data means the data that is already available. It saves both the money and time of the researcher. Secondary data was collected through various research paper published in different journals, magazines etc.

Data Analysis and Findings
Impact of Sensory Branding on Consumer Behaviour
Table 1: Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.808a</td>
<td>.653</td>
<td>.651</td>
<td>.45914</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Sensory_Branding
Source: Survey by authors
The value of R shows was .808 which shows that there was a high degree of correlation. The value of r square was 65.3 per cent which suggests that 65.3 per cent variance in consumer behaviour (dependent variable) could be explained by sensory branding (independent variable).

Table 2: ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
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<td>1</td>
<td>59.888</td>
<td>284.088</td>
<td>.000b</td>
</tr>
<tr>
<td>Residual</td>
<td>31.832</td>
<td>151</td>
<td>.211</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>91.720</td>
<td>152</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Consumer_Behaviour
b. Predictors: (Constant), Sensory_Branding
Source: Survey by authors
Table 2 indicates that the regression model statistically significantly predicts the value of the dependent variable.
Table 3: Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>.233</td>
<td>.201</td>
<td></td>
<td>1.159</td>
</tr>
<tr>
<td>Sensory_Branding</td>
<td>.956</td>
<td>.057</td>
<td>.808</td>
<td>16.855</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Consumer_Behaviour
Source: Survey by authors

The coefficients table shows that the consumer behaviour can be statistically significantly predicted using sensory branding.

Consumer Behaviour = .233 + 0.956 (Sensory Branding)

The results of the study showed that in order to engage the customers it was necessary to use sensory branding as sensory branding had direct impact on consumer behaviour.

Research Implications
Sensory branding has the advantage of providing good experience to consumers due to which the marketers can reduce the budget on advertisement. This is because sensory branding itself acts as a mode of communication between the brand and the customers. Further, sensory branding also helps to distinctively position brands as it lures their feelings and emotions. This emotional connection helps to create a long-lasting bond. The sensory branding influences consumer behaviour to a great extent as shown by the study results. Therefore, to elicit a positive response from consumers, the sensory branding should be carefully done.

Keywords:
Sensory Branding, Senses, Consumers
References

Revisiting consumer-based brand equity during a crisis: An empirical investigation

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Mr. Arunava Dalal
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Introduction
At the micro-level organization, competition and consumer actions influence brand meaning, whereas environmental factors like economic, social, and ecological moderates brand meaning at the macro-level (Oswald, 2012). So, crisis situations like an economic downturn or a pandemic like Covid-19 will have an impact on consumer behaviour and brand meaning for the consumers. For example, during an economic slump, there is a drop in consumption expenses for the consumers as they switch to cheaper variants (Diallo et al., 2016), thus reflecting consumer price consciousness (Lichtenstein et al., 1993). Kirk & Rifkin (2020) have examined the changes in consumer behaviours during Covid-19 pandemic (another crisis) by segregating the behavioural changes in three phases namely “reacting – hoarding and rejecting”, “coping – do-it-yourself behaviours, change in views towards brands”, and “adapting”. Talking about changing views of brands by consumers, Edelman Trust Barometer survey conducted worldwide covering 12,000 consumers (Rogers, 2020), 65 percent of them agreed that their future purchase decision will depend on the way the brands responded to the pandemic. 76 percent in Brazil and 60 percent in India responded that they have already switched brands as they felt that those brands’ response to the crisis was derisory, where the overall average was 33 percent. The survey results clearly depict the responsibility of the organizations to relook at their brand during a crisis to prevent them to go into oblivion. It can be said that a brand is just not a name or logo but encompasses the whole customer experience starting from the initial development where the customer first initiates the process of purchase to post-purchase. So, the brand is how the customers perceive it and set the organization apart from its competition.

In the existing studies, the domain of branding and marketing has mostly focused on different aspects like brand elements, brand equity, brand personality, brand engagement as well as brand loyalty models but most of the models have focused on the normal situation or ideal situations. Though the importance of brand management during crisis situations cannot be ignored, the authors could identify only a few articles related to managing brands during crisis periods. A study by Tew et al. (2008) presented an approach to tackle the SARS crisis through efficient communication and brand positioning but lacked details on its implementation aspect. A study on a publicity crisis and brand contagion by Dahlen and Lange (2006) revealed that brand crisis...
TRACK 2- Branding and Product Strategies

impacted the category and brand perception negatively. Dawar and Lei (2009) through an experiment evaluated the impact of brand associations and hierarchy on brand during a crisis response. Eagle et al. (2005) found how a crisis could impact brand and category loyalty. Manning (2007) and Kahuni et al. (2009) found that the associated brands too got impacted during a crisis.

Balakrishnan (2011) developed a conceptual model to manage brand burn and provided strategic tips for managing brand crisis (in the context of terrorism). Kirk & Rifkin (2020) in their article explained and predicted the possible consumer behaviors during a crisis like the Covid-19 pandemic, which could help marketing practitioners to plan better.

There is a dearth of empirically driven research that could explore the consumer expectation and requirements related to a brand in a crisis or at a time of uncertainty. This gap has motivated us to conceptualize and propose a model that can revisit the brand elements pertaining to the crisis situation to generate greater sustainable brand equity that would be able to combat the environmental uncertainties.

Purpose

The present research tries to identify the different brand elements, using the brand archetype framework, which is considered important by consumers during a crisis. Then, this study has attempted to develop a conceptual framework namely 'brand equity model in crisis situations' based on the voice of the consumer. This study intends to help the organizations and marketing professionals to build strong brand equity, brand engagement, brand association, and brand loyalty that will be long-term and immune to environmental uncertainties and future crisis situations.

Design/methodology/approach

This research article is based on 427 empirical responses focused on capturing consumer views on their brand experiences and expectation related to uncertainties and future crisis circumstances. A five-point Likert-type scale was personally administered to obtain participants’ responses. The responses have been accumulated from the online survey using a list-based sample frame. Here we have followed the brand archetype framework to assess the brand-consumer connection. This study is divided into two-stage quantitative analysis. In the first phase, Data were analyzed using the Relative to an Identified Distribution (RIDIT) approach to find out the top-rated brand elements based on level of importance or agreement. In the second phase, we have developed hypotheses based on a conceptual model for brand equity in crisis situations. A second-order structural equation modeling and path analysis was followed to examine the proposed model.
Findings

The study has identified that the brand archetypes namely the sage, the caregiver, the innocent, the everyman, and the creator are the ones that hold major significance in the minds of the consumers during a crisis situation. Focused communication between the organizations and their customers are important where the customers look for clarity and understanding of how the brand would benefit them during difficult situations., Confident, thoughtful, and credible (the sage), empathetic and nurturing (the caregiver), genuine and safe (the innocent), supportive during difficult times, reliable and faithful (the everyman), innovative with the objective to provide a long term value proposition to their customers are the brand qualities which came out from the study that were looked upon by the respondents during difficult times.

The proposed model looks at engaging with the consumers to provide a better brand experience to them that will lead to improved brand memorability, trust, satisfaction, and expectation fulfilment.

Implications

This research will help practitioners and researchers to sink deep into the brand performance in a crisis situation and guide them, through the conceptual model, to ensure brand relevancy among their consumers even in difficult times. The incorporation of some or all of the identified elements will help organizations to have a sustainable journey of their brand with higher customer acquisition and retention irrespective of the uncertain situations.

Originality/value:

Studies related to branding during crisis situations are rare. In this study, a two-step quantitative analysis has been done to conceptualize and validate the proposed model with empirical data. This empirically driven model has tried to revisit the brand equity framework through the voices of the customer. This is a unique piece of work that has blended archetype brands along with crisis situation, to come out with a new dimension to provide immunity to the brand during emergencies like the present Covid19 pandemic. The conceptual framework will help in building a long-lasting consumer-brand relationship through strong brand engagement and experiences that will be cherished by the consumers for long.

*Keywords:* Branding in crisis, Brand archetypes, Brand engagement, Crisis situation, Brand experience, Consumer behaviour during a crisis.
The Impact of Brand Extension on Brand Equity in the retail sector: The Mediating role of Brand Trust and Brand Image

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**Introduction:**

The retail industry has shown a steady growth year-on-year along with a huge statistic of employees worldwide. This is a vastly competitive, fast-paced industry, which is vital to the economy. The retail industry consists of all companies who are involved in the process of selling goods and services to the end users. There are numerous distinct retailers around the world, counting grocery, department stores, electronics, restaurants and the other specialists. India is largely an unorganized retail market, contributing 88% to the total retail sector in India (as per the records of India Brand Equity Foundation). In an increasingly competitive landscape, the retail sector in India is facing a number of challenges in the race of growth and customer base, where each and every company has to differentiate its products from others. Earlier the focus of marketers was limited to the market mix of a product to create competitive edge but now the branding has become the key success factor for a company in the retail sector.

The establishment of strong brands allows a company to increase the efficiency of its marketing expenses and enhance its economic performance. But, the marketing strategy of launching new products in the market through introducing new brands is not always desired owing to the involvement of huge risks and high costs. Moreover, the number of brands available under various product categories has increased manifold in the recent past. The consumption patterns, interests and choices of the consumers are also changing with a great pace. Instead of launching a new product brand, the companies are adopting the brand extensions of existing brands as a popular strategy. Companies make use of their established brand names to appeal new markets and introduce novel products to the customers in terms of brand extension (Keller, 2007). Brand extensions have been the trend worldwide in general and in the Indian market in particular.

Brand extension can be a very stimulating strategy as it puts the station and image of not only the new product, but also that of the core brand at stake. Hence, it is highly important to assess the impact of these brand extensions on the brand image and brand equity. Today branding is used with a variety of products, services, people, places, ideas, and concepts with the same purpose in mind - to distinguish each offering from the other. Solomon and Stuart (2002) defined a brand as “a name, a term, a symbol, or any other unique element of a product that identifies one firm.
products and sets them apart from the competition." Aaker (1991) also offers a similar definition of a brand, which is defined as "...distinguishing name and symbol (such as a logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of sellers and to differentiate those goods or services from those of competitors" (Kotler and Armestrong, 2009). The reputation of the parent brand is a crucial factor influencing the likelihood of a successful brand extension.

The consumers attitude towards the brand extension strategies is found to be favourable when the perceived risk and the parent brand reputation are high Buil et al., (2009). The brand extension is also found to be successful when the brand fit, which is the similarity of brand extension with the parent brand, Liang and Fu (2020). Among the influential drivers of brand extension identified by various researchers consumer innovativeness is one of the important factor. Despite of the risk involved in adopting the brand extension strategies it could have a positive or negative impact on the brand equity and the brand image. In the current competitive business environment the success of a concern depends on its skill to make brand trust and loyalty in the customers. Brand trust may increase the influence of brand extension on brand equity, when the focus is more on the consumer emotional attachment (Abd-El-Salam, 2020). Moreover, before adopting the brand extension strategy the company need to focus on the influence of brand image (Atulkar, 2020) and its impact on the association between parent brand and the potential extensions. Thus, brand image is another important variable that again can be represented by the various sub dimensions such as Brand Personality, Brand Positioning, Brand Differentiation and Brand Loyalty (Cham et al., 2020; Pham, 2020). The aim of the study is to investigate the effect of brand extension adoption by the retail companies on the brand trust, brand equity and brand image along with the mediating role of brand trust and brand image on the linkage between brand extension and brand equity.

**Review of Literature and Formulation of Hypothesis**

While adopting the brand extension strategies, there is a risk of loosing the opportunity of creating a new brand equity (Aaker, 1992). It has been found that the perceived quality of the extension and the fit between the parent brand and the new product positively made an impact on the image of the brand Martinez and Pina (2003), Jackinda (2016) as it could change the beliefs and associations in the consumers’ mind Martinez and Chernatony (2004). The attitude toward brand extension, brand loyalty, image fit and final brand image are among the factors are the factors being influenced by initial brand image, in the banking sector Jackindia(2016). Alavinasab et al. (2017) investigated the effect of brand extension strategy upon brand image by including five variables; initial brand image, perceived fit, perceived quality, consumers’ attitude and final brand image in the research model. A number of researchers have been contributed to understand the role of brand equity for successful brand extension. Pitta and Katsanis (1995) accentuated that the consumers are expected to recognize and accept the superior stature brand image of such upscale extensions, after the research conducted on automobiles.
The fit among the novel product and the existing product of the brand, the perceived quality of the extension, the difficulty of manufacturing the new product and the awareness of the brand have been used in many past studies conducted by Martínez and Pina (2003), Arslan and Altuna (2010). The brand extension may have a negative influence on the brand image if the strategy adopted for extension is isolated from the existing product. Roy et al. (2014) The lower level of the perceived quality of extension can worsen the brand image after the new product is launched in the market. Thus it was concluded that brand extension strategy may mitigate the brand image after the extension. The negative effect could be reduced with the assurance of the fit between the parent and extension brands reduces the negative effect Arslan and Altuna (2010). The influence of brand extension on brand image is found to be significant by Hosein (2012) taking consumer characteristics, extension marketing support factors, parent brand characteristics and extension characteristics as the control variables. Brand equity and Brand loyalty upsurges after fruitful brand extension and are highly positively correlated with brand extension, in the education sector Imtiaz et al. (2014). In many studies the positive and significant impact of brand extension on brand image is found in the different sectors Qom and Azad (2017), Lavuri (2018), Hermawan et al. (2020). Also, a new retail product's image inherits more characteristics from a symbolic parent brand (even when the brand is weak) and when there are higher degrees of parent retailer-image fit Mitchell and Balabanis (2021). On the basis of above arguments the following hypothesis is formulated.

Stegemann (2006) found that the brand extensions decreased overall brand attitude towards luxury brands due to decreased brand image and decreased benefits of attributes intrinsic to luxury brands. Whereas in the health food market it is observed that the more successful brand strategies of a company led to higher recognition of brand equity by the consumers, that is, the brand strategies had a positive effect on the brand equity, study conducted by Matarid et al. (2014). Similar results are deduced by the researchers Dwivedi and Merrilees (2013) in Asian branding. Poerwadi et al. (2019) explored the relationship between brand extension strategy, brand image, brand trust, in the coffee industry of Indonesia. Using the Structural Equation Modelling method it was concluded that brand extension strategy has an influence on the brand trust; however, it does not have a direct effect on brand image. On the basis of the above comments, the following hypothesis have been formulated.

H1: There is a significant linkage between the brand extension and brand image.

H2: There is a significant linkage between the brand extension and brand equity.

H3: There is a significant linkage between the brand extension and brand trust.

H4: There is a significant mediating role of Brand Image on the linkage between brand extension and brand trust.

H5: There is a significant mediating role of Brand Equity on the linkage between brand extension and brand trust.
Methodology

This study proposes to empirically analyse the perception of consumers about the impact of brand extensions on brand equity, brand image and brand trust in the retail industry in India and examining the mediating role of brand trust and brand image between the brand extension and brand equity. The data has been collected through structured questionnaire. The multi-stage sampling techniques has been used to select the respondents from the selected districts of Punjab. In the first stage the state of Punjab is divided into cultural regions and then the districts of these cultural regions are ranked on the basis of highest population. Then the three most populated districts have been selected from each cultural region. In the next stage simple random sampling has been used to select the retail customers as the respondents in the current study.

The conceptual model has been hypothesized.

![Figure 1: Hypothesized Proposed Model](image_url)

Findings

The conceptual model has been analysed using Smart PLS3. The Reflective-Formative higher order constructs are used in the model. Brand Extension, Brand Equity and Brand Image are the formative higher (second) order constructs. Brand Extension is represented by Brand Fit, Parent Brand Reputation, Perceived Risk and Consumer Innovativeness, which are reflective lower order constructs. Brand Image is represented by Brand Personality, Brand Positioning, Brand Differentiation and Brand Loyalty, which are reflective lower order constructs. Brand Equity is represented by Brand Awareness, Brand Association, Brand Perceived Quality and Brand Loyalty, which are also reflective lower order constructs. The embedded two stage approach is used to estimate the hierarchical latent variable model (Becker et. al. 2012), and the outer loadings are used...
for the PLS-SEM algorithm. The two stage approach as an alternative to repeated indicators approach is used (Wetzels et al., 2009) which is suitable for Reflective-Formative type of higher order constructs in the model (Sarsted et al. 2011). In order to assess the appropriateness of the first-order constructs, indicator loadings, AVE, composite reliability, discriminant validity, etc., are reported. To assess the bias in the responses, Harman’s single factor test was employed and showed a maximum variance below 50%, indicating the absence of bias (Podsakoff & Organ, 1986). The variance inflation factor (VIF) test used to examine multicollinearity displayed values between 1.8 and 4.90, suggesting multicollinearity lower than the threshold value of 5 (Hair, Sarstedt, Ringle & Mena, 2011). Since all the factor loadings are greater than 0.7, thus the convergent reliability is validated. The internal consistency reliability is established from the values of composite reliability and cronbach’s alpha. After bootstrapping, all the path coefficients between the lower order constructs and higher order constructs are found to be significant.

**Assessment of Structural Model**

The standard model evaluation criteria is used on the structural model, without considering the lower order components as elements of the structural model. The total effect of the antecedent construct on the higher order component is assessed, in the second stage. The results of path coefficients after applying bootstrapping, using Mode B for estimating higher order component inferred that the direct relationship between Brand Extension and Brand Equity is not significant. But there is a significant indirect relationship with the mediating effect of Brand Trust and Brand Image.

**Mediating role of Brand Trust and Brand Equity**

The results of the study proved that there is full mediation effect of both brand trust and brand image between brand extension and brand equity.
Research Limitations:
The scope of the study is limited to the selected districts of the state of Punjab. Further study can be taken place covering the other states of the country.

Practical implications:
Practically, the results of the current study aid brand managers’ decision-making process as to how brand extension may have an impact on the brand equity and brand image, whether a brand extension strategy is appropriate, or an entirely new brand or product should be launched. Additionally, the current study delivers information about the mediating role of brand trust between brand extension and brand equity. Also, up to how much extent the brand image could act as a mediator between brand extension and brand equity. The brand managers can decide whether newly extended brands should be introduced in the marketplace. If yes, they should decide further between the brand extension strategies that prove to be successful for a newly extended product.

Originality/value:
The originality of the current research lies in the usage of repeated indicators for the latent constructs Brand Extension, Brand Equity and Brand Image to analyze their linkages and accessing the mediating role of brand trust between brand extension and brand equity; and the mediating role of brand image between brand extension and brand equity.

Keywords:
Brand Extension, Brand Equity, Brand Image, Brand Trust, Mediating Role.

REFERENCES


Impact of Competitive Intensity on Product Diversification choices across Technological Environments: Evidence from India

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Abstract
Product diversification decisions enable firms to remain relevant and sustain growth. However, despite being a focal point for marketing and strategy scholars, the explanations for related and unrelated diversification have been less clear. In this paper, we aim to understand the effect of the trigger arising from prior firm performances on the product diversification decisions. We hypothesize and empirically establish that the levels of prior performance influence these decisions. While poor prior performance triggers high risk-seeking behaviour resulting into unrelated product diversification, superior prior performance enables limited risk-seeking behaviour resulting in the choice of related product diversification. We find market competition moderates the impact of these performance levels on related and unrelated diversification strategies. This moderation impact of competition is further moderated by the technological environment in which the firm is operating. The dataset for this study closely approximates the population of data that is available for the Indian market. We studied 4800 firms for 10 years from two of the largest stock exchanges in India. Our study offers theoretical insights into the antecedences of product diversification strategies while offering managers a fresh lens to understand their strategic choices.

Keywords: Product diversification, Competitive intensity, Aspiration level, Prior Performance.

Introduction, Theory & Hypotheses
Though scholars have suggested the need for a comprehensive study on the various triggers for product diversification decisions (Hoskisson, Hitt, Johnson, and Moesel, 1993; Chatterjee and Wernerfelt, 1991), we find less documentation of the same in the literature. During recent times though some motivators have been identified as the need to achieve of economies of scope and better market coverage (Chavas & Kim, 2010), possessing dynamic capabilities (Døving & Gooderham, 2008), capital market development (Shackman, 2007) etc. However, a majority of the effort seems to be focusing on diversification as a whole and not on the degrees of diversification like related and unrelated diversification.
For related diversification, firms have the option to use their existing skills, resources and capabilities, however, this is not the case for unrelated diversification because of the decreased scope of synergy. Hence scholars have suggested related diversification to be less risky than unrelated ones (Montgomery and Singh 1984, Barton 1988). Firms generally undertake bold and risky actions looking at the current business health with an expectation that things will improve in the future. Hence, in this case, we expect prior performance to impact the product diversification choices. Adding here, we find little evidences of prior performance on product diversification choices in the literature. Interestingly, Prospect Theory (Kahneman and Tversky, 2013) and The Behavioural Theory of the Firms (BTOF hereafter) (Cyert and March, 1963) both suggest that senior managers generally take action when the firm performance deviates from the expectation. BTOF points towards the phenomenon of problemist search when the performance falls below the expectation (aspiration level) and this has been shown to influence high-risk decisions like revamping firm strategy, mergers and acquisitions (Miller and Chen, 1994; Iyer and Miller, 2008) etc. We thus, expect poor performance to impact firms’ decision towards exploring the high risk unrelated product diversification. We also think during states of superior performances, maintaining the rate of growth would become important and this would motivate managers to explore limited or low risks. We thus, propose the following hypotheses:

Hypothesis 1: Performance below the aspiration level would lead firms towards unrelated product diversification.

Hypothesis 2: Performance above the aspiration level would lead firms towards related product diversification.

Most strategic and marketing choices are made to outperform the prevailing market competition and hence competitive intensity becomes a major factor in such decisions (Lusch and Laczniak, 1987; Zahra, 1993). It changes the dynamics of the firm behavior from being deterministic to stochastic as now the actions are heavily influenced by the competitor’s actions. Thus, the risk-seeking behavior of the firms would increase in the face of high competitive intensity and vice versa. Consequently, we propose,

Hypothesis 3a: Competitive intensity positively impacts the firms’ decision for related product diversification.

Hypothesis 3b: Competitive intensity negatively impacts the firms’ decision for unrelated product diversification.

In the face of rising competition, firms with access to matured technology have more incentive to innovate and escape the competition. Firms operating within high technology intensive industries have significantly higher inclination towards R&D investments (Blonigen and Taylor, 2000), collaboration (Ang, 2008) etc. which leads to higher innovation and product development rates (Chen et. al., 2015). Hence, we propose,

Hypothesis 4. Technology intensity moderates the moderation impact of competitive intensity on product diversification choices.
The hypothesized relationships and the theoretical model are shown in the figure below:

**FIGURE 1**  
Hypothesized Relationships and Theoretical Model

**Variables and Measurements**

Product diversification is measured using the entropy index (Su and Tsang, 2015; Park, 2007) as:

\[
\text{Product diversification} = \sum_i S_i \ln \left( \frac{1}{S_i} \right) \ldots (i)
\]

Here \( S_i \) denotes the proportion of the firm's sale within industry \( i \) at the five-digit NIC code level (i.e., at the firm level). It consists of both unrelated and related product diversification. Unrelated diversification is the proportion of the firm's sale within industry \( i \) at the first two-digit NIC code level (i.e., at industry level).

In line with existing research, superior and poor performances have been denoted by performance above and below the aspiration levels for the firms. The aspiration level \((AL)\) of performance is the weighted average of social aspiration \((SA)\) and historical aspirations \((HA)\)(Kim, Finkelstein, and Haleblian, 2015; O'Brien and David, 2014) and is calculated as:

\[
AL_{it} = \alpha SA_{it} + (1 - \alpha) HA_{it} \ldots (ii)
\]

The social aspiration is the average performance of the other firms in the industry and the historical aspiration is a weighted average of its own historical aspiration in time \( t - 1 \).

The two independent variables are - performance above aspiration \((PAS)\) which denotes superior performance and performance below the aspiration \((PBS)\) which denotes poor performance. We developed two spline functions to identify those as per the existing standard in the literature, using the following logic:

\[
\text{If } P > AL, \quad PAS = P - AL \text{ and } PBS = 0;
\]

\[
\text{If } P > AL, \quad PBS = AL - P \text{ and } PAS = 0;
\]

Competitive intensity is measured as the market share held by the competitors of the firm divided by the number of competitors that the firm was facing (Wu & Pangarkar, 2015).
2010). Following Ang (2008), we adopted the OECD 2016 classification for the measure of industry technology intensity. It classifies both manufacturing and non-manufacturing industries into 5 different groups based on the ratio of R&D expenditure and associated technology as output.

Like other studies in similar domains, we have controlled for various parameters like the **firm size, R&D intensity, leverage, industry effects, advertising intensity** etc. in our model. For the possible endogeneity concerns, we have incorporated instrumental variables like **financial slack, compensation intensity** and **asset-to-sales ratio** after the required statistical tests. Since this is a panel data study and in order to achieve results which are robust to heteroskedasticity and autocorrelation, we have adopted the generalized methods of moments (GMM) approach instead of the 2SLS method (Bascle, 2008; Qian, Li, Li, and Qian, 2008).

**Results**
The output from the multiple models is presented below in Table 1. Model 1 is the baseline model and is used to validate hypotheses I and II. Model 2 includes the moderation impact of competitive intensity and is used to test hypotheses 3a and 3b. The Model 3 is the full model comprising the moderated moderation impact of technological intensity and it is used to validate hypothesis 4. We see barring hypothesis 3b, all the other hypotheses are accepted.

<table>
<thead>
<tr>
<th>Variables &amp; Interactions</th>
<th>Model 1</th>
<th>Model 2</th>
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<td>Sup. Performance</td>
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<td>-0.0205</td>
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<td>(0.264)</td>
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<td>(0.002)</td>
<td>(0.276)</td>
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<td>0.869</td>
<td>-0.643*</td>
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<td>(0.017)</td>
<td>(0.752)</td>
<td>(0.538)</td>
<td>(0.019)</td>
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<td>-0.0167*</td>
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<td>(0.013)</td>
<td>(0.142)</td>
<td>(0.069)</td>
<td>(0.015)</td>
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<td>(0.896)</td>
<td>(0.368)</td>
<td>(0.368)</td>
<td>(0.880)</td>
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<td>(0.016)</td>
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<td>(0.811)</td>
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## TRACK 2- Branding and Product Strategies

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<td>0.00204**</td>
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<td>(0.515)</td>
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<td>(0.312)</td>
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<td>2.184**</td>
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<td>Tech Intensity</td>
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<td>2.154**</td>
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<td>Competition * Tech Intensity</td>
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<td>(0.192)</td>
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<td>44569</td>
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</table>

*p-values in parentheses

*p< 0.05, **p< 0.01, ***p< 0.001
TRACK 2- Branding and Product Strategies

Discussion
In this research, we attempted to explain product diversification choices as the consequences of prior performances at the firms. We find evidences that prior performance impacts product diversification choices. We see poor performance leads to unrelated diversification whereas superior performance leads to related diversification. Market competition is known to impact the strategic and marketing choices of the firms (Zahra, 1993). In line with this, we find reverse relationship between competitive intensity and related diversification. We also find significant moderation impact of high performance and competition on related diversification choices. These dynamics changes when we consider the influence of the technological environments. We find the three-way interaction effect of performance, competitive intensity and technology intensity to be significant in both the cases for related and unrelated diversification. The negative coefficient of this three-way interaction in case of related diversification suggests that with the rise in competition, the propensity for related diversification decreases among the firms operating in high technology intensive industries.

References

Background
Employer branding is the process of managing and influencing an organization’s reputation as an employer among job seekers, employees, and key stakeholders. Seventy-five percent of Americans would not take the job with a company that has a bad reputation. The studies also indicate that an organization following sustainable business practices attracts employees as well as customers. Employer branding not only helps in getting the best talent for an organization but also reduces the cost of talent acquisition. Recent advancement in digital channels has made it possible for employers to take a proactive approach to attract and engage with top talent. The use of digital marketing in the recruitment process helps in customizing the campaign for each individual. Digital channels are more targeted and their performance can be measured easily as compared with traditional channels like newspapers, TV, radio, and billboards. Digital channels like social media have empowered job seekers. Employees are not merely passive participants of the recruitment process they aggressively seek information about the employers using secondary resources like blogs and social media pages of the company. Thus, we can say that an employee is involved in the co-creation of the recruitment process. These days, researching potential employers is as easy as researching the hottest new brunch destinations. The situation makes it imperative for an organization to have a well-crafted employer branding strategy that can help to influence the perceptions of job seekers and employees.
Social Media channels such as LinkedIn, Facebook, and Twitter play an important role in employer branding. According to the LinkedIn survey, half of all professionals are following companies on social media with the intent to stay aware of their jobs. According to the LinkedIn survey, 75% of candidates will research your company’s reputation before applying for a job opening. For effective branding of an organization, it should be aware of factors affecting positive employer branding. It is also imperative to find the importance of these factors for employer branding.

Methodology
The study performs a narrative review of the existing pieces of literature to identify the factors affecting employer branding. This study then analyses the importance of these factors from an employee as well as an employer’s perspective. The study uses the Multi-Criteria Decision Making (MCDM) technique Fuzzy –Logic for Order of Preference by Similarity to Ideal Solution (TOPSIS) to rank these factors and hence identify the importance of various factors for an employer.
TOPSIS is based on the concept that the highest-ranked factor should have the shortest geometric distance from the positive ideal solution (PIS) and the longest geometric distance from the negative ideal solution (NIS). Fuzzy logic allows for the inclusion of vague human assessments in computing problems. The size for the focus group taken for the Fuzzy-TOPSIS study is eight, as too small a sample results in biases, while a group of more than eight is difficult to manage. To develop consensus in the group Delphi Technique was used. One of the authors (MPM) of the research paper acted as the moderator for the focus group discussion. The sampling method used for the study was judgemental sampling. Judgment sampling also referred to as judgmental sampling or authoritative sampling, is a non-probability sampling technique where the researcher selects units to be sampled based on his existing knowledge, or his professional judgment.

The study will further perform Conjoint Analysis to identify the utility of the identified factors for employees. Conjoint analysis is the optimal market research approach for measuring the value that consumers place on features of a product or service. Conjoint analysis is a popular method of product and pricing research that uncovers consumers' preferences and uses that information to help select product features, assess sensitivity to price, forecast market shares, and predict adoption of new products or services. It is frequently used in various industries like retail, healthcare, insurance to identify the consumer’s preferences. Electronic questionnaires were distributed to working professionals and jobseekers on LinkedIn. The sample size for the conjoint analysis was taken as 112. Total 154 LinkedIn users responded out of which 44 responses were incomplete.

The findings of the two a fore mentioned studies were compared to identify the gap and hence to provide the recommendation for bridging the gap. The summary of the conceptual framework for the study is depicted in Figure 1:

![Figure 1: Conceptual Framework Used in the Study](image.png)

**Findings**

The result of the narrative review identified the six factors affecting the organization’s branding for employees. The study found reputation of the organization on social media has relatively lower importance in employers’ eyes. The results of the conjoint analysis conclude that an employer’s reputation has high utility for a prospective employee. The study concludes that there is a gap between employee and employer perspectives on an organization’s branding. Organizations should invest in social media marketing for
building a positive reputation to attract the best talent. The study further proposes a framework for the promotion of an employer on social media.

**Originality**
The research is original in the way it analyses the social media reputation as a factor of employers branding, and this will be of value to employers in their recruitment processes. The finding of the study is also useful for marketers’ for branding the organization among prospective customers. To the best of our knowledge, we were not able to find research that uses employees’ as well as employers’ perspectives on the importance of social media in organization branding. This study tries to fill this research gap.

**Limitations**
The study uses judgmental sampling for multi-criteria decision-making (MCDM). The authors have tried to use the Delphi method to remove the biases in the judgment but there may be a chance that some bias has crept in due to the small sample size. The response for the study measuring utilities of factors affecting the reputation of an organization was collected on social networks i.e. LinkedIn. This may result in some bias towards the importance of social media in employer branding.

**Future Directions**
The framework proposed in the study for employers branding can be empirically tested using quantitative analysis. The study can use a larger sample size and apply a probabilistic sampling method so that findings can be generalized to a larger audience.

**Keywords**
Organization Branding, Social Media, Fuzzy –TOPSIS, Delphi Method Conjoint Analysis

**Acknowledgement**
The infrastructural support provided by the FORE School of Management, New Delhi in completing this paper is gratefully acknowledge
Impact of Artificial Intelligence on Apparel Industry: Review study of Amplified Intelligence in H&M

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Introduction
Artificial Intelligence and Industries are going hand in hand. Technological Advancements wherein simulation of machines and human intelligence is providing avenues for innovation and furthering technologies based on AI and AI driven processing. Fast Fashion and hybrid retail are the buzzwords that describe the Apparel Industry 4.0 trends. The apparel and fashion industry is evolving faster than words and top companies' ideation and innovation techniques like flywheel marketing, circular fashion economy has come up with wider experience in customer satisfaction, demand forecasting, product designing and sustainability.

Apparel and fashion are the biggest industries contributing 2% of global GDP in the world economy. The word fashion encompasses everything you wear in formal or casual fashion from how the outfits come together to the individual clothes that make it up. H&M, a household name for casual and everyday clothing, has invested in AI to improve the customer's sales, revenue, and environmental sustainability (to minimize wastage of clothes). Today we are living in a world, where Artificially intelligent tools are considered a necessity for experiential shopping. No industry is left untouched by Artificial Intelligence (AI)& Augmented reality (AR). AR and Virtual reality (VR) are the techniques of Artificial intelligence that have reshaped and redefined the apparel industry structure in Industry 4.0. AR & VR are the grooming tools of AI that have significantly boomed up the customized buying and purchasing behaviour in consumers. AR/VR are used as digital assistants to recommend clothing and styling to customers based on their demographic facts i.e. colour, height, weight, shape, and size. In this study researchers have focused on the world's largest fashion retailer Swedish brand H&M. H&M has evolved the customer experience combining AI and Analytics with human intelligence in use as “Amplified Intelligence”
Digitalization in today's world has made it tough to manage a retail brand working at
global level like H&M solely by humans, where the intelligence of human ends and
artificial Intelligence begins. In AI-driven retail, global retailer H&M have up-scaled and
gained much by compiling human intelligence and Artificial Intelligence into their
business: more accurate merchandise manufacturing decisions, streamlined supply
chain management and top-level customer shopping experience.
Hence, this paper shows an effort of researchers to undergo empirical study of AI
investment in H&M, AI tools & Techniques in consumers shopping experience,
environmental sustainability and amplified intelligence of H&M in social culture
development.

**Literature Review**

According to Trieu (2020) the country is running towards Industry 4.0 that persuades
them to integrate digital technologies like Internet of Things (IoT), radio-frequency
identification (RFID) (Denuwara,N; Maijala, J, 2019), robots, augmented reality, additive
manufacturing( Khorram, M; Torrabi, S.A, 2019), cloud technology and big data. Industry
4.0 is the buzzword that describes name the era of manufacturing, supported by
computers and software that have become essential parts of the production process. As
per Navodya (2019) the RFID technology in apparel industry is focusing on sustainability
and giving benefits related to economies and efficiencies. Such benefits make it more
competitive than others in the market. This proves that technologies have a significant
impact on companies, distributors, suppliers, customers and likely new entrants (Porter,
2001).

As per Ana, R. (2006) smaller the size of the firm, greater is the possibility of using an
external internet technology device because of less managerial abilities in the
organization. However, Venu Varukolu (2008) studied the apparel sector and found that
Internet was the most frequently adopted technology and robot related remains to be the
least adopted. Also, the level of technology adoption for apparel manufacturers was
directly related to the size of the firm and inversely related to export orientation.
A study was done by Jing Sun and Ting Chi (2018) that showed perceived usefulness,
ease of use, compatibility, past non-store shopping experience positively affects the
shopping behavior of Chinese customers to go for m-commerce transactions. Supporting to this study, they constructed a consumers apparel mobile-commerce adoption model by way of integrating various m-commerce and e-commerce theories. This trend clearly shows that the level of adoption of technology has evolved through years to come i.e. from Internet to e-commerce to m-commerce and RFID and then Artificial Intelligence. Finally paving way to Amplified Intelligence in apparel industry.

With the origination of COVID 19 in China from December 2019, it created havoc throughout the world. Baldwin and Freeman (2020) presented a triple hit of COVID 19 on the global value chain of apparels i.e. direct supply disruptions, supply chain contagion and global demand disruptions. Consumer behaviour started to move towards digitalization and social networking (Nowland, Necka 2018). Retail locations were changed to retail-as-theatres with touch screen interfaces and holographic enchantment mirrors (Diwan,P 2020). Jennifer (2020) suggested few policies to be implemented like supporting technology adoption and skills development for mitigating the post COVID 19 effects on the apparel sector.

Undergoing Systematic review of literature, the researchers were able to identify the research gap that very few studies have been done on the impact of AI on apparel industry giving rise to the research questions and evolving objectives of this study as cases. Amplified Intelligence is the only measure for structured data integration, human & artificial intelligence to support the industrial stakeholders in decision-making.

Research methodology
The research design is descriptive and empirical data is collected via purposive sampling through a structured questionnaire. To ensure the reliability and validity of the research instrument pilot test was conducted on four sets of administered research questionnaires on specific domains of the apparel industry like manufacturing, distribution, warehousing and buying & merchandising. Swedish Brand H&M is the case study of current paper who has invested in AI tools & techniques. The case study was conducted on 3 aspects i.e.

Case 1 focuses on AI strategies adopted by H&M in consumer’s shopping experience
Case 2 focuses on how Amplified intelligence in H&M has enhanced social culture in the apparel industry.
Case 3 focuses on the sustainability of H&M with AI(Amplified Intelligence) during pandemic (fig. 2).
Findings
Findings of the research paper provide that AI has taken a competitive edge and is helping the Apparel Industry revive post-pandemic, in a big time. AI tools like automated warehousing, data insights, predictive market demand, algorithmic purchase patterns, one day delivery are playing a significant role in enhancing the social culture and overcoming the sustainability in Fashion and apparel sector in the market. The paper has seen the high transition in the sector from a sharp fall down in pandemic to a steep revival post-pandemic with Envirotech measures in the industry. According to Novianti (2019), the technology acceptance model of the public service industry shows the level of efficiency that AI gives with its implementation.

Limitations
Apparel industry has seen tremendous rise in business just after the AI investment and found significant relationships in Amplified intelligence tools and customer experience, sustainability and social up-gradation. Though the findings were very enthusiastic to raise the profitability margin but at the same time question mark to consumer privacy as personal demographic factors are on the board, the employment rate is slowing down, adaptability to Gen Z is tough and cost to pocket. Big players in the market do have to think about the pocket friendly measure between AI tools and society at large. Big question to various software like branding compliance have arisen in the market. Also, Intellectual Property Rights have become a major limitation for developing countries like India etc.

Practical Implications
Assessing the empirical and contextual appropriateness of the impact of AI on apparel industry provides a significant standard for various apparel firms across the globe to implement such changes. Notably, apparel firms that focus more on personal touch may think about the potential scope of AI.
Originality
This research is an original work that is not published anywhere by the authors.

Keywords
Apparel industry, H&M Amplified intelligence, AR and VR, Flywheel Marketing,
Sustainability, Industry 4.0, COVID 19

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Artificial Intelligence and Machine Learning in Marketing: a bibliometric review

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Extended Abstract
Determining optimal markets specifically for market segmentation is one of the pivotal challenges in marketing. The situation is more debatable in case of electronic commerce and electronic marketing. Buying behaviour of consumers are influenced by different factors and executed at different time periods. Development in Artificial Intelligence (AI) arena are set to transform various industries. The capabilities of AI have proved in mirroring human capabilities in performing marketing varied marketing activities. As per salesforce 76% of customers are expecting companies to understand of their needs and expectations. AI provides the functionality to allows marketers to get the massive amount of marketing data from various customer interaction points like social media pages, emails, and the other web sources including companies’ website, this would help the organizations to analyse the data and develop understanding about customer expectations and demand. This proves the potential of AI in marketing for every business.

The growing interest in AI among marketing researchers and practitioners supports considerable amount of research on contribution of AI in marketing. Machine learning (ML) has great potential to enhances the value of marketing applications. AI and ML are interrelated technologies that are emergent in marketing arena. There is minimal review, to date, has presented a wholistic observation of this research. To address this gap, author provided an outline of AI and ML research in Marketing. To execute this research, the authors have utilized the Scopus citation database to identify relevant articles on the topic within the field of Artificial Intelligence in Marketing. A total of 616 research articles from 1986- September 2021 have been considered for this analysis. Findings are presented using variety of data such as content coverage, authorship, number of publications, country of publication, most influential authors in terms of citations, keywords used in publication and future research themes for conducting research on Artificial Intelligence in Marketing.

Methodology:
Bibliometric research is the statistical analysis of books, articles, or other publications to measure output with reference to an individual, research topic, institution, journal and/or country. National and international networks and new fields of research were identified. In the area sciences, medicine, and nursing the Bibliometrics and scientometrics have received significant attention (Corbet et al., 2019; Donthu et al., 2021). The bibliometrics has gained approval in management research due to its ability to handle a large corpus (Donthu et al., 2021). Bibliometric analysis has become a popular methodology for examining management sectors such as the creative industry (
Dharmani et al., 2021), capital structure of SMEs (Kumar, Sureka, & Colombage, 2019) and board diversity (Baker, Pandey, Kumar, & Haldar, 2020).

**Table 1.** Search strategy and data retrieval process

| Database | August 30, 2021 Scopus Database marketing" and "AI" or "artificial intelligence" or "robots" or "neural networks" or "ML" or "Machine learning" or "Artificial intelligence" |
|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

**First Stage Filter applied**

Filter First Stage Document = Article, conference paper, review Language= English  

Result 2120 journal articles in English  

Subject area filters  
Filter Second Stage Scopus Subject Business Management Accounting  

Date: 1986 to August 2021  

Result 616 Research Papers

For the research the author accepts the recommendations of (Baker et al., 2020), by utilising the citation database (Scopus) and by performing a key word search between 1986 - September 2021. The authors designed a search string identified in Table 1. The search was implemented by using various keywords related to artificial intelligence and machine learning in marketing and it included various search criteria drawn from Scoups including year, topic coverage, language and article format etc. Planning of the search string was done after reviewing literature on artificial intelligence and machine learning developed by (Goodellet al., 2021), included various keywords related to artificial intelligence like robotics, neural network machine learning, marketing as search string keywords. For the first stage of the search within this study, the authors identified 2790 articles between 1986 and 2021. After including various search keywords related to artificial intelligence, machine learning and after implementing the search criteria from Scopus, authors have shortlisted 616 research articles from 1986 - September 2021 have been considered for this analysis, this study offers a comprehensive review of Artificial intelligence and Machine learning in Marketing. To the best of our knowledge, this study is the first to utilise this approach within Artificial intelligence and machine learning in marketing. Author proposes the following research questions (RQs):
• **RQ1**: What is the publication trend of Artificial Intelligence and Machine Learning in Marketing domain?
• **RQ2**: Which are the most active countries and what are their international research collaborations in Artificial intelligence and machine learning publications in the area Marketing?
• **RQ3**: Which are the most cited journals and articles regarding Artificial Intelligence and Machine Learning publications in Marketing?
• **RQ4**: Which are most cited authors and organizations publishing articles on Artificial Intelligence and Machine Learning contribution in Marketing domain?
• **RQ5**: How has Artificial intelligence and machine learning evolved in the area Marketing?

**Data Analysis and Findings**

For academic literature the Scopus is considered to be one of the largest, most accepted and reputable abstract and citation databases, it covers around 40,000 publications from varied fields like science, technology, medicine, social sciences, and humanities. The publications are of two types, serial or non-serial. The serial publications are journals, annual report, yearbooks, and book series, these are assigned an ISSN (International Standard Serial Number) and non-serials embrace monographs, reports, etc., and these are assigned an ISBN (International Standard Book Number). Scopus supports quality publication within various formats including books, journals, conference papers, etc.

**Analysis and Findings**

To answer various RQs we analyse the publication trend related to artificial intelligence and machine learning in marketing using total publications by year in terms of sole authored publications, co-authored publications, total yearly citations, local citations, global citations and average citations per year. Author calculated the data for this analysis using bibliographic data collected from the Scopus database using the R package Bibliometrix (Aria & Cuccurullo, 2017) which provides descriptive statistics and network diagram of VOSviewer.

**Research Limitations**

This research study has attempted to incorporate all the possible tools of Bibliometric analysis to assess the domain of Artificial intelligence and Machine Learning in Marketing, however, like many studies, there are a number of limitations. First, the dataset covers research articles between 1986 to 2021. Second, publications selected for inclusion were extracted from Scopus indexed Journals, while WOS and other categories were not incorporated for analysis.

**Practical implications**

This section of the paper discusses our findings in light of the research gaps and future research directions that emerged from the study. The field of learning analytics has experienced growth since 1986 onwards, however the increased interest in Artificial
Intelligence and Machine Learning in Marketing has expanded rapidly with the shift to online platforms online. Digital technologies have produced a considerable volume of data about customers and their usage which has afforded new opportunities for marketing to collect, analyse and interpret customers’ interactions.

**Originality**

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partially, nor is it under review for publication elsewhere. I affirm that all the authors have agreed to the submitted version of the manuscript and their inclusion of names as co-authors. I am looking forward for our response on this submitted manuscript.

**Keywords**

Artificial Intelligence, Machine Learning, Bibliometric Analysis, Marketing

**References**

Empirical evidence of the influence of big data analytics (BDA) on marketing practitioners’ enhanced performance for sustained competitive advantage.

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Big data has been defined as a massive amount of data, which can be used in different decision-making processes through proper analysis (Goes, 2014). Big data analytics (BDA) uses state-of-the-art technologies to find meaningful information from big data (Waller and Fawcett, 2013). It has already gained the attention of both academics and practitioners (Delen&Zolbanin, 2018). According to Li, Thomas, and Kweku-Muata (2016), information extracted from BDA can benefit organisations in their decision-making process to gain competitive advantage. Yet, for many organisations, it is still a challenge to extract the right information from a massive volume of data (Loebbecke&Picot, 2015). Van der Meulen (2017) stated that, according to a survey, 23 % of the organisations which used BDA in 2016 were not keen to use the same in the following years because they didn’t find BDA useful for their organisations. The literature shows mixed findings in this regard.) suggested BDA had a positive impact on organisations’ performance, whereas Ghasemaghaei, Hassanein, and Turel (2017) did not find that BDA had any obvious influence on organisational performance. Gawankar, Kamble, and Raut (2016) claimed that BDA influenced the supply chain management process to improve the performance of organisations. In the literature, no study has been found in which BDA’s influence on the marketing team has been explicitly established. To address this gap in the literature, this study will focus on the investigation of BDA’s influence on the marketing team’s performance, leading to improved organisational performance and competitive advantage based on the Australian context.

The resource-based view (RBV) will be used in this study as a theoretical basis. Wamba et al. (2017) mentioned that the RBV can explain BDA’s degree of contribution to a firm’s performance. In this study, instead of a firm’s overall performance, only the marketing team’s performance will be taken into account from the perspective of BDA. All five characteristics of BDA will be addressed in this study, namely Volume, Velocity, Variety, Veracity and Value (Wamba et al. 2015). This is going to be a purely quantitative study, where survey data will be collected from around 250 managerial-level employees of a variety of Australian-based business organizations, who are knowledgeable about the usage of BDA in their marketing team. Random sampling will be used in selecting the survey participants. Survey data will be collected through a market research company and the random participants will be selected from their existing database. In order to measure the relationships of different variables in the proposed model, the Structural
Equation Model (SEM) will be used. In the survey questionnaire, there will be around twenty-five questions under the five categories, and existing scales will be used, developed by the authors: (Ji-fan Ren et al. 2017; Mithas, Ramasubbu, and Sambamurthy (2011). It is believed that the findings of this study will benefit both academics and practitioners in the big data domain.

**Keywords:**
Bigdata analytics, marketing professionals, competitive advantage.

**References:**
Introduction:
The fashion industry has witnessed rapid transformation in the last few decades and the reason for the same can be attributed to the burgeoning demand for new and fresh designs by consumers. This ever increasing demand for fashion has led to massive resource and human exploitation (Beard, 2008). Fashion industry is considered to be one of the largest polluters in the world owing to its carbon footprint, water consumption level, water pollution, fashion waste, and forest destruction (D’Souza, 2015). With the growing environmental concerns, consumers have now shifted towards mindful consumption and are more conscious about the choices they make. Owing to this many companies have started adopting sustainable business practices to meet the expectations of consumers as well as society at large (Bocken, 2017). Organisations that are following sustainable practices can be broadly divided into two categories: the first category comprises of those companies that integrate sustainability practices with their marketing strategy and the other category has companies that have sustainability as their core principle.

Consumer’s knowledge about sustainability practices adopted by the brands is very limited. In an era dominated by technological interventions, consumers now turn to internet and social media to share and gain knowledge. Hence this paper, adopting netnography approach, tries to understand how the discussions pertaining to sustainable fashion takes place within the forum.

This paper aims to explore how the participants engage in discussion on sustainable fashion within the online communities over a period of time. The study focuses on understanding the nature of content, motivation for the community members to participate in the discussion and thereby analysing the focus of discussions. The participants are segmented on the basis of newbies, minglers, devotees, and insiders.

Review of Literature:
Sustainable Fashion:
Sustainable fashion which is also known as eco fashion or green fashion is the one which aims to create a system whereby the design, procurement and manufacturing of fashion products are done with minimalistic impact on human life and environment. It is basically a paradox of fast fashion. Sustainability as a context in fashion industry aims at 4R’s - reduce, reuse, recycle and repair (Ng, Yan, & Dong, 2013). Majority of the fashion brands have adopted the 4R’s principle into their value chain as a part of their sustainable practice. However the efforts of brands are seldom acknowledged by the consumers. It becomes essential for the sustainable fashion brands to educate their consumers and disseminate knowledge about the environmental friendly actions rather
than using it just as a part of their marketing strategy. Inability to do this results in consumer scepticism towards brand's communication.

**Online Communities:**

Online communities have emerged as an essential space for knowledge sharing and discussions. Earlier there were chatrooms and domains which have now been replaced by social media domains called online communities. Online communities are an integral part of participatory culture whereby consumers can engage not only into gaining information but also into sharing and generating new knowledge (Tausczik & Huang, 2020). Various researchers have analysed the quality of information shared within these communities on the basis of parameters like coverage and completeness of information (Parnin, Treude, Grammel, & Storey, 2012). But majority of the times the information shared is quite inaccurate which affects the quality of discussion. Online communities are also classified in the basis of open and closed community. An open community does not require permission of the community leader to be a part of and anyone and everyone can have an access to it. On the other hand closed community gives the community leader the choice to select their community members. Closed community has a primary objective of avoiding nuisance and also enabling meaningful content. However, participants in online community interact based on their motives, attitudes and self-interest (Pirkkalainen, Pawlowski, Bick, & Tannhäuser, 2018). Kozinets (2010) identifies different segments of online participants based on their attachment and engagement in the group. Each segment participates differently into the discussion, thereby, changing the dynamics of the group.

**Role of Online Communities in Information Sharing:**

A community is a group of people sharing similar interest and sharing a common purpose. Participants in online communities interact with the intention through sharing knowledge, thoughts, opinions based on their expertise. They feel a sense of duty and commitment towards a particular community which motivates them to become a member of the same. Many times the anonymity of the members is maintained in such spaces so as to encourage free expression of thoughts among the members (Wu & Sukoco, 2010). Knowledge sharing in a community may be at times subjective based on an individual’s own perceptions or beliefs or experiences and at times the knowledge may be objectives based on some concrete evidences or information. Subjective information though might give some idea about an individual’s preferences, might not help much in adopting at a larger level. On the contrary, objective information leads to development of improved processes for the issues at hand (Cervellon & Carey, 2011). As far as motivation for sharing the knowledge is concerned it transforms over a period of time. At the initial stage, the motivation to participate could be to gain popularity, competence, affiliation or power and control. But as the community matures, the motive to interact for better outcomes or for contributing substantially to the betterment of the community or society may become primary. As the current body of literature indicates, consumers have little knowledge on the sustainability practices adopted by the brands. Also because the consumers are less aware they tend to get sceptical towards any sustainability
communication happening from the brand's side. Hence it would be interesting to study how discussions pertaining to sustainable fashion is happen on this platform.

**Methodology:**
In order to understand dynamics and motivation of the participation netnography approach was used. Netnography, a part of qualitative research, is an adaption of ethnographic study aimed at studying web-based cultures (Kozinets, 1997). The study adopts non-invasive observation method as a tool for conducting netnography. The reason for adopting netnography is that it offers a grounded understanding on the particular community in a modest and natural environment. This study takes into consideration discussions on two sustainable fashion forums for the period of over the period of three years. Thematic analysis was used to identify the major themes emerging out of the community discussions.

**Data Analysis and Findings:**
Results indicate that with the passage of time the discussions within the online community become more objective and mature. Also the motivation for the participants changes from gaining information to being able to share their opinions and make their voices heard. The study also highlights that the segmentation of the participants does not remain constant as the participants easily move from newbies to insiders or devotees and vice-versa. Also with this transition the objective and the motivation for participation also changes thereby changing the content shared.

**Practical Implications:**
The study takes social practice theory as a base and hence contributes to the existing literature on social practice theory. Also it contributes to the field of digital marketing by understanding different segments of online participants and their dynamics in shaping online discussions for sustainable fashion. It gives fresh perspective to managers regarding the functionality of open and closed forum and how it can be helpful for disseminating information online.

**Keywords**
Online Community, Sustainable Fashion, Netnography, Participant Discussion
Understanding the Significance of User Actions on Facebook Algorithm: A Conceptual Model

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Content Retracted
What hurts more—I don’t perform or I don’t behave: Competence and Integrity Violations and Role of Integrity-Perceptions about Human Brands

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Introduction
While Sachin Tendulkar is regarded as the God of Indian cricket, there are two instances of violations that continue to dominate public scrutiny. The first concerns the abysmal performance of the Indian cricket team under his captaincy. The second relates to the exemption of import duty, granted by the government, on a gifted Ferrari. It was considered unethical for a high net-worth citizen to get a tax exemption. The divergent nature of violations in both cases is interesting. While the former relates to a competence violation, the latter concerns matters of integrity. Competence violations happen when expectations of a “technically competent role performance” are disrupted. An integrity-based violation occurs when “expectations of the fulfilment of moral and social orders are not met” (Bhattacharjee et al., 2013; Kim et al., 2004). Instances of both violations are rampant among human-brands. A human brand, more commonly referred to as a celebrity, is defined as any well-known persona who is the subject matter of marketing communication efforts (Fournier & Eckhardt, 2018; Thomson, 2006).

In this research, we are concerned with comparing the effects of integrity versus competence violations by human-brands on the emotional attachment of consumers and identifying the possible boundary conditions and mechanisms to the effect. We intend making the following contributions. First, we combine research from moral-psychology and attachment theories, and through an experiment contrast the effects of integrity vs a competence violation on emotional attachment of consumers with human-brands and demonstrate that the impact of violations will be significantly moderated by the a priori perceptions consumers have about the integrity of human-brands. Second, through a qualitative study we suggest a possible mechanism and a conceptual model to explain the effect. In the process we also show that people’s perceptions of integrity of human-brands may be an important factor in driving emotional attachment towards them.

Literature review
A priori perceptions about integrity of human brands- Attachment theories have illuminated the role of emotional security in driving feelings of attachment. People become attached to others who satisfy their need for emotional security (Hazan & Shaver, 1994). Security refers to feeling safe and invulnerable (Mikulincer & Shaver, 2007). Consumers will hence feel attached to human-brands that foster feelings of security (Thomson, 2006). However, unlike close relationships which offer ample
incidences for feeling secure, relationships with human brands are at a distance and typically one-way, affording lesser opportunities to feel secure (Osorio et al., 2020). One way that consumers can feel secure in a relationship with a human-brand is by having perceptions of high integrity about the human-brand. High integrity connotes that it is safe to deal with the person, thus inspiring feelings of security. Research on people perceptions has identified integrity as an important dimension for evaluating others (Stellar & Willer, 2018). Evolutionarily, judgments about integrity inspire feelings of security in creating perceptions about others. (Wojciszke, 2005). We thus hypothesise-

**H1: Human- brands perceived high in integrity will evoke stronger feelings of emotional attachment than human- brands perceived low in integrity**

Violations-Violations are disruptive to a relationship. Competence and integrity violations convey differential information. An integrity violation is diagnostic in categorising a person as immoral. But low competence does not offer discriminating evidence to classify a person as incompetent, as it may be attributed to low motivation among other reasons (Kim et al., 2004). Integrity violations have therefore been considered more disruptive to relationships. We posit that integrity violations may not be disruptive for all human brands and must be viewed in light of perceptions about integrity of the human-brand. For human-brands perceived high on integrity, an integrity violation offers disconfirming evidence about the conduct of the human-brand. Contrarily, an integrity violation by a human-brand perceived low on integrity, is consistent with prior beliefs. We thus hypothesise:

**H2: Compared to control conditions, an integrity violation will diminish attachment for high integrity human brands more than for low integrity human brands.**

**H3: Compared to control conditions, an integrity violation will diminish attachment more than a competence violation**

**Methodology**

Study 1 was aimed at testing hypothesis H1 through H3 through a 3x2 between subject experiment where we manipulated (1) violations (control vs integrity vs competence) (2) perceptions about integrity of a fictitious human brand – a film actor (high vs low). 190 students were randomly assigned to one of the conditions. Integrity was manipulated through the persona of a film star who enacted “socially valued” vs “prohibited behaviours” (Stellar & Willer, 2018). Competence and integrity violations were manipulated by citing instances of poor on-screen performances versus endorsing harmful products. Control conditions were included to compare pre-violation and post-violation attachments. In a pre-test, integrity and competence violations closest on severity, believability and attribution were chosen out of 4 possible situations. Manipulation tests established the successful manipulation of competence vs integrity violation and perceptions of high vs low integrity. Established scales were used for all constructs.
Data Analysis and Findings

A 2-way-ANOVA with emotional attachment as the dependent variable elicited a main effect of perceptions of integrity (F(1,184)=91.27; p<.001), lending support to hypothesis 1, that consumers feel more attached to human brands high on integrity (M=4.87, SD=1.08) than those perceived low on integrity (M=3.38, SD=1.12).

Interestingly, there was a significant interaction between perceptions on integrity and violations, (F(2,184)=6.30; p=.002). We followed this with pair wise comparisons for high and low integrity human brands (adjustment for multiple comparisons: Bonferroni) (Fig. 1). For human brands, high on integrity, an integrity violation reduced attachment compared to the control, with a significant mean difference (M\text{control}=5.06, SD=1.17;  M\text{integrity violation}= 4.39, SD =.92; mean difference = .665;  p = .046). For human brands, perceived to be low on integrity, there was no significant difference in attachment, between an integrity violation and the control condition (M\text{control} = 3.29,SD=1.08;M\text{integrity violation} = 3.67, SD=1.20;Mean difference = -.375;  p=.504). This lends support to hypothesis 2 that for high integrity human brands, emotional attachment diminishes more (as compared to the control) in response to an integrity violation, than for low-integrity human brands.

We did not find a main effect of violations on emotional attachment, thus hypothesis 3 could not be confirmed. This could be because of the interaction effects of prior perceptions. As discussed, for high-integrity human brands, an integrity violation offers disconfirming evidence, thus disrupting attachment more than competence violation. However, for low integrity human brands, an integrity violation is in conformation with the previous positive perceptions.
prior perceptions. Thus, it might not be more disruptive than a competence violation. Pairwise comparisons seem to support the above logic. For high integrity human brands, the mean difference in emotional attachment between control and integrity violation condition is significant (M\textsubscript{control} = 5.06; M\textsubscript{integrity violation} = 4.39, mean difference = .665, p=.046), but insignificant for competence violations (M\textsubscript{control} = 5.06; M\textsubscript{competence violation} =5.16, mean difference = -.10, p= 1). For low integrity human-brands, neither of the violations differ significantly from the control condition.

We followed study 1 with a qualitative study to understand the mechanisms for the above effect.

**Study 2:**

**Mediating role of expectations** - We conducted in-depth interviews with consumers to understand the mechanisms driving this effect. The research is on-going but preliminary findings based on the initial responses (6 interviews) are presented here. Interviewees agreed that integrity violations by human-brands high on integrity hurt more than those perceived low on integrity. Respondent quote: “I think if a transgression is by someone who is low on integrity, my perception about that person will go down further. But if is he high on integrity then the impact will be more.”

Further, the higher negative impact of integrity violations for human-brands high on integrity was attributed to expectations based upon prior behaviour. Respondent quote: “It is a matter for expectations. From someone who is perceived to be high on integrity, the expectations are he will behave in that manner. From a person low on integrity, expectations remain the same”

People expect celebrities to behave in consistence with prior behaviours. Integrity violations offer evidence contrary to expectations, for high-integrity human brands, but conforming to expectations for low integrity human brands, therefore having a differential impact on attachment. Thus the impact of violations on emotional attachment depends upon the a priori perceptions about integrity of human brands. The effect is further mediated by expectations consumers have about the conduct of human-brands. We, thus, propose the following conceptual model. We need further research to validate and test the proposed model.

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**Fig 2: Conceptual Model**
Limitations
This research is not without limitations. We have arrived at the findings through a lab experiment, based upon a fictitious human brand. This compromises the external validity of the study. Further, more work is required to test the proposed conceptual model.

Conclusion
Prior literature has identified the debilitating role of integrity violation as compared to competence violation. We make a theoretical contribution by suggesting that consumers’ a priori perceptions about the integrity of the human brand will moderate the effect of violations on attachment with human brands. We further suggest that people’s expectations about the conduct of the human brand may be the explanatory mechanism for this effect. To the best of our knowledge, this is the first study to contrast an integrity versus a competence violation for a human brand. With millions of dollars riding on human brands, this research tells us when will violations be more harmful and why.

Keywords: Human-brands, violations, emotional attachment

References


1. EXTENDED ABSTRACT

1.1 Executive Summary

Purpose: - The main purpose of this study is to examine the relationship between Brand Trust, Brand Love, Purchase Intentions and Positive Word of Mouth. A theoretical model is being developed through an extensive review of literature. In this regard and online survey was conducted and data was obtained from 250 respondents. Five hypotheses were proposed within the framework of the research model. Structural equation modelling was performed to test the model and the hypothesis.

Design, Methodology and Approach: - A hypothesized theoretical model is developed through an extensive literature review. Survey research is conducted online to collect the data from respondents. Exploratory Factor Analysis (EFA) and Structural Equation Modelling (SEM) is performed to test the hypotheses.

Findings: - The outcome of the study reveals that that there is a positive relationship between brand trust and brand love. Purchase intentions is also positively related with brand trust and brand love. Positive word of mouth is also positively influenced by brand love. Contrary to expectations, purchase intentions exerted no significant impact on positive word of mouth.

Research limitations: - The study is limited in its generalization and in terms of its geographic location, culture, and the context of product categories.

Keywords: - Brand Trust, Brand Love, Purchase Intention, Positive Word of Mouth

1.2 Background

Brand love is a relatively new marketing concept which attracted the attention by researchers in the recent decade (Bergkvist and Bech Larsen, 2010). Brand Love refers to emotional attachment of a satisfied consumer towards the brand with a degree of passion and feelings attached to it. (Carrol & Ahuvia, 2006). A recent study says that 76% of our buying experiences are based on emotions and it has been proven in research that the connections we make with the brand are as deep and emotional as we have with other people. In total there are six determinants of a relationship between consumer and brand (Fournier, 1998). One out the six is Brand love. Work on understanding the antecedents and consequences of Brand Love are available in extant literature. Batra et al., (2012) used a grounded theory approach and
investigated the nature and consequences of Brand Love. Their subsequent analysis using survey data revealed seven core elements: self–brand integration, passion-driven behaviors, positive emotional connection, long-term relationship, positive overall attitude valence, attitude certainty and confidence (strength), and anticipated separation distress. They did not explored how brand love is connected to other psychological or behavioral variables.

Roy et al., (2013) advanced that the antecedents of brand love are of three types viz. experience based antecedents (e.g. Satisfaction), individual difference based antecedents (e.g. materialistic orientation) and non-experience based antecedents (e.g. self-congruity). Their study also did not reflect on modelling brand love with other variables to gain a deeper insight.

Ismail and Spinelli (2011) tested a model of brand love based on brand image, WOM and personality but their study made little contribution in eliciting the role of brand love in consumer-brand relationship.

Albert and Merunka (2013) made a significant effort to delve deep into the role of brand love in consumer-brand relationship. The result of their study revealed strong relationships between the two antecedents (identification and trust) and brand love, and between brand love and its consequences viz. brand commitment, positive word of mouth, and propensity to pay a higher price for the brand.

Fetscherin et al., (2014) found that brand love impacts brand loyalty whereas Karjaluoto, Munnukka, and Kiuru (2016), advanced that positive word of mouth is the consequence of brand love and that experience and price strengthen the connect of brand love with positive word of mouth.

1.3 Relevance

Many companies try to work on customer satisfaction ratings, but satisfied consumers can very easily switch brands without being unsatisfied with the original brand. The reason for such behaviour is absence of Brand Love. Brand love: - a narrowly discussed significant concept of marketing that got consideration by researchers of marketing in the recent decade (Bergkvist and Bech Larsen, 2010).

Developing of brand love is not so easy in today’s world of cutthroat competition. Extant literature has proposed various constructs that lead to love for a brand. In this study we are proposing that out of the many constructs brand trust is one of the major constructs that leads to formation of brand love and once that brand love is developed it will eventually result in increased loyalty, a positive word of mouth and an intention to repurchase as well as pay a premium price for it. Concentrating upon positive word of mouth and purchase intentions, the roles of these factors on brand love and trust has also been explored. Both the constructs i.e. Positive word of mouth and Purchase intentions in some way and the other are dependent upon Brand love and trust. These things can never be assumed, it has to be earned. It is very easy to be liked by someone but being loved is another thing altogether. The brand should be presented in such a way which either turns customers into fans or turn awareness into sales.
By going through the limited research on the topics like brand love and brand trust and their significance in the current marketing scenario different questions about various constructs needs to be answered, thus making it a relevant topic in today's scenario?

1.4 Objectives

The main objective of this study is to examine the relationship between Brand Trust, Brand Love, Purchase Intentions and Positive Word of Mouth. By going through the limited research on the topics like brand love and brand trust and their significance in the current marketing scenario we came up with different questions which need to be answered? Like what relationship exists between brand love and brand trust? Does brand love and brand trust impact purchase intentions? Is positive word of mouth related to brand love and purchase intentions?

1.5 Proposed Research Model

1.6 Results of Hypothesis Testing

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Path coefficients</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1: BT → BL</td>
<td>0.843*</td>
<td>Supported</td>
</tr>
<tr>
<td>H2: BL → PI</td>
<td>0.809*</td>
<td>Supported</td>
</tr>
<tr>
<td>H3: BT → PI</td>
<td>0.184**</td>
<td>Supported</td>
</tr>
<tr>
<td>H4: BL → +WOM</td>
<td>1.122*</td>
<td>Supported</td>
</tr>
<tr>
<td>H5: PI → +WOM</td>
<td>-0.260***</td>
<td>Rejected</td>
</tr>
</tbody>
</table>

Notes: - [*p<0.01; **p<0.05; ***p>0.05]

Model Fit Statistics: (CMIN/DF=1.772; TLI=0.954; CFI=0.970; RMSEA=0.056)
1.7 Implications and Conclusion

The study has mainly four key implications for the marketing marketers:

The main managerial question which needs to be answered is how managers must convert trust into love and thereby developing and intention to purchase and positive words for the brand.

- Marketing people must understand that now a day’s people want more and more interactions with the brand but only few brands are delivering the same.
- No more the customers should remain as customers all the efforts should be applied to turn those customers into fans by developing brand love and trust for the brand.
- Managers can use the findings so that they can develop appropriate strategies which should enhance trust of consumers in the brand which will eventually lead to increased brand love.
- Marketers must understand that out of the total brands a consumer purchases only a few or very little of them becomes their loved brand because being liked is easy but to love someone is totally different.

Major References

Introduction/Purpose
The study examines the relationships between Rokeach’s (1973) value dichotomy, e.g., terminal value (TV) vis-à-vis instrumental value (IV), consumer sustainability orientation (CSO) and behavioural intentions (BI) for branded organic products in the backdrop of the sustainable development goals (SDGs) implementation in an emerging market, i.e., India.

Review of Literature
The current study attempts to add to the existing research on sustainability and consumption by examining the influence of values on sustainability orientation and consequently its impact on decision to purchase organic brands. The United Nations sustainable development goals like good health, conservation of resources, affordable clean energy, fair trade practices, and promoting responsible consumption were linked with sustainable orientation. The probing research question and objective of the study, thus, is whether consumers adopt sustainable consumption owing to intrinsic motivation or values or due to social desirability orientation or both? Translating these facets in terms of the United Nations sustainable development goals, one can imagine how organic product or service impact the ensuing goals related to sustainability oriented life without compromising the well-being of future generations: good health and well-being (SDG 3), clean water and sanitation (SDG 6), affordable and clean energy (SDG 7), decent work and economic growth (SDG 8), responsible consumption and production (SDG 12), climate action (SDG 13), life on land (SDG 15) and partnerships for the goals (SDG 17).
**Design/Methodology/Approach**

The study adopted a hypo-deductive design and the two-step method to examine the measurement and structural models for covariance-based structural equation modelling. A self-directed online survey was conducted in two metropolitan cities in India (Ahmedabad and Jaipur). A survey instrument was developed by ascertaining right measures after an extensive literature review. The data collection was performed during October-December 2020 and the snowball sampling approach was used as it provides an economical and relatively high-quality substitute for data collection to achieve a speedily increased social media sample size. Out of total 538 administered questionnaires, 485 were collected but due to incompleteness of the responses only 417 responses were utilized for data analysis. The quantity of responses were adequate for the model construction with 4 latent variables, 29 observed variables, 0.5 p-value, 0.2 effect size and 0.8 statistical power, the recommended minimum sample for SEM is 342. The data collected was thoroughly vetted for the outliers, and normality conditions. The straight-lined responses (putting a matching score on all the questions) were removed after initial screening. The outliers were identified by using Cook’s distance measure and the responses indicating Cook’s distance value more than 1 was deleted, henceforth, three responses were removed, in order to have better model fit.

**Data Analysis and Findings**

The findings posit that TV and IV influence CSO. Further, CSO influenced behavioural intentions for branded organic products and acted as a mediator between value dichotomy (TV/IV) and BI for branded organic products. IV played a greater role on CSO and behavioural intentions for branded organic products. Consequently, for corporations’ sustainability marketing should promote the instrumental value features of products and services, independent of whether such features primarily provide social, cultural, environmental and/or economic benefits to consumers. As sustainable development and practices focus on socially responsible production, environment-friendly processes, protection of natural resources and promoting healthy lifestyle, it would be important to inculcate them in branding decisions.

**Research Limitations/Implications/Theoretical Contributions**

The current study was conducted in the Indian market, as long ago traditional values and belief systems in India recognized the significance of relationship between mankind and nature which encouraged the sustainable living as social norms. The study employed a broadened version of the Norm Activation Model (NAM), viz., value-belief-norm (VBN) theory which links values and the new environmental paradigm with NAM. The VBN theory argues that individuals’ eco-friendly intention and behavior is determined by personal norms led pro-environmental behavior and personal norms are triggered by the sequential practice of values ~ ecological worldview ~ awareness of adverse consequences ~ ascribed responsibility.
**Practical Implications**

The study findings would enable branded organic product marketers, retailers and social practitioners to adopt value dichotomy in developing marketing strategies for SDG implementation in an emerging market. The current study adapted the UN sustainable development goals to understand Indian consumers’ interpretation of sustainable behaviour. These goals were related with environmental issues, employment of green production process, promoting health and socially responsible consumption and our treatment of the environment. The goals predicted consumers’ behaviour towards organic brands and how it implemented the various UN sustainable goals, i.e., good health and well-being (SDG 3), clean water and sanitation (SDG 6), affordable and clean energy (SDG 7), decent work and economic growth (SDG 8), responsible consumption and production (SDG 12), life on land (SDG 15) and partnerships for the goals (SDG 17). Climate Action (SDG 13) remains a common goal of interest. Thus, it is evident that firms selling organic brands should focus more on providing information regarding ingredients, health benefits, SDG initiatives, social well-being and safety issues related with the brand. Trust and positive affect towards organic brands may be nurtured by linking brand’s ideology with sustainable goals. Taking the example of cotton which is a common material used in textiles, and leading industries which are promoting organic apparel, come across a number of social and environmental concerns which are supposed to be impacted by sustainable development goals for instance end poverty (SDG 1), reduced inequalities (SDG 10), peace justice and strong institutions (SDG 16) and partnerships for the goals (SDG 17). Brands focusing on green practices and minimizing the use of chemical or toxic ingredients would strike a chord with sustainability oriented consumers. As consumers adapt and adjust their choices around sustainable issues, marketers may use various media platforms to promote the sustainability commitment and link the brand values to the social environmental issues.

**Originality/Value**

The research offers novel and significant contributions about the role of human values as an antecedent of consumers’ sustainability orientation for branded organic product consumption. The systematic probing insights into consumer concerns are warranted into sustainability phenomenon for effective implementation of market-based sustainability. The present research on branded organic product consumption highlights the importance of human values dichotomy (e.g., instrumental and terminal values) in understanding consumer sustainability orientation led sustainable development for social well-being.

**Keywords**

values; consumer sustainability orientation; behavioral intentions; organic products; Indian consumers.
Cluster Branding in India: An Emerging Market Perspective and Theoretical Framework

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Introduction
This study is an investigation of handloom clusters in India. The study aims to explore the cluster branding phenomenon. The study assesses the cluster brand as a competitive advantage that affects the cluster’s success. This research studies, in particular, the effect of cluster branding on saree handloom clusters in the region of Gujarat, India. Through the literature review, it was found that the majority of cluster initiatives are very well established in the country’s western region. According to the study conducted by UNIDO on cluster’s presence in India, it was found that states of the western region of the country like Maharashtra, Gujarat, and Rajasthan collectively have the maximum number of clusters. The current project offers a comprehensive case study of the saree handloom cluster in the Gujarat region.

The emphasis of this study is the assumption that clusters in developing countries, like India, can play an instrumental role in micro, small and medium enterprises’ success. Globalization has increased the need for specialization, and clusters are often a big lever for promoting this process, enhancing stakeholder cooperation, and enhancing regional economic development (Boesso et al., 2012).

It has been accepted that the branding model can have a positive effect on the cluster’s growth in the developed countries of the world, but there is no alternative theoretical framework for understanding the dynamics of branding implications in the clusters in the emerging market. In developing countries such as India, there is a need to establish a theoretical framework that can accommodate MSMEs clusters in the manoeuvring market.

Literature Review
Since ancient times, Indian products have been exported to foreign markets. The Indian economy is gradually giving way to fast economic growth and higher levels of income due to the power of economic planning. However, from a global economic perspectives, globalisation is causing markets to become more competitive. Companies are expanding their horizons both domestically and internationally, establishing businesses around borders and also forming partnerships.

As a result, geographic clusters are gaining popularity in this sense. Clustering is a long-standing Indian phenomenon. Clusters have existed in India for decades, and their goods are well-known both nationally and globally (Singh, 2010). Initially, the understanding of clusters in India was
that certain towns or nearby villages were known for a certain product or a range of supplementary products (Bhamra et al., 2020). Handicrafts and handlooms are the most prominent heritage of the nation, and these have long been concerned about the country’s socio-economic heritage.

Alfred Marshal, an English economist, was supposed to have promoted the cluster theory in 1910. He studied the industrial districts found in Europe and stated that the main reasons for localising industry are physical factors, such as the environment and the availability of raw materials. These factors have added to the benefits of externalities within businesses, such as technological availability, access to skilled labour, access to inputs, and marketing benefits.

Cluster initiatives can be described as an organisation formed to promote economic development and are arranged as multiple collaborations involving public and private actors such as corporations, government agencies and academic organisations (Mauroner & Zorn, 2017). Consequently, clusters can be considered to be the key to economic growth (Crombie, 2011).

Cluster initiatives (CIs) are established to improve growth and competitiveness in an area, involving cluster companies and government (Ketels, 2013). Clusters are therefore based on mutual proximity, both in terms of geography and operation, enjoying the economic benefits of several forms of positive location-specific externalities. Cluster initiatives are also known as an organization set up to promote economic development (Mauroner & Zorn, 2017).

In recent years, branding has become a major subject for marketing researchers. For decades, the idea of branding has been debated as a way to distinguish one manufacturer’s goods from those of another. A powerful brand can add value to a product by increasing consumer demand and loyalty (Zimmer & Kapferer, 1994). Today, brands are present in every aspect of our lives: economic, social, cultural, political, sports and even spiritual (Kapferer, 2012). Today, the object of a brand may be a person, a product, an organisation, or even a country. Clusters aren’t an exception. Branding business clusters will lower the risk for both internal and external actors.

The objective of cluster branding is to improve the overall image of business clusters (Andersson & Ekma, 2012). Cluster branding is a relatively recent idea, and there hasn’t been much research done.

On the other hand, India’s handloom industry has a long and illustrious history. Handloom is India’s ancient manufacturing and commercial practice. The handloom sector in India is unique in that it provides significant jobs, and value addition while also preserving India’s rich cultural heritage (MSME, 2020).

**Research Methodology & Data Analysis**

The research justifies a qualitative research design as a valuable strategy. The primary data were collected and analysed for this basis. The exploration was based on Porter’s cluster theory and an in-depth case study of cluster branding and its influence on the development of handloom clusters. For this study, 15 in-depth interviews were carried out with the key stakeholders of the cluster. The data was examined employing grounded theory explained by (Corbin & Strauss, 1990). The individual interview occurred through
a telephonic interview format, looking at the Covid-19 situation. Each interview was recorded digitally to facilitate the process of transcription and analysis of data, preserving the anonymity of participants.

For data collection, interview protocols were developed. The interview protocol followed a semi-structured approach, consisting of an open-ended question. The relevant information from the literature was used as a foundation for these questions. Analysis began early in the data collection phase of the research and continued until the conclusions were achieved (Corbin & Strauss, 1990). All interview transcripts were transferred to a Microsoft word document and coding was undertaken through the help of MAXQDA 2020 software.

Key Findings & Recommendations

<table>
<thead>
<tr>
<th>Surendranagar</th>
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<tbody>
<tr>
<td><strong>Current Branding Practices</strong></td>
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<tr>
<td>There is a Cluster Development Executive (CDE) for the cluster, who is working with other institutes to implement branding strategies.</td>
</tr>
</tbody>
</table>

| **Brand Identity** |
| Brand Emotions: the CDE is portraying the product as a culturally rich, traditional handwoven product |
| Brand Logo: the cluster does not have its logo. (the GI for Tangaliya was earlier registered under GI with a logo, but the renewal process was initiated, the single ikat Patola is only registered with GI, without GI logo) |

| **Brand Equity (Based on Keller’s brand equity model)** |
| Brand Resonance: there was a natural trace of brand resonance for the art of Tangaliya, as it cannot be imitated in power loom and is also used by few communities traditionally to date. For Tangaliya art, there was no trace of loyalty towards the cluster. |
| Brand Feelings: The Cluster CDE is trying to link the story behind the craft and the product and promote it. |
| Brand Imagery: the cluster is trying to portray it as a unique and durable product. The cluster is currently also fulfilling the social need for handloom products. |
| Brand Salience: the CDE of the cluster is trying to create a brand salience, through positive storytelling and creating meaning for a brand. |

| **Cluster Ambassador** |
| There is no cluster brand ambassador officially appointed. It is in the planning stage, which was informed by the CDE of the cluster, especially to increase the awareness about the craft of Tangaliya. |

| **Impact of Digitalization** |
| The CDE is trying to increase the availability of digital presence and encouraging individual handlooms to promote handloom brands through social media platforms. |
Research Implications/Limitations
The current study uses a single case study as its research technique, which has certain limitations because it only focuses on one cluster. There is certainly room for further research. There is a strong need for further academic studies on cluster branding because there isn’t much literature on the subject. It would be intriguing to investigate the same topic on a larger scale. A comparative analysis of two or more clusters could be done instead of a single case study.

Practical Implications
This study demonstrates the significance of a cluster brand and how it influences the cluster’s overall success or decline. Based on the findings, a general model for cluster branding was developed. The model can be used to help existing and new clusters with their branding. The findings section also includes practical advice on cluster branding.

Originality & Value
Overall, the study found that cluster branding should be viewed as a distinct approach to branding, as it contains unique aspects due to the cluster’s distinct and complex nature. Furthermore, cluster brands should be included as a contributing factor in the academic debate over why some clusters succeed while others fail. The study is unique and has potential to add value to the existing literature in many ways.

Keywords:
Cluster branding, cluster development, SMEs clusters, cluster branding process.

References
Investigating the brand elements essential during a crisis to generate brand loyalty: A PLS-SEM approach

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Associate Professor, Xavier School of Commerce Xavier University, Bhubaneswar

Introduction
The world is filled with different organizations catering to different consumers’ needs and wants and consumers, in turn, find themselves engulfed by various products and brands in their daily life. The brand acts as a differentiator helping customers in their decision-making process while identifying the right product or service for themselves. So, the brand is how the customers perceive it and set the organization apart from its competition. But during crisis, consumers evaluate brands based on individual priorities and environmental factors like economic, social, and ecological that moderates brand meaning (Oswald, 2012). These changes lead to consumers re-evaluating and identifying brands that they want to associate themselves with. Researchers have tried to identify changes in consumption behaviours due to a crisis like consumers’ price consciousness during economic slowdown (Diallo et al., 2016; Lichtenstein et al., 1993), changes in consumer behaviours in form of ‘reacting’, ‘coping’, and adopting during Covid 19 pandemic (Kirk & Rifkin, 2020). Edelman Trust Barometer survey conducted a worldwide survey, capturing 12,000 customers’ voices (Rogers, 2020), in which 65 percent of the respondents wanted to relook at their future purchase decisions based on the brands’ responses to the pandemic. Such customer responses indicate that organizations need to relook at their branding strategies during a crisis situation to prevent themselves from being rejected by their customers.

Existing literature has delved into brand image, brand personality, brand loyalty, brand engagement, and brand equity models considering normal or ideal situations. Brand management during crisis though being an important consideration for organizations, the authors found limited studies related to managing brands during crisis periods. Tew et al. (2008) discussed efficient communication and brand positioning to deal with the SARS crisis. The negative impact of brand crisis on brand perception (Dahlen & Lange, 2006); evaluation of brand associations and hierarchy on brand during a crisis (Dawar & Lei, 2009), the impact of crisis on brand loyalty (Eagle et al., 2005); impact on the associated brands during a crisis (Manning, 2007; Kahuni et al., 2009) area few articles related to the impact of crisis.
situations on different brand elements. Balakrishnan (2011) discussed a conceptual model to manage brand burn during terrorism and Kirk and Rifkin (2020) predicted consumers' purchase behaviour during the Covid-19 pandemic crisis. However, there is a dearth of articles depicting brand management models during a crisis and that too through brand archetypes. Also, studies highlighting the influence of brand archetypes on developing brand loyalty through brand attachment, trust, and experience are rare. The scarcity of empirical investigations focusing on identifying brand attributes being valued by customers during crises, leading to the generation of brand loyalty has encouraged us to address the gap. This has motivated us to conceptualize and propose a model that can revisit the brand elements considered important by consumers during a crisis to generate long-term brand loyalty to combat the environmental uncertainties.

**Purpose:**

In the current study we have followed the brand archetype framework to assess the brand-consumer connection during a crisis. We have developed hypotheses based on a conceptual framework namely 'brand loyalty model in crisis situations' based on the voices of the consumers. This study intends to help the organizations and marketing professionals to build strong and sustainable brand engagement, brand experience, brand trust, and brand loyalty that will endure future crises too.

**Design/methodology/approach:**

This current research studied renowned brands from different sectors like automobiles, food, FMCG, health and fitness, information technology, banking, alcohols and spirits to understand the different things being done by the top brands in each sector during the pandemic for their customers and society at large. The identified characteristics portrayed by the brands during the pandemic were mapped with the brand archetypes to arrive at five main archetypes specific for crisis situations. These identified brand elements were used for the development of a conceptual model for brand loyalty during a crisis. A structural equation modelling and path analysis was followed through the PLS-SEM approach to examine the proposed model and corresponding hypothesis with 246 empirical responses. A five-point Likert-type scale was personally administered to obtain participants’ responses. The responses were collected through a structured online questionnaire. Working professionals, self-employed, students, homemakers, and retired persons were approached through personal contacts for participating in the survey. Data collection was done through convenience sampling (To et al., 2007) along with snowball sampling (Szolnoki and Hoffman, 2013).

**Findings:**

A conceptual framework was devised to understand the role of the identified five brand archetypes (the innocent, the everyman, the caregiver, the hero, and the sage), derived from studying the brands’ activities during the pandemic, to develop brand attachment, brand trust, and brand experience during a crisis. Subsequently, the model has
assessed the influence of brand attachment, brand trust, and brand experience on brand loyalty during a crisis situation. The model identified that brand loyalty is positively influenced by brand attachment, brand trust, and brand experience. The study also recognized that brand trust acts as a mediator in strengthening the relationship between brand loyalty and brand attachment and also between brand loyalty and brand experience during a crisis. So, to create brand loyalty, brand attachment and experience is not enough, but generating brand trust in the minds of customers during a crisis period is also immensely required.

Implications:

Practitioners and marketers can integrate the identified brand characteristics namely the innocent, the everyman, the caregiver, the hero, the sage in their marketing strategy. This will help brands to be considered more trust worthy by their customers, providing better customer experiences, leading to the generation of more loyal customers. The present study has identified the important brand elements that organizations should include in their brand elements and practice so that consumers will be happy to continue their associations with the brands during and post the crisis periods.

Originality/value:

Studies related to branding during a crisis are rare and the use of brand archetypes to develop along-term consumer-brand relationship is rarer. This study has blended archetype brands with crisis situations, to arrive at a possible model which can enable organizations to garner bigger customers’ mind space, during and post-crisis periods. The conceptual framework will help in building a sustainable consumer-brand relationship through strong brand engagement, brand experiences, and most importantly brand trust during crises.

Keywords:

Branding in crisis; Brand archetypes; Brand engagement; Brand experience, Brand trust; Brand loyalty.
Introduction
Customer-brand engagement (CBE) is essential to the customer-brand relationship in the digital context (Brodie et al., 2011). Digital usages and brand engagement is considered critical strategic imperative to build a sustainable competitive advantage. Yet research on determinant factors of digital uses and brand engagement in a B2B context is missing. The travel services industry contributes 61% of total e-commerce in India. The travel services intermediaries contribute 63% of the entire digital travel sales, but all the retail travel agencies contribute less than 7% of total digital sales.

Literature Review
Theoretical Base
This study integrates relationship theories – Social Exchange Theory (Behavioural perspective) from Social Psychology and Triad Theory (Operational perspective) from Supply-Chain to explain inter-organizational post-usage behavior in a technology setting (see Figure 1).

Figure 1: Proposed Theoretical Framework
**Hypotheses development**

**B2B degree of digital use (DDU) and brand engagement (BE) of Retail Travel Agency**

Most studies focussed on antecedent factors of B2B digital usages, but very few focused on the consequences of digital uses. Limited research links digital usages and brand engagement (De Vries and Carlson, 2014; Dijkmans et al., 2015; Dwivedi, 2015). Perhaps no studies in B2B setting. Hence, the following hypothesis was proposed: H1. DDU has a positive and significant effect on BE.

**Perceived facilitators of B2B degree of digital use**

Perceived relative advantage & perceived compatibility positively impact B2B digital usages interval services (Shouk et al., 2012; Thao and Swierczek, 2008). Literature on digital uses considered cost as technology investment, as a barrier. Sila(2013), in his study of SMEs, considered cost as an indirect operational cost as a facilitator. Perceived cost is defined differently and therefore considered a barrier or facilitator for digital usages. This study conceptualized perceived cost as a formative construct (technology investment and operational cost). Bigne et al. (2008) and Andreu et al. (2010) established the positive influence of supplier (Coercive) pressure, Customer (Mimetic) pressure, and Industry (Normative) pressures on B2B digital usages. Accordingly, the following hypotheses for facilitators were proposed:

H2 (a-f): Perceived Facilitators (a) Relative Advantage (b) Compatibility (c) Cost (d) Supplier Pressure (e) Customer Pressure (f) Industry Pressure, has a positive impact on the DDU.

**Perceived barriers of B2B degree of digital use**

SMEs studies in developing countries have considered ICT infrastructure and security risk as a barrier. Shouk et al.(2012), in their paper on travel agents, identified a lack of critical mass as a barrier to digital usages. This study identified inter-organizational factors, lack of supplier support, and lack of offering flexibility as barriers not specified in the B2B digital usages. Hence, the following hypotheses for barriers were proposed:

H3 (a-e): Perceived Barriers (a) ICT Infrastructure Problem (b) Security Risk (c) Lack of Critical Mass (d) Lack of Supplier Support (e) Lack of Offering flexibility has a negative impact on the DDU.

**Research Methodology**

A survey was administered to retail travel agencies offering offline and online services(N=301). Random cluster sampling was employed to select responding firms. For estimating the sample size, five respondents per parameter (5*51= 255) rule were employed (Hair et al., 2018). PLS-SEM was conducted using Smart PLS 3.0 software to examine the proposed hypotheses in the research model.
Data analysis and Findings

*Normality and Common method bias assessment*
Kurtosis and skewness measures of data show univariate and multivariate non-normality. Harman's single-factor test revealed that the total variance extracted by one factor is 24.238%, which is less than 50% cut-off value for no common method bias (Mackenzie and Podsakoff, 2012).

*The rationale for using the PLS-SEM method*
In the case of the non-normality of data (Afthanorhan, 2013), for composite models (Chin 1998), to predict causal relationships and theory development (Hair, Ringle, and Sarstedt, 2011), PLS-SEM is a suitable method.

*Measurement model: construct reliability and validity*
As reported in Tables 1 & 2, all reflective constructs exceeded their recommended cut-off scores for Items Reliability, Construct Reliability & Validity, and Discriminant Validity.

**Table 1: Construct reliability and validity**

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Items</th>
<th>Factor Loadings (&gt;0.5)***</th>
<th>Cronbach's Alpha (&gt;0.6)</th>
<th>CR (&gt;0.7)</th>
<th>AVE (&gt;0.5)</th>
</tr>
</thead>
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<td>BE</td>
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<tr>
<td></td>
<td>BE2</td>
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<tr>
<td></td>
<td>BE3</td>
<td>0.769***</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BE4</td>
<td>0.772***</td>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td>BE5</td>
<td>0.761***</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BE6</td>
<td>0.771***</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DDU</td>
<td>DDU2</td>
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<td>0.904</td>
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<tr>
<td></td>
<td>DDU3</td>
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<td></td>
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<tr>
<td></td>
<td>DDU4</td>
<td>0.837***</td>
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<tr>
<td></td>
<td>DDU5</td>
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<td>RA5</td>
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<td></td>
<td>COMP5</td>
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<td>SP2</td>
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## Table 2: Discriminant validity: Heterotrait-Monotrait(HTMT) Criteria (HTMT<0.90)

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<th>Constructs</th>
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<th>P</th>
<th>CP</th>
<th>DDU</th>
<th>INFRA</th>
<th>A</th>
<th>IP</th>
<th>LCM</th>
<th>LOF</th>
<th>LSS</th>
<th>RA</th>
<th>SP</th>
<th>SR</th>
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<td>DDU</td>
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<td>INFRA</td>
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<td>IP</td>
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<td>0.326</td>
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</table>

### Constructs, Items, Factor Loadings (0.5), Cronbach's Alpha (0.6), CR (0.7), AVE (0.5)

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Items</th>
<th>Factor Loadings (0.5)</th>
<th>Cronbach's Alpha (0.6)</th>
<th>CR (0.7)</th>
<th>AVE (0.5)</th>
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<td></td>
<td>CP2</td>
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<td></td>
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<td></td>
<td>LCM3</td>
<td>0.814***</td>
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<td>LSS1</td>
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<td>LSS4</td>
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<td>LOF</td>
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<td></td>
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<td></td>
<td>LOF4</td>
<td>0.947***</td>
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</tbody>
</table>
All formative items are retained since outer loading is significant and the value is more than 0.5 (Hair et al., 2013). The redundancy analysis linking the formative construct to its reflective construct with one item was performed. The path coefficient value 1.00 (> 0.8 threshold value) supports the convergent validity (Hair et al., 2013). Variance inflation factor VIF <3.0 threshold value (Hair et al., 2018) suggests no items multicollinearity. Therefore, the formative construct perceived cost was accepted.

### Table 3: Construct reliability and validity for formative construct

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Items</th>
<th>Outer Loadings</th>
<th>Outer weights</th>
<th>Items VIF</th>
</tr>
</thead>
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<td>COST</td>
<td>COST1</td>
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<tr>
<td></td>
<td>COST2</td>
<td>0.723***</td>
<td>0.358</td>
<td>1.528</td>
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<tr>
<td></td>
<td>COST3</td>
<td>0.646***</td>
<td>0.089</td>
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<td></td>
<td>COST4</td>
<td>0.743***</td>
<td>0.465*</td>
<td>1.227</td>
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<tr>
<td></td>
<td>COST5</td>
<td>0.649***</td>
<td>0.307</td>
<td>1.257</td>
</tr>
</tbody>
</table>

Note: *** p<0.001, ** p<0.01, *p<0.05, +p<0.10
# Outer loadings are not factor loadings, needed only for establishing formative items validity.

### Assessment of structural model

As reported in Table 4, the SRMR values are less than the 0.08 cut-off (Hu & Bentler, 1999). The values for Standardized Root Mean Square Residual (SRMR), the squared Euclidean distance (d_ULS), the geodesic distance (d_G) were within the confidence interval 95% and 99% quantile, and close to the estimated model representing a good fit of the saturated model (Dijkstra and Henseler, 2015). The $R^2$ value for DDU is 0.647, and BE is 0.523, which are strong effects ($R^2 > 0.5$).

### Table 4: PLS-SEM Model Fit

<table>
<thead>
<tr>
<th>Model Fit Parameters</th>
<th>Saturated Model</th>
<th>Estimated Model</th>
<th>[Cl$<em>{95}$, Cl$</em>{99}$]</th>
</tr>
</thead>
<tbody>
<tr>
<td>SRMR</td>
<td>0.071</td>
<td>0.076</td>
<td>[0.066, 0.088]</td>
</tr>
<tr>
<td>d_ULS</td>
<td>6.580</td>
<td>7.404</td>
<td>[5.520, 9.870]</td>
</tr>
<tr>
<td>d_G</td>
<td>1.762</td>
<td>1.807</td>
<td>[1.505, 1.768]</td>
</tr>
</tbody>
</table>
Hypothesis testing
The research model with path coefficients and t-value is presented in Figure 2. Contrary to the hypothesized effects, facilitator Cost has a negative impact, and barrier Lack of critical mass positively impacted DDU. The Firm size category-wise analysis revealed that perceived cost positively affects DDU when firm size is large and negative effects when firm size is small. Operational costs versus technology investments can explain this observation. Larger firms will experience a higher operational cost advantage due to the larger scale of operation than smaller firms. Barrier Lack of Critical Mass negatively relates to DDU when firm size is large and a positive relationship when small. This can be attributed to the need for more customers and suppliers for the larger scale of operations. In contrast, the current number of customers and suppliers is large enough for smaller firms.
**Original Value and Theoretical Contributions**

First, the operational and behavioral perspective integration offers a better explanation of the conceptual model and a thorough understanding of organizations' post-usage behavior. Second, this study provided empirical validation of many barriers and facilitators as antecedents of the degree of digital use and brand engagement. Third,
this study added inter-organizational factors: lack of offering flexibility (LOF)&lack of supplier Support (LSS)as variables influencing B2B digital usages. Fourth, the study conceptualized perceived cost as a formative construct by comprehensively defining cost components with underlying themes —technology investment, indirect operational cost, and direct operational cost.

Practical implications
First, policymakers and regulators will identify the critical barriers and facilitators that impact B2B digital usages. Second, this study is expected to help managers of online travel suppliers develop online B2B brand engagement strategies. Third, inter-organizational factors will help online travel suppliers and retail travel agencies work out strategies to strengthen buyer-seller relationships in a digital setting.

Keywords - B2B digital usages, Customer-brand engagement, Intermediary-supplier relationship, Relationship theories perspective, Marketing strategy, Composite model.

Key References
A study on personality traits of university students in India towards their likeliness on Social Entrepreneurship.

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Introduction: With the world responding to growing concerns for social issues and concerns, seismic changes are also being observed in the workplace too. Companies are not just assessed on financial performance or quality of products or services but also on their relationships with all their stakeholders and their impact on the society at large. (Agarwal, Josh, & Lahiri, 2018) The growing rise of entrepreneurship towards social issues (100 words) There is a growing interest among academicians and practitioners around the concept of “social entrepreneurship”. (Hulgard, 2010)(Austin, Stevenson, & Wei-Skillern, 2006) defined social entrepreneurship as “innovative, social value creating activity that can occur with or across the non-profit, business or government sectors.” The concept of Social Entrepreneurship once considered a niche is spreading worldwide with almost half of the people creating start-ups with mainly social purpose despite the rest half still creating for commercial purposes. (Bosma, Schott, Terjesen, & K, 2016) worldwide data of social entrepreneurship (100 words) Talking about India too, more than 89% social enterprises are less than 10 years old, 88% in the pilot, start-up or growth stage, one-third grew by over 50% and only 6% had negative growth. (Social Enterprise Review, 2015) There are more than 2 million social enterprises in India and the number is growing phenomenally with approximately 24% social enterprises being led by women. (British Council, 2016). women social entrepreneurship (200 words) Social entrepreneurs act as change agents by creating and maintaining social value of an enterprise through continuous innovation and learning. (Dees, 1998) They act as key drivers in ensuring delivery of basic services and opportunities to the untouched communities. (Tiwari, Bhatt, & Tikoria, 2017) how social entrepreneurship is bringing change worldwide and in India (200 words) Social Entrepreneurship area result of a number of factors like skills, educational background, experience, demographics that can increase the social entrepreneurial intentions. (Ardis, 2011) studied the role of personal characteristics and specifically personality traits in framing social entrepreneurial behavior. (Nga & Shamuganathan, 2010) explain the factors (100 words on personality traits in framing social entrepreneurship-100 words) Research has attempted to understand the gender differences towards social entrepreneurship based on personal and behavioral issues. (Estrin, Mickiewicz, & Stephan, 2011) (Levie & Hart, 2011) It has been observed that female social entrepreneurs engage more in social entrepreneurship in order to resolve social problems. (Bernardino, Santos, & Ribeir, 2018) Personality traits can explain the behavioral differences towards social entrepreneurship. (Rauch & Frese, 2007) (Zhao, Seibert, S.E., & Lumpkin, 2010) why big five theory explains personality traits better (100 words) According to (Chell, Wicklander, Sturman, & Hoover, 2008) there are five basic personality traits: openness to experience, conscientiousness, extraversion, agreeableness and neuroticism.. It has been observed that social is positively correlated with conscientiousness, openness to experience, emotional stability (neuroticism reversed) and
extraversion whereas agreeableness is negatively correlated to intention to invest. (Zhao & Seibert, 2006)

So, a lot of research has been done to understand the role and influence of personality traits on social entrepreneurship but no this research has been done to understand the role of gender differences and personality traits in social entrepreneurship. Regarding awareness of social entrepreneurship among university students, students who are undergoing entrepreneurship course are comparatively more informed than the other students. (Salamzadeh, Azimi, & Kirby, 2013) So university students have been targeted to understand their awareness regarding social entrepreneurship and the role gender differences and personality traits play in their inclination towards social entrepreneurship. Knowledge gap

**Literature review:** Social entrepreneurship is a recent concept that has been increasingly applied to the resolution of social issues. It is said that the goal of social entrepreneurship is to create social value in different ways. Social entrepreneurs seek to generate social as well as profitable value in a coexisting and mutually supporting manner. Like Enterprise, the Social Entrepreneur's Process begins with identifying opportunities. The difference is that business entrepreneurs try to identify profit-generating opportunities, whereas social entrepreneurs try to identify opportunities that create social value (Austin, Stevenson, et al., 2006; Baker and Nelson, 2005; Desa, 2012; Phillips and Tracey, 2007). Various literature has emphasized that social entrepreneurs are the resultant of their personal and external environment which integrates a number of factors such as expertise, background, experience and motives and these factors affect their inclination to grow as a social entrepreneur. (Ármannsdóttir, 2011; Obschonka et al., 2012).

- Studies have also been done on gender and social entrepreneurship and researchers have attempted to apprehend gender variation based on motivational and behavioural issues as well as personal values. (Estrin et al., 2011; Levie and Hart, 2011; Pines et al., 2012; Terjesen et al., 2012; Villeneuve-Smith and Chung, 2013). These research highlights gender gaps that are favorable to men (Bacq et al., 2011; Pines et al., 2012; GEM, 2016).
- Broadly defined concepts of personality include abilities (e.g., general intelligence, numerical, verbal, spatial, or emotional intelligence), motivations (e.g., need-to-achievement force or affiliation), attitudes (including value), and one's own experiences and behaviours (Brandstatter, 2011; Wood, 2012; Lukeš225(548,712),(608,740) and Stephan, 2012). There are five basic personality traits: openness to experience, conscientiousness, extraversion, agreeableness and neuroticism, Chell (2008) and Brandstatter (2011) and these are referred to as the Big Five Personality traits. Zhao et al. (2010) have claimed that social entrepreneurship has a positive association with conscientiousness, openness to experience, emotional stability (neuroticism reversed) and extraversion, whereas agreeableness was expected to have negative effects on the intention to invest. Similar conclusions have been found by Rauch and Frese (2007), suggesting that launching a business and running it successfully depend on the same personality traits.

**Research Methodology:** The study basically tries to understand the role of gender differences and personality traits on social entrepreneurship among university students in India. The study aims to find out different personality traits of social entrepreneur, and whether the personality traits of young males who would like to become social entrepreneur are different from female counterparts. This study addresses this question quantitatively by conducting a primary survey of university students in the age-group of 18-24 years. The students under this age-group include those pursuing under-graduate courses and post-graduate courses from the universities in India.
These students under this age-group usually decide their preference for the type of occupation, and many of them are already associated with not-for-profit organizations that work in the area of social sector. For this purpose, the study collects primary data on personality traits essential to become entrepreneur from 400 students through simple random sampling belonging to premier institutes in India, and the sample is equally distributed among males (50% of total) and female (50% of total) students.

- A questionnaire was designed on several elements of personality traits, based on the theory of Big Five Personality Traits. The questionnaire is divided into three sections- Section 1 provides demographic information about the respondent such as gender, age group, hometown, course of study, batch, etc. Section 2 of the questionnaire covers information about general awareness and perception of university students towards social entrepreneurship and how they perceive it different from traditional entrepreneurship. Section 3 of the questionnaire collects information on personality traits through Likert Scale as described by the theory of Big Five Personality Traits. The questionnaire was emailed to all the students included in the sample and were given ample amount of time for filling up the form. The information provided in the questionnaire was checked for consistency. The different elements of the questionnaire are used for Hypothesis development and are tested using various techniques.

- The study uses Analysis of Variance (ANOVA) test to analyze the personality traits of females and males who would like to become social entrepreneur. Following the Bernardino et. al. (2018), the study uses binary regression model ‘Logistics Regression’ to examine whether the personality traits of female students who would like to become social entrepreneur is different from young males intend to become social entrepreneur. The dependent variable in ‘Logistics Regression’ is binary which takes the value 1 if the respondent is female, and 0 otherwise. The independent variables include different personality traits of male and female respondents.

**Findings/Research Implications:** The study finds that female respondents who would like to become social entrepreneur have different personality traits as compared with male counterparts. The findings of the study are very important for policy makers in India. The personality traits of females who intend to become social entrepreneur will help the government to take necessary steps conducive for increasing female participation in entrepreneurship, specifically, social entrepreneurship. These findings will help to incorporate new subjects, changes in the course structure of existing subjects, trainings, etc that will enhance women participation in social entrepreneurship.

**Research Limitation:** The research assumes that most human personality traits are covered through Big Five personality trait theory.

**Originality:** The paper covers two new aspects: Gender and personality traits and tries to understand their role in social entrepreneurship.

**Keywords:** Social entrepreneurship, Student, Gender, Personality traits, Big Five.
References:

- Dees, J. (1998). The Meaning of “Social Entrepreneurship”. The Kauffman Center for Entrepreneurial Leadership Ewing Marion Kauffman Foundation and Miriam and Peter Haas Centennial Professor in Public Service Graduate School of Business Stanford University, (pp. 1-6).

• Zhao, H., & Seibert, S. (2006). It has been observed that social is positively correlated with conscientiousness, openness to experience, emotional stability (neuroticism reversed) and extraversion whereas agreeableness is negatively correlated to intention to invest. *Journal of Applied Psychology, 91*(2), 259-271.

Sustainable Transportation In The Context Of Diffusion Of Innovation

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PURPOSE
Transportation sector requires switching from internal combustion vehicles to more sustainable and cleaner form of mobility due to increasing levels of carbons and GHG emissions. Electrification of transport sector seems to be one of the best options as it wouldn’t impact the mobility of people and at the same time, local air quality as well as carbon emissions can be controlled. The objective of this report is to review journal articles on Electric vehicles published in major academic sources with a view to provide systematic classification of the available literature on Adoption of Electric vehicle, facilitating identification of the pertinent themes that exists in literature, while presenting an overview of the diffusion and acceptance among developed and emerging economies.

DESIGN/METHODOLOGY/APPROACH
A systematic review of literature has been conducted that include Journals from two major international databases i.e. Scopus and Web of Science to search papers.

RESEARCH LIMITATIONS/IMPLICATIONS
The aim of the report is to provide clear and brief representation of the current status and facilitating future research in the field.

ORIGINALITY/VALUE
In the present scenario; the problem of climate change, huge amount of carbon emissions from transport and energy sector; contributing to local air pollution and increased greenhouse gases has become more prominent. All this has paved a way for adoption of electric vehicles without hampering environmental protocols. The present report extends efforts of previous studies to analyse adoption of EVs globally, themes that have emerged and also includes more contemporary research with focus on its spread to emerging economies.

KEYWORDS
Electric Vehicles, Consumer Adoption, Intention, Sustainable Consumption, Technology Adoption
INTRODUCTION
EVs were first introduced in the year 1834, so they don’t belong to new invention (Kley et al., 2011). But their success was blocked by tough competition given to them by fossil-fuel powered vehicles (Vaitheeswaran and Carson, 2007). However, EVs made their comeback by making necessary and required upgradation in technology along with further improvement in batteries including regenerative braking system and by year 2011, EVs were able to make their commercial reappearance (IEA, 2012). Global warming and “sobering prospect of peak oil” with few other environmental problems have made them to reappear in the automobile market (Motavalli, 2012).
In this era of environmental problems, consumers are switching towards eco-friendly lifestyles. As many countries including Germany, Norway, and the Netherlands are planning to switch entirely from conventional vehicles to electric vehicles; there is a high chance of EVs ruling the automobile market in near future (International Energy Agency 2016). According to a report by Nielsen, 66% of global consumers say that they are willing to pay more for sustainable brands. No wonder, transportation has been ranked as the second largest contributor of carbon emissions in the world (IEA, 2006). Further, according to International Energy Agency (2015) report, it has been observed that transport sector alone contributes around 23% of greenhouse gas emissions and the majority of it i.e., 75% were coming from road traffic as of 2013.
According to (Khurana et al, 2020), among many other countries, efforts of Indian government to reduce carbon footprint and control pollution cannot be ignored. India is planning to shift towards EVs by 2030. The government is even incentivizing manufacturers to increase production of EVs that will help in reducing the oil bill and at the same time reduce emission by 37%. Even an announcement has been made by an Indian government that all cars are required to be electric by 2030. Society of Indian automobile manufacturer (SIAM, 2017) has estimated that by year 2030, 40% of the new cars sold would be EV and it would be 100% by year 2047.
Many studies show positive association between personal norms and pro-environmental behavior in areas such as acceptability of energy policies (Steg et al., 2005), recycling (Thøgersen, 2003; Vining and Ebreo, 1992), and consumer purchase behaviors (Tanner and Kast, 2003; Thøgersen and Zhou, 2012). As per Wang et al. (2008) only a limited number of studies analyze the association between values and innovation adoption in spite of important role of attitudes in consumer behavior research. It is believed that some form of values and attitudes get stimulated and triggered while marketing and promoting an innovation as pro environmental than in the general case. For example, (Shaw et al., 2005; de Groot and Steg, 2008) has found that people who show concern and take interest in issues that are not directly relating to them and impacting them are more probable to engage in pro environmental and ethical behavior. In accordance, Stern (2000) argues that attitudinal factors, consisting of values, beliefs, and norms, have a causal relationship with environmentally significant behaviors.
## REVIEW OF LITERATURE-
Following are the major studies in the area of EV adoption-

<table>
<thead>
<tr>
<th>S.NO</th>
<th>LITERATURE</th>
<th>THEORY</th>
<th>MAIN FACTORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Moons and Pelsmacker, 2012</td>
<td>TPB (extended with emotions)</td>
<td>intention to use an electric car, attitude towards the electric car, emotions towards the electric car, visceral, behavioral and reflective emotions towards car driving, subjective norm (peers and media), perceived behavioral control, environmental concern, environmental behavior, opinion leadership with respect to cars, value orientation, sociodemographic characteristics</td>
</tr>
<tr>
<td>2</td>
<td>Chen, 2015</td>
<td>VBN</td>
<td>Values (altruistic, egoistic, biospheric), beliefs (ecological worldview-NEP, AC, AR), personal norm, Behaviour (activism, nonactivist behavior in the public sphere, private sphere behavior, organizational behaviors)</td>
</tr>
<tr>
<td>3</td>
<td>Sang and Bekhet, 2015</td>
<td>TPB</td>
<td>usage intentions of EV, social influence, performance attributes, financial benefits, envt concern, infra readiness, govt policies, demographic</td>
</tr>
<tr>
<td>4</td>
<td>Langbroek et al, 2016</td>
<td>protection motivation theory and transtheoretical model of change</td>
<td>EV adoption, policy incentives (free parking, discount on parking, use of bus lanes, Use of bus lanes permitted out-side the city subsidies), stage of change, pmt (threat appraisal, self-efficacy and response-efficacy), price, paid charging, range</td>
</tr>
<tr>
<td>5</td>
<td>Jansson et al, 2011</td>
<td>VBN</td>
<td>AFV adoption, sociodemographic (gender, living status, education, income and age), VBN factor-value(biospheric values, altruistic values, egoistic values), new ecological paradigm (NEP), beliefs (envt consequences (AC),</td>
</tr>
<tr>
<td></td>
<td>Authors</td>
<td>Theory</td>
<td>Variables</td>
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</tr>
<tr>
<td>6</td>
<td>Jansson et al, 2017</td>
<td>TRA, TPB, VBN</td>
<td>electric vehicle and flexfuel vehicles (FFV) adoption, personal norms, social norms, ecological attitudes (NEP), opinion leading (OL), opinion seeking (OS)</td>
</tr>
<tr>
<td>7</td>
<td>Jansson et al, 2010</td>
<td>VBN</td>
<td>willingness to curtail negative effects of car use (WTC) and, willingness to adopt a so-called environmentally friendly car (WTA), biospheric values, Ascription of responsibility (AR), personal norms (PN) and habits, socio-demographic variables (gender, age, living status, education and income)</td>
</tr>
<tr>
<td>8</td>
<td>Dwivedi et al, 2020</td>
<td>UTAUT AND EXTENDED UTAUT</td>
<td>Use behavior, compatibility, perceived info security, perceived social pressure, personal innovativeness in IT, resistance to change, perceived enjoyment.</td>
</tr>
<tr>
<td>9</td>
<td>Schuitema et al, 2013</td>
<td>self-image congruency theory</td>
<td>Intention to adopt, perceived instrumental attributes, perceived symbolic attributes, perceived hedonic attributes, self-identity (car-authority identity, pro-environmental)</td>
</tr>
<tr>
<td>10</td>
<td>Globischa et al, 2018</td>
<td>TAM 3</td>
<td>support for EV acquisition, perceived ease of use, perceived individual usefulness, perceived organizational usefulness, subjective norms, organizational image, output quality for organizational tasks (being a pioneer, cost savings, environment benefits); objective usability (evaluation of range, safety and reliability, comfort, max. speed), perceived enjoyment and perceived external control</td>
</tr>
<tr>
<td>No.</td>
<td>Authors</td>
<td>Theory</td>
<td>Variables</td>
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</tr>
<tr>
<td>11</td>
<td>Degirmenci and. Breitner, 2017</td>
<td>TPB</td>
<td>Intention to purchase EV, environmental performance, price, range, demographic variables (gender, age, profession, and experience)</td>
</tr>
<tr>
<td>12</td>
<td>Liao, 2021</td>
<td>TPB</td>
<td>adoption intention of EV, attitude, subjective norms, perceived behavioral control, perceived risk, financial incentives, non-financial incentives, personality (consumer innovativeness and environmental self-identity)</td>
</tr>
<tr>
<td>13</td>
<td>Hussein&amp;Sværen, 2020</td>
<td>TPB</td>
<td>Intention to buy EV, Economic benefits, perception of economic policy, environmental concern, subjective norms, perception of electric vehicles</td>
</tr>
<tr>
<td>14</td>
<td>Wu et al, 2019</td>
<td>TAM</td>
<td>Behavioral Intention to use AEV (Automatic Electric Vehicles), Green perceived usefulness (GPU), Perceived Ease of use (PEU), Envt concern (EC)</td>
</tr>
<tr>
<td>15</td>
<td>Higueras-Castillo, 2020</td>
<td>Attitude-behavior-context theory</td>
<td>Intention to adopt, range, facilities, charging time, reliability, Attitude, environmental concern, social reputation, price, incentives</td>
</tr>
<tr>
<td>16</td>
<td>Sharma et al, 2020</td>
<td>UTAUT 2</td>
<td>behavioral intention, usage behavior performance expectancy (PI), effort expectancy (EE), social influence (SI), facilitating conditions (FC), Hedonic motivation (HM), Price value (PV), individual innovativeness (IN) and achievement motivation (AM)</td>
</tr>
</tbody>
</table>

**IMPLICATIONS OF THE STUDY**

This study offers implications for managers of both companies and non-governmental organizations. Firstly, it is important for managers to recognize that sustainable consumption is affected by the surrounding values and norms in society at large. Careful segmentation analysis is important before any type of communication effort in order to understand what arguments, social and/or environmental, to use in facilitating a behavior change. In this regard, and as pointed to by other researchers (Burchell et al., 2013; Rettie et al., 2014), it is also important to note that marketing green consumer
products, such as cars, as niche products, instead of replacing all products for a given company with greener ones, might prolong the sustainability transition and confuse or even upset consumers. Thus, incumbent manufacturers should proactively strive to shape the electric vehicle market instead of adopting a waiting position as has been pointed out previously (Kieckhafer et al., 2016). A genuine approach to sustainability might thus facilitate a speedier transition to more pro-environmental norms that then have a chance of becoming self-sustaining over time.

REFERENCES-

  o Ecological Economics 52, 5-17.
INTRODUCTION
The rise of new communication and information technologies has tremendously influenced how individuals communicate with one another and how companies interact with consumers. With social media platforms, consumers have the opportunity to construct an online identity and even escape from the ‘real world’ into their own virtual world (Whiting and Williams, 2013; Hollenbeck and Kaikati, 2012; Quan-Haase and Young, 2010). Apparel and fashion is an increasingly booming sector and is expected to have revenue of around $712.9 billion by 2022. According to Statista, online shopping is one of the most popular online activities worldwide, and ecommerce sales in 2019 amounted to $3.53 trillion in 2019 and are projected to grow to 6.54 trillion US dollars in 2022. Internet has become an additional channel for customers to procure different categories of product. The inability of customers to touch and feel the product makes them reluctant to purchase the product online. Retailers have used different technologies to bridge this gap, virtual try-on technology, virtual fitting rooms is one of them. Virtual try-on technology is a key approach which consist of features that enable creation and manipulation of product (Lin and Wang, 2015). 3D virtual try-on systems (Moroz, 2019) are incorporated in retailer’s website pages and mobile apps. This enables the customers to experiment with clothing in a virtual creative way. Virtual Reality (VR) technology, or Virtual Environment as called by Milgram, completely immerses users in a synthetic world without seeing the real world. Augmented reality based try-on technology enables customers to try on products using their camera-equipped devices such as mobile phones. With the help of Augmented Reality, users may contextually visualize the item in which they are interested, interacting and confirming the style, the size and the fit before making a purchase. Virtual try-on technology enables consumers to see how certain products look on them before they actually buy the item.
<table>
<thead>
<tr>
<th>S.NO</th>
<th>LITERATURE</th>
<th>TRY-ON IN DIFFERENT SECTOR</th>
<th>THEORY</th>
<th>MAIN FACTORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>H. Tsunashima et al., 2020</td>
<td>Unsupervised virtual try-on</td>
<td>UVIRT</td>
<td>disentanglement</td>
</tr>
<tr>
<td>2.</td>
<td>Ju-Young M. Kang 2014</td>
<td>Augmented reality and motion capture apparel</td>
<td>Prospect theory and Value-Attitude-Behavior hierarchy model</td>
<td>Customer perceived values (emotional, social, convenience, monetary values), utilitarian &amp; hedonic performance expectancy, purchase decision making, purchase intention, e-shopping, ego involvement</td>
</tr>
<tr>
<td>4.</td>
<td>T.-L. Huang, S. Liao 2014</td>
<td>Retail</td>
<td>TAM, Concepts of Experiential value, ARIT model</td>
<td>Playfulness, perceived ease of use, perceived usefulness, sustainable relationship behavior, perceive value, interactive technology, perceived aesthetics, cognitive innovativeness</td>
</tr>
<tr>
<td>5.</td>
<td>M.Y.-C. Yim et al. 2017</td>
<td>Retail- sunglasses, watches</td>
<td>Domain specific</td>
<td>Immersion, perceived enjoyment, interactivity, vividness, media usefulness, attitude, purchase intention, media novelty</td>
</tr>
<tr>
<td>No.</td>
<td>Authors (Year)</td>
<td>Domain</td>
<td>Technology</td>
<td>Theoretical Frameworks</td>
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<tr>
<td>6</td>
<td>Rauschnabel, P.A. and Ro, Y.K. (2016)</td>
<td>Wearable technology</td>
<td>TAM, TAM2, TAM3, TRA, UTAUT</td>
<td>Social norms, functional benefits, brand attitude, privacy brand image, knowledge about smart glasses, expected ease of use, self-presentation benefits, age, gender</td>
</tr>
<tr>
<td>7</td>
<td>Z. He et al., (2018)</td>
<td>Tourism sector</td>
<td>Doman specific</td>
<td>Perceived experiential value,</td>
</tr>
<tr>
<td>8</td>
<td>Krishna Teja Perannagari and Somnath Chakarbarti (2019)</td>
<td>AR in retail</td>
<td>ARIT (AR Interactive technology), TAM, Value-Attitude-Behavior (VAB), flow concept</td>
<td>Perceived ease of use, Perceived usefulness, Perceived enjoyment, Perceived informativeness, Attitude toward using, Behavioral intention to use, relationship intentions, customer feelings</td>
</tr>
<tr>
<td>9</td>
<td>Bedir and Erhan, (2021)</td>
<td>Sports, physical training</td>
<td>PETTLEP approach, VMBR</td>
<td>Performance analysis, simulation development, virtual training</td>
</tr>
<tr>
<td>10</td>
<td>Aurélie Merle, Sylvain Senecal &amp; Anik St-Onge (2012)</td>
<td>Virtual try-on in apparel segment</td>
<td>Personalized generic model using Image Interactivity technology, mix and match IIT</td>
<td>Hedonic value, utilitarian value, self congruity, purchase intentions, body esteem</td>
</tr>
<tr>
<td>11</td>
<td>Daria Plotkina, Hélène Saurel (2019)</td>
<td>Role of virtual try-on in retailing</td>
<td>TAM</td>
<td>Perceived hedonic value (enjoyment), utilitarian value (convenience, ease of use, usefulness)</td>
</tr>
<tr>
<td>12</td>
<td>Beck and Crie, (2018)</td>
<td>Virtual fitting room</td>
<td>Domain specific based on Utilitarian</td>
<td>Virtual fitting room usage, curiosity about product, intention to patronize</td>
</tr>
</tbody>
</table>
Objective-
To understand how the introduction of augmented reality-based try-on apps will affect the customers' buying decision.

REVIEW OF LITERATURE
Different authors, researchers and studies provide different definitions, explanations and interpretations to the term wearable devices. Table 1 will provide a brief look at some of the prominent definitions.

Table 1: definition of virtual reality and virtual try-on technology in different studies

<table>
<thead>
<tr>
<th>S.NO</th>
<th>AUTHOR</th>
<th>DEFINITIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Javornik et al., 2016</td>
<td>Virtual try-on is a new form of AR that uses motion capture techniques to superimpose virtual annotations over users' real image.</td>
</tr>
<tr>
<td>2.</td>
<td>H. Tsunashima et al., 2020</td>
<td>Virtual try-on is the ability to realistically superimpose clothing onto a target person</td>
</tr>
<tr>
<td>3.</td>
<td>Fiore, AnnMarie,Kim,J.,&amp;Lee,H.-H.(2010)</td>
<td>Virtual reality technology is one which fully immerses online customers inside a synthetic environment, yet the consumer can't see the physical reality around them</td>
</tr>
</tbody>
</table>

Fashion and sustainability
Consumerism has evolved; it talks about community efforts and planet. Sustainability is a hot topic for a long time; sustainability in fashion has emerged as one of the most research topics because fashion industry is one of the greatest polluters in the world. For instance, Millennial and younger Generation Z’s increasing demands for fashion brand’s contribution to ecosystem wellness have pushed fashion brands towards certain action plans (Pero 2020). It may include eco-friendly design, sustainable manufacturing and packaging, corporate social responsibility, transparent reporting.
etc. However, with increasingly complex and oftentimes murky guidelines, green washing issues, lack of good data, and the overall slowness in implementation, sustainability continues to be a challenge in fashion (Kent 2020). There is lot of literature available on sustainability. The literature review of Pero et al. (2020) found out that more emphasis is given in the onsite training i.e. at workplace, this indicates that fashion companies are moving towards a more proactive rather than reactive approach in terms of sustainability.

Analysis of research papers
1. Classification on the basis of ‘theories’

There is growing trend of articles published in different journals of repute reflects the increased efforts to contribute to the flourishing field of research. In the past five years, numerous studies have been conducted by researchers all over the world to investigate the acceptance of AR in retail by using different types of AR applications. Theories like TAM, flow theory (Huang and Liao, 2017), equity theory (Poushneh and Parraga, 2017; Poushneh, 2018), virtual liminoid theory (Huang and Liao, 2017), self-referencing theory (Huang and Tseng, 2015; Huang, 2019), excitation-transfer theory (Poncin et al., 2017), situated cognition theory (Hilken et al., 2017). Popularity of augmented and extended reality has opened opportunities for businesses.

2. Classification on the basis of ‘journals’

Looking at the distribution of journals that published papers on Augmented reality, majority of the papers are in the journal of ‘Journal of Retailing and Consumer Services’ and ‘Journal of Retailing’. The previous reviews of literature have contributed in identifying the trends of accumulated knowledge of the past literature. In order to study the same in consideration of the study, 10 literature reviews were included.

Implications:

Theoretical
This report highlights the importance of AR powered virtual try-on technology. It also demonstrates the trends and patterns followed in previous studies pertaining to occurrence patterns, type of study, and distribution of journal, geographical spread. This report will provide deeper insights into the way research in the field of augmented reality in retailing is evolving over time in different regions of the world.

Managerial
Consumers worldwide are switching to online shopping specially during the pandemic situations. After following a meticulous process of review where the selected studies have been classified on various grounds, the authors have conducted the review of literature on Virtual try on in retailing sector in a way that would help researchers and practitioners to take a closer look at the growth trajectory, geographical spread and factors affecting the effectiveness of augmented reality in retailing. Marketers who use
augmented and virtual reality can enhance their sales, not only the online sales but also by integrating traditional retailing and virtual retailing.

**Keywords:** Interactive technology-augmented reality, virtual reality, virtual try-on technology, smart mirrors, retail sector, interaction design, literature review

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145
A Study of Covid-19 cognition on Likelihood to Share Again: A Pro-environment behavior

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Introduction
The continuing research into the reasons behind the worldwide spread of covid-19 has identified the environmental concerns like climate change, air pollution, unhygienic sanitation conditions as significant factors in contributing towards the high mortality rates (Shakil et al., 2020). The regions with long term exposure to suspended particulate materials like PM$_{2.5}$, PM$_{10}$ have shown higher level of infections and related morbidities. While the said phenomenon is still under-study, a realization has dawned on the people that unsustainable consumption demands have negatively impacted the environment. Therefore, the present study is an attempt to explore the pro-environment behaviour (PEB) operationalized as likelihood to share again through the prism of Affective Events Theory (AET) in New Normal world. The study aims to understand the consumers response towards the nascent sharing economy practices like Uber, Ola, Airbnb, Couchsurfing, co-working platforms sharing their resources and infrastructure.

Literature Review
The current pandemic is perceived to have far-reaching consequences (Higgins-Desbiolles, 2020), leading to long-term structural changes (Sigala, 2020). The consumer behaviour across nations and segments are predicted to change, with shifting patterns in consumption, working conditions, modes of mobility, entertainment along with the means of socialization (Romagosa, 2020). The present pandemic ought to impact the consumer lifestyles by bringing changes cultures, values, and traditions (Wen et al., 2021). This perceived change in the consumer behaviour requires an investigation of consumer cognition of covid-19 and its impact towards the sharing practices. The sharing practices have been identified as sustainable consumption i.e., pro-environment in number of studies (Böcker & Meelen, 2017; Ertz & Leblanc-Proulx, 2018). Michelini et al., (2018) determined that consumers, present and potential, are increasingly concerned with the effects of their actions on the environment, eco- sustainability, thus, they are more likely to be supportive of sharing practices.

The extant literature on PEB has been largely based on the theory of planned behaviour (TPB) (Yuriev et al., 2020). The TPB primarily emphasises on the influence of intrinsic psychological motivation on an individual's behaviour. The TPB being based on the “Rational Man” hypothesis, ignores the irrational affective reactions factors(Ajzen, 1991)
which are an important antecedent towards determining an individual’s work attitudes and behaviour (Todorova et al., 2014). To determine the impact of affective reactions due to certain events Affective Events Theory (AET) provides an effective framework (Weiss and Cropanzano, 1996; Weiss and Beal, 2015). Hence, it has been selected as the theoretical base of the present study.

AET postulates that an individual’s event cognition leads to affective reactions (positive and/or negative) which act as the decisive force of his/her subsequent attitude and behaviour. Event Cognition has been described as an individuals’ cognitive appraisal of their relationship with the external environment (Weiss and Beal, 2015). Lazarus (1991) further divided Event Cognition into i) Event relevance and ii) Event coping. While the former emphasises on understanding the relationship between the events and human well-being, the later, i.e., Event coping, focuses on personal resources and the options for coping with an event.

The relationship between event cognition and the behaviour is mediated by an individual’s affective reactions. How the individual perceives the external environment, the effect it has on their attitude, choices and emotions has been described as Affective Reaction (Watson et al. 1988). Bissing-Olson et al., (2016) distinguishes between positive environmental affective reaction (PEAR) and negative environmental affective reaction (NEAR). Positive affective reactions indicate the extent to which an individual feels enthusiastic, joyful, and alert, in participating in environment protection actions. Similarly, negative affective reactions are subjective unpleasant experiences due to pollution, environment degradation and deterioration of quality of life due to these factors.

The existing research on the AET emphasises the influence of internal work events thereby ignoring the external events (Butts et al., 2015) which are a contributory to an individual’s attitude, behaviour formation and subsequent decision-making. In present context, the COVID-19 pandemic, identified by WHO (2020) as a Public Health Emergency of International Concern (PHEIC), has a subversive impact on the affective reactions and subsequent behaviours. Covid-19 may stimulate an individual’s PEAR in the form of enthusiasm, encouragement, and interest to protect the natural environment; simultaneously, an individual may experience negative environmental affective reactions like anger, worry, and guilt due to their own and others destructive behaviour towards environment, which exacerbated the pandemic situation.

Therefore, we examine possible changes in individuals’ pro-environmental behaviour in light of covid-19 pandemic, using Affective Events Theory. Recent research has shown that people may alter or adjust their values and/or behavioural tendencies to cope with the worries or anxiety caused by natural or human-made disasters (Malik et al 2018). These changes can be in the form of likelihood to share again which is considered as PEB. Therefore, we hypothesize the following:

H1a: COVID-19 Event relevance cognition will have a significant positive effect on positive environmental affective reactions

H1b: COVID-19 Event coping cognition will have a significant positive effect on positive environmental affective reactions
H2a: COVID-19 Event relevance cognition will have a significant positive effect on the negative environmental affective reactions
H2b: COVID-19 Event coping cognition will have a significant positive effect on the negative environmental affective reactions
H3: Positive environmental affective reactions will lead to likelihood to sharing again (PEB)
H4: Negative environmental affective reactions will lead to likelihood to share again (PEB)

![Conceptual model](image)

**Fig.1 Conceptual model**

**Research Design**
The Quantitative research methodology was applied. An online questionnaire was mailed to approx. 800 participants. The participant set included 347 respondents from the previous study on sharing economy and sustainable consumption, who had experienced the sharing practices in last few years. SEM was used to analyze the results.

**Data Analysis & Findings**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Hypothesis</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>01.</td>
<td>H1a</td>
<td>Supported</td>
</tr>
<tr>
<td>02.</td>
<td>H1b</td>
<td>Supported</td>
</tr>
<tr>
<td>03.</td>
<td>H2a</td>
<td>Supported</td>
</tr>
<tr>
<td>04.</td>
<td>H2b</td>
<td>Supported</td>
</tr>
<tr>
<td>05.</td>
<td>H3</td>
<td>Supported</td>
</tr>
<tr>
<td>06.</td>
<td>H4</td>
<td>Supported</td>
</tr>
</tbody>
</table>
Theoretical contribution
The study expands affective events theory’s (AET) focus on internal work events to external emergencies. It is applied to establish the relationship between the current pandemic and PEB. Thus, a unique perspective for promoting pro-environmental behaviour has been identified in the study.

Practical contribution
The acceptance of the sharing practices is becoming increasingly crucial due to concepts like ‘dark side’, ‘share-washing’ (Aloni 2016) which refer to exploitative and disruptive economic nature of these practices. Covid-19 provides a unique instance where due to its contagious nature, fast spread, lack of information and vaccination during the initial stages, the governments and business organizations had to take drastic steps like full/partial lockdowns, social distancing, quarantines etc. These measures go against the very premise of the sharing practices. Therefore, the potential consumers/sharers cognition and reaction to the pandemic needs to be studied. The study contributes to the PEB of the sharing practitioners during the pandemic times. Thus, will have practical managerial implications for the business organizations.

Limitations
The study being conducted during pandemic times was able to reach urban population only, hence, may have an urban metropolitan bias since the respondents are majorly from Delhi-NCR. Secondly, as Prayag (2020, p. 179) explained, ‘pandemics are not new’; The previous studies during SARS, Ebola outbreaks did highlight crisis and short-term impacts on different organizations and business models. Therefore, the findings of present study in the context of covid-19 may be ineffective during any subsequent crisis.

Keywords:
Covid-19, sustainable consumption, Affective Events Theory, Pro-environment behavior, sharing practices

References:


Wisdom of Crowds: New Era of Election Studies in India

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Introduction
Election studies are sub-genre of studies on democracy which focus on mechanics of representative democracy and not its substance (Tawa Lama-Rewal, 2009). Survey research dominates the space (Tawa Lama-Rewal, 2009). But there are two major issues with the use of survey research, large sample size requirement and can only describe the phenomenon already anticipated in the design (Tawa Lama-Rewal, 2009). Another emerging methodological approach in election studies is ‘wisdom of crowds’. Unlike survey research which is based on intention question, wisdom of crowd is based on expectation question (Murr, 2011). It means crowd wisdom ask individual’s to predict what people will prefer instead of for his own preference. But barring few studies of election prediction (Boon, 2012; Sjöberg, 2009) the methodology has not been not utilized fully for the election studies. To address this gap, the present paper has the following objectives:
1. To explore the applicability of wisdom of crowd methodology in different types of election studies compared to survey research.
2. To compare the effectiveness of wisdom of crowd methodology and survey research methodology for different type of election studies.
3. To identify/determine the determinants which can influence the effectiveness of wisdom of crowd methodology in an election study.

Review of Literature
According to Tversky & Kahneman, (1974), individual’s judgement has bias. But when the individual judgements are aggregated, the individual biases can cancel each other out and the result can be valid (Surowiecki, 2004). Surowiecki (2004) named this averaging approach as wisdom of crowd. According to it, the collective wisdom of crowd is better than the individuals in it. It has been applied to predict various political, economic and social events with varied success. Wisdom of crowd is based on Condorcet jury theorem. Condorcet Theorem various assumptions then generalized to be used for election studies by various researchers (Murr, 2017; List & Goodin, 2001; Grofman, 1978; Ladha, 1992). Sjöberg (2009) added diversity and aggregation condition for crowd wisdom to be effective. Most of the works in the past have not denied the capability of wisdom of crowd poll to predict effectively (Sjöberg, 2009, Murr, 2017). However, there are four major determinants which can influence the predictability of crowd wisdom poll – sample size, partisan bias of the sample, individual competence to predict, common knowledge.
There are very few studies across the world to test the ability of wisdom of crowds in election studies barring few (Sjöberg, 2009, Murr, 2017). Therefore this study will compare the performance with survey research method for two major types of election studies in India.

**Wisdom of Crowd Methodology: Case of India**

Both voter behaviour studies and election prediction studies are very common in India and use survey research method. So next we will compare the ability of wisdom of crowd methodology to predict election and to determine the factors important in the election compared to survey research.

Firstly, in order to compare ability of wisdom of crowd methodology to predict election we will use assembly elections 2018 for the states of Madhya Pradesh, Rajasthan, Chhattisgarh and Telangana. Secondly, we assess the performance of crowd wisdom for recent 2019 parliamentary elections. And to compare wisdom of crowd ability to predict factors we will use Madhya Pradesh state elections.

**Methodology of CrowdWisdom360**

Most of the agencies in India are using survey research-based methodologies for election studies. CrowdWisdom360 is the only agency in India which use wisdom of crowd methodology for election prediction. On their website, crowdwisdom.co.in, registered users predict vote percentage and also write reason for their prediction.

We will compare the election prediction accuracy for 2018 state elections of Madhya Pradesh, Rajasthan, Chhattisgarh and Telangana and national election 2019 by crowdwisdom360 and four major intention polls agencies viz. Axis My India, CNX, C-Voter, and Jan-ki-baat. To compare we calculated the absolute difference between the actual seat won by the party and seats predicted by various agencies. To compare between the agencies we calculated the average absolute differences for all the parties or mean average error (M.A.E).

We will also compare the ability of wisdom of crowd methodology to identify factors important in Madhya Pradesh state election with survey research method. To achieve this, we first coded the factors from the text data responses given by crowdwisdom360 respondents as a reason for their prediction using NVivo12 software. We then compare it with pre-poll survey by Lokniti using Jaccard Coefficient (Guo et. al., 2017).

If N (CW) are factors identified by crowdwisdom360 and N (SR) are the factors identified by pre-poll survey of Lokniti we calculate Jaccard coefficient as:

\[
\text{Jaccard Coefficient} = \frac{|N(CW) \cap N(SR)|}{|N(CW) \cup N(SR)|}
\]

The higher the Jaccard coefficient higher the similarity of factors identified by crowdwisdom360, i.e., wisdom of crowd is also effective in identifying important factors.

**Results**

**Effectiveness in Election Prediction**

For state election crowdwisdom360 performed better than all the intention polls except Axis My India with Average MAE of 12.5. For National election Crowdwisdom360 has
M.A.E of 52, which is the highest. Even though they were able to predict winner, their estimates were way off the mark. Results in table 1 and table 2.

Table 1 Assembly election prediction 2018 by crowdwisdom360

<table>
<thead>
<tr>
<th>State</th>
<th>Parties</th>
<th>Actual</th>
<th>CrowdWisdom360</th>
<th>Error</th>
<th>MAE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madhya Pradesh</td>
<td>BJP</td>
<td>104</td>
<td>113</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>Congress</td>
<td>114</td>
<td>105</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>12</td>
<td>12</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Rajasthan</td>
<td>BJP</td>
<td>73</td>
<td>87</td>
<td>14</td>
<td>9.3</td>
</tr>
<tr>
<td></td>
<td>Congress</td>
<td>100</td>
<td>96</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>26</td>
<td>16</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Chhattisgarh</td>
<td>BJP</td>
<td>15</td>
<td>42</td>
<td>27</td>
<td>18.7</td>
</tr>
<tr>
<td></td>
<td>Congress</td>
<td>68</td>
<td>40</td>
<td>28</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>7</td>
<td>8</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Telangana</td>
<td>BJP</td>
<td>1</td>
<td>5</td>
<td>4</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Congress</td>
<td>19</td>
<td>40</td>
<td>21</td>
<td></td>
</tr>
<tr>
<td></td>
<td>TRS</td>
<td>88</td>
<td>58</td>
<td>30</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>11</td>
<td>16</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Average M.A.E</td>
<td>-</td>
<td>-</td>
<td></td>
<td>12.5</td>
<td>-</td>
</tr>
</tbody>
</table>

Table 2 Parliamentary election 2019 prediction by crowdwisdom360

<table>
<thead>
<tr>
<th>Agency</th>
<th>Parties</th>
<th>Prediction</th>
<th>Actual</th>
<th>Error</th>
<th>M.A.E</th>
</tr>
</thead>
<tbody>
<tr>
<td>CrowdWisdom360</td>
<td>NDA</td>
<td>275</td>
<td>353</td>
<td>78</td>
<td>52</td>
</tr>
<tr>
<td></td>
<td>UPA</td>
<td>154</td>
<td>91</td>
<td>63</td>
<td></td>
</tr>
<tr>
<td></td>
<td>OTHERS</td>
<td>113</td>
<td>98</td>
<td>15</td>
<td></td>
</tr>
</tbody>
</table>

Comparison to Identify Factors

Lokniti pre-poll survey had sample size of 5512 respondents crowdwisdom360 had sample size of 96. Total six out of top ten factors identified are common in both the polls given in table 3. Jaccard coefficient is 0.43 this implies that crowdwisdom360 identified some of the factors which are common with Lokniti poll and also some factors which are not considered by Lokniti survey research.
Discussion
Wisdom of crowd methodology is well supported theoretically by Condorcet jury theorem; and many generalizations on the assumptions of Condorcet jury theory made it suitable to election studies context. Crowdwisdom360 is one of the best performing agency in four state level elections with very small sample size ranging from 61 to 148. However in national election prediction survey research agencies performed better than crowdwisdom360. This could be because of the concentrated representatives of the crowdwisdom360 community in central Indian states. Crowdwisdom360 had six common factor for Madhya Pradesh election with only 96 respondents compared to 5512 of Lokniti. It can be concluded that wisdom of crowd methodology has potential for election studies with lot of advantages. The concept is still in its nascent stage and not yet popular. But it can be a game changer given the lower sample size requirement and low cost. Further advantages and challenges of wisdom of crowd methodology compared to survey research is given in table 1.
Table 4 Comparison for wisdom of crowd and survey research methodology

<table>
<thead>
<tr>
<th>Basis</th>
<th>Intention Poll</th>
<th>Wisdom of Crowd</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sample size</td>
<td>Large</td>
<td>Small</td>
</tr>
<tr>
<td>Representativeness of Sample</td>
<td>Required</td>
<td>Only representativeness of samples of sample is required</td>
</tr>
<tr>
<td>Trained Enumerators</td>
<td>Required</td>
<td>Not Required</td>
</tr>
<tr>
<td>Votes-to-Seat Conversion</td>
<td>Required</td>
<td>Not Required output can be in the form of seats</td>
</tr>
<tr>
<td>Partisan Bias</td>
<td>Not an issue</td>
<td>Issue</td>
</tr>
<tr>
<td>Individual Competence of respondents</td>
<td>Not Required</td>
<td>Required</td>
</tr>
<tr>
<td>Common Knowledge</td>
<td>Will not impact outcome</td>
<td>Can skew outcome</td>
</tr>
</tbody>
</table>

Conclusion
The current study concluded that wisdom of crowd methodology have potential for election studies. It provides parsimony, cost-effectiveness and is easy to implement compared to survey research methods. However, we also discussed the determinants which can reduce the effectiveness of crowd wisdom methodology and need to be kept in mind while designing a wisdom of crowd poll. More studies for various type of election studies needs to be conducted using wisdom of crowd methodology to harness its power and to standardize the procedure which yield best results.

Keywords
Voter behaviour, Election studies, Crowd wisdom, election prediction. Election issues.
References

Exploring the ‘Intention and action gap’ of consumers towards handmade and sustainable products

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Introduction
In recent time, an increasing number of consumers have shifted towards sensitive approach for environment and developed a desire to purchase sustainable products and services. Thus, preferring businesses that practice sustainable production and processing (Laroche et al., 2001). Mostly, previous research studies were conducted in prominent developed countries where the awareness and knowledge about handmade and sustainable products are relatively high. The exposure of knowledge and awareness about sustainable products in developing countries are relatively unknown. Therefore, this marks for an urgent need to examine the consumer perception and buying behaviour towards premium handmade and sustainable products in developing countries like India. The investigation of consumer’s intention and behaviour towards handmade and sustainable may assist both consumers with a sustainable interest and marketers in capitalizing on development in the sustainable product industry.

Theoretical Underpinning
Intention – Action Gap
Intention is an important prerequisite for predicting an individual's actual behaviour, however, most people have a significant gap between their intentions and their subsequent action (Baozi, 1992). This intention-action gap was also established in terms of sustainable purchase behaviour, i.e., while consumers claim to have pro-environmental goals, they typically fail to transform these intentions into ethical actions (Kollmuss, A., Agyeman, J., 2002). People’s intents are thought to have distinct dimensions or qualities, and so they may differ in the level of their motivation or the intensity of their intention (Sheeran, 2002).
Researchers commonly distinguish between intention formation and intention implementation to explore the intention and implementation gap (Ajzen, 1996). Inter alia, it was proposed that the intention-behaviour relationship consists of four sequential action stages - (i) pre-decisional, (ii) post decisional but pre-actional, (iii) actional, and (iv) evaluative phases (Gollwitzer, 1993). Firstly, the pre-decisional step includes deliberating intentions or wants as well as evaluating the desirability and feasibility of pursuing a goal. Secondly, implying implementation intent and binds the individual to a certain course of action based on particular environmental or situational circumstances. Further, the execution of the intended behaviour follows. Lastly, the situational and
environmental factors can greatly alter the intention-behaviour relationship and may even prevent a planned behaviour from being carried out successfully (Gollwitzer, 1990, 1993). More advanced models believed that environmental concern was divided into three categories: care for oneself (egoistic), care for others (altruistic), and care for the biosphere (bio-spheric) (Schultz, 2000). Therefore, environmental concern is likely to affect the association amongst attitudes toward ecologically sustainable products as well as purchase intentions for such products in a favourable way. Based on the extant literature, following hypotheses were developed for the study:

H1: Consumer’s attitudes are influenced positively by their knowledge and understanding about handmade and sustainable products.

H2: Subjective norms will positively influence the attitude towards handmade and sustainable products.

H3: Perceived price influences the consumer attitude towards handmade and sustainable products.

H4: Perceived availability positively influences the consumer attitude towards handmade and sustainable products.

H5: Attitude mediates the positive impact of influencing factors on purchase intent.

H6: Influencing factors have a positive effect on actual buying Behaviour towards handmade and sustainable products through mediating effects of attitude and purchase intention.

H7: Socio demographics factors have an influence on actual buying Behaviour of consumers towards handmade and sustainable products.

**Methodology**

a. Data Collection and sampling

b. This study was a cross sectional online survey conducted through May and June, 2021, in India. A self-administered questionnaire was offered to 35 people for the pilot study through online platforms to verify the authenticity of the questions and clarity and reliability of the response format. questionnaire’s questions were based on a 5-point Likert scale. Further, the questionnaire was offered to 280 people for voluntary responses. The minimum sample size estimated for the study was 233. Participating in the research was voluntary and respondent were guided about response collected is solely for the academic purpose and associated research project. Data was collected on knowledge regarding handmade and sustainable products, attitude towards it, perceived price and availability of the products and influence of subjective norms on shaping the attitude towards purchase intention and the mediating effect of subjective norms for shaping consumer behaviour and actual purchase action towards handmade and sustainable products. The statistical analysis was conducted using version 23 of SPSS software and Microsoft excel were used for the analysis of the study results.
Findings and Discussion

Firstly, to test the hypotheses (H1-H4), multiple linear regression (MLR) analysis was carried out. In this case, the regression model estimates the impact of knowledge (K), subjective norm (SN), perceived price (PP) and availability (AV) on consumer attitude (ATT). The findings of the regression analysis revealed that these four components (independent variables) account for 56.4% of variances explained for attitude of consumer towards handmade and sustainable products; \( F(4, 228) = 73.836, p < 0.001, R^2 = 0.56 \). Findings displays that the hypothesis ‘H1-H3’ are acting in favourable direction as per the expectations (b= 0.513, p= 0.028; b= 0.117, p= 0.000; b= 0.123, p= 0.003). Therefore, it is observed that H1, H2, H3 are supported but H4 is not because of its statistical insignificance, as the p value is greater than 0.05 (b= 0.080, p= 0.136). According to the findings, consumer attitudes toward handmade and sustainable products are influenced by knowledge, subjective norms, and perceived price.

Secondly, hierarchical multiple regression was used to test the relationship between the influencing factors (knowledge, subjective norms, perceived price and availability) and Purchase Intention through the mediating effect of Attitude of consumers (H5). Findings shows that knowledge, subjective norms, perceived price and availability positively influences the attitude and attitude mediated the relationship between influencing factors (K, SN, PP, AV) and Purchase intention (PI) as all the conditions proposed are met significantly as here \( R^2 \) (Path 1) is 0.344 and \( R^2 \) (Path 2) is 0.400 which shows the significant increase in the \( R^2 \) value with inclusion of the mediating factor. Here, Attitude is a full mediator as all the p values are not significant in the hierarchical regression model i.e., some p values > 0.05, which implies that attitude is a prime factor and a full mediator between knowledge, subjective norms, perceived price and availability (independent variables) and Purchase Intention (dependent variable). Therefore, H5 is supported.
Finally, testing for H6 was done via another hierarchical multiple regression model. The prediction made from the hypothesis is that the influencing factors (Independent variables) has a significantly positive effect on actual buying Behaviour (BB) of consumers through mediating effect of attitude (ATT) and purchase intention (PI). The results display that attitude’s (ATT) regression coefficient (b= 0.25, p < 0.05) and purchase intention’s (PI) regression coefficient (b= 0.58, p < 0.05) shows positive relationship and are statistically significant, which verifies that attitude (ATT) and purchase intention (PI) have a significantly positive impact on the consumer’s actual buying Behaviour (BB) toward handmade and sustainable products. Here, attitude (ATT) and purchase intention (PI) mediate the relationship between influencing factors and actual buying Behaviour (BB). Hence, H6 is supported.

To test the significance of hypothesis 7, one-way ANNOVA test was performed to see the influence of respondents age, gender and monthly income on the actual buying Behaviour. For respondents age findings suggests that age of respondents (F= 3.093; Sig.= 0.017), had a statistically significant influence on the buying Behaviour of consumers for handmade and sustainable products. For respondent's gender, results show that respondent's gender (F= 3.481; Sig.= 0.032), also had the significant impact on the buying Behaviour of consumers for handmade and sustainable products. Whereas, for respondent’s monthly income results shows that respondent's income variable (F= 0.985; Sig.= 0.428), did not have a significant impact on the buying Behaviour of consumers for handmade and sustainable products. Therefore, it can be observed that socio demographics factors have an influence on actual buying Behaviour of consumers towards handmade and sustainable products. Hence, H7 is supported.

Conclusion

Findings suggests that marketers of handmade and sustainable products for market segmentation and to develop their strategies to convince the potential customers about the associated benefits (environmental benefits, sustainability, ethical buying, impact on minimizing pollution, improving resource conservation) of using such products. Also, because attitude mediates the relation among influencing factors and purchase intention, marketers must pay closer attention to attitude formation for handmade and sustainable products.
References

In Search of Congruent Meaning for an Innovated Artifact/Product: Using Semiotic square approach

Dr. Aby K Abraham
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Introduction
Artifacts or products get its meanings through their use by the social group. The interaction of the users with the artifact is very important in meaning formation. Thus, the communities of use (van Dijk, 2008) belonging to specific social milieu confer shared meaning onto the artifact (Krippendorff, 1989). This meaning becomes a part of the cultural repertoire, for the new user to access helping in artifact adoption process. The artifact consumption, is determined by the meaning associated with the consumption of technology associated in use of the artifact (Kozinets, 2008). Further, technological developments bring about improvements to the existing artifacts through innovation that affect the ‘way of usage’ with added benefits. But, the innovation features need to undergo social scrutiny by the communities of practice (van Dijk, 2008) to get an appropriated meaning. This appropriated meaning in relation to the existing one will decide on the extent of acceptance by the consumers. It is possible that innovated product despite offering better benefits face trouble in the market to get consumer acceptance and adoption. Selected an artifact, the passenger car, for the purpose of the study, looking into the meaning possibilities generated through innovation, specifically by the introduction of ‘automatic gear transmission (AGT)’ system in place of ‘manual gear transmission (MGT)’. Basic information used in this paper are derived from the analyses of interview data collected from the ‘car drivers,’ thus ‘meaning of driving’ is that matters. Further on, applied a structural semiotic tool known as Greimasian Semiotic Square (Greimas & Rastier, 1968) and subsequent variants emerged, to explore into the deeper meanings.

Review of Literature
Meaning of artifacts are generated out their usage (Krippendorff & Butter, 2007) created by the user, and more true in the case of an automobile. Artifacts are cultural objects created by humans aimed to enable interactions with the surroundings that benefits the society (Siegel & Callanan, 2007). Artifacts help groups to function more efficiently by enhancing their level of living. Artifact, the car functionally made the group’s activities efficient and effective that faster, comfortable travel made possible, thus enhancing their survival easier (Pfaffenberger, 1992). Technological innovation adds new functional features to the artifacts (Hirschman, 1982), necessitating appropriation of the meaning accordingly. The ‘Semiotic Square’ (Greimas, 1983) is used to unearth deeper meanings beyond seemingly binary and complementary ideas (Chandler & Munday, 2011). Through the structural analysis, semiotic square approach helps to reveal the existence of deeper complex meanings embedded (Greimas & Rastier, 1968). This semiotic tool, when applied to ‘possession or products,’ opens the door to the meanings vistas that it possibly can take with respect to the cultural and social context (van Dijk, 2009) it
TRACK 6- Consumers, Product and Technology

belongs to. The semiotic square is a tool capable of analysing the relationships between paired concepts (Greimas & Rastier, 1968). It helps to map the logical conjunctions and disjunctions embedded in the semiotic structure using meaning polarities enabling investigation of deeper meanings (Signori & Flint, 2019). The square has four nodes and sides connected through a defined relationship, two pairs of categorical terms (Greimas & Rastier, 1968). It starts with binary or bipolarcategorical terms S1 and S2 as the “first generation” terms holding a binary opposition of reciprocal terms or contrariety relation (Signori & Flint, 2019). There are two more terms Ŝ1 (not S1) and Ŝ2 (not S2) occupying diagonally opposite corner existing in contradictory relation with S1 and S2 respectively, and in contrariety relation with each other. Also exists relation of complementarity between Ŝ2 to S1 and Ŝ1 to S2. The four nodes have meanings by virtue of nature of relation to each other, but there exits field of further meanings within the field of their existence which is not predetermined, but can be investigated into (Kozinets, 2008). A social artifact (product) can have more than one meaning based on social context (van Dijk, 2009), communities of practice (van Dijk, 2008) and level of signification. When a technology product undergoes innovation, meaning of the new variant is derived in comparison to the older one. That means, the technologically innovated product is compared against older technology based product. This forms a primary binary that is S1 and S2. Use of semiotic square provides the possibility of searching for new fields of meanings (Oswald, 2015) that can favourably position the product to the prospective user.

Design/Methodology/Approach
In this study an inductive constructivist perspective is used to understand the meaning created by the consumers, resulting from the interpretation of the artifact during their interactional use, which is akin to their life experiences expressed as their articulated interpretations (Signori & Flint, 2019). In-depth interviews were employed to gather respondent’s understanding about MGT and AGT cars. Coded the data using open, axial and selective coding (Braun & Clarke, 2006). Emergent themes were noted and accordingly rolled up into categories as patterns emerged. These themes are the meanings residing in the minds of drivers who are the users. These meanings are used in further analysis using semiotic square to reveal the meaning possibilities in the deeper level of signification.

Data Analysis and Findings
The meanings emerged about AGT cars are found to draw from the meanings attached to MGT cars, which are deep rooted into the users’ mind and are part of cultural collection. Thus, all the meanings related to the older version and to the innovated version of the artifact functioned as binaries in the primary axis or the axis of complexity taking the position of S1 and S2. It has become evident that consumer meaning of a the
artifact is “fusion of meanings” (Signori & Flint, 2019) emerged during interaction of the user with the artifact, which is influenced by the sociocultural resources available to the user. In the study, a few such meanings got distilled out, but only three prominent meanings are considered for further meaning explorations.

Figure 1. Semiotic square for Car Meanings

using semiotic square in this article. The Figure 1, illustrates the analysis structure and details in a conscience form. It is noted that the first appearance of AGT cars was around three decades ago as a special allotment to physically challenged people, for MGT cars required able bodied person as driver. This might have contributed to the prominent view among respondents that AGT cars are suitable for physically unfit drivers. Thus given rise to first meaning binary, ‘Able-bodied (S1) and Disabled (S2)’ representing manual (MGT) and automatic (AGT) respectively, in the complex axis as contraries. S2 term, ‘disabled,’ getting attached to AGT tend the normal consumer to evaluate it negatively. Analysis using semiotic square led to Š1- ‘Not able-bodied’ and Š2- Not disabled’ as contradictory terms to S1 and S2, but as they are contrarieties in the neutral axis. Š1+Š2 in the neutral axis provides with a possible neutral term – ‘Any-body’. Manufacturer and media providing a meaning that AGT is suitable for ‘any-body’ will help in alleviating chances of negative evaluations. The same treatment is done for two more meaning pairs that appeared.

MGT driving is considered as ‘Hard work (S1),’ whereas AGT is suitable for a ‘Lazy (S2)’ driver, associates the user with a socially undesirable trait. However, the Š1+Š2 term -
“Smart work” - on the neutral axis can present the innovation in better light. Similar is the case with the most salient opining that AGT is good of ‘Ladies (S1),’ which is derived from the historical fact that driving per se is a domain of ‘Gentlemen (S2)’. The ill effect of gender discrimination can be avoided if it is possible connect a meaning of ‘Genderless (Ŝ1+Ŝ2)’ to the innovation. This approach leads to meaning innovation that can benefit in the innovation adoption by consumers.

Research Limitations/Implications/Theoretical Contributions
It is desirable to extent the research to couple of technology products to ensure the process is more generalizable. The possibilities for use of semiotic square in meaning analysis is immense, especially in marketing context where innovation is a regular feature. This study establishes the application of semiotic square concept to meaning analysis of technology innovation leading to a congruent meaning innovation. Also introduces to the ways of enriching our understanding of the meaning space available within a specific cultural milieu.

Practical implications
The foremost implication is the possibility of utilizing semiotic square approach in getting deep into the meaning space and coming up innovated meaning congruent with consumer/ user. This meaning being provided through proper medium and making it accessible to the user can circumvent the danger of user attributing undesirable meanings. This can be helpful while introducing new EV and autonomous technology cars into the India market.

Originality/value
The study carried out using primary data collected from the field in the natural settings. There no such study carried out using semiotic square looking into meanings in the marketing side of innovation.

Keywords
Semiotic square approach, meaning innovation, neutral terms, technology innovation of artifact

References
• Cambridge, UK: Cambridge University Press.
A Study on Consumer Behavior of Mobile Gaming Applications Using PACMAD Model

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Introduction

The usefulness of mobile devices has increased greatly in recent years allowing users to perform multiple tasks in the mobile context. Advances in mobile technology have enabled a wide range of applications to be developed that can be used by people on the move. The gaming market in India, where a third of its population belonging to Gen-Z, is expected to grow to $3 billion by 2023 from the current $1.2 billion. Currently, India has around 365 million mobile gamers and their numbers are expected to grow rapidly. Mobile application developers sometimes overlook the fact that users will want to interact with such devices while on the move. Earlier models of usability is usually measured in terms of three attributes; effectiveness, efficiency and satisfaction. But, by using PACMAD (People At the Centre of Mobile Application Development) Usability Model (Harrison (2013) which was designed to address the limitations of existing usability models when applied to mobile gaming application will tell us which gaming applications is best in terms of seven different attributes. PACMAD brings together significant attributes such as satisfaction, Learnability, Memorability, Errors & Cognitive load in order to create more comprehensive model.

According to Shintaro Okazaki (2008), ‘enjoyment’ is the significant factor in e-commerce literature driving mobile gaming applications. Thalemann(2007) proves that gaming has a habit-forming potential that is also mirrored by addiction-related cognitive component. But there is no strong evidence to prove that gaming will result in to aggressive behavior. Skoric(2009) has used PACMAD model to capture the complexities of how these applications interact in the mobile platform. This usability model also integrates the already available usability models in terms of mobile apps. The PACMAD Usability model has been taken to identify all the attributes which have more impact in mobile application. Those attributes are Effectiveness, Efficiency, satisfaction, learnability, memorability, errors and cognitive load. This research tries to understand each attribute of PACMAD Usability model in particular gaming application and also to identify which of the mobile gaming application perform task more efficiently. This study also captures how users are connected to mobile gaming application.
TRACK 6- Consumers, Product and Technology

Research methodology

Descriptive Research design is adopted in this study and samples are selected based on snow-ball sampling. 234 users of mobile gaming are interviewed for this study. Out of the sample of 234, there are 188 male and 46 female respondents. Factor analysis is used to validate the PACMAD model. Factor analysis has resulted into six factors. Variables which have higher Eigen value of 0.5 are considered for this study.

Hypothesis

The main hypothesis is to find out whether there is a relationship between the demographics and the choice of mobile application in gaming categories which they use to play.

H1: There exists relationship between the gender of the consumers and their preferences over games that play.

H2: There exists relationship between the cities where people live and their preferences over games that play.

Analysis and findings:

This study identifies the six factors influencing mobile gaming applications: Satisfaction, Errors, Effectiveness, Durability, Learnability & Cognitive load. According to this study, memorability is not the significant factor with respect to mobile gaming applications. Subway Surfers is the most playing game among respondents, and then there are other three games like candy crush saga, clash of clans and 2048 which are most playing games other than subway surfers. Fifa ultimate and temple run are the least played game among respondents. The research also shows the interesting results in terms of their preferences on playing games and the type of city they live i.e. metropolitan, tier I, tier II cities. It shows that respondents from metropolitan area enjoy playing subway surfers a most, respondents from tier I cities enjoy playing 2048 and respondents from tier II cities enjoy playing clash of clans. This result also shows that people from tier II cities do not play many games either they might find it difficult to play or they might not be familiar with that games. But people from metropolitan cities enjoy playing different varieties of games based on their usability of playing. As a result, also that there is a significant difference between male and female on their preferences of playing games. Most of the males enjoy subway surfers playing most but female like to play candy crush more. Hence male enjoy playing different games, but female only sticks with 4-5 games. Also, both enjoy playing 2048. This study shows that people from the age group between 18-24 and between 25-35 both of these group enjoy subway surfers playing most. As we can also say that there is also the significant difference between this two age groups in playing candy crush saga. People in age group of 18-24 enjoy playing candy crush more & research also shows that most of the games are played between these two age groups. Results also give an interesting finding that out of all these games on which we have done a research, 2048 is the most difficult games to play. Mean
analysis reveals that respondents no need to re-learn game when they play game after some time. Different games appeal to different audiences. Some games can garner attention from the masses, while others cater to a niche segment of gamers. In fact, gamers' preferences are significantly different among the different types of cities. Marketers should continuously work on identifying new target audience in this dynamic mobile gaming market.

References:


Proposing an Extended TAM: The Dual Effects of Perceived Trust and Subjective Norm in driving customers’ usage of Mobile Banking

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Introduction

The latest electronic devices, especially, smartphones possess astonishing features which when blended with internet can propel the society to a new level altogether. The emergence and fine tuning of internet, in the ambit of e-commerce and m-commerce too has been a spectacular baptism of the “next-generation” world and continues to get bolstered with every single day. In this light, the massive usage of mobile banking services bears a strong testimony to the fact that technologies are ruling the roost and consumers are enjoying the taste of technologies. A major chunk of consumers has been witnessed to adopt and use “mobile banking”. The essence of the current research study lies in investigating into the perceptual dynamics of consumers towards usage of mobile banking.

Research Objectives

1. To propose an integrated framework of TAM by embedding constructs of “Perceived Risk” and “Subjective Norm”.
2. To examine and analyze the attitudes and behaviour of consumers towards usage of mobile banking.

Literature Review

Fred Davis (1989), first coined the term “Perceived Usefulness” defining it as the measure of a belief possessed by an individual about the utilization of a specific system would trigger better job performance. He in the same year, also defined the term “Perceived Ease of Use” as the measure of an individual’s belief in relation to a system usage which is expected to be effortless. Davis (1993), defined “Behavioural Intention” as “the subjective probability that an individual will perform a specified behaviour.” “Attitude towards Usage” (ATU) is a relevant variable in the TAM and in the words of Ajzen & Fishbein (2000), an individual’s emotions towards the usage of a particular system results in ATU.

TAM also offers a real flexibility to include independent constructs most notably “Subjective Norm”, as first introduced by Taylor & Todd (1995), who defined it as “the
influence gained from social circle on whether or not to use a particular system. One of the major findings is a TAM 3, which includes concepts of “Trust Effects” and “Perceived Risk” (Venkatesh & Bala, 2003).

The trust in the internet services have a positive association with the attitudes of consumers with regards to online purchases (George, 2002). Casalo et al. (2007) stated that consumer trust have positive relationship with perception of consumers in regards to online banking services and trust had a mediating role to play in developing a relationship commitment between customers and online banking.

**Research Model and Hypothesis Formulations**

![Research Model](image)

\[
H_1: \text{“Perceived Usefulness has a positive influence on Attitude towards Usage”}
\]

\[
H_2: \text{“Perceived Usefulness has a positive influence on Behavioural Intention of Consumers”}
\]

\[
H_3: \text{“Perceived Ease of Use has a positive influence on Perceived Usefulness”}
\]

\[
H_4: \text{“Perceived Ease of Use has a positive influence on Attitude towards Usage”}
\]

\[
H_5: \text{“Subjective Norm has a positive influence on Behavioural Intention of consumers”}
\]

\[
H_6: \text{“Perceived Trust has a positive influence on Behavioural Intention of consumers”}
\]

\[
H_7: \text{“Attitude towards Usage has a positive influence on Behavioural Intention of consumers”}
\]

**Data and Methodology**

A judicious usage of both primary and secondary data has been made. Secondary data has been obtained from a host of authentic and reliable scholarly databases have been accessed. Primary data collection includes a structured questionnaire by which a survey has been conducted on a total of 336 respondents dwelling in four major districts of West Bengal like Kolkata, Burdwan, Howrah and Hooghly. A “Five-Point Likert Scale”, wherein, “(5= Strongly Agree; 4=Somewhat Agree; 3=Neutral; 2=Somewhat Disagree and 1=Strongly Disagree)” has been used to measure the concepts. Data has been analyzed by AMOS v23.
Analysis and Presentation of Data

- **Demographic Profiling**

Table 1: Demographic Statistics

<table>
<thead>
<tr>
<th>Demographic Construct</th>
<th>Classification</th>
<th>Population Statistics</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>178</td>
<td>0.53</td>
</tr>
<tr>
<td></td>
<td>Female</td>
<td>158</td>
<td>0.47</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>336</td>
<td>1.00</td>
</tr>
<tr>
<td>Age</td>
<td>18-24</td>
<td>42</td>
<td>0.12</td>
</tr>
<tr>
<td></td>
<td>25-34</td>
<td>117</td>
<td>0.32</td>
</tr>
<tr>
<td></td>
<td>35-44</td>
<td>124</td>
<td>0.37</td>
</tr>
<tr>
<td></td>
<td>45-54</td>
<td>56</td>
<td>0.16</td>
</tr>
<tr>
<td></td>
<td>Above 55</td>
<td>6</td>
<td>0.03</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>336</td>
<td>1.00</td>
</tr>
<tr>
<td>Current Occupation</td>
<td>Student</td>
<td>108</td>
<td>0.32</td>
</tr>
<tr>
<td></td>
<td>Service</td>
<td>130</td>
<td>0.39</td>
</tr>
<tr>
<td></td>
<td>Business</td>
<td>44</td>
<td>0.13</td>
</tr>
<tr>
<td></td>
<td>Others</td>
<td>54</td>
<td>0.16</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>336</td>
<td>1.00</td>
</tr>
<tr>
<td>Monthly Income</td>
<td>Less than 10000</td>
<td>21</td>
<td>0.06</td>
</tr>
<tr>
<td></td>
<td>10001-25000</td>
<td>109</td>
<td>0.33</td>
</tr>
<tr>
<td></td>
<td>25001-50000</td>
<td>121</td>
<td>0.36</td>
</tr>
<tr>
<td></td>
<td>50001-100000</td>
<td>58</td>
<td>0.17</td>
</tr>
<tr>
<td></td>
<td>Above 100000</td>
<td>27</td>
<td>0.08</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>336</td>
<td>1.00</td>
</tr>
</tbody>
</table>

Source: Author’s Own Calculations

The consumer demographics has been captured in the above represented table. As is evidenced, the male and female ratio is somewhat moderately balanced in the proportion 53:47. A major cluster of respondents belong to a young age group between 25-34 and 35-44. Most of the respondents surveyed have found out to be either students or engaged in various service. Most of the respondents also have a moderate level of income.

- **Reliability Analysis**
For the purpose of testing the internal consistency of the variables, “Cronbach’s Alpha Test” has been conducted. This will serve the purpose of measuring the scale reliability of the various constructs which has been taken into consideration in the current research endeavour. The table below displays robust reliable results as the “Cronbach’s Alpha” values for all items exceed the standard value of 0.7.

- **Convergent and Divergent Validity Test**

As observed by Table 3, the subcategories of construct validity are the “convergent and divergent validity”. The “convergent validity” has been estimated by their respective “factor loadings” (CFA), “average variance extracted” (AVE) and “composite reliability” (CR). It is observed from the table depicted below that the CFA for all items are above

### Table 2: Reliability Analysis

<table>
<thead>
<tr>
<th>Construct</th>
<th>Cronbach’s Alpha</th>
<th>Items</th>
<th>Total Correlation Value of Corrected Item</th>
<th>Cronbach’s Alpha When Item Removed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>0.992</td>
<td>24</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Perceived Ease of Use</td>
<td>0.984</td>
<td>PE1</td>
<td>0.983</td>
<td>0.984</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PE2</td>
<td>0.981</td>
<td>0.982</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PE3</td>
<td>0.981</td>
<td>0.980</td>
</tr>
<tr>
<td>Perceived Usefulness</td>
<td>0.987</td>
<td>PU1</td>
<td>0.972</td>
<td>0.981</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PU2</td>
<td>0.972</td>
<td>0.982</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PU3</td>
<td>0.974</td>
<td>0.983</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PU4</td>
<td>0.975</td>
<td>0.981</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PU5</td>
<td>0.973</td>
<td>0.980</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PU6</td>
<td>0.915</td>
<td>0.984</td>
</tr>
<tr>
<td>Attitude Towards Usage</td>
<td>0.990</td>
<td>AU1</td>
<td>0.976</td>
<td>0.984</td>
</tr>
<tr>
<td></td>
<td></td>
<td>AU2</td>
<td>0.974</td>
<td>0.986</td>
</tr>
<tr>
<td></td>
<td></td>
<td>AU3</td>
<td>0.973</td>
<td>0.987</td>
</tr>
<tr>
<td></td>
<td></td>
<td>AU4</td>
<td>0.970</td>
<td>0.986</td>
</tr>
<tr>
<td>Subjective Norm</td>
<td>0.962</td>
<td>SN1</td>
<td>0.873</td>
<td>0.953</td>
</tr>
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<td></td>
<td></td>
<td>SN2</td>
<td>0.932</td>
<td>0.946</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SN3</td>
<td>0.951</td>
<td>0.949</td>
</tr>
<tr>
<td></td>
<td></td>
<td>SN4</td>
<td>0.934</td>
<td>0.943</td>
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<tr>
<td>Behavioural Intention</td>
<td>0.981</td>
<td>BI1</td>
<td>0.973</td>
<td>0.962</td>
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<tr>
<td></td>
<td></td>
<td>BI2</td>
<td>0.940</td>
<td>0.980</td>
</tr>
<tr>
<td></td>
<td></td>
<td>BI3</td>
<td>0.971</td>
<td>0.963</td>
</tr>
<tr>
<td>Perceived Trust</td>
<td>0.989</td>
<td>PT1</td>
<td>0.971</td>
<td>0.982</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PT2</td>
<td>0.970</td>
<td>0.977</td>
</tr>
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<td></td>
<td></td>
<td>PT3</td>
<td>0.956</td>
<td>0.980</td>
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<td></td>
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<td>PT4</td>
<td>0.979</td>
<td>0.986</td>
</tr>
</tbody>
</table>

Source: Author’s Own Calculations

For the purpose of testing the internal consistency of the variables, “Cronbach’s Alpha Test” has been conducted. This will serve the purpose of measuring the scale reliability of the various constructs which has been taken into consideration in the current research endeavour. The table below displays robust reliable results as the “Cronbach’s Alpha” values for all items exceed the standard value of 0.7.
the ideal level of 0.7, while AVE and CR fall above their respective threshold criterion of 0.5 and 0.7.

Table 3: Convergent Analysis

<table>
<thead>
<tr>
<th>Construct</th>
<th>Items</th>
<th>Factor Loading</th>
<th>AVE</th>
<th>C.R.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived Ease of Use</td>
<td>PEU1</td>
<td>0.974</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PEU2</td>
<td>0.972</td>
<td>0.978</td>
<td>0.969</td>
</tr>
<tr>
<td></td>
<td>PEU3</td>
<td>0.978</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Usefulness</td>
<td>PU1</td>
<td>0.977</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PU2</td>
<td>0.979</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PU3</td>
<td>0.980</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PU4</td>
<td>0.982</td>
<td>0.977</td>
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<tr>
<td></td>
<td>PU5</td>
<td>0.981</td>
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<td></td>
</tr>
<tr>
<td></td>
<td>PU6</td>
<td>0.972</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attitude Towards Usage</td>
<td>ATU1</td>
<td>0.976</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ATU2</td>
<td>0.978</td>
<td>0.971</td>
<td>0.990</td>
</tr>
<tr>
<td></td>
<td>ATU3</td>
<td>0.979</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ATU4</td>
<td>0.979</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subjective Norm</td>
<td>SN1</td>
<td>0.924</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SN2</td>
<td>0.849</td>
<td>0.957</td>
<td>0.991</td>
</tr>
<tr>
<td></td>
<td>SN3</td>
<td>0.889</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SN4</td>
<td>0.858</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Behavioural Intention</td>
<td>B11</td>
<td>0.978</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>B12</td>
<td>0.979</td>
<td>0.982</td>
<td>0.989</td>
</tr>
<tr>
<td></td>
<td>B13</td>
<td>0.978</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Trust</td>
<td>PT1</td>
<td>0.979</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PT2</td>
<td>0.980</td>
<td>0.986</td>
<td>0.992</td>
</tr>
<tr>
<td></td>
<td>PT3</td>
<td>0.977</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>PT4</td>
<td>0.978</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Author’s Own Calculations
The usage of “square root of ACE” and the “correlation coefficient matrix” is imperative for testing the “divergent validity” of constructs. As per Fornell & Larcker (1981), “discriminant validity was obtained by comparing the shared variance between factors with the AVE from the individual factors.” The above matrix shows that the factors and their in-between MSV and ASV are less compared to AVE and also the “square root of AVE” is higher compared to the correlations of inter-constructs, hence, satisfying the discriminant validity test.

- **Test for Structural Equation Modelling**

SEM has been performed to delve into the relationships existing between 6 variables, namely, PU, PEU, ATU, SN, BI and PT. The rationality exist in testing the fit between the model and the obtained data. The first stage of making inference about the results of SEM encompasses a review of “fit indices.” All the fit indices when juxtaposed with their corresponded values which has been suggested will give a good model fit “Ratio of Chi-square to its Degrees of Freedom” (χ2/df) = 3.127, “Goodness of fit index”(GFI) = 0.949, “Adjusted Goodness of fit index” (AGFI) = 0.934, “Relative Fit Index” (RFI) = 0.967, “Comparative Fit Index” (CFI) = 0.981 and “Root Mean Squared Error of Approximation” (RMSEA) = 0.043.

### Table 4: Divergent Validity Results

<table>
<thead>
<tr>
<th>Construct</th>
<th>PEU</th>
<th>PU</th>
<th>ATU</th>
<th>SN</th>
<th>BI</th>
<th>PT</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEU</td>
<td>0.988</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PU</td>
<td>0.986</td>
<td>0.975</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATU</td>
<td>0.984</td>
<td>0.967</td>
<td>0.972</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SN</td>
<td>0.856</td>
<td>0.858</td>
<td>0.975</td>
<td>0.934</td>
<td></td>
<td></td>
</tr>
<tr>
<td>BI</td>
<td>0.908</td>
<td>0.969</td>
<td>0.980</td>
<td>0.942</td>
<td>0.982</td>
<td></td>
</tr>
<tr>
<td>PT</td>
<td>0.990</td>
<td>0.989</td>
<td>0.989</td>
<td>0.936</td>
<td>0.985</td>
<td>0.980</td>
</tr>
</tbody>
</table>

Source: Author’s Own calculations

### Table 5: Model Fit Indices for the Goodness-of-Fit Measures

<table>
<thead>
<tr>
<th>Measure</th>
<th>Recommended Value</th>
<th>Actual Value</th>
<th>Result of Model Fit</th>
</tr>
</thead>
<tbody>
<tr>
<td>CMIN/DF</td>
<td>≤ 3.00</td>
<td>3.127</td>
<td>Good</td>
</tr>
<tr>
<td>GFI</td>
<td>≥ 0.90</td>
<td>0.949</td>
<td>Good</td>
</tr>
<tr>
<td>AGFI</td>
<td>≥ 0.90</td>
<td>0.934</td>
<td>Good</td>
</tr>
<tr>
<td>RFI</td>
<td>≥ 0.90</td>
<td>0.967</td>
<td>Good</td>
</tr>
<tr>
<td>CFI</td>
<td>≥ 0.50</td>
<td>0.981</td>
<td>Good</td>
</tr>
<tr>
<td>RMSEA</td>
<td>≤ 0.05</td>
<td>0.043</td>
<td>Good</td>
</tr>
</tbody>
</table>

Source: Author’s Own calculations
To this end, the study has been successful in obtaining the results of hypothesis testing. As noticed in Table 6, the path analysis has been successful in validating all the hypotheses. It can be seen that “perceived usefulness” and “perceived ease of use” favourably impact attitudes towards usage with each reporting figures of (β= 0.502, P<0.05) and (β= 0.498, P<0.05) respectively, thereby validating H1 and H4. The same could be said in the case of perceived usefulness, subjective norm, perceived trust and attitude towards usage, which are all significantly associated with behaviour intention of consumers towards mobile banking, with reported figures of (β= 0.518, P<0.05), (β= 0.405, P<0.05), (β= 0.612, P<0.05) and (β= 0.544, P<0.05) respectively substantiating H2, H5, H6 and H7. The linkage between perceived ease of use and perceived usefulness is also significant with figure reporting (β= 0.607, P<0.05), thus, substantiating H2.

Table 6: Results of Path Validation (Hypothesis Testing)

<table>
<thead>
<tr>
<th>Hypotheses</th>
<th>Path</th>
<th>Coefficient</th>
<th>Direction</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>PU→ATU</td>
<td>0.502</td>
<td>Positive</td>
<td>Supported</td>
</tr>
<tr>
<td>H2</td>
<td>PU→BI</td>
<td>0.518</td>
<td>Positive</td>
<td>Supported</td>
</tr>
<tr>
<td>H3</td>
<td>PEU→PU</td>
<td>0.607</td>
<td>Positive</td>
<td>Supported</td>
</tr>
<tr>
<td>H4</td>
<td>PEU→ATU</td>
<td>0.498</td>
<td>Positive</td>
<td>Supported</td>
</tr>
<tr>
<td>H5</td>
<td>SN→BI</td>
<td>0.405</td>
<td>Positive</td>
<td>Supported</td>
</tr>
<tr>
<td>H6</td>
<td>PT→BI</td>
<td>0.612</td>
<td>Positive</td>
<td>Supported</td>
</tr>
<tr>
<td>H7</td>
<td>ATU→BI</td>
<td>0.544</td>
<td>Positive</td>
<td>Supported</td>
</tr>
</tbody>
</table>

Source: Author’s Own calculations

Research Findings

According to the first hypothesis, “Perceived Usefulness” was knitted with “Attitude towards Usage. As per the second hypothesis, it was also observed that “Perceived Usefulness” was related to “Behavioural Intention”. As per the third hypothesis testing, it is proved that “Perceived Usefulness” was strongly influenced by “Perceived Ease of Use”. Besides, “Perceived Ease of Use” was also positively related to “Attitude towards Usage”, validating our fourth hypothesis. The fifth hypothesis was aimed at probing into the relationship between “Subjective Norm” and “Behavioural Intentions”. As evidenced by the sixth hypothesis, “Perceived Trust” and “Behavioural Intention”, are significantly knitted. Finally, the seventh hypothesis reveals that the attitude of consumers towards mobile banking has been imperative in shaping the behavioural intention of such consumers. The adoption and usage of mobile banking apps has also been easy and convenient largely due to the skyrocketing of internet usage and penetration.

Research Limitations

The study takes into consideration only 336 respondents. More sample size would give a clear picture about consumer perception towards mobile banking.
The study has been conducted in selected districts of West Bengal. A detailed survey over each and every districts of West Bengal is needed.

References

Conserving the environment is one of the greatest challenges that humanity faces today. While there are several avenues to achieving the goal of a clean environment (e.g. renewable energy), one such mechanism is the adoption of organic food by consumers (Gustavsen & Hegnes, 2019). Switching to organic food also has several benefits for the environment – prevention of soil erosion, preservation of biodiversity and the like (Khaleel et al., 1981). Hence, the focus of this research is to study how to enable consumers switch to organic food. This is particularly critical since of the numerous ways of reducing mankind’s anti-green footprint, this is possibly one of the easiest. Most research in this domain (of organic food adoption) has been conducted in the West (Anunziata et al., 2019). However, to the best of our knowledge, there is little work on organic food adoption that collects data and tests models in both East and West. In this research, therefore, the first objective is to test a nomological model (in the context of organic food) in both East and West. Research has discovered some differences between marketing in the East and West. For instance, advertising is done differently in the West compared to East, Hong et al (1987) found the emotional appeals are used to a greater extent in the East vs. the West.

Ajzen (1991) developed the Theory of Planned Behaviour (TPB) with three elements namely attitude, perceived behavioural control (PBC) and subjective norms. This theory states that the intention to act on a certain behaviour of an individual is affected by an individual’s attitude (attitude towards buying), perceived behavioural control (the extent to which the consumer can control his/her behaviour towards certain activities) and subjective norms (the effect of social pressure on the performance towards an action). Protection Motivation Theory throws light on how individuals may be motivated to guard themselves from future perceived health risks (Rogers, 1975). For example, good dietary behaviour can reduce health threats. It explains why people engage in unhealthy activities and offers recommendations for changing such behaviours. In addition, signalling theory is often used to predict pro-environmental activities (Grier & Deshpandé, 2001)). Hence, in this research, we use facets of these three theories to build hypotheses around variables that are relevant. In this study, we followed the Anderson and Gerbing(1988) two level analysis of Structural Equation Modelling (SEM): first cleaning up the measurement model (and in the process assessing reliability and validity) and estimating the structural one (in the process testing the proposed hypotheses).

Results showed that the effect of self-expressive benefits (SEB) was stronger in India, while the effect of response efficacy (RE) was stronger in the USA; this finding has significant theoretical and policy implications. This is in sync with cross-cultural research in related areas (Hagger et al., 2007, Boobalan and Sulur, 2020). We discuss
implications of these findings from both a substantive and a conceptual standpoint below. This work extends the state of current research; additionally, it offers several practical tips to managers and policy makers. Results showed that all across both East and West, attitude, subjective norms, and PBC drove intentions to consumer organic food. This is consistent with prior research in organic food (Yeon Kim and Chung, 2011, Al-Swidi, 2014) and related areas like buying eco-friendly products (Malik & Singhal, 2017), pro-environmental behaviour (Gkargkavouzi, Halkos, & Matsiori, 2019), healthy behaviour (Chekima, Chekima, & Chekima, 2019), sustainable consumption (O. Wang & Somogyi, 2019). Hence, in order to enhance sales of organic food, organic food manufacturers may communicate personal beliefs (e.g. organic food is healthy, it is eco-friendly). This will then make attitudes positive – and attitudes in turn will drive intentions to buy organic food. For instance, in USA, consumers often view the certifications (e.g. USDA seal) prescribed in labels which create trust and positive attitude towards organic food products (Guilabert & Wood, 2012). Additionally, firms may influence subjective norms by saying things like “organic food is hip and trendy; others will look up to you if you consume organic food”, for example, consumers in China and USA stated in a survey that they were willing to pay extra for socially responsible products (i.e. organic food) (Canavari et al., 2007; Makatouni, 2002; Pino et al., 2012). Firms may also enhance PBC by ensuring organic food is widely available. For example, retailers can make available of organic food products widely by subscribing local organic growers and vendors which reduces the price of the organically grown and increase the ease of availability rather export it from outside the territory (Torjusen et al., 2001; Truong et al., 2012).

In addition to the above, key implications flow from the multi-group (moderation) analysis. Results from our study show that in general, response efficacy and attitude had a stronger influence in the US sample while subjective norms and self-expressive benefits had a higher impact in the India sample. This is a critical finding that is fraught with policy implications. First, many organic food companies operate in many countries e.g. 24 Mantra, a popular organic food company sells their products in many countries. When such companies communicate in different markets (many of these companies in fact do operate in multiple countries), a one-size-fits-all strategy may not be ideal. This is for example true of other consumer products. Other consumer products are sold differently in East and West (Muralidharan et al., 2016).

In Western countries, they may stress response efficacy, build and reinforce beliefs, and heighten PBC. In Eastern countries, however, they may instead stress subjective norms and incorporate signaling (e.g. “are you an eco-friendly person? Then buy organic food”) in their marketing communication. Likewise, even the United Nations has interest in promoting organic food as part of their Food and Agricultural Organization (http://www.fao.org/organicag/oafaq/oafaq1/en/). These UN departments can customize their communication in different countries (when they try to market or publicize organic food). In Western countries, their marketing activities (ads, conferences/events) may revolve around attitude (adding or reinforcing beliefs), response efficacy (highlighting that if consumers eat organic food, it would lead to health and other benefits) and PBC (ensuring availability and ads that say “buying organic food is in your control”). However, in Eastern countries, they may focus on subjective norms (e.g., you
are a cool guy if you buy organic) and SEB (e.g., are you a green person? Buy organic then!). In many Western countries, organic food manufacturers have a trade association. For instance, in the USA, organic food manufacturers have banded together and have formed the “Organic Trade Association” (https://ota.com/). Organizations like the OTA actively promote members’ organic produce in developing countries (e.g., https://ota.com/resources/global-market-opportunities). While doing so, their campaigns may stress elements of subjective norms or SEB, rather than response efficacy, PBC or attitude.

While organic food continues to grow globally in East and West, its share in the overall food basket is still low, and this is more true in the East vis-à-vis the West (Jajodia et al., 2018). It is critical that more consumers switch to organic food in the world. This is because there are several important environmental benefits of organic food. Organic food avoid soil contamination, preserve wildlife and biodiversity, reduces global warming and soil erosion (https://www.eostroorganics.co.uk/environmental-benefits-of-organic-food-production.html). To make for a cleaner world, more consumers should switch to organic food and hopefully, our results would suggest specific mechanisms of doing so globally. Another point to note that as far as contributing to the environment goes, organic food is possibly “low hanging fruit”. Other ways of reducing the carbon footprint and making for a clean, world are switching to renewable energy, reducing air travel and going vegetarian (Goodall, 2017). However, each one of these presents huge challenges. Many countries like India, China and Australia have huge coal plants and shutting them down in a hurry would be highly disruptive. Recently, the young green activist, Greta Thunberg caused a sensation in her address to the UN. She also famously took a boat from Sweden to the USA to deliver her address; this took her two weeks. It is highly unlikely that other can follow her example of avoiding air travel. Meat production and consumption are on the rise. Switching to vegetarian food requires enormous will power from the consumer’s viewpoint. Thus, compared to other forms of contributing to a greener world, switching to organic food is easier. Our research shows the way forward for faster adoption of organic food. Switching to organic food offers several benefits for the environment; organic food farming lowers soil and water pollution, is not reliant on “oil” based fertilizers and pesticides, results in greater biodiversity and lower greenhouse gas emissions (https://www.naturespath.com/en-us/blog/organic-food-sustainable/). If there is consumer pull, farmers would be forced to grow more organic good. Our research shows how to create this consumer pull, in East and West. Overall, our research is of immense practical importance, besides extending extant research in a number of ways.

References

1. Introduction

The proliferation of marketing literature in numerous themes coupled with labour-intensive literature surveys and time pressures on researchers frequently results in incomplete, error-prone literature reviews as reviewers limit themselves to few journals, few "most" cited articles, or the articles of their friends and acquaintances, excluding a vast amount of research outside of the selected journals. As a result, the overall quality of research suffers. The computer-based bibliographic analysis addresses these issues to some extent.

We used the "Bibliometrics" program in "R" (Aria & Cuccurullo, 2017) and VOS Viewer (Van Eck & Waltman, 2010) to generate tables and graphs and analyse the bibliometric data in our research domain from Clarivate's Web of Science. Literature reviews have used these two tools extensively (Io & Lee, 2017; Merediz-Sola & Bariviera, 2019; Ferreira, 2018). The analysis generates helpful insights such as - (1) research production trends, (2) social structure – centres of knowledge generation, thought leaders, collaboration among the entities, (3) conceptual structure – main topics of study in different periods, (3) intellectual structure – research themes and their temporal evolution. These reports are systematic, objective, transparent, and reproducible (Pritchard, 1969).

We hope researchers can use this study to devise their research direction and strategy, follow a school of thought, or consciously combine two or more of them and create their in-depth qualitative topic research strategy.

2. Data and Research Methodology

We present a comprehensive analysis of 1458 bibliographic records of online trust articles published over 30 years (1990-2020). Our final "dataset" included 1300 articles, reviews, and editorials after filtering out records about books, newspaper items, letters, meeting notes, and abstracts. In a departure from the established practice of narrowing the analysis to only the top journals (as proposed by Webster & Watson, 2002), our search was exhaustive, intended to discover the "high impact" journals on our topic. We use the Bibliometrix software to produce insights about the research on trust in online shopping.
3. Findings

3.1 Research production
In our corpus, 3175 authors in 4065 appearances produced 1300 articles published in 502 journals. The interest in the domain is still growing, peaking in the last quinquennial (2016-2021) with the highest number of authors, articles and journals studying and publishing on antecedents, consequents, and moderators of online trust (Figure 1). The rise in risks on the Internet related to data security and privacy (Burt, 2019) explains the growth in research in this area.

The 502 journals in our corpus spanned 70 subject areas, the most significant ones being business and economics (24% of the journals with 40% of the output) and the computer science journals (15% of the journals with 18% of the output), with smaller contributions in the areas of psychology, information science & library science and engineering. The Journal of Business Research, with the highest citations (3421), third-highest production (35 articles), and the highest h-index (24) – stands out on both volume and impact.

3.2 Social structure
We explore the social structure of the domain using co-author networks (Figure 2), co-authorship trends (Figure 3). We also identify the most cited authors (Figure 4) and articles (Figure 5) in this area. A detailed analysis is provided in the final paper.

3.3 Conceptual structure
We generate a keyword co-occurrence map based on "author-supplied" keywords (Figure 6) to identify the variables studied with our primary term, "trust."

3.4 Evolution of research themes
We use the thematic map (Cobo et al., 2011) to visualize the research themes over five-year periods (1996-2000, 2001-2005, 2006-2010, 2011-2015, 2016-2020) - (Figure 7).

3.4.1 Period 1996-2000
Of the 61 articles in this period, the most cited articles studied antecedents of online trust such as – (1) shopper characteristics that affected their online shopping behaviour: personality type (Jones, 1998), innovativeness (Varma, 2000), perceived risk, and convenience (Bhatnagar, 2000), satisfaction index (Cho, 2001) and (2) other factors affecting online shopping behaviour: website interface (Lohse, 1998), interactive decision aids (Haubl, 2000; Chau, 2000), and product type (Phau, 2000). Vijayasarathy et al. (2000) compared the factors affecting shopper attitude and intentions in online and print catalogue shopping.

3.4.2 Period 2001-2005
We identified 18 articles published in this period, where trust emerged as a minor "motor theme". Gefen (2003), the all-time most cited article in this domain, integrated trust with the technology adoption model (T.A.M.). Lee (2001) developed a trust model based on the trustworthiness of the Internet as a medium, the trustworthiness of the merchant,

Other research themes of this period included exploring the attitude-intention-behaviour towards online shopping using the theory of planned behaviour, customer relationship management, innovation, intelligent agent, and perceived risk.

3.4.3 Period 2006-2010
This period saw 55 articles focused on online trust.

The highly cited articles of this period focused on antecedents of trust, including website quality and performance (Metzger, 2006; Schlosser, 2006; Chau, 2007; Harris, 2010), the role of recommendations on social media (Hsiao, 2010), third party seals and recognitions (Cheung, 2006; Hu, 2010), merchant trustworthiness (Cheung, 2006), legal framework (Cheung, 2006). Connolly (2007) and Meziane (2008) proposed empirically verified trust models that integrated many past findings. There were a few studies on - influence of trust on information sharing (Premazzi, 2010), purchase intentions (McCole, 2010), shopper dropout from a website (Chau, 2007), on vendor – B2B online exchange (Zahedi, 2010).

3.4.4 Period 2011-2015
Online trust became a dominant research theme in this period, with articles growing to 106. The critical studies of this period include – (1) antecedents of trust – satisfaction (Kim, 2011; Wu, 2013), loyalty (Kim, 2011; Kim, 2012), online reviews (Lee 2011), involvement (Martin, 2011), Website localization (Ho, 2013), social interaction in group-buying (Zhang 2015), and merchant responses on online review sites (Matzat, 2012), (2) effect of trust on – satisfaction (Wu, 2013), repeat purchase intention (Chiu, 2012; Hsu 2014; ), purchase intention (Hong, 2013; Hsu, 2014; Kim, 2012; Ku, 2012; Jai, 2013; Ponte, 2015), recommendation agents (Dabholkar, 2012), attitude (Al-debei, 2015), merchant selection (Hong, 2015), loyalty (Carter, 2012), (3) moderating role of trust - in perception of online reviews (Lee, 2011), shopping behaviour (Chen, 2015), (4) mediating role of trust (Hong, 2013), (5) country specific studies – Chile (Bianchi, 2012), Korea (Kim, 2013), and other studies - integrating trust and TAM (Kim, 2012), and price vs. trust (Kim 2012).

3.4.5 Period 2016-2020
Online trust remained a central theme in this period with 102 articles. These articles studied the relationship of "trust" with a wide variety of factors - website features (Pengnate, 2017), security perception (Hamidi,2017), information overload in online reviews (Furner, 2017), vendor guarantees, reviews, and experience (Stouthuysen, 2018), global differences (Clemons, 2016), gender of the virtual sales agent (Beldad, 2016), reviewer demographics (Su, 2016), female consumers (Raman, 2019),
perception of financial loss (Bashir, 2018). Few studies also measured the impact of trust on outcomes such as - purchase intention (Agag, 2016; Faqih, 2016; Stouthuysen, 2018), loyalty (Bilgihan, 2016, Molinillo, 2017), impulse buying (Wu, 2016), perception of word-of-mouth (Agag, 2016), perception of online reviews (Shi, 2017), reviewer demographic information (Su, 2016), attitudes towards group-buying (Suki, 2017), perception of the return policy (Oghazi, 2018), perception of security (Hamidi, 2017), group-buying intention (Tseng, 2016), the relationship between product and website appeal - purchase intention (Liu, 2017), online product reviews (Furner, 2017), and vendor preference in crowdsourcing market (Guo, 2017).

4. Limitations (114)

The study is purely quantitative that might limit the effectiveness of content analysis of the literature. Further, the network maps require deeper inspection and interpretation – that we could not attempt due to lack of software tools and knowledge. We find that the Web of Science (WoS) database is not comprehensive. We triangulated the WoS bibliographic data with data from Proquest and Ebsco databases, where we found some gaps. We suggest researchers should intersect these three databases to get one comprehensive database. Finally, the quantitative reports from bibliographic analysis do not provide reports that are ready to consume. These reports must be interpreted together with qualitative research on the part of the researchers.

5. Future directions (74)

This study focuses on a subset of the online shopping domain, i.e., the construct of trust. To get a complete picture, including a bibliographic analysis of the exhaustive online shopping literature is required. We believe there will be efforts in this direction, and future studies will provide greater clarity on the parallel and inter-mingling research themes around several inter-related constructs in online shopping such as – trust, risk, satisfaction, loyalty, and others.

6. Annexure – Figures

Figure 1: Quarterly production summary

![Production Summary](image-url)
There are few strong co-author networks reflecting absence of long-term author collaboration over many articles.
Figure 5 – citation network of cited articles (citations > 100)

Citation network of articles reveals broad themes in online literature - antecedents online shopping intention (red), the effect of website design on buyer behavior (green), decision making in online shopping (blue), antecedents of online trust (yellow), and theories in use in this research (purple).

Figure 6 – Keyword co-occurrence network

Most studied constructs with online trust are - (1) Antecedents of trust: customer satisfaction, merchant reputation, website quality, service quality, perceived value, and word of mouth (WOM) and (2) consequences of trust: intention, loyalty, repurchase intention, attitude, and impulse buying. Contextual factors studied include – group-buying gender and product type.
Figure 7 – Thematic map for four quinquennials
References

• Jai, T.-M. (Catherine), Burns, L. D., & King, N. J. (2013). The effect of behavioural tracking practices on consumers' shopping evaluations and repurchase intention


An Early Stage Research to Explore the Factors Driving Adoption of Pro-Social and Environmental Behavior in Lag Markets in the Context of Diffusion Theories - With Emphasis to Electric Cars

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Assistant Professor, IFIM College, Bangalore

Extended Abstract
It has always been a Herculean job to persuade people to adopt behaviors however obvious benefits they bring to the society. Social scientists and researchers have tried to address the issue of initiating and sustaining behavioral change among the members of the society for a greater social benefit or cause, since centuries. Naturally, this also had been a prime concern for enterprises, many of which suffered losses because of their failure to make customers migrate from a particular behavioral practice to new behavioral norms facilitating diffusion of innovative products and services. Pro-environmental and pro-social behavior has always been an area of curiosity and research for social and environmental scientists. Despite colossal contribution of researchers in this area, behavioral conditioning has remained obscure to certain extent. Even with democratization of data and information, at present time, inducing and sustaining any behavioral change in the society still seems to be challenging. In fact, mass access and adoption of technology has created both tailwind and headwind for behavioral experts. It is evident from the fact that cynics have been successful with campaigns like anti-vaccine. With rising concern on authenticity of data and information in social media and other digital platforms, which are predominantly user generated, the job of influencing people and convincing them to adopt pro-social and environmental behavior seems to be confronted with deterrents.

With sustainable mobility gaining momentum across the world to address the pressing issue of climate change bringing existential threat to human, populous Countries like India is required to expedite the process of adoption. But, a gargantuan scale of such adoption requires multiple friction points to be fixed. Nonetheless, in order to understand and partially discern behavioral pattern with relation to adoption of sustainable mobility in the western Countries and India, the authors decided to focus on adoption of electric cars in Bangalore. The intention was to dig deep into the subjects’ mind to discover the core reason associated with the decision of adopting an electric car despite its significantly high price relative to combustion engine cars.

Karnataka was the first state to introduce electric vehicle policy in India, with Country’s first electric car company, Reva, founded by Chetan Maini in Bangalore. As on February 2021, Karnataka has 2.5 Crore registered vehicles, out of which e-
vehicles are 26,209. Bangalore has 14,529 registered e-vehicles, of which 9,591 are
two-wheelers, 254 are three wheelers or Auto rickshaw and 4,734 are cars. Highest
number of e-vehicles are registered in Bangalore east (4,882) followed by Electronic
City or Bangalore south (3812), Bangalore central which includes Koromangala and
KR Puram (3,082), Bangalore west which includes Rajajinagar (1,069) and
Bangalore north, which includes locality of Yeshwantpur and Jannabharathi (1,263).

The key deterrents in diffusion of electric vehicles are obvious in our Country. High
initial cost and lack of infrastructure compounded by lack of incentive in the form of
subsidy have been the prime inhibitors. However, in order to provide impetus to the
electric vehicle adoption, Government of Karnataka proposed to offer twenty percent
subsidy on installation of EV charging stations from 2020 onwards. The common
wisdom says that an individual’s propensity of buying an electric car at this stage
when supporting infrastructure is insufficient, depends on his/her concern towards
environment and sustainability. In terms of Everett Rogers’s theory, these individuals
certainly fall into the category of innovators (2.5% of customers who adopts a
technology or innovation in its initial stage). However, a series of interviews
conducted for hours, with number of electric car owners in Bangalore, led to some
counterintuitive knowhow on why people in this part of the world are adopting electric
cars. These interviews, which have been conducted over a period of six months,
provided a premise for quantitative research and helped us to identify some major
factors which seems to be significantly instrumental in diffusion of electric cars in
Bangalore. The key factors identified were low maintenance cost, social impetus or
affiliation, convenience and comfort, environmental concern and living context. Each
of these factors was then rated on five-point Likert scale.

Sample for further empirical research has been drawn from Bangalore East and
Electronic City (Bangalore south). The sample consisted of 30 electric car owners,
16 from Bangalore east and 14 from Electronic City, who were reached through snow
balling. The Covid-19 Pandemic has been an impediment in this process. Reaching
the right respondents who were willing to participate in the survey was daunting.
Respondents did not have patience to fill up long questionnaire, as most of them
were IT professional and working from home with gargantuan work load. So, we had
to limit our number of questions to minimum to cover the precise objective at this
stage of research.

This paper is focused on the effective uses of diffusion of innovation theories and
concepts to trigger and sustain behavioral changes in emerging markets which either
brings certain desirable benefits to the society or are preconditions to exterminate
certain harmful practices undesirable for individuals and communities. The paper is
an early stage research and consists of two stages, qualitative followed by
quantitative. The qualitative part includes excerpts of in-depth interviews conducted
with owners of electric cars in Bangalore to understand their psychic process of
arriving at decision of buying electric car and the quantitative part uses parameters
identified in qualitative stage to test them empirically, though with a small sample
size. The paper attempts to create a premise for further conclusive research.

**Key words:** Social, behaviour, change, diffusion, innovation, electric car.
Role of Customer-Salesperson value co-creation in enhancing subjective well-being of the salesperson

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Introduction
Co-creation is a reciprocal relationship of value creation for the company and consumer for their mutual benefits (Prahalad and Ramaswamy, 2004; Hsieh and Chang, 2016) which primarily depends upon salesperson-customer interaction (Jones, Busch and Dacin, 2003; Ateke and Kalu, 2019; Palmatier, Scheer and Steenkamp, 2007). Dekhili and Hallem, (2020) found that by way of offers to customers, a company positively affects his wellbeing and satisfaction and it also results in his empowerment and loyalty which support co-creation. In the process, the salesperson acts as a messenger of the company as well as the customer in his capacity of a representative of the company and provider of feed-backs from the customer (Blocker et al., 2012; Gremler and Gwinner, 2000). During interaction with the customer, the salesperson undergoes positive and negative emotions affecting his well-being, motivation and performance (Bagozzi, 2006; Badovick, Hadaway and Kaminski, 1992) and there can be mismatch between true emotions experienced and emotions expressed (Sutton and Rafaelli, 1988).

Co-creation is a proactive process, where the customer provides inputs to the firm regarding the products and services, through collaborating, tinkering, co-designing, and submitting (O’Hernand Rindfleisch, 2017). Salesperson has a central function in the process of co-creation and it involves high engagement and effort from the salesperson, in understanding, interpreting and implementing the customer feedback (Baumann and Le Meunier-FitzHugh, 2015). Scholars have found that co-creation positively affects the wellbeing of a consumer (Dahkhili and Hallem, 2020; Su, Swanson and Chen, 2016). However, we make a novel attempt to find the influence of co-creation on the well-being of the salesperson.

Co-creation and customer
According to Shamim and Ghazali (2014) customer value co-creation can be determined by customer participation behaviour and customer citizenship behaviour. Where, customer participation behaviour requires active connectedness of the customer in value creation process by way of attending organisational events and other such activities. In customer citizenship behaviour, a customer voluntarily helps the company or service workers or other customers which co-creates supplemental value for the company. In co-creation, the consumers can also assist the company in modifying and creating value (Prahalad and Ramaswamy, 2004). However, in this
process a consumer is not much concerned as to how much the information provided by him is used by the company but he is more anxious to know about the benefits he is going to get from the company by sharing his information (Boadi et al., 2020). The offers by the company act as motivators for the customers in their subjective well-being and securing their loyalty for value co-creation (Dekhili and Hallem, 2020). It is incumbent for the company to make endeavour to motivate customers to identify with the company and its brand for co-creation (Hsieh and Chang, 2016) and should have dialogue with them on regular basis (RobertsandDarler,2017).

Co-creation and salesperson

A sales person is an important link between the customer and the company as his job profile reflects upon his commitment for his organisation, organisational orientation and the customer orientation (Jones, Busch and Dacin, 2003). The interaction of the salesperson with the customer on one hand helps the customer to make an assessment of quality of services rendered by the company (Gremler and Gwinner, 2000). On the other hand it helps in knowing consumer’s expectations and satisfactions (Blocker et al., 2012). This way customer-salesperson interaction is a process of relationship building for co-creation between two of them rather than the one between customer and company (Palmatier, Scheer and Steenkamp, 2007). The role of sales person has seen considerable transformation, especially in B to B and B to C business context and he is more taken as a relationship manager for the company rather than just an employee to ensure sales of its products (Davies, Ryals and Holt, 2010). The salesperson, as repository of customer needs and expectations, is better placed to offer him value-based and value-in-exchange services (Terho et al., 2012; Tuli, Kohli and Bharadwaj, 2007). Hence, his role is also perceived more as a partner of the customer, who takes care of his expectations and needs, thus presenting him as implementer of value-based and solution based strategies.

The growing work on co-creation recognises that a salesperson, as strategy representative of the company and his multi-functionality, is important for value co-creation (Terho et al., 2012; Blocker et al., 2012; Corsaro and Snehota, 2010). The customer-salesperson interaction being the primary medium of value co-creation, in which the salesperson acts as representative of the organisation (Grönroos and Voima, 2013; Prahalad and Ramaswamy, 2004) to further company strategies and practices and his importance cannot be ignored in value propositions and creation of value for the customer (Blocker et al., 2012; Kowalkowski et. al., 2012). In the interaction with customer, a salesperson creates value in terms of relationship development, communicative interaction and knowledge renewal (Ballantyne and Varey, 2006) and co-creates value in true sense as against a mere value facilitator of the organisation.
Impact of customer co-creation on salesperson subjective well-being

Subjective well-being is defined as an individual’s cognitive and affective assessments regarding his/her life satisfaction (Diener, 1984). The subjective well-being is measurable by duration, frequency and intensity of positive emotions on comparing it with negative affect (Larsen, Diener and Emmons, 1985). Frequency of positive experiences or emotions and less frequent negative emotions experiences are predictors of happiness, which is an important component of subjective well-being (Diener, Sandvik and Pavot, 2009). A salesperson may experience positive emotions like pride, attachment, empathy, and emotional wisdom and negative emotions like guilt, shame, embarrassment, envy, jealousy, and social anxiety, during customer-sales person interactions (Bagozzi, 2006) and presence of positive emotions, its frequency, intensity and duration in comparison to negative emotions are predictors of his subjective wellbeing, (Cropanzano and Wright, 2001; Larsen, Diener and Emmons, 1985).

In co-creation, a salesperson is the sole performer to fulfil the expectations of the customer and company both (Prahalad and Ramaswamy, 2004) to reach a common goal (Baumann and LeMeunier-FitzHugh, 2015). The emotional responses to stimuli during interaction may adversely affect the salesperson’s performance and motivation (Badovick, Hadaway and Kaminski, 1992) and they must learn how to have a balancing or easing out of emotions. Suppression or over-expression of positive or negative emotions during interaction in co-creation may have varied implications on subjective wellbeing of a sales person and customer perceptions. This way, subjective wellbeing of a sales person is equally important for the company as well as the customer for co-creation of value for both of them. While Dekhili and Hallem, (2020); Su, Swanson, and Chen, (2016) suggest that co-creation has positive effects on consumer well-being, loyalty, repurchase intentions and his subjective wellbeing, they do not offer any insight on salesperson’s subjective well-being. The issue of subjective well-being of a sales person remains unexplored so far and noticing this gap in literature we propose to study the influence of customer co-creation on the subjective well-being of the sales person. The proposed study will be proceeding on following propositions:-

A customer co-creates value for a company either by his ‘customer participation behaviour’ and/or ‘customer citizenship behaviour’ (Shamim and Ghazali, 2014). In customer citizenship behaviour (CCB), a customer voluntarily acts to create value for the company. According to Delpechitre, Beeler-Connelly, and Chaker, (2018), the in-role and extra-role behaviours customer participative behaviour (CPB) and customer citizenship behaviour (CCB) respectively, have different antecedents and consequences and are multi-dimensional behaviours. Whereas in CPB, value for company, is co-created by information gathering, information sharing, responsible behaviour and personal interaction, in CCB it is done by providing feedback, advocacy, helping and tolerance.

The CCB requires more efforts and emotional intelligence on the part of salesperson, to understand the information provided by the customer (Delpechitre, Beeler-Connelly and Chaker, 2018). Any increased social activity might lead to anxiety for the
Salesperson, which can only be reduced with a personal or social intervention (Belschak, Verbeke and Bagozzi, 2006).

P1: In comparison to customer citizenship behaviour, customer participative behaviour will help in reducing anxiety levels of the sales person.

P2: In comparison to customer citizenship behaviour, customer participative behaviour will help in increasing subjective well-being of the sales person.

P3: Customer orientation moderates the relationship between customer co-creation and subjective well-being of the sales person.

Proposed Methodology
Since co-creation is a collective process, involving both the customer and the salesperson, the study will involve in-depth interviews of both the customer and the salesperson. The aim of the study would be to identify co-creation behaviours of both the salesperson and the customer and to draw out comparisons, on the way these behaviours influence the well-being of both the customer and the salesperson. The social constructionist approach will be used to explore the extent to which the perception of co-creation influences the customer and the salesperson well-being (Peesker, Ryals, Rich and Boehnke, 2019). The social constructivist's believe that people create meaning through interactions with others (Kim, 2001).

Implications of the Study
A salesperson’s well-being combines all the elements that can affect the health of the sales person and the quality of their work life (Schulz, Martin and Meyer, 2017). Both these aspects are critical for the working of the salesperson and the company. The organisations cannot ignore the well-being aspect of the salesperson, as they are the critical link between the organisation sales and the customer, to which the organisation profits depend (Brown, Cron and Slocum, 1997). Literature is available to throw light on subjective well-being of a consumer (Dekhilli and Hallem, 2020). But there is a wide gap relating to subjective well-being of main character, the sales person, in co-creation. The proposed study will fill this important gap in literature.

Since we propose to find out the influence co-creation process on the well-being of the sales person, it will help the manager decide the extent to which co-creation is appropriate to maintain the performance and well-being of the sales person. The managers should understand the need for training for the salesperson in order to turn co-creation, as an effective interaction tool between the customer and the sales person.
References


WhatsApp: For Better Customer Engagement in sales & Marketing

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Introduction: Impact of Digital tools for sales & Marketing

In this digital era we are living online. Our presence, our visibility are more on internet. Being ON mobile is new normal. Most of our customers, stake holders are using Mobile applications to stay connected, stay informed and stay Served online. In a report by emarketer it has been estimated that average time spent per day is increasing year on year. Several sources like Data report has asserted that internet users had increased by more than 20% from 2020-21. This century’s deadliest pandemic had squeezed everyone into their homes, business correspondence has confined to email and mobile.
Amongst all the social media networking applications “WhatsApp” is placed with some unique features that cements it as a simple yet robust Sales & Marketing correspondence tool. This paper looks brings a case where a Public sector unit (PSU) company had leveraged “WhatsApp” tool as an important customer engagement tool.

Today we are in a world where every Indian spend minimum 2.3 hours per day on social media (https://www.statista.com/chart/18983/time-spent-on-social-media/). Affordable internet connectivity, Economictimes³ widely used smart phones empowering Indians to aggressively explore online content, habituate to innovative mobile applications. An interesting study⁴ has revealed that employees stay active on their social media network more often than expected. The comfort of using the online media to chat, share and derive information has proved to be a noteworthy attribution by social media. Now the time spent on social media⁷ while at work can result in negative yield from employees but if the same man hours are leveraged to benefit of company’s benefit it can be value addition to the company.

Online Customer engagement tools:

The era of Covid pandemic has thrown many challenges to business environment. The restrictions surrounding the pandemic has challenged us to travel, to have face to face interaction, to meet and interact multiple stake holders at our customer’s end. Customer engagement tools help you to offset the need to avoid have more and more face to face interactions. These tools help you in bettering the response time, increase informal relationship that in turn enhance the bonding with customers, provides an instantaneous information platform to update on various developments, round the clock information sharing, provide quick flash of update to all the stakeholders involved in the loop, ice breaking conversations.

To augment this concern we have several tools⁵ in offer, few of them include: Social Media Networks, Messaging Apps, Live chat, Co browsing, Chatbots, Video calls, Email.

WhatsApp⁶ a brief introduction:

WhatsApp is a more than a messaging application, it a virtual society where individuals exchange their ideas, share information in different modes and discuss the topics that does matter to them. A humble innovation that started in 2009 has revolutionized messaging, information sharing in audio and video frames with internet connectivity, a smart phone and a contact number.

Sales & Marketing internal and External correspondence scenarios:

In a typical sales & marketing routine it is required to coordinate with your peers, your operations/production/dispatch/sales support teams. You need to update you customers on recent progress made on processing his order, send a photo of a finished product or showcase your progress made in a prototype. Your prospects need a quick photo or datasheet or an important product specification. Your boss is in a meeting and need an
TRACK 7- Sales, Distribution and Services

important information sent to him. You on field sales team has to updated with important office circular. You may need to update customers on production and dispatch of his order. The cases are sometimes need instantaneous responds. WhatsApp empowers you to quickly respond, WhatsApp empowers to store the response, WhatsApp empower you to import or export a response.

**Areas where WhatsApp can be used.**

Group chats, Individual peer to peer chats, Mass Messages.

To create peer groups to discuss or share a common message like Sales & Marketing team group, Plant production and operations team groups to discuss among sales, Marketing and operations teams, Regional grade level peer groups including HR & Admin along with each units. Customer centric groups where key account holder of the group along with regional in charge and respective customer stake holders can be kept in one group to make daily coordination.

**Cons of using WhatsApp as alternate communication mode:**

- Documents and messages shared may be exposed to others as image files are directly saved in mobiles of every individual.
- Messages or documents can be leaked through quick share to outsiders leaking critical marketing information of the company.
- Saving of documents and some critical messages may be difficult

**Case studies:**

A Mini-ratna - I Public Sector Enterprise under the Ministry of Petroleum and Natural Gas providing bulk packaging solutions, the unit is single largest MS Barrels (210 Litres) manufacturer in India with 7 plants spread across all four regions. The strategic business unit (SBU) deals with many diversified customer segments related to food & beverages, Pharma, Chemicals, Oils etc. Many of the customers in certain segments like chemicals are single ownership companies or work with less employees who coordinate all purchase, administration and commercial details with minimum work force and minimum process orientation. SBU Northern region has formed external and internal groups to streamline both internal and external engagement techniques. Customer engagement groups with regional in-charge, key accounts manager, purchaser and indenter in a group has enabled a spontaneous messaging process creating better synergy among customer and user, increased communication frequency that lead to improved customer relationships.
Conclusion:

The aim of customer engagement tool is to comfort customer while fulfilling our customer service process requirements. Customer always feels delighted if the service is rendered with no additional cost with no extra process hurdle. WhatsApp in near future is for sure one of the best available social media customer engagement tool for your daily sales & marketing routine.

Reference:

- (Times of India, 19th Oct 2019, https://timesofindia.indiatimes.com/business/india-business/hard-at-work-but-on-social-media/articleshow/54926759.cms?order_id=iQhGNjgyE4q5XkcmL&status=C HARGED&status_id=21&signature=tvcXoMEcx76XYQBECAZVs0QwJOxT4 7QTjIBBcA66z0%3D&signature_algorithm=HMAC-SHA256, 30th June 2021)
A Gender based Comparative Evaluation of O2O Food Delivery Characteristics: A Requirements Prioritization Approach

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Introduction
The Online-to-offline (O2O) segment of e-commerce is playing a vital role in the transformation of emerging economies through the opening of new marketing avenues, generation of employment opportunities at various levels, and enhancing customer reach, experience, and convenience (Lee et al., 2019; Xu & Huang, 2019). Prior literature studied OFD services to focus on antecedents significant for the adoption, growth, expansion, and sustainability in uncertain economic circumstances. They found that while information quality, interface quality, security measures, and perceived convenience are important aids, perceived risk is a significant deterrent to intentions to use OFD. Therefore, it becomes imperative to assess these enablers and deterrents from users' and non-users’ perspectives using a simple prioritization technique so that a common restaurant/ eatery owner or a less educated food entrepreneur can get the elemental level insights and make pinpoint changes in their operations. Therefore, to get a quick idea about the preferences of customers about the aforementioned enablers and deterrents, this study intends to parallelly prioritize these requirements for both genders. This will provide a self-comparison of the preferences. Requirements prioritization technique for ordinal preferencing is employed to identify top five sub-requirements for each enabler and deterrent. Further sections include literature review, methodology, data analysis and findings, theoretical and practical contributions, and conclusion.

Literature Review
Prior literature argued that customers always need comprehensive, accurate, up-to-date, credible, and quality information at all stages of OFD use (Amin et al., 2021; Kang & Namkung, 2019; Lee et al., 2019; Saad, 2021; Shah et al., 2020; Verma, 2020; Xu & Huang, 2019). Moreover, as OFD services use websites or smartphone apps to function, their interface design plays a crucial role in shaping customer use experience, impacting their intentions (Akram et al., 2020; Kapoor & Vij, 2018; Wang et al., 2019). Additionally,
with the use of e-services, customers can enjoy the convenience of 24x7 service access to the e-store, quick and infinite search or browsing, evaluation or comparison of products and prices, multiple payment modes, home delivery with tracking, and post-purchase customer support. All these conveniences are critical in building favourable purchase intentions (Jiang et al., 2013). Moreover, safety measures like no contact delivery, restaurant safety ratings, tamper-proof packaging, delivery personnel nature, and hygiene are very much required in addition to information privacy and transaction security (Kedah et al., 2015; Kim et al., 2021; Mehrolia et al., 2020; Suhartanto et al., 2021; Troise et al., 2020; Zhao & Bacao, 2020). Lastly, customers perceive several risks such as financial, product performance, psychological, time, social, security, privacy, and delivery while using e-services (Park & Tussyadiah, 2016; Roy et al., 2017). These risks can severely dent customers’ intentions to purchase online.

Methodology

3.1. Requirements Prioritization Technique
Requirements prioritization is a method to ascertain the importance order or implementation order of the requirements laid down by the stakeholders for establishing or improving a system or process (Firesmith, 2004). It helps in identifying the relative importance of requirements through consensus with stakeholders. Compared to various ordinal and ratio scale requirements prioritization techniques such as MoSCoW, AHP, Hierarchical AHP, Spanning Tree, and Binary Search Tree method, the Simple ranking method is more straightforward, intuitive, and accurate for a limited number of requirements (max up to 15) (Hatton, 2007). The simple ranking method enjoys greater respondent confidence, is consistent and less complex, has lower difficulty, and requires fewer efforts in execution (Hatton, 2007). While advanced Multi-Criteria Decision-Making (MCDM) techniques are suitable for reasonably educated respondents or experts, the ordinal ranking method is ideal for common respondents. Moreover, in simple ranking method we can easily employ a larger sample size of common users (100 or 200 or more) compared to advanced MCDM techniques where the number of experts making the sample size are very limited.

3.2. Simple Ranking Prioritization Procedure with illustration
The following steps explain the procedure for simple ranking prioritization.  
**Step 1.** Respondents were asked to first select five most important sub-requirements as per their understanding from each main factor and then they had to rank these selected sub-requirements from 1st to 5th as per their discretion. Here 1st rank referred to the most crucial option, and 5th denoted the least preferred choice out of the five.

**Step 2.** Then, the frequency count ($F_i$) of all ranks (1st to 5th) given to each sub-requirement of a main factor is calculated.
Table 1. Frequency count calculation of all five ranks given to each sub-element

<table>
<thead>
<tr>
<th>Rank</th>
<th>1&lt;sup&gt;st&lt;/sup&gt;</th>
<th>2&lt;sup&gt;nd&lt;/sup&gt;</th>
<th>3&lt;sup&gt;rd&lt;/sup&gt;</th>
<th>4&lt;sup&gt;th&lt;/sup&gt;</th>
<th>5&lt;sup&gt;th&lt;/sup&gt;</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency count of sub-requirement</td>
<td>8</td>
<td>6</td>
<td>16</td>
<td>10</td>
<td>18</td>
<td>58</td>
</tr>
</tbody>
</table>

**Step 3.** Further, indicative weights (W<sub>i</sub>) are assigned to each rank to indicate its relative importance to others. So, 1<sup>st</sup> rank gets a weightage of 5 while 5<sup>th</sup> rank gets a weightage of 1.

**Step 4.** Then, sum of product of each rank with its designated weight is computed to obtain a final weighted sum score of each sub-requirement.

\[
Weighted \; Sum \; Score = \sum_{i=1}^{5} F_i \cdot W_i
\]  

**Step 5.** The rank of sub-requirements of a main factor is computed on the basis of weighted sum score. The sub-element with highest to lowest weighted sum score gets rank 1, rank 2, and so on.

**Table 2.** Computation of weighted sum score of sub-elements

| INTERFACE QUALITY |  |  |  |  |  |  |  |
|-------------------|---|---|---|---|---|---|
| **Weights (W<sub>i</sub>)** | 5 | 4 | 3 | 2 | 1 |
| **Rank Frequency (F<sub>i</sub>)** | 1<sup>st</sup> | 2<sup>nd</sup> | 3<sup>rd</sup> | 4<sup>th</sup> | 5<sup>th</sup> | Weighted sum (F<sub>i</sub>W<sub>i</sub>) | Final Rank |
| **Sub-requirements** | Aesthetics (attractiveness) | 4 | 6 | 16 | 4 | 12 | 112 | 5 |
| | Structure and Layout | 8 | 4 | 4 | 8 | 8 | 92 | 6 |
| | Easy Navigation | 18 | 16 | 6 | 6 | 10 | 194 | 2 |
| | Technical Support | 2 | 20 | 12 | 16 | 12 | 170 | 3 |
| | Ease-of-Use | 26 | 8 | 4 | 18 | 8 | 218 | 1 |
| | Personalization options | 10 | 4 | 8 | 14 | 8 | 126 | 4 |
| | Efficiency of interface | 4 | 2 | 5 | 2 | 3 | 50 | 8 |
| | Functioning Speed | 2 | 7 | 4 | 5 | 3 | 63 | 7 |

**Step 6.** For final computation of results, Step 2 to Step 5 is repeated for males, females, and the combined data.

3.3. **Data Collection**

An online questionnaire was prepared using Google Forms and sent to one professor and two research scholars for the pre-test. A total of 261 questionnaires were received, out of which only 200 were found complete and fit for analysis. In the final sample, 146 were users and 54 were non-users of OFD services.
4. Data Analysis and Findings
The data were analysed using Microsoft Excel and SPSS, following the steps mentioned in the section 3.2. The sub-requirements were ranked both for males and females, and the combined rank was also computed.

4.1. Demographic information
The following diagrams show demographic information.

- **Age**: 15-25 years (91%), 25-35 years (9%)
- **Gender**: Male (50%), Female (50%)
- **Education**: Bachelor’s (49%), Masters (23%), High School/Intermediate (27%), Doctoral/Ph.D (1%)%
- **Usage_DURATION**: More than 2 years (52%), Less than 6 months (11%), 1-2 years (15%), 2-3 years (22%), Less than 1 year (11%)
- **Usage Frequency (Per Month)**: Less than 3 times (48%), More than 10 times (4%), 5-10 times (11%), 3-5 times (37%)
- **Occupation**: Student (87.50%), Service (6.50%), Self-employed (1%), Business (2%), Unemployed (1%), Job seeker (2%)
Findings
The following tables summarize the findings of this paper.

Table 3. Information Quality

<table>
<thead>
<tr>
<th>Sub-Requirements</th>
<th>Ranking by Males</th>
<th>Ranking by Females</th>
<th>Ranking Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comprehensive Details</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Food Safety Assurance</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Credible Ratings and Reviews</td>
<td>4</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

Table 4. Interface Quality

<table>
<thead>
<tr>
<th>Sub-Requirements</th>
<th>Ranking by Males</th>
<th>Ranking by Females</th>
<th>Ranking Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ease-of-Use</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Easy Navigation</td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Technical Support</td>
<td>3</td>
<td>4</td>
<td>3</td>
</tr>
</tbody>
</table>

Table 5. Perceived Convenience

<table>
<thead>
<tr>
<th>Sub-Requirements</th>
<th>Ranking by Males</th>
<th>Ranking by Females</th>
<th>Ranking Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transaction Convenience</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Access Convenience</td>
<td>2</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Search Convenience</td>
<td>3</td>
<td>5</td>
<td>3</td>
</tr>
</tbody>
</table>

Table 6. Safety Measures

<table>
<thead>
<tr>
<th>Sub-Requirements</th>
<th>Ranking by Males</th>
<th>Ranking by Females</th>
<th>Ranking Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hygiene features</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>Safe Packaging</td>
<td>1</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Transaction Security</td>
<td>3</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

Table 7. Reasons for using OFD Services

<table>
<thead>
<tr>
<th>Sub-Requirements</th>
<th>Ranking by Males</th>
<th>Ranking by Females</th>
<th>Ranking Combined</th>
</tr>
</thead>
</table>

Food Order Value

<table>
<thead>
<tr>
<th>Food Order Value</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than Rs. 100</td>
<td>1.40%</td>
</tr>
<tr>
<td>Rs. 100 to Rs. 300</td>
<td>47.90%</td>
</tr>
<tr>
<td>Rs. 300 to Rs. 600</td>
<td>39.70%</td>
</tr>
<tr>
<td>Rs. 600 to Rs. 1000</td>
<td>6.80%</td>
</tr>
<tr>
<td>Above Rs. 1000</td>
<td>4.10%</td>
</tr>
</tbody>
</table>
**TRACK 7- Sales, Distribution and Services**

<table>
<thead>
<tr>
<th>Sub-Requirements</th>
<th>Ranking by Males</th>
<th>Ranking by Females</th>
<th>Ranking Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Delivery Experience</strong></td>
<td>1</td>
<td>3</td>
<td>1</td>
</tr>
<tr>
<td><strong>Due to Purchase Convenience</strong></td>
<td>2</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td><strong>Because it is Easy to Use</strong></td>
<td>5</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

Table 8. Perceived Risks

<table>
<thead>
<tr>
<th>Sub-Requirements</th>
<th>Ranking by Males</th>
<th>Ranking by Females</th>
<th>Ranking Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Product Performance Risk</strong></td>
<td>1</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td><strong>Delivery Risk</strong></td>
<td>3</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td><strong>Privacy Risk</strong></td>
<td>7</td>
<td>1</td>
<td>3</td>
</tr>
</tbody>
</table>

The following table exhibits the ranks given to the reasons for not using OFD services by the non-users.

Table 9. Reasons for not using OFD Services

<table>
<thead>
<tr>
<th>Sub-Requirements</th>
<th>Ranking by Males</th>
<th>Ranking by Females</th>
<th>Ranking Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Can't judge food quality</strong></td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>Hygiene issue</strong></td>
<td>2</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td><strong>Risk of overpricing/ delivery fee</strong></td>
<td>7</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

**Conclusion and Implications**

The ordinary customers' insights are quite helpful in understanding the actual scenario. This article uses a simple yet effective requirement prioritization technique to draw out regular consumers' preferences about five critical antecedents to OFD use intentions. Moreover, the study includes the perspectives of both users and non-users of OFD services which will undoubtedly help students, academicians, common restaurant owners, new entrepreneurs, and practitioners understand consumers' requirements quickly.

**Limitations**

Due to time constraints, the sample size of the study is small. Though the results are based on an analysis of 200 respondents (146 users and 54 non-users) from 30 Indian cities, a larger sample size comprising higher age groups and more cities would have increased the generalizability of the study.

**Keywords**

Online food delivery, Requirements prioritization, Simple ranking, Gender, Consumer preferences
Introduction
A widely accepted mantra supports that “service with a smile” often promises successful customer service outcomes (Thurau et al., 2006). In the service sector, however, given the increasing level of service expectations, customers often express their dissatisfaction with aggressive behaviours and react with anger towards employees. Yet, such misbehaviours are habitually justified as the consequences of either ill-established operations or employees’ inability to satisfy customers’ needs and demands. Aberrant customer behaviours, however, negatively impact service-sector employees’ satisfaction, often leading to job burnout and turnover intention and subsequently, negatively affecting employees’ efforts to perform extra role behaviour (Yoo, 2017). Christopher Lovelock developed the phrase “Jay customer” in 1994; when referring to such customer misconduct, jay customers are those that actively interrupt service and act in a thoughtless or abusive manner that negatively impacts the organization’s personnel and other customers (Lovelock, 1994). Lovelock identified seven distinct sorts of jay consumers. The cheat, the thief, the rule breaker, the belligerent abusive, the family feuders, the vandal, the deadbeat. Building on Lovelock’s conceptual work, Harris and Reynolds (2004) forward eight empirically derived types of jay customer behaviour within the hospitality industry. These forms are labelled “compensation letter writers,” “undesirable customers,” “property abusers,” “vindictive customers,” “service workers,” “oral abusers,” “physical abusers,” and “sexual predators.

2. Systematic literature review

<table>
<thead>
<tr>
<th>Authors</th>
<th>Findings</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jha et al. (2020)</td>
<td>Employees’ customer-oriented behaviour leads to forgiveness while dysfunctional behaviour results in vengeance. The impact of CI on employee responses is moderated by organisational culture, whereas relationship between CI and vengeance is moderated by market culture.</td>
<td>USA</td>
</tr>
<tr>
<td>Hur et al. (2015)</td>
<td>CI has a positive relationship with employees’ surface acting &amp; leads to emotional exhaustion, which negatively affects customer orientation.</td>
<td>South Korea</td>
</tr>
</tbody>
</table>
**3. Question formulation**
How has the research on customer incivility evolved over the time?
What are the main topics that are relevant to customer incivility?
What is the conceptualization of customer incivility?
How does customer incivility affect service sector employees?
What are the trends around this topic that future scholarly research should address?

**4. Search strategy**
Table. 1 Procedure for selection of documents

<table>
<thead>
<tr>
<th>Procedure</th>
<th>Input</th>
<th>Output</th>
</tr>
</thead>
<tbody>
<tr>
<td>Specifying the searching criteria</td>
<td>Search terms- ‘customer misbehaviour’</td>
<td>1348</td>
</tr>
<tr>
<td>and running search in ‘Scopus &amp; Web</td>
<td>Jay customer, customer incivility, abusive customer, aggressive customer.</td>
<td></td>
</tr>
<tr>
<td>of science</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Screening of articles</td>
<td>Time spans were selected from 1997-2021.</td>
<td>377</td>
</tr>
<tr>
<td></td>
<td>Narrowing of articles based on:</td>
<td></td>
</tr>
</tbody>
</table>
4. Technical characteristics of the study sample

4.1 Annual publications analysis

Fig 1 Annual production

Fig 1 depicts the annual academic publications in customer incivility from 1997 to 2021; the first article was published in 1997. In 2019 and 2020, academic publications were significantly increased, with 27 and 36 papers published, respectively. In 2002, there was only one publication, but after 2009 the number of articles increases, which shows an increased growing scholarly interest for the effects of customers reactions on employees’ well-being in service sector. According to the figure the first paper was published in 1997 by McGoldrick P.J published in Journal of Retailing and Consumer Services, Volume 4. Both the authors belongs to United Kingdom. The research discussed about the concept, determinants and compared the characteristics of the ‘loyal’ and ‘promiscuous’ consumers of most of major grocery superstore.

The analysis revealed that in 2020 the number of articles highest among all years. Authors like Bacile, T.J. have contributed in the literature of customer incivility. For example, Cheng, B et.al., 2020 investigate on ‘Does customer incivility undermine employee’s service performance?’, published in the International Journal of Hospitality Management with 7 citations & demonstrated that proactive customer service performance has influenced by customer incivility but it doesn’t effect in role performance and furthermore hostile attribution bias moderates the effects of customer incivility and negative affectivity.

4.2 Co-citation clustering network

This analysis helps to distinguish the intellectual structure of the paper. To create a CoC network, we usually start by selecting a set of cited articles and then computing all the co-citations between each pair of documents (Small 2009). Bibiloshiny evolved in the
creation of three clusters using the CoC connections of the 161-representative set. The Btw centrality clustering of a well-known paper has been applied here. Table-2 depicts the top 15 articles in the 5 clusters. The nodes in Fig.2 represent the 15 articles that were co-cited, and the edges (lines) between the nodes represent the solidity of the papers. The nodes that belong to the same cluster have the same colour.

Fig.2 CoC network

Table 2 shows the top 5 publications recognised by the Btw centrality basis metric in each of these five clusters, demonstrating the superiority of this technique.

Table 2 Btw centrality criteria

<table>
<thead>
<tr>
<th>Node</th>
<th>Cluster</th>
<th>Betweenness</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sliter m. 2010</td>
<td>1</td>
<td>34.36331308</td>
</tr>
<tr>
<td>Van jaarsveld d.d. 2010</td>
<td>1</td>
<td>32.34306973</td>
</tr>
<tr>
<td>Sliter m. 2012</td>
<td>2</td>
<td>32.64905678</td>
</tr>
<tr>
<td>Grandeya a. 2004</td>
<td>2</td>
<td>11.45400104</td>
</tr>
<tr>
<td>Kern j.h. 2009</td>
<td>3</td>
<td>35.38959829</td>
</tr>
<tr>
<td>Han s.j. 2016</td>
<td>3</td>
<td>21.45991002</td>
</tr>
<tr>
<td>Anderson j.c. 1988</td>
<td>4</td>
<td>3.810740558</td>
</tr>
<tr>
<td>Brislin r.w. 1970</td>
<td>4</td>
<td>2.338490124</td>
</tr>
<tr>
<td>Harris I.c. 2004</td>
<td>5</td>
<td>9.307071836</td>
</tr>
<tr>
<td>Henkel a.p. 2017</td>
<td>5</td>
<td>23.91606019</td>
</tr>
</tbody>
</table>
4. Bibliometric analysis
Fig. 3 presents the systematic structure and tools used for the bibliometric analysis in this study.

Fig. 3 Bibliometric methodology.

4.3 Topic dendrogram
Fig. 4 shows a topic dendrogram; it is a diagram that shows the keywords and the hierarchical relationship between them by allocating the objects to clusters. The first cluster concerns customers and their negative behaviour towards frontline employees in the service sector during verbal or online interaction. In 2016 authors like Michael Sliter and Morgan Jones conducted a qualitative and quantitative examination on the antecedents of customer incivility. The study was conducted in two phases, first phases used qualitative approach and identified three themes and thirteen sub themes namely ‘characteristics of the customer, organization and service employees’. In second phase the research used quantitative approach and identified that service environment, service rep incivility, service orientation, agreeableness, and neuroticism served as antecedents to customer incivility.

The second cluster focuses more on frontline employees and their different types of behavioural outcomes, such as surface acting, burnout, absenteeism, stress, employee incivility, emotional exhaustion, the negative impact on their customer orientation.
TRACK 7- Sales, Distribution and Services

behaviour, and service recovery, when they experience different forms of misbehaviour from customers. Most of the authors have talked about the impact, consequences and behaviour outcomes of customer incivility among employees within the service industry.

Fig.4 Topic dendrogram
5. Thematic analysis of the review
We grouped the articles into four main research themes that we identified: (1) theories used; (2) antecedents of customer incivility; and (3) customer incivility and employees.

5.1 Theories used
Table 3 Theories used

<table>
<thead>
<tr>
<th>Theory</th>
<th>Literature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservation of resources (COR) theory</td>
<td>Hobfoll (2001)</td>
</tr>
<tr>
<td>Affective event theory (AET)</td>
<td>Weiss &amp; Cropanzano (1996)</td>
</tr>
<tr>
<td>Job demand and resource (JD-R) theory</td>
<td>Kim &amp; Qu (2019b)</td>
</tr>
<tr>
<td>Cognitive affective theory</td>
<td>Lazarus &amp; Folkman (1986)</td>
</tr>
<tr>
<td>Justice theory</td>
<td>Greenberg (1987)</td>
</tr>
<tr>
<td>The attribution theory</td>
<td>Martinko &amp; Mackey (2019)</td>
</tr>
<tr>
<td>Self-categorisation theory</td>
<td>Hornsey (2008)</td>
</tr>
<tr>
<td>Cognitive dissonance theory</td>
<td>Westermann (1989)</td>
</tr>
<tr>
<td>Stressor-strain-outcome (SSO) theory</td>
<td>Koeske et al. (1993)</td>
</tr>
</tbody>
</table>

5.2 Antecedents of customer incivility
Most of the studies included in the study sample recognized customers’ perceptions and beliefs relevant to service quality (either technical or interpersonal) and biases/prejudices (e.g., Greer et al., 2014) as the most common antecedents causing situation-related feelings of customers. Furthermore, customers’ demographic characteristics, such as culture and ethnicity (e.g., Sliter & Jones, 2016), as well as other traits and characteristics including personal concerns, anxiety, adoption of aggressive role models, reinforcement of aggressive behaviour, and personal tolerance to aggressive treatment are also found to be triggering variables to customer incivility (Sliter & Jones, 2016).

Scholars have also recognized employees’ characteristics amongst the most important antecedents to customer incivility. These might include their service orientation and personality, lack of appropriate training and knowledge, habitual errors, and mistakes, as well as agreeableness and neuroticism (e.g., Sliter & Jones, 2016).
5.3. **Customer incivility and employees**

Table 4 Consequences of customer incivility on employees

<table>
<thead>
<tr>
<th>Consequences</th>
<th>Authors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer incivility</td>
<td></td>
</tr>
<tr>
<td>Emotional exhaustion/burn out</td>
<td>Al-Hawari et al. (2020); Bani-Melhem (2020); Han et al. (2016); Kim &amp; Qu (2019a).</td>
</tr>
<tr>
<td>Extra-role customer service subject to supervisor support (High vs. low)</td>
<td></td>
</tr>
<tr>
<td>decreased extra-role behavior; decreased proactive customer service</td>
<td></td>
</tr>
<tr>
<td>performance/decreased performance.</td>
<td></td>
</tr>
<tr>
<td>Employee negative emotions for their organizations.</td>
<td>Simillidou et al. (2020); Torres et al. (2017)</td>
</tr>
</tbody>
</table>

6.1. **Findings**

The current study provides a thorough review of the literature on customer incivility as well as answers to all our research questions. The researchers used SLR to discover that the average publication year for customer misbehaviour is 2020, with 36 articles. Many researchers have previously linked customer incivility with the components of burnout and emotional exhaustion. Existing literature shows that emotional exhaustion has been taken as a mediator between customer incivility and service employees’ behaviour. The thematic analysis of the review presents different theoretical and how past literature has used these theories to develop the theoretical framework.
Researcher like Hur et.al., 2015 combined the rational of Affective event theory which states that organizational events (uncivil behaviour of customer) are the proximal cause of affective states i.e., emotional exhaustion (Weiss and Cropanzano, 1996) and conservation of resource (COR) theory that people attempt to acquire, maintain, and protect valued resources (i.e. emotional energy) in order to keep a certain amount of such resources (Hobfoll, 2001). The more organizational support employees receive, the higher their degree of dedication and contribution to the organization, according to the theory of social exchange (Blau, 1964), which explains social development and stability through a process of negotiated exchange between partners. According to Cohen and Wills (1985), organizational support can be a valuable buffer in a stressful work environment. Employees who feel supported by their employers are less likely to be affected by stressful workplace situations and revealed that customer incivility was found to have the greatest impact on increasing emotional weariness.

6.2. Implications for theory
Our study increases awareness of the consequences of customer incivility for employees, as it summarizes results from various service sectors such as tourism and hospitality, the banking sector, and the health care industry. It reveals the emerging themes summarizing certain foci, i.e., theories used, customer incivility conception, its impact, and its consequences on employees’ performance. The study outcomes provide a comprehensive understanding of the conception of customer incivility and the alternatives used by authors to conceptualize such misbehaviours. The study also reveals the antecedents to customer incivility, classifies them between individual and organizational variables, and confirms the negative relationship between customer incivility and performance. At the same time, it summarizes the direct consequences of this relationship for employees, as well as their implied effects for organizations.

6.3. Implications for practice
The existing literature suggests that managers should provide service sector employees with psychological support, guidance, and assistance to overcome the consequences of incivility (Kim & Qu, 2019a, 2019b). Additionally, organizations should provide employees with extensive training before they place them in various service positions. In this context, managers should also ensure that, upon the successful completion of training, employees have developed autonomy to effectively deal with customer incivility (Kim & Qu, 2019a, 2019b) as well as to recognize different types of aggressive behaviours.

The study outcomes also reveal that customer incivility can be either the outcome of a dysfunctional customer or a negative consequence of poor service they experience. Therefore, organizations might manage customer incivility more effectively if they recognize and classify it either because of action, a habitual intended action, or a perceived intention of a situation. This would enable managers to acknowledge what
might cause customer incivility in each case and apply the most appropriate mechanisms to reduce such negative phenomena taking place between customer and employees in their interactions.

**Keywords:**
customer incivility; customer orientation; bibliometric analysis; network analysis; systematic literature review.
Modelling the determinants of Hotel Service booking during COVID-19

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Dr. Ashutosh Pandey
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Introduction
Hospitality sector, which forms a part of the travel and tourism industry, plays an important role in value creation and employment generation as highlighted by World Travel & Tourism Council (2020). Across the world, the sector has evolved with time due to technological advances and changing customer preferences. Hotel bookings, for instance, have seen a shift from offline or direct bookings to online reservations. (Boto-García et al., 2021).
The outbreak of the COVID-19 pandemic and the travel and mobility restrictions that came with it have, however, dramatically affected the hospitality industry. As per the economic impact data shared by the World Travel and Tourism Council (2021), the global GDP contribution by the Travel & Tourism sector fell from 10.4% in 2019 to 5.5% in 2020.
The disruptions caused by the outbreak of the pandemic led to uncertainty and fear among the consumers of the hotel businesses, thus the falling demand levels. As a consequence of the pandemic, consumers now view more scarce hotel services as being less safe to consume which in turn reduces their purchase intentions. This is contrary to the scarcity-popularity and scarcity-quality notions that increased consumers’ purchase intention in the pre-pandemic times (Li et al., 2021). However, there exists a research gap in terms of exploring the comprehensive impact of elements like positive online review, brand image, hotel trust and perceived health risk in the context of hotel booking intentions during the pandemic.
To fill this gap, this research proposes a model incorporating the independent variables-positive online review, brand image, hotel trust and perceived health risk. The objective of the research is to understand and highlight how these factors influence hotel booking intention during the pandemic situation and the findings of the research should be able to provide the relevant stakeholders with insights and suggestions on how to respond better in order to influence consumers’ buying intention and capture more consumers in the light of changes circumstances.
The subsequent sections of the research are organized as follows: First, the literature related to the study has been reviewed and hypotheses developed. Then the research methodology has been presented, followed by the results and findings. Finally, the implications and future research directions have been discussed.
Literature review

Positive Online Review
In the current COVID-19 pandemic scenario where safety is of utmost concern, online reviews play an important part in aiding consumers to make safe buying decisions. In the restaurant industry, for example, online ordering and hygiene practices were elements frequently used and cared for in online reviews (Luo & Xu, 2021). Similarly, positive online reviews can help consumers of the hotel industry develop a positive attitude or perception towards the safety and hygiene standards prevalent at a hotel they’re considering and thus influence them to book accordingly.
Hence, the following hypothesis is proposed:
H1. Positive online review influences hotel booking intention

Brand Image
Given the pandemic situation, consumers are more conscious of their consumption patterns and their perceptions about different brands have changed too. Accordingly, in the context of the hospitality sector, the importance of image is crucial for consumers during their decision making process (Athar et al., 2021).
Thus, the following hypothesis is proposed:
H2. Brand image influences hotel booking intention

Hotel Trust
Trust becomes a crucial aspect in the relationship between a buyer and seller. The trust that a consumer has on a vendor helps him feel more secure, influences his purchase intentions and helps maintain long-term buyer-seller relationships (Gefen, 2000). Lien et al. (2015) suggests that a consumer's perceived value is augmented by the trust factor and that in turn adds to his hotel booking intention.
Hotels are a part of the service industry, which is characterized by the intangibility element, inseparability of production and consumption and the effect of experiences. Thus, trust becomes an important factor here, especially when booking hotels in a location or situation that a customer is unfamiliar with (Maghzi et al., 2011).
Thus, the following hypothesis is proposed:
H3. Hotel trust will influence booking intentions

Perceived Health Risk
Perceived risk is the spirit cost attached to a customer's buying behaviour, representing an element of uncertainty about future which affects his purchase intentions (Wei et al., 2018). When making purchasing decisions, consumers have certain outcomes that they expect out of that purchase and the more those outcomes are uncertain, the more will their perceived risk be (Li & Huang, 2009). Hotel service also has an element of uncertainty attached to it as the experience that one derives out of it can be subjective. Furthermore, the outbreak of the Covid-19 pandemic has added to the health concerns of consumers while considering hospitality and tourism activities. Thus, it is important to consider the impact of perceived health risk on hotel booking intention.
Therefore, the following hypothesis is proposed:
H4. Perceived Health Risk influences hotel booking intention

Booking intention
In the context of hotels, purchase intention can also be translated as intention to make hotel bookings. As such, several studies have examined the impact of different factors on booking intentions such as: hotel policies, e-servicescape& price sensitivity (Loh et
al., 2021), health, personal and financial stressors (MacSween and Canziani, 2021), online reviews (Chan et al., 2017) and perceived value, website trust and hotel trust (Kim et al., 2017).

**Proposed Model**
The proposed model related to this study consists of 4 independent variables - positive online review, brand image, hotel trust and perceived health risk and 1 dependent variable i.e. hotel booking intention which is directly impacted by the 4 independent variables.

![Research Model Diagram](image)

**Methodology**

i) Project Design
This research has been designed as a quantitative study that will test certain hypotheses through collection and analysis of quantifiable data to explain the interaction between the independent variables (positive online review, brand image, hotel trust and perceived health risk) and the dependent variable (Hotel booking intention). It is a cross-sectional study that will analyze the data related to the selected variables across the sample population at one specific point in time. The data analysis will be carried out using partial least squares structural equation modeling (PLS-SEM) to examine the relationships among the variables. The sampling technique used for the study is non-probability snowball sampling.

**Results and Discussion**
The result and discussion parts would be performed at the later stage.
**Implications**

Amidst a time when fall in demand levels and revenues has been a major concern for hotel businesses (Gursoy and Chi, 2021), such measures will likely help hoteliers to enhance their business strategies and respond to the challenges being presented because of the COVID-19 pandemic in a better fashion.

Key words : Online reviews, Brand image, Trust, Perceived health risk.

**References**

Retailers Treated Like Showrooms: The Impact of Logistic Service Quality Dimensions on Showrooming Behavior

Ms. Mandy Kasprzyk
PhD Student, University of South Alabama, USA

Introduction:
This study presents a proposal to explore the explanatory mechanisms of customer satisfaction and feelings of reciprocity for operational and relational LSQ dimensions and a customer’s intention to competitively showroom. Whether the retailer intended to be a showroom or not, consumers have become more interested in an experience where they can comparison shop in multiple channels simultaneously. Defined as a practice in which customers visit a physical store to evaluate products/services in-person, and then use mobile technology while in the store to compare (Rapp et al., 2015), showrooming is a relatively new construct appearing in the marketing and retail literature. Because multichannel integration is becoming more necessary for brick-and-mortar retailers to implement, this research does a brief literature review on the difference between both operational and relational logistics service quality dimensions and in-house vs. competitive showrooming behaviours. This study also sought to highlight the boundary conditions of a customer’s perception of safety in a physical shopping environment.

Design/ Approach:
This study proposes to analyze two sets of data. The data will be collected from a customer survey that will take place in a retail context. Ideally, customers will be surveyed about their perceptions immediately after their retail service experience. Ideally, one data sample will be from a retailer that has been rated highly for LSQ dimensions, and the other data sample will be from a company that is not well-known for logistics service quality. Each group will be given the same survey so that the responses can be compared within groups and also between. Operational and relational LSQ dimensions will be measured using the 9-item scale based on the works by Mentzer et al. (2001) and Murfield et al. (2017). To adapt the construct to the retailing context, items from the RELQUAL scale will also be incorporated (Lages et al., 2005). Additionally, four linear regression analyses will be conducted with customer satisfaction and feelings of reciprocity as the dependent variables and the two dimensions of logistics service quality (operational and relational) as the independent variables, while a bootstrapping method will be used to test the dual mediating effect. Strengthening the causal argument, two groups will be assessed using random assignment of subjects. Each participant within a group will see the same survey that everyone else in the group sees. Using a within-person research design will allow us to see how an individual might change their response based on different levels of logistics service quality, but it would also allow us to compare responses to the other group.
To address the issue of reliability and validity of measures for the mediating constructs, multiple indicators will be used to create the latent constructs of customer satisfaction and feelings of reciprocity. Additionally, a power analysis will have to be conducted to determine the sample size. Finally, to judge the importance or size of the effect, some measurement of effect size (for example, Cohen’s f), will be used.

For the measurement of perception of safety in the physical shopping environment, it will be necessary to go beyond the items included on the SRS scale introduced by Culbertson et al., 2001, and bring in some of the elements from Ceccato&Tcacencu’s study (2018) to cater it to the retail context. Not only would it include questions about the visitor’s own victimization experiences and their feelings about the store’s appearance, but also, the scale would ask questions about the issue of crowd size and sanitation procedures.

A principal components analysis with rotation VARIMAX will need to be conducted to first determine the factor structure. After validating the scale for Perception of Safety, it will be necessary to test and plot the two-way effects of the moderator variable. The procedures laid out by Dawson (2014) will be utilized. First, a regression analysis will be run, including both the mean centres of customer satisfaction and perception of safety as the independent variables, and intention to competitively showroom as the dependent variable. Another regression analysis will be run following up the first, using the mean centres of feelings of reciprocity and perception of safety as the IVs, and intention to competitively showroom as the dependent variable. In each of these equations, if the product is significant, then an interaction can be confirmed. Additionally, a simple slope test can also be used to test the significance of each slope independently (Dawson, 2014).

Finally, based on the study from Rejon-Guardia et al. (2017) and Arora & Sahney (2018), the dependent variable Intention to Competitively Showroom will be measured by looking at 6 items.

Research Implications:
Although e-commerce phenomenon are considered some of the most critical supply chain concepts, there has been limited research assessing the impact of logistics service quality dimensions on the emerging e-commerce trend, showrooming. This study proposes to expand this body of knowledge by offering some meaningful insights regarding LSQ dimensions and their relationships to competitive showrooming.

First, this study proposes to examine the role of both operational and relational LSQ dimensions on competitive showrooming through two mediating factors, customer satisfaction and feelings of reciprocity. These relationships have important implications for managers. It could mean that focusing more on aspects of physical distribution or customer service can directly mitigate a customer’s intention to not only switch channels, but also switch to a competitor’s store to complete their purchase.

Second, this study will seek to confirm the moderating effect of perception of safety (of the physical shopping environment). This study will ask respondents to evaluate their perception of the retailer’s crime-related issues, sanitation processes, and crowd
control procedures. This could be a key finding for our study with important implications for managers. It posits that retailers can enhance the mitigating effect between favorable LSQ dimensions and competitive showrooiming, thereby ensuring that sales are not lost to a competitor.

Third, this study seeks to advance theory by doing an empirical analysis to test the relationships between operational and relational LSQ dimensions and intention to competitively showroom.

Follow up studies could look at other moderators, confounder variables, or covariates to further identify and further establish the proposed mediating variables (MacKinnon et al., 2012). This would help confirm the relationship between LSQ dimensions and the competitive showrooming concept.

**Originality/ Value**

This study addresses the following research questions:

- **RQ1**: How do operational and relational logistic service quality dimensions impact a customer’s intention to competitively showroom?
- **RQ2**: How does a customer’s perception of safety influence the relationships between LSQ dimensions and a customer’s intention to competitively showroom?

The following model depicts several propositional relationships. It focuses on how LSQ dimensions mitigate competitive showrooming behaviours by developing customer satisfaction and feelings of reciprocity. The moderating construct of a customer’s perception of safety is also presented.
Proposition 1: There is a positive relationship between operational LSQ dimensions and customer satisfaction such that when operational LSQ is perceived as favourable, then customer satisfaction is likely to increase.

Proposition 2: There is a positive relationship between operational LSQ dimensions and feelings of reciprocity such that when operational LSQ dimensions are perceived as favourable, customers are more likely to feel the need to reciprocate.

Proposition 3: There is a positive relationship between relational LSQ dimensions and customer satisfaction such that when relational LSQ is perceived as favorable, then customer satisfaction is likely to increase.

Proposition 4: There is a positive relationship between relational LSQ dimensions and feelings of reciprocity such that when relational LSQ dimensions are perceived as favorable, customers are more likely to feel the need to reciprocate.

Proposition 5: Customer satisfaction and feelings of reciprocity are positively correlated.

Proposition 6: There is a negative relationship between customer satisfaction and competitive showrooimg such that when customer satisfaction is higher,
then the likelihood of customers having the intention to competitively showroom decreases.

**Proposition 7:** There is a negative relationship between customers’ feelings of reciprocity and competitive showrooming such that when feelings of reciprocity are higher, the likelihood of customers having the intention to competitively showrooming decreases.

**Proposition 8:** Customer satisfaction mediates the relationship between Operational LSQ dimensions and intention to competitively showroom.

**Proposition 9:** Customer satisfaction mediates the relationship between Relational LSQ dimensions and intention to competitively showroom.

**Proposition 10:** A customer’s feelings of reciprocity mediates the relationship between Operational LSQ dimensions and intention to competitively showroom.

**Proposition 11:** A customer’s feelings of reciprocity mediates the relationship between Relational LSQ dimensions and intention to competitively showroom.

**Proposition 12:** A customer’s perception of safety of the physical shopping environment moderates the relationship between customer satisfaction and competitive showrooming.

**Proposition 13:** A customer’s perception of safety of the physical shopping environment moderates the relationship between feelings of reciprocity and competitive showrooming.

**Keywords:** Showrooming, logistics service quality, relational logistics, operational logistics
Sustainability Practices in Indian Retail vis. a vis. Practices of International Retailers

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Social and environmental concerns have been attracting attention of consumers and organizations across the globe (Marquart-Pyatt 2007). To provide direction to the efforts towards sustainability, a structured framework—Sustainable development Goals (SDGs), were adopted by all United Nations members in 2015 to ensure peace and prosperity by 2030. The 17 SDGs were integrated to create a balance between social, economic and environmental sustainability. (www.undp.org). With pandemics like Covid, striking the mankind and adversely affecting businesses and society at large, more focus is required to make businesses sustainable.

This paper explores the sustainable practices adopted by Indian Retailers and benchmarks them against the practices followed by International retailers. Annual Reports and websites of retailers have been used to present a summary of activities/sustainable practices.

Literature Review

Sustainability has become an important element in the agenda for many business firms (Linton et al, 2007; Peterson, 2009; Fint & Golicic, 2009). Sustainable development has been defined as “development that meets the needs of the present without compromising the ability of future generations to meet their own needs” by World Commission on Environment and Development (WCED, 1987) Brundtland Report. Consumers and governments have become sensitive to sustainability which is forcing firms to add the sustainability element in their operations. In the past more emphasis was placed on environmental dimensions of sustainability rather than on societal, and economic ones and thereby concepts such as Reverse logistics (Stock, 1992), green purchasing (Green et al. 1995), and environmentally conscious manufacturing (Sarkis, 1995) were introduced. In comparison to the past, now the emphasis is required to all three dimensions of sustainability, namely economic, environmental and societal. Infact firms had been working towards achieving CSR objectives, but now focus is on much broader aspect—Sustainability. Tuna Bamal & Mark Des Jardine, 2015 outlined the difference between CSR and sustainability stating that while CSR focuses on balancing current stakeholder interests, Sustainability focuses on balancing resource usage and supplies over time thereby assuring intergenerational equity.
Retailers are the final link in the distribution channel, and they act as intermediaries between producers and consumers [Ytterhus, B.E.; Arnestad, P.; Lothe, S]. So for safeguarding natural resources, the introduction of sustainability as a core value in retailers is imperative [Wiese, A.; Zielke, S.; Toporowski, W.]. There are many ways in which retailers can influence society and help the development of a more sustainable environment. The retailers worldwide are embracing more environmental and socially responsible business practices with an objective to achieve long term economic as well as sustainability goals of the firm (Simms 1992; Delmas & Toffel 2004; Iles 2007; Baharum & Pitt 2010; Gautam & Singh 2010; Cruz & Boehe 2010).

India is 5th largest retail destination globally and is amongst the highest in world in terms of per capita retail store availability (www.ibef.org). Indian retail is witnessing exponential growth which is not only limited to tier I cities but has also reached smaller cities.

(Taneja & Girdhar 2013) stated that not many of Indian retailers provide standalone sustainability reports. Also, they stated that mostly the Indian retailers have been focusing on social and few environmental concerns.

Moreover, not much literature is available as far as sustainable practices of Indian retailers are concerned. This paper therefore attempts to analyse the sustainability practices of Indian retailers with an objective to understand their alignment with SDGs and benchmark them against the practices followed by International Retailers.

**Design/Methodology/Approach**

The 17 SDGs defined by United Nations were studied and then few international retailers were identified from the Forbes list/ Delloite’s list of world’s top retailers. The Sustainability/Business responsibility reports/Annual Reports of Top International and Indian Retailers were studied to outline the sustainability practices being followed by them. The major areas/SDG’s where the retailers are putting efforts were marked. The sustainability practices of Indian retailers were compared with their counterparts in the world. Based on the study of the reports, a model was suggested for achieving Sustainability goals for retailers.

**Data Analysis/Findings**

As far as international retailers are concerned, they have been doing sustainability reporting, mapping it with the 17 SDG’s. But for Indian retailers, various formats of reporting were observed. For ABFRL the sustainability report was available, whereas for few others Business responsibility reports were there. In some cases, only CSR reports were available. The review of annual reports and sustainability reports of international retailers reflects 6 major areas of focus for a retailer- which the authors frame as 6C’s of sustainability in retail. Only a few Indian retailers are found to adopt all the sustainability goals as per the reports available and therefore the paper proposes the sustainability model for Retailers. The Sustainability model proposed is as follows:
From the study of various reports, it was found that whereas most of the International Retailers are aligning sustainability efforts towards all the 17 SDG’s, Indian retailers, are primarily focusing on concern for customers, employees and society. More efforts need to be aligned towards Climate, Clean energy and economic growth. This can be done by aligning the various functions of retail store like store operations, marketing and sourcing so as to fulfill the sustainability goals of the firm and align themselves in line with NVGs of India. Partnerships /Collaborations will be acting as enablers for driving the sustainability goals as is evident from the study of sustainability practices of International Retailers.

The 6 Cs in the proposed model can be achieved by focusing on the below mentioned SDG’s

*Customer concern – by responsible consumption & production wherein sourcing and promotions need to be focused in providing customers with genuine products promoting good health & well-being. Also, production facilities need to be focused to eliminate toxic and hazardous chemicals/ingredients.

*Concern for employees- by giving decent work environment and growth to employees, gender equality, reduced inequalities

*Climate concern- working for sustainable cities & communities, climate action, life below water, life on land, aligning supply chain members so as to work towards climate action,

*Clean energy – directing store operations & supply chain efforts towards affordable & clean energy
*Concern for society- CSR initiatives to reduce hunger, poverty, quality education, clean water & sanitation, gender equality
* Concern for economic growth- by creating job opportunities and giving decent work environment and growth to employees.

Research Limitations/Implications/Theoretical contributions
As Very few sustainability reports were available for Indian retailers, so it was difficult for retailers to analyse the sustainability efforts in Indian context. The Paper proposes a theoretical model for sustainability for retailers. This model can be empirically tested and validated by further research.

Practical Implications
The paper draws the best practices in sustainable development form International retailers and highlights the areas where Indian retailers need to focus more. Retailers can work around the model proposed in the paper to align themselves with the sustainable development goals (SDG’s). In fact the Indian Government has now laid down that instead of Business Responsibility Reports, the Retailers now need to present the BRSR- Business responsibility and Sustainability reports. The framework presented in the paper can be adopted by retailers to work towards the same.

Key words
Sustainability, Sustainability development goals, Indian retailers, United Nations, social, economic, environmental.

References:

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2. https://www.ibef.org/industry/indian-retail-industry-analysis-presentation
Determinants of Continuance Intention to use Game-Based Pedagogy Post Covid-19: Moderating effect of Flow Experience

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Introduction
The COVID-19 disease outbreak has ended up leading governments around the world to put in place unparalleled methods for response, one of the worst hit sectors by pandemic is education. The campuses across countries started shutting down abruptly fearing the pandemic. Online education became need of an hour which implied educators to adopt different pedagogies. Marketing educators generally are that cohort of academics who are most acclimated to changing materials and processes due to the agile nature of market and to make students industry ready. This research therefore incorporates mixed method approach to identify the experience marketing educators had while incorporating Game Based Pedagogy (GBP) in marketing education during pandemic and the determinants of continuance intention to use the same post pandemic. Quantitative research was conducted to identify the determinants of continuance intention for using GBP post pandemic. The findings highlight the positive and negative experiences of marketing educators associated with GBP and important determinants of continuance intention.

Literature review
The current research involves of two important concepts: game-based pedagogy (framework for the research) and continuance intention (explored phenomenon). Nousiainen et al., 2015 had defined GBP as a pedagogy which is established on various game-based methods. The definition includes GBP in digital and non-digital perspectives. However, research context for present study is in digital context and we are adopting the fourth approach of GBP defined by Nousiainen et al., 2015 i.e., “gamification”. Continuance intention is deliberated as one of the substantial factors in perceiving educators’ post-acceptance behaviour (Hooi, R., & Cho, H. (2017). There are various studies that have explored the educator’s continuance intention for online teaching in different settings like their experience, skills, emotions, gender, age and attitude (Blum-Smith, S., & Brennan, K.2019). Earlier research has reconnoitre educator adoption of technologies from various perspectives, like the complexity of the technology (Aldunate, R., & Nussbaum, M. 2013), educator attitudes towards technology (Albirini, A.2006), educational ideologies (Kiraz, E., & Ozdemir, D. (2006), and overall technology acceptance (Šumak, B., Heričko, M., & Pušnik, M. (2011)). But the literature on educator’s adoption of technology has shown great inconsistency in results which depends on context, technology and types of users also (Šumak, B.,...
Hence the proposed Hypothesis for the study are:
H¹: Self-efficacy has impact on educator’s continuance intention for GBP.
H²: Facilitating conditions has impact on educator’s continuance intention for GBP.
H³a: Experience moderates the relationship between self-efficacy and Continuance intention to use
H³b: Experience moderates the relationship between Facilitating conditions and Continuance intention to use
H³c: Experience moderates the relationship between technostress and Continuance intention to use
H³d: Experience moderates the relationship between Relevance and Continuance intention to use
H³e: Experience moderates the relationship between Attention and Continuance intention to use
H⁴: Technostress has impact on educator’s continuance intention for GBP.
H⁵: Relevance has impact on educator’s continuance intention for GBP.
H⁶: Attention has impact on educator’s continuance intention for GBP.

Proposed conceptual framework
Fig 1: Proposed conceptual model
Research Methodology
The survey questionnaire had a total of 34 Likert based questions. The respondents were requested to rank their agreement on a scale of 1 to 5 with ‘1 being Strongly Disagree’ and ‘5 as Strongly Agree’. 400 valid responses were collected via a structured online questionnaire via research gate, academia.edu and LinkedIn. The sample consisted of marketing educators employed in all leading private universities of Tier 1 cities in India. All the scales were adopted from well-established published resources.

Analysis
EFA was engaged to summarize data to better comprehend the patterns and association among the existing variables. Principle component analysis (PCA), a data reduction technique, was espoused in this extraction process. The subsequent Varimax rotation helped in grouping the 34 identified items into seven factors. The sample adequacy was justified using the Kaiser-Meyer-Olkin (KMO) test, and the KMO value was 0.844 in the present research. Reliability alpha (Cronbach’s alpha) for all variables were above 0.7 (0.700 to 0.937). Thus, the findings were suitable (Nunnally, 1978, p. 245). Regression analysis was used to investigate the variation in the impact of respective dependent and independent variables. Table 1 presents the details of the regression analysis. Based on the p value (less than 0.05), hypotheses H₁, H₂, H⁵, and H⁶ were accepted. And H⁴ was rejected.

Table 1: Regression Analysis

<table>
<thead>
<tr>
<th>Constructs</th>
<th>p value</th>
<th>Hypothesis accepted/rejected</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1 Self efficacy</td>
<td>0.036</td>
<td>Accepted</td>
</tr>
<tr>
<td>H2 Facilitating conditions</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>H4 Technostress</td>
<td>0.249</td>
<td>Rejected</td>
</tr>
<tr>
<td>H5 Relevance</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>H6 Attention</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

As the hypothesised model could not establish the relationship between Technostress, it was removed from the proposed model. CFA and SEM was administered on the remaining five constructs, Self-efficacy, Facilitating conditions, Relevance, Attention, flow experience and Continuance intention. Measurement model was established using the CFA (Hair et.al., 2008). To test the goodness-of-fit (GFI) of the estimated measurement model, the normed-fit index (NFI), χ² test value, comparative fit index (CFI), RMSEA, incremental-fit index (IFI), and TLI statistic were analysed (Hooper et.al., 2008). The measurement model of dependent and independent variables
analysed using the CFA depicted a good model fit with $\chi^2/df = 1.526$, CFI = 0.986, NFI = 0.960, TLI= 0.982, IFI= 0.986 and RMSEA = 0.036. Hierarchical multiple regression was adopted to assess the effects of a moderating variable, experience. To test the moderation effect, we observed the interaction effect between the independent variables, SE, FC, Relevance, Attention and Experience (Moderator) and whether or not such an effect is significant in predicting continuance intention for GBP. The variable Technostress was not involved in the model as it did not have noteworthy relationship with the dependent variable.

Table 2 summarizes outcomes of Hierarchical multiple regression.

<table>
<thead>
<tr>
<th>Moderator</th>
<th>Customer Flow Experience</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Model 1 without interaction term</td>
<td>2.252</td>
<td>0.107</td>
</tr>
<tr>
<td></td>
<td>Model 2 With interaction term</td>
<td>4.338</td>
<td>0.005</td>
</tr>
<tr>
<td>Self- Efficacy</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facilitating</td>
<td>Model 1 without interaction term</td>
<td>24.999</td>
<td>0.000</td>
</tr>
<tr>
<td>conditions</td>
<td>Model 2 With interaction term</td>
<td>16.968</td>
<td>0.000</td>
</tr>
<tr>
<td>Relevance</td>
<td>Model 1 without interaction term</td>
<td>123.621</td>
<td>0.000</td>
</tr>
<tr>
<td></td>
<td>Model 2 With interaction term</td>
<td>84.724</td>
<td>0.000</td>
</tr>
<tr>
<td>Attention</td>
<td>Model 1 without interaction term</td>
<td>25.209</td>
<td>0.000</td>
</tr>
<tr>
<td></td>
<td>Model 2 With interaction term</td>
<td>19.128</td>
<td>0.000</td>
</tr>
</tbody>
</table>

The analysis of the Hierarchical multiple regression depicted partial moderation with FC, Relevance and Attention. However, with SE it had full moderation effect.

**Theoretical contribution**
A noteworthy literature has concentrated on observing SDT, TAM, JD–R and Keller’s ARCS independently in education context, but no study has theoretically connected these models so far. Grounded on literature review, the current study observed relations on self-efficacy, built on Self-Determination Theory (SDT), technostress built on extended Job Demands–Resources Model, facilitating conditions based on
TRACK 7- Sales, Distribution and Services

UTAUT, Flow experience from Flow theory, Relevance and attention from Keller’s ARCS model and educators’ continuance intention to use GBP grounded on the TAM.

**Practical implication**
Marketing educators are one who are always ready for the change due to dynamic nature of the market requirements and continuance new demand of the curriculum and making the students future ready but the GBP is till at nascent stage and demands a wide-ranging approach to update educators’ capability (Foster et al., 2015) to adapt GBP for more engaging sessions. This study therefore has important contributions as the results are relevant for recognising areas that needs improvement in implementing GBP and training for educators accordingly as educator ability of imbibing GBP is more integral to educators’ professional expertise and skill range. This research can help educators to overcome the challenges and effectively providing courses aiming on GBP in teaching marketing courses.

**Limitations**
The current research is focused on only marketing educators to maintain the homogenous data of experiences. Samples only from private universities of tier one cities of India were considered. Research only focuses on the educator’s perspective of GBP.

**Originality**
This is a unique study which has incorporated constructs from Self-Determination Theory (SDT), Job Demands–Resources Model, UTAUT, Flow theory, Keller’s ARCS model and TAM. The context of this study, Game based pedagogy post covid 19 has not been explored among Indian educators.

**Key Words**: Game based pedagogy, marketing educators, Covid -19, pandemic, continuance intension.