EMERGING TRENDS IN COMMERCE AND MANAGEMENT

(A Collection of Student Research Papers Presented at National and International Conferences)

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Editors

Preface

The landscape of commerce and management is continuously evolving, driven by emerging trends, technological advancements, and the ever-changing global business environment. This book, Emerging Trends in Commerce and Management, is a curated collection of articles that reflect the dynamic nature of these fields.

The articles included in this compilation were presented by undergraduate students of the PG Department of Commerce, Sullamussalam Science College, Areekode, at various national and international conferences between 2022 and 2024. Each article embodies the curiosity, academic rigor, and innovative thinking of our students, showcasing their ability to engage with contemporary issues in commerce and management.

The aim of this book is to provide a platform for our students to share their research with a broader audience, contributing to the ongoing discourse in the field. We hope that the insights offered in these articles will inspire further research and discussion among academics, practitioners, and students alike.

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ATTITUDE AND INTENTION OF THE POST GRADUATE STUDENTS TOWARDS THE ENTREPRENEURSHIP

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ABSTRACT

Entrepreneurial intention refers to individual's states of mind that aimed at creating new venture, developing new business concept or creating new value within existing firms. It is an important factor in facilitating towards new venture establishment and has significant impact on the firms 'venture success, survival and growth'. Studies have shown that the favourable attitude towards business or entrepreneurship result in strengthening the intention to become a powerful and successful entrepreneur in the future. India is not a country of employment jobs but a country of endless enterprise opportunities. There are not one million jobs but ten million work opportunities. A nation's ability to generate a steady stream of business opportunities can only come about when its people take to entrepreneurial activities. Thus, this study sought to

explore factors affecting the entrepreneurial intention among post graduate students of the aided colleges, which are conveniently selected by the researchers from a selected region. The study has addressed many dimensions of the entrepreneurial behaviour and attitudes like personal attributes, subjective norms, and entrepreneurial self-efficiency of the respondents through this present research work. For that purpose, the study has collected 100 and more samples data from the PG students. The data collection has been carried out through a structured questionnaire which are distributed directly to the participants as well as through the online platforms also. Based on the appropriate statistical tools and techniques, the study has found that there are many key factors which are influencing the entrepreneurship intentions among the students to become a popular entrepreneur in the future. The present study will give an outline about how the entrepreneurship characters are building among the students and which different factors are influencing the students towards the concept of entrepreneurship. The output also reveals an important message to the educational institutions to focus and incorporate some quality measurements to ensure the students tastes on the entrepreneurship which are maintained and progressed through their education practices.

Keywords: *Entrepreneurship, Attitudes, Intentions, Students*

Introduction

No matter if a country is considered to have a mature economy, an emerging economy, or a developing economy, entrepreneurial endeavours are essential to the growth of their respective economies. Students from today's generation are going to be the country's business leaders of the future. People believe that entrepreneurial activity will benefit the economy and may make a significant contribution to the country's overall wealth in the future. Many people who graduate from college are unable to find job that is appropriate for the level of education they earned. The study of entrepreneurship as a distinct branch of science is a relatively new development. It is still trying to discover its niche and identify analytical paradigms that are distinctly different from the domains of theory of the firm in economics and behavioural aspects in management studies. This is something that it has been working on for quite some time.

In order to conduct a study on the attitudes and intentions of postgraduate (PG) students towards entrepreneurship, it is likely that a sample of PG students would be surveyed in order to collect data on their perceptions of entrepreneurship, their level of interest in beginning a

business, and their plans to pursue entrepreneurship in the future. The survey would most likely include questions about factors that may influence respondents' attitudes and intentions, such as respondents' levels of education and previous experience with entrepreneurship, as well as respondents' perceptions of the entrepreneurship ecosystem in their local community. The findings of the research might be put to use to determine which aspects of entrepreneurship teaching and support for postgraduate students need to be enhanced, as well as to get a better understanding of how to more effectively engage and support prospective student entrepreneurs.

The studies that are found in the literature review are likely to investigate various aspects of postgraduate students' behaviours and intentions towards entrepreneurship. These aspects may include the students' perceptions of entrepreneurship, their level of interest in beginning a business, and their plans to pursue entrepreneurship in the future. Some studies may also investigate factors that may influence participants' attitudes and intentions, such as the participants' levels of education, the extent to which they have previous experience with entrepreneurship, and their perceptions of the entrepreneurship ecosystem in their local community.

In this context, "Entrepreneurial intention" refers to the mental states of individuals that are focused towards the creation of new ventures, the development of new

business concepts, or the creation of new value within enterprises that already exist. It plays a vital role in aiding the development of new ventures and has a considerable influence on the firms "venture success, survival, and growth.' Studies have demonstrated that having a positive attitude about business and entrepreneurship results in a strengthened ambition to become a powerful and successful entrepreneur in the future. India is not a country with a large number of employment prospects but rather a country with limitless business opportunities. It is more accurate to say that there are ten million employment opportunities rather than one million jobs. Only when the people of a country engage in entrepreneurial activity will that country be able to produce a consistent flow of possibilities for company owners to pursue (Arnold, 2022).

Objectives of the study

1) To study the Personal Attitudes of the students towards the Entrepreneurship.

2) To examine the Intentions of the students towards the Entrepreneurship.

3) To Study the elements of subjective norms related to the student's entrepreneurship Intention

4) To evaluate the Entrepreneurial self-efficiency among the students.

5) To examine the role of personal attitude, subjective norms and self-efficiency of the PG students towards their Entrepreneurship intention

Review of literature

S. Arunkumar, J. Jose Prabhu, S. Divya, V. Sangari, S. Nandhini, R. Prasanna, and S.Prakash (2018) made an effort to investigate the ways in which the entrepreneurial mindset of an individual varies from that of other people. The findings of the study showed that students, on average, have a good attitude towards entrepreneurial endeavours, and that these findings impact positive attitudes. The researchers proposed that the educational establishment should encourage students to explore becoming entrepreneurs, with the expectation that these individuals will start their own businesses in order to have greater freedom in their personal and family lives. According to the findings of the study conducted by Fasla N P (2017), the vast majority of students believe that engaging in entrepreneurial activity is a positive thing to do. The current system of management education does not place an emphasis on the development of entrepreneurialism. Their research demonstrates that entrepreneurial mindsets are prevalent among students, as shown by Magdalena Raczynska and Adam Krystian Wisniewski's (2016) study. The research reveals that the vast majority of respondents considered themselves to be entrepreneurial, which is likely the reason why so many

respondents have entertained the idea of starting their own company. They did so because they had the misconception that running your own company may bring in greater profits than doing a normal job full time.

Evan D. (2005) explored the effect of entrepreneurial attitudes and entrepreneurial self-efficacy on an individual's desire to participate in entrepreneurial behaviour. Specifically, he was interested in how these factors influence an individual's likelihood of starting their own business. According to the findings, those who value higher levels of income and independence as well as greater levels of ownership tend to have high levels of entrepreneurial aspirations. According to the findings of the study, there is no connection between risk prosperity and entrepreneurial ambitions. The researchers Souitaris, Zerbinati, and Andreas (2007) found that entrepreneurship education stimulates students' subjective norms and intention towards entrepreneurship. This is accomplished by providing students with the knowledge, skills, and sense of beliefs that inspire students to choose entrepreneurship as a career path. In a study conducted by Grid et al. (2008), the theory of planned behaviour was investigated for its potential as a predictor of entrepreneurial intention among students in their last year of study in commerce at two institutions in the Western Cape. The study looked at a variety of factors that may be used to predict an individual's intention to start a business. There was not a substantial contribution made by personal

characteristics, demographic factors, or situational factors to the variation that was described by the theory of planned behaviour.

Intentional models have received criticism for their linear and static approach since the dawn of the twenty-first century. One the one hand, they failed to consider mediating effects between the suggested scales that might have indirect impacts on the endogenous variable (Izaias & Pablo, 2020; Syed, Butler, Smith, & Cao, 2020). Similar to this, the entrepreneurial intention variable is dynamic, meaning that new factors may affect the firms and have an impact on it. We have concentrated on the attitude towards entrepreneurial behaviour as a determining component in the students' entrepreneurial ambitions in an effort to fill up some of these gaps. It has been demonstrated that people's attitudes towards this goal improve and have a favourable impact on their entrepreneurial intention when they believe they have the capacity and authority to operate a business (Zhao, Lei, He, Gu, & Li, 2015). Other writers have demonstrated how a more positive attitude towards the entrepreneurial aim might indirectly impact one's view of one's capacity to operate a business (Prabhu, McGuire, Drost, & Kwong, 2012). According to Wang et al., self-control and attitude judgements should be used as a mediator of entrepreneurial intention (Wang, Chang, Yao, & Liang, 2016). Additionally, there is student research on the tangential associations between students' intentions to

become entrepreneurs and their perceptions of capacity and control (Zhao et al., 2015).

Research Methodology

The present study has followed descriptive research design to explain the characteristics of a population based on the selected sample. The study has used primary data and collected 90 responses from post graduate students from Areekode Panjayath, based on the convenient sampling technique. A structured questionnaire was distributed to the respondents and collected their remarks through an online survey technique. Percentage analysis and multiple regression analysis are the major statistical tools used for the data analysis.

Results and Discussions

Under this section, the study deals with five major research objectives and the results and discussions of the same are given below.

Table 1: Personal attitude of students towards entrepreneurship

Statement	Frequency	Percentage
Strongly not infleucing	4	4.44
Not infleuncing	17	18.89
Neutral	24	26.67
Infleucing	35	38.89
Strongly influencing	10	11.11
Total	**90**	**100.00**

According to the statistics presented in the table above, the personal attitudes of approximately 39 percent of the students, or 35 out of 90, have a positive influence on the entrepreneurial behaviour of other students.

Table 2: Entrepreneurship intentions among the PG student

Statement	Frequency	Percentage
Highly not intrested	4	4.44
Not intrested	16	17.78
Neutral	36	40.00
Intrested	22	24.44
Highly intrested	12	13.33
Total	**90**	**100.00**

The observations presented in the table above reveals that forty percent of the students, or 36 out of 90, do not have

a strong preference either way regarding the prospect of starting their own business in the future.

Table 3: Subjective norms related to the entrepreneurship behavior

Statement	Frequency	Percentage
Never support	6	6.67
No support	21	23.33
Neutral	40	44.44
Low support	19	21.11
High support	4	4.44
Total	**90**	**100.00**

The findings of this study provide an indication of whether or not the significant others in the PG students' lives will support their decision to become entrepreneurs in the future. In this case, 44.44% of people responded that they do not have an opinion, which indicates that they are uncertain about that.

Table 4: Entrepreneurial self-efficiency of the student

Statement	Frequency	Percentage
Highly not efficient	4	4.44
Not efficient	28	31.11
Neutral	32	35.56
Efficient	20	22.22
Highly efficient	6	6.67
Total	**90**	**100.00**

According to these findings, 35.56 percent of students believe that they do not have a strong opinion either way about their potential to become successful business owners.

Table 5. Regression Analysis Output

	Entrepreneurial Intentions	Correlation Sig. (2-tailed)	R	R Square	Adjusted R Square	F ratio (ANOVA)	Sig.	Standardized Coefficients (Beta)	Sig. value
Entrepreneurial Intentions	1.000								
Personal Attitude	.673	.000	.708 a	.501	.483	28.744	.000b	0.511	0.000
Subjective Norms	.348	.000						-0.032	0.724
Self-efficacy	.594	.000						0.282	0.005

Dependent variable: Entrepreneurial Intentions

Independent variables: Personal Attitude, Subjective Norms, and Self-efficacy

According to the table's research results, the three independent variables can contribute for 48.3% of the variance in the entrepreneurship intention of PG students.

Findings, Implications, and Conclusion

Personal attitudes held by the student have been shown to have a positive influence on entrepreneurial activity. The vast majority of the students have an interest in going into business for themselves in the future. Students who are unsure whether or not they will receive support from their family and friends in their aspirations to start their own business. Students are also experiencing a sense of uncertainty regarding their level of self-efficiency with regard to entrepreneurship. In general, the three factors of personal attitudes, subjective norms, and self-efficiency are playing a greater role in the entrepreneurial intentions of postgraduate students.

Since the students have such a strong interest in starting their own businesses, the academic curriculum ought to be revised so that it includes more topics that motivate students to start their own businesses. The focus of educational institutions should be on providing students with a variety of opportunities to improve their skills so that students can feel more confident in their ability to pursue entrepreneurial endeavours. The mindset of society as a whole needs to be shifted in a constructive direction towards entrepreneurship, and everyone in the

community needs to lend immediate support to each and every one of the students' business ideas.

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BRAND AFFINITY OF YOUTH TOWARDS FASHION PRODUCTS

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ABSTRACT

Nowadays young generation people are very early adopters of latest fashion products like different costumes. New products and brands have an important role in the status of consumer consumption and identity construction of youngsters with the available fashion products brand. Many young people are buying repeatedly a same brand of fashion products which are also may be a reputed brand, thereby fuelling the branded apparel consumerism. Being brand conscious is the new fashion mantra which has caught on like forest fire. The increased income level helps the young people to buy from reputed brands with considering more popularity and comfort in it. And also, The Indian textile and apparel industry is the largest foreign exchange earner for the country. Everyone has a separate and elegant fashion sense which is mainly related to the apparels throughout the world. Through this

present study, the authors were conducted a survey on the basis of primary data from the field using a structured questionnaire to determine the behaviour of youngsters towards the branded costumes. The study also deals with the enquiry about different factors affecting the purchase decision of most preferred brand by the customers and the examination on other relevant variables such as consumer personality and satisfaction etc. The Data analysis and interpretation related to this study is done with the support of using basic statistical tools and techniques includes, parametric tests with percentage analysis and charts. The study on the affinity towards branded costumes gives firms an evidence-based foundation on how to build a solid strategy-including data -driven brand positioning and messaging among the new and existing customers to improve their business in the future.

Keywords: Brand, Affinity, Consumers, Fashion, Costumes

Introduction

One of the largest textile businesses in the world, India's textile sector exports around 27% of its total foreign exchange. Additionally, India's textile sector provides close to 14% of the nation's overall industrial output.

Approximately 3% of the nation's GDP comes from it. Over 35 million people are presently employed in India's textile sector. Young people often accept trends first. Young people's status consumption and identity formation are heavily influenced by new items and brands. Young people are increasingly purchasing clothing from well-known brands, which is boosting the need for branded clothing. Being brand aware is the new fashion philosophy that is spreading like wildfire. The young people's higher income levels make it easier and more comfortable for them to purchase from major apparel companies. Additionally, the majority of quick fashion is created to appeal to young, trendy consumers. A design, production, and marketing strategy called "fast fashion" is geared toward producing large quantities of garments quickly. In order to make clothing that is affordable for the general population, trend duplication and inferior materials are used in the manufacturing process. People tend to act consistently even if they may not act the same way in every circumstance, thus we may categorise clients into six types based on their purchasing habits. a group of brand-loyal consumers with established habits who are typically happy with the recent purchase of a product or brand. a segment of consumers with price cognition who make decisions primarily based on cost or value comparisons. a class of clients with cognitive skills who are receptive to persuasive arguments. a segment of consumers that make impulsive purchases and are largely

unconcerned with brand names. a group of people with strong visual influence who emotionally react to product emblems. a collection of recent clients whose psychological aspects of their conduct have not yet normalised.

Studying the shifting consumer habits of young consumers is crucial, given that the apparel and clothing business is ranked first and that young consumers are spending more money on clothes and clothing. Additionally, it aids firms in helping young clients make informed selections about products by supplying knowledge that can be put to use.

Objectives of the study

1.To study the buying habits of youngsters about branded costumes.

2. To find out most preferred brand among the youth.

3. To identity factors influencing the purchase of branded costumes.

4. To study consumer 's personality in the purchase of branded costumes.

5. To measure the satisfaction level of youngsters in the purchase of branded costumes.

Review of literature

In order to better understand how Indian consumers perceive the brands of teen clothes, Shivkumar Belli (2022) did a survey and he discovered the top brands, desired style alternatives, and price ranges among buyers in the adolescent demographic. When it comes to providing insights regarding a particular category of garment companies, this study fills a void in the body of existing material. Kiira Koskinen (2022) conducted study to determine how colours might influence brand awareness. The theoretical framework covers three important topics: colour psychology, term branding, and sensory marketing. Regardless of gender or age, the majority of respondents observed color-emotion correlations in the same manner. The responses for packaging design shared certain characteristics. Men mostly depended on recommendations from friends when testing new companies, but women were more receptive to marketing alone. This was the only significant difference between the sexes. The color-emotion correlation must be strong, distinctive, and unusual for sensory marketing to be effective. Additionally, it is advised to examine the target audience's potential gender, since women are generally more receptive to marketing while males are more likely to believe suggestions.

Despite the growing demand for garments and the consumer's active participation in the spread of

innovation, Namrata Anand and Vandana Khetarpal (2014) discovered that research in the field of the apparel business is crucial for realising this growing potential. In order to serve this market segment more profitably, clothes retailers and suppliers must also play a critical role in determining customer purchasing patterns. Then, in 2016, Sandeep Kumar, Prasanna Kumar, and Srinivasa Narayana carried out research with the main goal of learning about how consumers perceive, act, and live in relation to garment businesses. to evaluate the role those various elements, have in brand loyalty. According to the report, garment firms should put more of an emphasis on client retention. This may be done by keeping the pricing fair, ensuring the quality of the apparel, introducing loyal programmes at important occasions, providing flawless customer service, and increasing advertising on the internet, in newspapers, on social media, and on television. Lakshminarayana.K. and Dr. Sreenivas (2017) carried out a study primarily to understand customer purchasing habits for branded clothing in Bangalore. According to the survey, there is a tonne of room for new players in this industry. Branded clothing makers and marketers should focus on attracting new customers rather than keeping their current ones. The number of visitors to the showroom who have a brand in mind is the same as the number who have no brand in mind. Even if pop culture, advertisements, promotional plans, and other variables impact consumer buying decisions and drive

customer to buy, male consumers visit showrooms of branded apparel more frequently for leisure than female consumers do. Buy 2 get 1 free promotion have the most impact on a consumer's choice to buy a certain brand among all the other promotional plans and discounts. The sustained growth in this sector may be extended with an appropriate marketing mix and techniques.

KJ Meera and GL Arunjilal (2019), new generation of customers was born as a result of liberalisation and globalisation. Youth nowadays have the benefits of technology and a wide range of options that no generation before them had thanks to the increasing tides of wealth. There are many trends and styles in the modern world that relate to young peoples' consumption habits. There is a non-correlation between consumer income and purchasing power due to the effect of new trends on consumer purchase decisions. Consumption has significantly increased, and the type and pattern of consumer behaviour among young people has changed. Due to the influence of network externalities and brand loyalty, youth favour online consumption behaviours more. With an emphasis on online consumer behaviour and brand loyalty, the current study gives us a knowledge of the shifting characteristics of consumer behaviour among young people.

Research Methodology

The present study has followed descriptive research design to explain the characteristics of a population based on the selected sample. The study has used primary data and collected 73 responses from various classes of youth who are using fashion products, based on the convenient sampling technique. A structured questionnaire was distributed to the respondents and collected their remarks through an online survey technique. Bar charts and percentage analysis are the major statistical tools used for the data analysis.

Results and Discussions

Under this section, the study deals with five major research objectives and the results and discussions of the same are given below.

### Table 1: Brand loyalty status of consumers

Loyalty status	Answer	Percentage
Yes	46	63.01369863
No	27	36.98630137
Total	73	100

The findings presented here indicate that 63 percent, or 46 out of 73 customers, are dedicated regular customers of a variety of costume brands.

Table 2: Preferences on brand

Preference	Frequncy	Percentage
Slightly	25	34.24657534
Strongly	29	39.7260274
Not much	18	24.65753425
Never	1	1.369863014
Total	73	100

The results indicate that the majority of individuals who buy costumes have a very strong preference for a specific brand at the time that they make their purchase.

Figure 1: Favorite brand of consumers
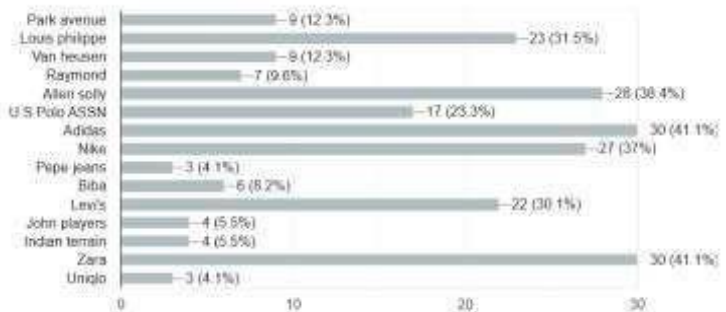
According to the findings of the survey, the two most popular brands in the clothing industry are Adidas and Zara. They are followed in popularity by Allen Solly, Nike, Louis Philippe, and other brands.

Figure 2: Factors influencing a branded costume
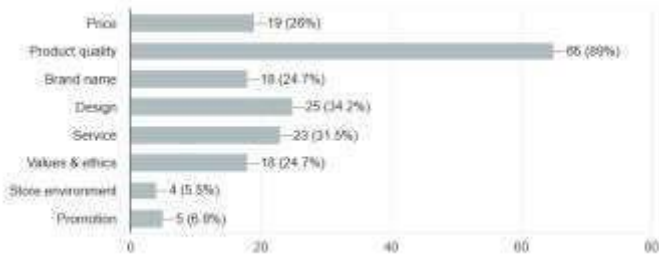
Product quality, design, and services are found to be highly influenced factors that affect the purchase of a brand. These factors are included in the category of important factors that have an effect on branded costumes.

Table 3: Feeling of brand Positiveness towards the personality

Statement	Frequncy	Percentage
Strongly Agree	9	12.32876712
Agree	20	27.39726027
Neutral	27	36.98630137
Disagree	9	12.32876712
Strongly Disagree	8	10.95890411
Total	73	100

According to the findings, wearing branded costumes contributes to a higher level of positivity in the customers' minds and personalities.

Table 4: Satisfaction level of branded costumes

Statement	Frequncy	Percentage
Strongly Agree	9	12.32876712
Agree	33	45.20547945
Neutral	20	27.39726027
Disagree	8	10.95890411
Strongly Disagree	3	4.109589041
Total	73	100

A greater proportion of respondents are reporting high levels of joy and happiness with the quality of their branded costumes.

Findings, Implications, and Conclusion

Approximately 63% of respondents are loyal to one or more brands when it comes to making decisions about which costumes to buy. The most popular brands among people who buy costumes are ones like Adidas, Zara, and Allen Solly, amongst others. It has been found that the product quality and design are major factors that influence the decision to purchase branded costumes. Positive emotions are being experienced by customers even while

they are dressed in branded costumes. People are content with the brand products they have chosen for themselves.

Because customers are more loyal to branded products (also known as "brand affinity"), particularly in the costumes sector, businesses need to place a greater emphasis on product quality, attractive design, customer services, value pricing, and other aspects like these in order to increase their business volume and improve their relationship with customers. These factors have an impact not only on the customers' willingness to continue using the brand but also on their propensity to tell others about it (Brand loyalty).

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CONSUMER AWARENESS AND BUYING BEHAVIOR TOWARDS THE ELECTRIC VEHICLE

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ABSTRACT

As we are observing very grim situation of over 1.4 million deaths occur in the country every year as a result of air pollution, Global energy-related CO2 emissions grew by 1.0% in 2022, reaching a historic high of 37.5 gig tonnes. To overturn this situation a paradigm shift is needed in fossil fuel-based transportation system to electric mobility. The government of different countries across the world are supporting and formulating policies to promote the environment friendly transportation system. Despite the developments by governments and innovation by automobile manufacturers, customer, vehicle owners are also keen towards adopting environment friendly Hybrid and Electric vehicles

(HEVs). Hence, a need is generated to understand the awareness and the factors affecting customers buying behaviour, and also consumer satisfaction in terms of HEVs such as fuel efficiency, on the basis of evidence from the present consumers. The study has also included the reporting of some government initiatives and actions for making more environment friendly vehicles. The study has collected a sample of 90 as different vehicle owners, the same survey was conducted through both direct interview and through the software package of Google form based on the convenient sampling technique. The significant factors affecting HEVs buying preference were found as fuel efficiency, environment friendly, and preference of information sources, whereas solicitation by dealers has very less impact on buying preference. Anyway, the present study report will enhance the knowledge and importance related to the use of electronic vehicles instead of the present one for a better environment friendly nature.

***Keywords:** Consumer, Awareness, Behaviour, Electric, Vehicle*

Introduction

Due to its extensive backward and forward chain interaction with other industries, the Indian vehicle manufacturing sector is one of the greatest employers. According to a research by the Society of Indian Automobile Manufacturing, India is now the world's fifth-largest producer of commercial vehicles, with output expected to reach 4.02 million units in 2023. The deregulation of Indian car manufacturing in 1991 gave the industry a huge boost, and since then, both the size and the number of production facilities have increased significantly. The automotive sector is confronted with a market that is changing quickly, new technology, economic uncertainties, severe rivalry, more demanding customers, and a changing climate, which creates an unparalleled combination of problems. The vehicle sector is a client-focused service sector. The terms "effectiveness" and "efficiency," particularly in relation to providing services to clients, have become synonymous with the success of the vehicle business. Individual customer satisfaction levels are calculated. However, it is nearly documented on a global scale. Customers' perceptions mostly depend on quality and execution.

Customers often seek for the greatest deals on goods and services. The industry and client segments are significantly impacted by the notion of the best product or service at the lowest cost with safety. Customer

satisfaction is therefore defined as "The number of consumers or the proportion of all customers who have provided feedback about a company Its service or product goes above and beyond expectations." Customer satisfaction is crucial for any business, regardless of whether it sells goods or services, because happy customers are more likely to make further purchases and recommend the firm to others, including their friends, neighbours, and family. In the contemporary automotive industry, electric vehicles are crucial. The models are now starting to arrive. Customers are starting to embrace the new automotive industry. The market for this industry is expanding daily, and businesses are considering to introduce an electric version. The industry is primarily driven to create significant changes in the sector, such as in weight, mileage, and price. The majority of automobile manufacturers, including TATA Motors, MG, Mahindra, etc., and newly-promoted businesses, such OLA and ATHER ENERGY, are creating innovative work in the vehicle industry. However, only consumer knowledge and purchasing patterns can allow electric vehicles to outperform its strong competitors; otherwise, they risk losing customers to competitors that provide superior services. Examining consumer knowledge and purchasing patterns for electric vehicles in this context, particularly with relation to the Areekode region, is essential.

The two term typically used in marketing measurement of how products and services given by corporations satisfy

customer expectations are, consumer awareness and purchasing behaviour. The issue of customer awareness and purchasing patterns for electric vehicles was chosen since, in the modern day, gasoline prices are rising daily and to enhance environmental benefits. Future researchers might use this effort as a model for their own research.

Objectives of the study

1. To study about the buying behaviour towards the electric vehicles

2. To study and rank the purchase decision towards the electric vehicles

3. To identify most preferred brand and segment among the electric vehicles

4. To know the consumer satisfactions levels towards to electric vehicles

Review of Literature

Krishna G (2021) did a study to better understand how customers generally see electric vehicles and the obstacles preventing their widespread adoption. By employing theme analysis and conventional survey methods, the study concentrated on finding and comprehending the elements involved in their purchase with a greater variety of expression. In addition, the study takes into account the function of emotions, which is typically ignored. eWOM is chosen as the study's data because it is pertinent to

electric cars and because individuals frequently use the internet to openly express their opinions. This approach aids in identifying any gaps—both real and intangible—between a product and a customer's expectations. The study also informs us of the connections between the obstacles that have a negative cascade effect on adoption as a whole. According to Munder and Carbon's study from 2022, the interior soundscape of a car is a crucial component for the driver's comfort and feedback, particularly in the luxury automobile sector. Here, we present a review of the literature on how drivers, customers, and other users perceive the auditory features of electric vehicles (EVs) and the impression associations they create. The potential to design extremely quiet interior soundscapes is provided by the lowering of sound pressure level (SPL) in EVs. NVH (noise, vibration, and harshness) engineers are challenged by the decreased SPL to reduce any remaining noises that are no longer covered by operational combustion while also designing vehicles with adequate acoustics that provide pleasantly comfortable assets and operational feedback for the current driving mode. The research from the 21st century (2000–2022) is included in the corpus of literature under analysis. We intend to summarise the state of research at the moment while emphasising particular accomplishments. Additionally, we highlight clear gaps that require closure and consideration in future study.

John Vieira, Kishore, and Tupe O. (2020) studied about the current depletion of fossil fuels and their price hike, and found there is a need for another energy source to power the vehicle. The automobile industry is considering electric vehicles as a solution to the industry and environment in India. The study focused on consumer perceptions of electric vehicles in India. However, due to the government's inconsistent implementation of electric car rules, the present market penetration of electric vehicles is rather low. The prospective market for electric vehicles in India will be investigated through this study, and customer perception of the same will be analysed. Wang, Cao, and Zhang (2021) studied about the widespread use of sustainable battery-powered vehicles worldwide Because technological advancement has been difficult, it has piqued academic researchers' curiosity to a great extent. The operation of government was the subject of earlier investigations. Consumers' perception of incentive programmes and their social characteristics have not been taken into account by policies or consumer psychological considerations. Based on a multi-group test, the model creates a perception attitude behaviour reserve for analysing the impact of these factors on customer BEV and buy intention in addition. is located. This work concludes by discussing its theoretical, practical, and future research implications.

Rajper S. Z. and colleagues (2020) conducted a literature review on the possibilities for electric vehicles in

developing countries. The research examined hybrid cars, electric four-wheelers, and electric two-wheelers (E2Ws) (E4Ws). Due to its inexpensive purchase and running costs, E2Ws are more accessible to poor nations. The E2Ws might be a practical solution in developing nations with a large number of gasoline-powered two wheelers on the road. Deployment of E4Ws in underdeveloped nations should be postponed until economies of scale can lower the various expenses related to E4Ws. HEVs might become more common in poor nations since they are less expensive to buy than E4Ws. In her study, Ankita Nagpal (2020) seeks to understand how Indian consumers perceive electric vehicles. The purpose of the study is to examine the factors that affect consumers' intentions to make purchases. Higher purchase intent is influenced by reduced carbon emissions, cheap maintenance costs, and government incentives for customers. Television commercials, after-sales support, and the richness of knowledge and information on the internet are other factors that influence the buyer.

Research Methodology

The present study has followed descriptive research design to explain the characteristics of a population based on the selected sample. The study has used primary data and collected 90 responses from various classes of people who are associated with the electric vehicles, based on the

convenient sampling technique. A structured questionnaire was distributed to the respondents and collected their remarks through an online survey technique. Bar charts, Pie charts and percentage analysis are the major statistical tools used for the data analysis.

Results and Discussions

Under this section, the study deals with four major research objectives and the results and discussions of the same are given below.

Figure 1: Sources of information on electric vehicle for the buying decision
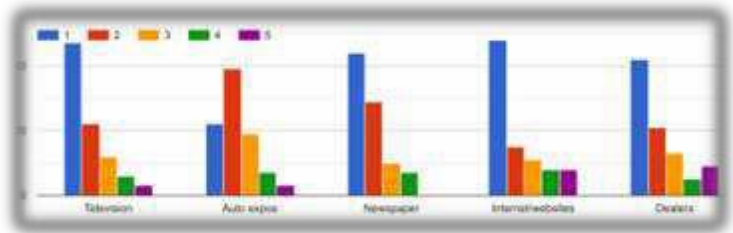
According to the findings presented here, the majority of consumers cite television and internet websites as the primary resources from which they obtain information regarding electric vehicles.

**Figure 2: Actions taken before buying an electric vehicle**
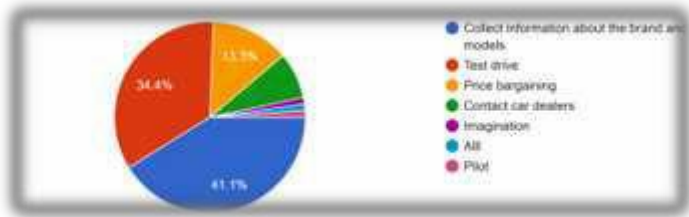
Prior to making the purchase of an electric vehicle, customers preferred or trying to gather information about the brand and models of these vehicles as the primary action for the next move.

Table 1: **Factors influenced in the purchase decision on electric vehicles**

| factors	frequecny	perentage
fuel station	14	15.55555556
issuers related to new technology	12	13.33333333
maintainance price	10	11.11111111
purchasing price	34	37.77777778
drivig convenience	8	8.888888889
financial advanatges (tax and insurance)	6	6.666666667
easines of usage and maintainence	6	6.666666667
total	90	100

Here The cost of purchases, the availability of fuel stations, and problems arising from advances in technology are cited as the top three concerns of customers.

Figure 3: **Most preferred brand in electric vehicles**
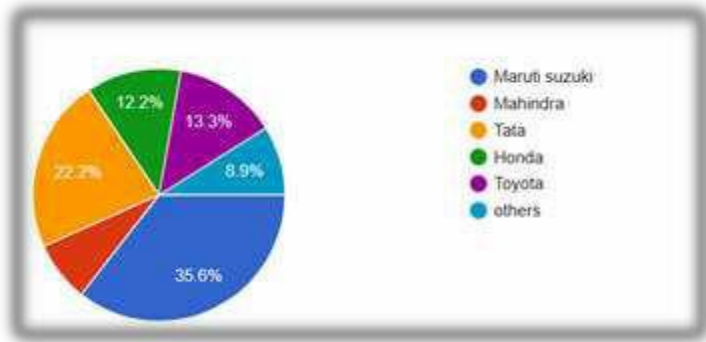
According to this finding, the electric vehicles produced by Maruti Suzuki are the models that are most well received and attracted by customers in the market.

Figure 4: Most preferred size of cars in electric vehicle
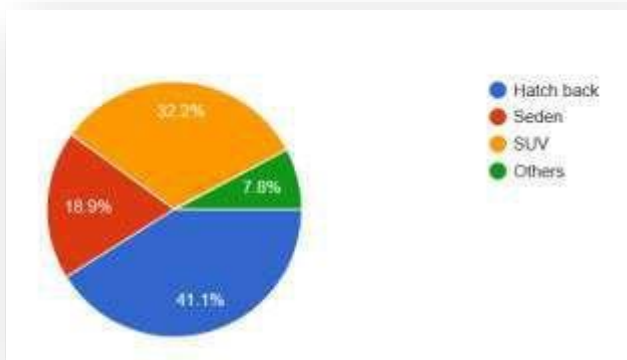
According to the findings, it can be seen that 41% of respondents favour hatchback models of cars more than other types in electric vehicles.

Table 2: **Opinion on consumer satisfaction towards electrical vehicles**

statement	frequency	percentage
excellent	42	46.666667
good	31	34.444444
average	13	14.444444
poor	4	4.4444444
total	90	100

The majority of clients have positive and extremely positive opinions regarding their overall level of satisfaction with their electric vehicle.

Findings, Implications, and Conclusion

People are gaining additional knowledge regarding electric vehicles by visiting the websites that are associated with various brands. Prior to making a purchase, customers are encouraged to do additional research and get behind the wheel of a vehicle for a test drive. The location of fuel stations, the cost of the purchase, and concerns regarding emerging technologies

are found to be major factors that influence purchasing decisions. Customers are showing a preference for the Maruti Suzuki brand when purchasing an electric vehicle. When it comes to making a purchase decision, customers show a greater preference for hatchback-style automobiles.

Advertising for products and services related to electric vehicles should place a greater emphasis on brands that are active on social media websites. Without a shadow of a doubt, people demanded additional information regarding the electric vehicle. Before making a purchase, consumers should have the option to give the product a test drive at the company. Additionally, it is necessary for businesses to centre their attention on all pertinent aspects that play a role in the purchase decision. Customers are showing a greater preference for hatchback models, and as a result, businesses need to concentrate their efforts on the same thing. If the manufacturer takes into account all of the relevant factors, then the overall level of customer satisfaction may also rise.

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CONSUMER BEHAVIOUR AND SATISFACTION TOWARDS ONLINE SHOPPING

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ABSTRACT

Electronic commerce as an important business segment has recognized with a tremendous growth and progress through the advanced information technology of high-speed internet services and pioneering among business world. The online shopping services and teleshopping are also considered as an important E-Commerce activity through the internet and broadband services available today. In this present study, authors are conducted a detailed analysis on consumer behaviour and satisfaction level towards the online shopping practices. Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service over the internet. In this study, it has

mainly focused on internet usage pattern of consumers and also the satisfaction level towards the online shopping. The study also included the question of how the consumers behavioural intentions are positioned towards the online shopping. Then a discussion on consumers factors affecting to the online shopping and their demographic features are included as part of the study. Here the study mainly used primary data for the analysis and interpretation, and the samples were selected as aged students who have started the habit of online purchasing. The results of the present study mainly pointed out that, apart from some odd opinion, in majority cases the online shopping helps the consumer to save their time and get high quality goods and services at lower prices. The study will be an enlightening message to the online shoppers as well as the traditional shoppers who don't have the option of online business to think more about their business actions and plans for their future benefits.

Keywords: Consumer, Online, Shopping, Satisfaction

Introduction

With high-speed internet connections and innovative company ideas, the electronic commerce sector has seen enormous development and advancement through information technology. Teleshopping and online

shopping are both regarded as forms of global e-commerce that use broadband internet connections. Alternative names for the online shopping services include e-shopping, Internet shopping, online stores, web shops, and virtual stores. The role of the consumer in goods online buying is quite important. Most consumers today order and receive a variety of goods through online shopping services. The emergence of internet services has created additional options for sellers to survive in a cutthroat market with a practical, quick, and affordable way for customers to buy their goods. More services are being delivered to customers in an efficient manner, and sellers are better able to meet their demands and satisfy their desires.

These days, it's most popular for buyers and sellers to communicate online during their purchase operations. Popular online marketplaces like Amazon, E-bay, Flipkart, and Snapdeal, among others, provide high-yield buying and selling transactions through online confirmation. Typically, the global textile sector is the subject of this study. These days, the consumer has more options from these online websites depending on what they need from the vendors. More consumers are using the online shopping option to buy more products and services since it is a novel and exciting experience. With the aid of technological advancements, corporate concerns have modified their marketing and product distribution methods. The product quality, quantity, and

quality services of the commercial companies offering online shopping facilities have also altered customer behaviour and levels of satisfaction. The study of consumer behaviour aims to comprehend and forecast human behaviour when making purchases. Through the purchase of a variety of items and the consumption of market goods, it provides consumer happiness.

There are several nervous customer behaviour progressions. Consumers look for the items they need most for daily survival in the first place. The internet shopper then choose which things to purchase after comparing prices and product types. It is the customary practise that gives consumers satisfaction, and it generally refers to obtaining more satisfaction via the selection of the ideal product. Through newspaper, television, internet, other media advertisements, and current online shoppers, the online shopping services have increased customer awareness. The internet retailers excel at marketing their products to middle-class and upper-class homes in the market. Urban and rural consumers' lives have evolved into a viable and profitable market for manufacturers and wholesalers in internet trading. For the customers of their items, internet product makers employ additional marketing and promotional approaches. More professionals are residing in this research area as a result of the industrialisation of the Areekode region. For both business needs and the purchasing of necessary goods, they were also utilising internet buying services. In the

current study, the researcher has made an attempt to analyse consumer behaviour and satisfaction with online shopping services in order to examine the service's extensive reach and the numerous issues that customers in Areekode region encounter while buying online.

The traditional purchasing and selling processes had become more difficult for consumers in the previous two decades throughout the globalisation period. The e-commerce contingent function for internet consumers around the nation has completely replaced the earlier trade operations with fresh ways thanks to the online purchasing services. Despite the fact that consumers and sellers may be thousands of kilometres apart due to the rapid growth of technology and internet services, some merchants are captivated to acquire the items through website operations. Due to the fact that the Internet is a relatively new virtual medium, more potential merchants are aware of the fundamental wants and demands of consumers. Given this context, it is likely that online shopping will continue to grow and even take the lead in driving corporate growth. People enthusiastically purchase internet services these days by placing online purchases. Additionally, consumers are encountering additional issues while conducting e-commerce transactions online. The majority of customers report having distinct experiences when they purchase online and interact with retailers. Online shopping and post-purchase services vary in quality from company to

company. The quality of suppliers' services and the reduction of in-person interactions between purchasing and selling transactions have also altered customer behaviour and satisfaction levels. When comparing consumer behaviour in traditional and online business, important distinctions must still be acknowledged. Some people's current geographic circumstance makes internet buying too quick and easy. The researcher has made an effort to understand consumer behaviour and satisfaction towards online purchases of goods and services and in particular analyses the consumer's behavioural change by the online shopping market, despite the fact that there are numerous research topics in the field of business to study the consumer satisfaction in the online business perspectives. Understanding consumer behaviour and satisfaction is crucial for online shopping service providers to be competitive in the market. The current study has looked at the variables that affect customer behaviour and satisfaction with the demographic profile of the sample respondents. Through internet access in Areekode Panjayath, it is vital to determine if the acceptability level of online purchasing services has positively influenced customer preferences.

Objectives of the study

1. To examine the internet usage patterns of students.

2. To evaluate the satisfaction of people towards online shopping.

3. To study the factors affecting the online shopping for the students.

4. To examine the behavioural intentions of college students towards the online shopping.

Review of literature

A study by Pratap et al (2022) titled "To explore the Factors influencing Customer Buying Decisions on e-commerce Websites" largely examines the variables affecting customers' e-commerce behaviour. Due to their increased use of technology, the younger generation purchases online platforms more frequently and uses them for their own well-being than older generations do. Amazon and Flipkart are two well-known online purchasing destinations for young people. Due to consumer need for a variety of options at reasonable prices, the market for online shopping is expanding. Compared to other purchases like automobiles, marriages, and banking, customers utilise online shopping more for clothing and other fashion-related things. The investigation was focused on a number of factors, including the website, trust, and safety. The review paper is primarily focused on the effects of digital marketing on customers' purchase decisions. Tariq Mehmood Dar and Neelofer Tariq (2021) did their study under the title "Footprints of Digital Marketing on Customers' Purchase Decisions." Although it is a collaborative process that includes social impact, word-of-mouth, cultural values,

financial level, and other psychological components, the purchasing decision-making process for customers is not handled solely. However, the contemporary web 2.0 period is not less than anything and plays a significant role in how customers decide what to buy.

Komal Rani, M.D.U., Rohtak, and Anjali Ahuja (2020) studied customer impression of internet purchasing in Gurugram. The study uses questionnaire data. The research found 41.7% of under-25s and 36.1% of 25-35s shopped online. Youth like internet buying. This helps marketers plan. Education matters, and 59.3% of respondents are postgraduate and 34.3% are graduates. Online purchasing stems from nuclear families. The top reason for online buying is "Easy and quick" with 4.38, followed by "Buy things any time" (4.31). 50.9% agreed that internet shopping delivers big reductions and 51.9% strongly agreed that things are delivered at home. According to Sundari et al. (2020), "Consumer Buying Behaviour towards Online Purchase," online marketing is growing with internet literacy. Online customers are millions strong. Online shopping was fun for everyone. Consumer behaviour is difficult to study since tastes change over time. Online shopping gives consumers cost, convenience, and communication at their fingertips. This study uses online surveys. 102 people were convenience sampled. The component "I am content with the experience of internet hopping" had the lowest coefficient of variance, indicating that all respondents found online

shopping convenient. Analyse online purchase satisfaction criteria. S1: I buy online since it's cheaper than brick-and-mortar stores. S2: I purchase online because of the 24-hour convenience. S3: I like shopping many brands on one website. S4: I purchase online for free shipping and S5: Product pricing matters to me. Variables, Regression study showed that 28% of the identified parameters affect consumer satisfaction.

Research by Hari Prasad, M., entitled "A Study on Consumer Perception Toward E-Purchasing of Selected Home Appliances," was published in 2019. The major goal of this research is to examine how consumers view online shopping and to distinguish how perceptions of various genders differ. 120 respondents were chosen for this resolution using a practical sample technique, and information was gathered using a standardised questionnaire. According to data research, the majority of consumers believed that online buying was preferable to manual shopping, and they were generally happy with their online shopping experiences. Customers can pick up their net at their home, workplace, or college. The percentage of men who shop online is larger than the percentage of women. Respondents with higher education are more interested in online home appliance purchases. Young and middle-aged people, students, and workers all have favourable attitudes of online shopping. Target customer impression among consumers and associations between those perceptions by age, gender, educational

attainment, and occupation both produced reasonable results. In the Hyderabad and Secunderabad region, customer perception is having a significant influence on consumers' e-purchasing behaviour for certain household equipment like televisions and air conditioners.

Smita Dayal and Dr. Deelip Palsapure (2018) report that their research showed that money has a substantial impact on customers' purchasing decisions. The majority of the time, all genders have the same buying intentions on Amazon.in. It has been noted that shifting consumer dynamics are caused by factors such as dual income, nuclear families, shared decision-making, informational accessibility, technical sophistication, mobile internet, etc. Guled Aden Farah et al. (2018) did a case study on online shopping behaviour among university students. The goal of the study was to determine what characteristics most university students' online purchasing decisions were influenced by. The study discovered that the main influencing elements on online customer purchasing behaviour are functionality, privacy, trust, company reputation, and perceived value. Additionally, the results showed that 99.0% of students engage in online shopping, with computers, electronics, and mobile devices being the most popular items bought online. According to the study's findings, among the influential criteria, online suppliers' functionality placed highly, followed by privacy, perceived value, company reputation, and trust. The lower trust rating suggests that

the majority of respondents feel uneasy or dangerous while placing their confidence in an online provider.

Research methodology

The present study has followed descriptive research design to explain the characteristics of a population based on the selected sample. The study has used primary data and collected 91 responses from various classes of customers who are familiar with online shopping, based on the convenient sampling technique. A structured questionnaire was distributed to the respondents and collected their remarks through an online survey technique. Pie charts and percentage analysis are the major statistical tools used for the data analysis.

Results and Discussions

Under this section, the study deals with four major research objectives and the results and discussions of the same are given below.

Table1: Location where the people are using more data (Internet)

Location	Frequency	Percentage %
Home	58	63.73

|		
Shops/Internet cafe	12	13.18
Others (public WIFI, college etc.)	21	23.07
Total	**91**	**100**

According to the findings, when people are at their homes, they use a significantly higher volume of internet data compared to when they are in other locations.

**Figure 1: Frequency of internet usage**
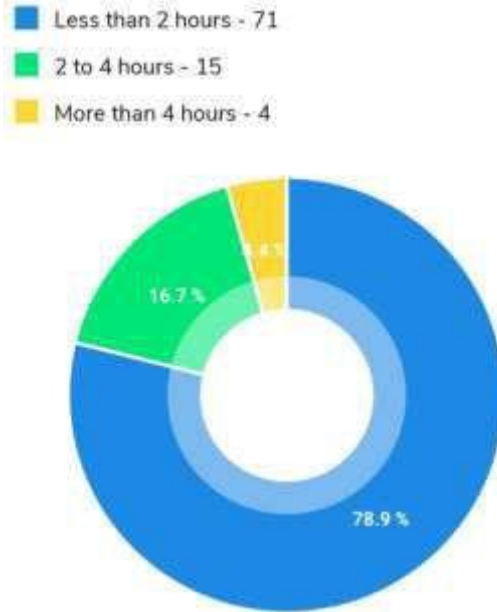
According to the results presented above, 71 (79 %) of the 91 respondents use the internet for a duration of less than two hours per day.

Figure 2: Type of internet connection
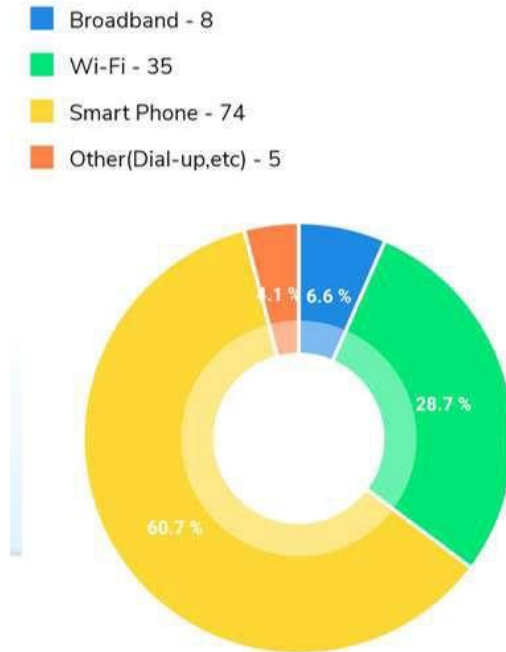
According to the result presented above, an increasing proportion of respondents are now accessing the internet through their smart phones.

Figure 3: Monthly expenses spend for internet connection
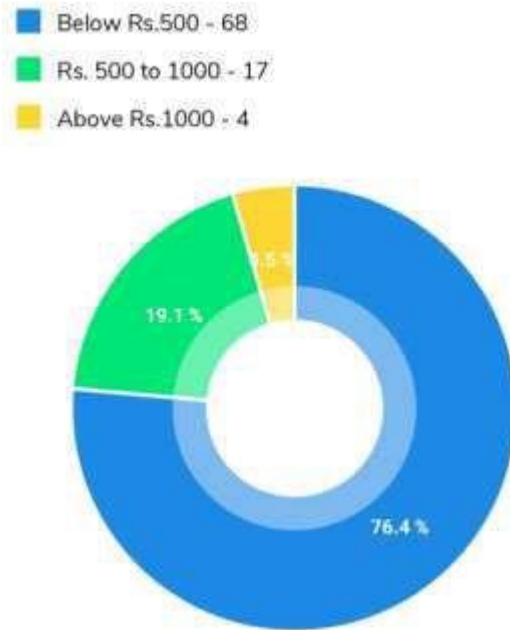
According to the results presented above, there are 68 individuals whose monthly internet costs do not exceed Rs. 500.

Table 2: Consumer satisfaction in online shopping

Statements	Frequency	Percentage %
Highly Dissatisfied	5	5.41
Dissatisfied	24	26.37
Neutral	40	43.95
Satisfied	14	15.38
Highly satisfied	8	8.79
Total	**91**	**100**

According to the findings, the vast majority of customers who shop online do not have a strong opinion either way regarding the level of satisfaction they experience while doing so.

Table 3: Factors affecting the online shopping

Factors	Frequency	Percentage %
Company profile and brand reputation	20	21.97
Security certificate	4	4.39
Consumer services	6	6 59
Product information	17	18.68
Terms and condition	3	3.29
Cost of delivery	16	17.58
Speed of delivery	10	10.98

Purchase procedure	4	4.44
Protection of privacy information	5	5.49
Personalize d offers	6	6.59
Total	**91**	**100**

The results show that the overwhelming majority of respondents agreed that the most important concern of customers is the company profile and the reputation of the brand.

Table 4: Behavioral intention of consumer towards online shopping

Statement	Frequency	Percentage %
Highly preferable	31	34.06
Preferable	25	27.47
Neutral	17	18.68
Not preferable	14	15.38
Highly not preferable	7	4.39
Total	**91**	**100%**

The results indicate that an increasing proportion of consumers are expressing a favourable preference for the convenience of shopping online.

Findings, Implications, and Conclusion

The vast majority of people only use a significant amount of data and internet from the confines of their own homes. Customers who make their purchases online have a neutral opinion regarding the level of satisfaction with the products they receive. There are ten important factors that influence the process of shopping online. Among these, the consumers' primary concern is the profile of the company as well as the reputation of the brand. Customers with more shopping experience tend to have more favourable attitudes and behavioural intentions regarding online shopping.

It is important for companies or brands that sell their products through online platforms to re-evaluate how satisfied their customers are with their products. In this regard, they need to work towards improving the quality of both their products and their interactions with customers. It is necessary for businesses to raise their profile and improve their reputation among customers by providing standardised products and services. They have the potential to improve their company in the future if the value that they add in these areas is of a high enough standard.

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IMPACT OF ADVERTISEMENT ON PURCHASING A NEW BRAND PRODUCT

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ABSTRACT

Advertainment, or the integration of advertising and entertainment, has become increasingly prevalent in society and plays a significant role in shaping consumer behaviour. Advertising serves not only to convince people to buy products, but also to inform the public about the company and the brand. To clearly understand the role of advertising in shaping purchasing decisions, we propose to conduct a study to identify the major factors that affect the purchase of a product or brand through its advertisement. This includes examining which types of products and brands require more advertising, analysing the influence of different media channels on branding, and examining the role of sociocultural factors in brand purchase decisions made through advertising. The current research has followed a positivism research approach with a quantitative research method. To gather the necessary data for the analysis of the study, it involved the

collection and analysing the numerical data in order to draw conclusions and make predictions. The data will be collected through an interview schedule using a structured questionnaire, which will be administered to individual consumers in order to gather their opinions and insights on it. Overall, this study aims to provide a more comprehensive understanding of the factors that influence purchasing decisions for a new particular brand or product, as well as the role of advertising in shaping these decisions. By better understanding these factors, companies and brands will be able to more effectively design and implement advertising campaigns that may have better reachability and influence among the targeted audience.

Keywords: *Advertisement, Consumers, Brand, Product*

Introduction

Companies spend billions of dollars every year on advertising campaigns to promote their goods and services as they recognise the importance of advertising as a component of current marketing strategies. As a result of the fact that the purpose of advertising is to engage with consumers and convince them to buy a product or service, it is essential for marketers to have an understanding of the ways in which advertising influences consumer

purchasing behaviour. Extensive research has been conducted on the effect that advertising has on consumers' propensity to make purchases. These studies have looked at the influence of a variety of factors, including the message of the advertisement, the credibility of the source, the consumer's prior knowledge about the product, as well as the consumer's feelings and attitudes regarding the product. In spite of all of this research, there is still a great deal that we do not understand about the intricate connection that exists between advertising and consumer behaviour.

The purpose of this research is to add to the current body of knowledge on the subject by investigating the influence that advertising has on consumers' decisions to buy branded products. The subject that will be investigated in this project as part of the research process is as follows: how does advertising influence the purchasing behaviour of customers for a new brand product? The goal of this project is to get a better knowledge of the elements that influence the effectiveness of advertising and how those factors affect purchasing behaviour. Specifically, the study will focus on understanding how these factors influence purchase behaviour. In order to answer this research question, the project will first perform a literature analysis on the subject and then will carry out a survey in order to collect information from customers. The findings of the study are going to be examined with statistical methods, and then they are going to be interpreted in

reference to the research issue and the previous published research. The results of the study will shed light on the influence that advertising has on consumers' propensity to make purchases and will contribute to a more comprehensive comprehension of the function that advertising plays in marketing.

Marketing relies heavily on advertising as a means of communicating with potential customers and swaying their decision to buy a product or service. The influence of advertising on consumer behaviour is not completely understood, despite the fact that it is quite important. There is evidence to suggest that the effectiveness of advertising can be influenced by a variety of factors, including the message of the advertisement, the credibility of the source, the consumer's prior knowledge about the product, and the consumer's emotions and attitudes. On the other hand, the nature of the connection between these elements and consumer behaviour is convoluted and poorly understood. In order to gain a better understanding of the factors that influence the effectiveness of advertising and how those factors affect purchasing behaviour, the purpose of this study is to examine the impact that advertising has on purchasing a brand product. Specifically, this study will look at how advertising influences people's decisions to buy a particular brand.

Objectives of the study

1. To Identify Major Factors Affecting the Purchase of a Product/Brand Through Its Advertisement.

2. To study which type of products/brand having more advertisement in different channels

3. To study the influence of different media advertisement on brands

4. To understand the socio culture influence on the brand purchase through the advertisement

5. To examine the impact of socio-cultural factors on the media advertisement while purchasing a brand

Review of literature

According to the findings of a research that was conducted by Mitchell and Olson (1981), the impact of advertising on a consumer's purchasing behaviour is affected by the consumer's feelings about the brand. When consumers have favourable opinions towards a brand, advertising can have a greater impact on them, whereas unfavourable attitudes might have the opposite effect. According to research conducted by Park and Lee (2007), the impact of advertising on a consumer's purchase behaviour is significantly impacted by the consumer's perception of the level of risk connected with the product. The impact of advertising can be lessened when there is a high perceived danger, while it can be enhanced when there is a low

perceived risk. According to the findings of Kim and Ko (2010), the efficacy of advertising is determined by the degree to which the message of the advertisement aligns with the characteristics of the audience that it is intended to reach. When there is a high level of match, advertising has a greater influence on the purchase behaviour of consumers. According to the findings of a study conducted by Frank and team (2015), the impact of advertising on consumer behaviour is not only affected by personal values but also by cultural variables such as individualism and collectivism.

Consumers go through a series of decision-making steps before making a purchase, the first of which is determining whether or not they are willing to satisfy a need, which is the starting point for the process (Hanaysha, 2018). The consumer is responsible for making decisions on the shop in which the purchase will take place, the desired make and model of the product, the total cost of the purchase, the amount of time spent shopping, the total amount of money to be spent, and the payment method. Marketers undoubtedly have the ability to sway this choice by supplying consumers with information about their goods and services that has the potential to impact the evaluation process consumers go through. According to Oke et al. (2001), marketing managers need to have an understanding of the consumer's consuming processes as well as the perceived advantages of the organization's products and services in

order to comprehend the consumer's decision-making process when making purchases.

According to Hanaysha (2018), when customers have the intention of purchasing a certain product, they will go through a number of phases that will influence both their decision-making process about the purchase as well as their behaviour after the purchase. The first step in the process, in which customers attempt to meet their needs and desires, is the acknowledgment of the problem. The involvement of the marketer in this phase becomes apparent when advertising, personal selling, and packaging are used to generate recognition of a desired need or demand in target consumers. In the second stage, consumers start to look for information about a product either from internal sources (typically their previous experiences) or external sources, such as friends, family, relatives, neighbours, annual reports, publications, salespeople, social media, or the labels on the packaging. After going through these steps, customers examine their options and select the brand that most closely resembles their personality and meets their requirements (Hanaysha, 2018). According to the findings of a number of specialists, the purchasing decisions of consumers can be impacted by a wide variety of factors, including but not limited to: advertising (Martins et al., 2019), sales promotion (Akbar et al., 2020; Said et al., 2019), brand image (Agmeka et al., 2019), price (Hanaysha, 2018), service (Dapas et al., 2019), and so on.

Research Methodology

The present study has followed descriptive research design to explain the characteristics of a population based on the selected sample. The study has used primary data and collected 108 responses from different brand consumers, based on the convenient sampling technique. A structured questionnaire was distributed to the respondents and collected their remarks through an online survey technique. Bar chart, percentage analysis and simple liner regression analysis are the major statistical tools used for the data analysis.

Results and Discussions

Under this section, the study deals with five major research objectives and the results and discussions of the same are given below.

### Figure 1: Factors affecting the purchase of a new product of a brand
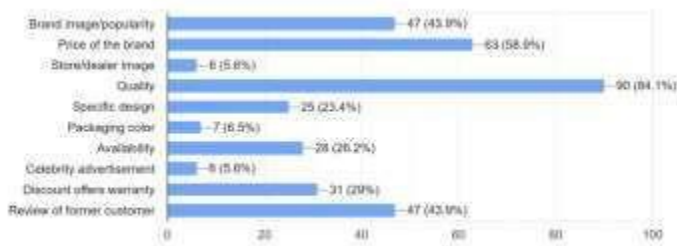
According to the findings, the product quality that has been offered by the brand in the past is having an increasingly significant influence on the general public. After that comes the price, then the brand image, then the reviews from previous customers, etc.

**Figure 2: Product having more advertisement through different channels**
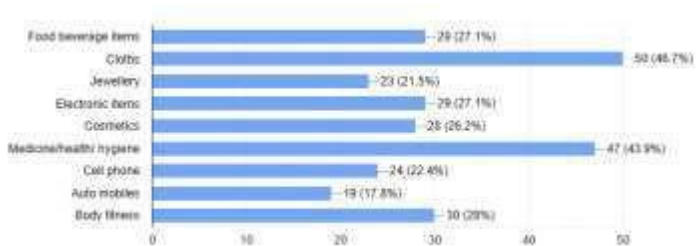
According to the statistic, there are a greater number of advertisements for clothes and costumes made available across a variety of channels. Then it is followed by healthcare products, body fitness, food & beverage items, electronic items etc.

Figure 3: Influence of different media in new product advertisement
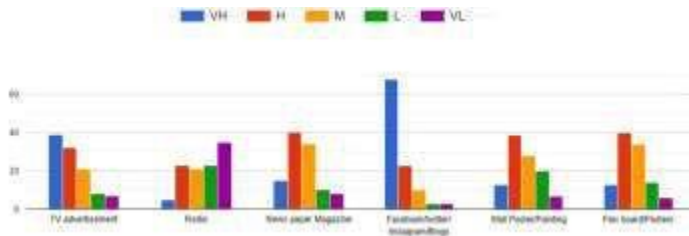
The results indicate that social media platforms play an increasingly important part in the promotion of new goods among today's younger generation. When compared to other forms of advertising, radio is relatively unimportant in this context.

Figure 4: Socio-cultural influence on brand purchase
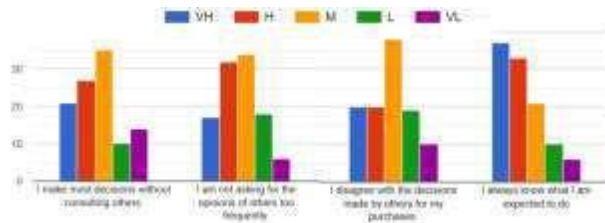
The findings provide evidence that a significant number of individuals are capable of making independent decisions regarding the brands in which they choose to shop. The majority of respondents have a neutral opinion on how others' comments affect their purchasing decisions, while friends and relatives only have a moderate impact on the decision to buy a new brand.

Table 1. Impact of socio-cultural factors on the media advertisement

Model	Model Summary	ANOVA Output		Coefficient output	
	Adjusted R square	F ratio	Sig value	Beta value	Sig. value (p value)
Socio-cultural factors → media advertisement	.051	6.711	.011	.245	.011

The result of simple linear regression analysis explains that, socio-cultural factors having a low level of impact on the media advertisement of a new brand. It means that a higher socio-cultural condition leads to the active listening of advertisement through different mediums. Simply, one-unit positive change in the socio-cultural factors leads to the .245-unit positive changes in the media advertisement effectiveness of the brands.

Findings, Implications, and Conclusion

The most important factors that go into determining whether or not to buy a new product from a particular brand are the product's quality history, the price, the popularity of the brand, and the reviews given by previous buyers. The textile industry as well as products and services related to healthcare receive a significant amount of advertising across a variety of platforms. When it comes to a new brand product, social media is the highly

influential medium of communication (Advertisement media) that exists today. When it comes to determining how effective a brand's media advertisements are, the socio-cultural factors of the respondents play a significant role.

Every company needs to place a greater emphasis on the primary elements that determine the success of new products, such as quality, price, and image, amongst others. After that, and only then, will consumers be drawn to the goods without any delay. For their advertisements to be most successful, businesses should concentrate their efforts on social media websites such as Facebook, Instagram, and YouTube, among others. If businesses were to take into account all of these value additions in their advertising programmes as well as in the development of their products, then they would be able to expand their customer base and increase their level of customer satisfaction. In this case, the socio-cultural factors were also discovered to be an important factor in the efficacy of media advertisements.

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Role of AI on Customer Experiences, Business Efficiency, and Marketing Strategies: Unveiling the Advantages and Benefits

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Abstract

In the current age characterised by technological advancement, the emergence of Artificial Intelligence (AI) has emerged as a potent and influential force that is fundamentally restructuring the realm of trade. This comprehensive investigation explores the varied advantages and benefits of artificial intelligence (AI) within three crucial domains: customer experiences, corporate management, and marketing. By conducting thorough examination of factual evidence, analysing real-world instances, and incorporating the perspectives of experts, we shed light on the profound effects brought about by artificial intelligence technology. Within the realm of customer experiences, the utilisation of artificial intelligence (AI) facilitates personalised interactions,

ensures round-the-clock availability, and employs data-driven decision-making processes. These advancements allow individuals to make well-informed decisions, hence encouraging heightened levels of customer satisfaction. The field of business management derives advantages from the utilisation of artificial intelligence (AI), which encompasses enhanced efficiency, automation, and predictive analytics. These advancements contribute to the reduction of costs and the enhancement of operational effectiveness. Within the field of marketing, the utilisation of artificial intelligence (AI) to facilitate targeted advertising and hyper-personalization has been seen to enhance return on investment (ROI). However, it is crucial to underscore the ethical dimensions associated with these practises, particularly with regards to safeguarding data privacy. This research highlights the significant importance of artificial intelligence (AI) in effectively navigating the digital world. It also provides guidance for organisations aiming to fully leverage AI's potential as a driver of innovation and achievement.

Keywords: Artificial Intelligence, Customer Experiences, Business Management, Marketing

I. Introduction

Artificial Intelligence (AI) emerges as a prominent facilitator for revolution within the contemporary corporate setting. The

influence of this phenomenon spans several sectors of business, significantly transforming the manner in which organisations interact with their clientele, oversee their activities, and develop promotional tactics. This article undertakes a thorough investigation of the significant influence of artificial intelligence (AI), with a specific emphasis on the intricate relationship between AI and three key areas: customer experiences, company management, and marketing.

The domain of consumer experiences is essential to the impact of artificial intelligence. AI-driven technologies are currently changing the fundamental nature of consumer contact. Artificial intelligence (AI) is enabling the realisation of personalised, efficient, and responsive experiences, as seen by the provision of quick help through chatbots and the curation of customised solutions by recommendation engines. This article presents a synthesis of objective statistics, interesting case studies, and insightful expert opinions to elucidate the concrete benefits that consumers derive from artificial intelligence (AI). This study aims to explore the ways in which artificial intelligence (AI) enables users to make well-informed decisions, traverse intricate product landscapes, and have smooth and personalised trips. Furthermore, we will delve into the significant ramifications of this shift, elucidating how artificial intelligence is revolutionising the guidelines for customer-centric enterprises in the era of digitalization.

II. Literature background

Artificial Intelligence (AI) has emerged as a disruptive force with revolutionary ramifications across all sectors. This literature study examines the many benefits of artificial

intelligence (AI) in customer interactions, corporate management, and marketing, providing insight into the significant influence it has had in these areas.

Customer experiences have been significantly transformed by the implementation of artificial intelligence (AI) technology, leading to a revolution in the way businesses interact with their customers. The widespread use of AI-powered chatbots and virtual assistants has resulted in their omnipresence, offering clients immediate support and tailored help (Brown et al., 2018). Furthermore, the use of AI algorithms in recommendation engines has resulted in notable enhancements in the realm of product discovery, hence facilitating more gratifying shopping encounters (Verhoef et al., 2019). The utilisation of artificial intelligence (AI) in analysing consumer data and making predictions regarding their preferences has facilitated businesses in providing customised products and precise suggestions. This has resulted in enhanced levels of customer loyalty and satisfaction (Kannan et al., 2016).

The influence of artificial intelligence on *corporate management* is similarly significant. The utilisation of AI-driven analytics and automation has provided organisations with the capability to make informed decisions based on data and enhance operational efficiency. According to Mehrabi et al. (2019), the implementation of artificial intelligence (AI) has proven to be beneficial in several aspects of business operations, such as inventory management, demand forecasting, and supply chain optimisation. This integration of AI technologies has led to significant cost savings and better overall efficiency inside organisations. In addition, the use of AI-powered predictive analytics plays a significant role in

evaluating risks and detecting fraudulent activities, hence enhancing the field of financial management (Huang et al., 2018). The flexibility of artificial intelligence (AI) across many sectors, such as healthcare and finance, highlights its capacity to revolutionise company operations (Gandomi & Haider, 2015).

The utilisation of artificial intelligence (AI) has emerged as a fundamental element of achievement in the field of ***marketing***. The utilisation of AI-powered algorithms allows for the analysis of extensive information, facilitating the comprehension of customer behaviour and preferences. Consequently, businesses are able to create marketing strategies that are finely tailored and focused (Li et al., 2020). The implementation of personalization in marketing, which is a characteristic feature of artificial intelligence (AI), has been found to facilitate consumer interaction and enhance conversion rates (Zhang et al., 2019). Moreover, artificial intelligence (AI) plays a crucial role in streamlining repetitive marketing activities, including the execution of email campaigns and the development of content. This enables marketers to allocate their time and efforts towards strategic decision-making and fostering innovation (Bughin et al., 2017). The importance of artificial intelligence (AI) in the field of marketing is undergoing constant development, as seen by the emergence of chatbots and voice assistants as novel means of engaging and interacting with customers (Hoffman et al., 2021).

In short, the published literature extensively highlights the advantages and benefits of artificial intelligence (AI) in the realms of consumer experiences, corporate management, and

marketing. The existing body of research provides evidence that improvements in artificial intelligence have significantly transformed these areas, providing enhanced customization, effectiveness, and strategic knowledge, hence changing the parameters of achievement for enterprises in the digital era. The objectives of this study outlined as follows:

1. To understand the advantages of AI to the customers

2. To study the benefits of AI tools to various business management

3. To evaluate the role of AI in the marketing of goods and services

III. Research methodology

The research technique employed in this theoretical study is based on an interpretivist framework, with the objective of conducting a thorough analysis of existing scholarly papers and reports in order to get qualitative insights. This study aims to provide a comprehensive analysis and synthesis of the current body of literature to examine and evaluate the diverse advantages and benefits of Artificial Intelligence (AI) in the domains of customer experiences, company management, and marketing. By using well-established theoretical frameworks and drawing on the insights of experts in the field, this study employs a qualitative approach to amalgamate material and create a coherent narrative that sheds light on the profound and transformational effects of artificial intelligence (AI) in these specific sectors. This methodology facilitates a thorough investigation of the topic, providing a nuanced comprehension

of the impact of artificial intelligence on the transformation of contemporary business practises.

IV. Advantages and Benefits of AI technology to the customers

The subsequent section outlines the diverse advantages and benefits that artificial intelligence (AI) offers in enhancing client experiences.

1. Personalization: Artificial intelligence (AI) utilises extensive quantities of consumer data in order to provide experiences that are tailored to individual preferences and characteristics. This encompasses customised product suggestions, content creation, and communication strategies, resulting in heightened levels of consumer pleasure and involvement.

2. Efficiency and Speed: AI-driven chatbots and virtual assistants offer prompt replies and solutions to consumer inquiries, therefore diminishing waiting periods and enhancing the overall efficiency of service delivery.

3. 24/7 Availability: The AI-powered customer support system functions continuously, 24 hours a day and 7 days a week, therefore enabling clients to obtain assistance at any given moment. This feature enhances the overall accessibility and convenience of the support service.

4. Consistency: It is the key benefit of AI, as it assures the maintenance of service quality by sticking to predetermined procedures and standards. This effectively eliminates any potential variances that may arise in client interactions.

5. Language and Multilingual Support: The primary objective of AI systems is to ensure the safeguarding of client data by implementing strong security measures, hence augmenting trust and privacy. The utilisation of AI-powered language processing skills facilitates organisations in providing multilingual help, hence enhancing accessibility to a wider range of customers.

6. Predictive Insights: This feature is derived through the utilisation of artificial intelligence (AI) to analyse consumer behaviour and preferences. This analytical process enables organisations to anticipate and meet customer demands in advance, hence enhancing customer experiences and satisfaction.

7. Reduced Human Error: The implementation of artificial intelligence (AI) in automation mitigates the occurrence of human mistakes, hence enhancing the precision and dependability of service delivery.

8. Scalability: Artificial intelligence possesses the capability to effectively manage a substantial number of client contacts concurrently, rendering it a viable solution for enterprises across various scales.

9. Cost savings: It may be achieved with the implementation of artificial intelligence (AI) as it automates repetitive operations, resulting in reduced operating expenses. This enables organisations to allocate their resources in a more effective manner.

10. Analysis of Feedback: Artificial intelligence (AI) tools possess the capability to examine client feedback and sentiment

in order to detect areas that require enhancement and thereby improve the entire customer experience.

11. Enhanced user interfaces: It refer to interfaces that are powered by artificial intelligence (AI) and have the ability to adapt to user preferences and behaviours. This adaptability aims to create a more user-friendly and intuitive experience for those interacting with these interfaces.

12.   E-commerce   and   Recommendations: Artificial intelligence algorithms play a crucial role in the realm of e-commerce by facilitating product recommendations, so aiding clients in discovering pertinent things and ultimately enhancing sales for enterprises.

In simple terms, artificial intelligence (AI) enhances client experiences through the provision of personalised services, improved efficiency, increased availability, enhanced security measures, and predictive capabilities. These benefits eventually contribute to heightened levels of consumer happiness and loyalty, while simultaneously assisting businesses in optimising their operations and enhancing the quality of their services.

V.Advantages and Benefits of AI technology to the business management

The subsequent points outline the primary advantages and benefits of artificial intelligence (AI) in the context of business management:

1. Data-driven decision making: It is a process in which artificial intelligence (AI) is utilised to swiftly and

precisely analyse extensive information. This analysis yields valuable insights that are crucial in facilitating strategic decision-making, resource allocation, and planning activities.

2. Efficiency and Automation: The use of artificial intelligence (AI) facilitates the automation of repetitive operations and procedures, hence diminishing the necessity for manual intervention and enabling personnel to allocate their time towards more strategic endeavours.

3. Cost Reduction: The implementation of artificial intelligence (AI) for automation purposes has the potential to yield substantial cost reductions. This is achieved through the streamlining of operations, minimising mistakes, and optimising the utilisation of resources.

4. Enhanced Predictive Maintenance: The enhancement of customer service is achieved through the utilisation of AI-driven chatbots and virtual assistants, which provide prompt replies and effective resolution of client issues, hence leading to an improvement in overall customer satisfaction.

5. Enhanced Predictive Maintenance: The application of artificial intelligence (AI) in manufacturing and logistics has shown promising results in the realm of enhanced predictive maintenance. By leveraging AI algorithms, it becomes possible to accurately forecast equipment

failures and identify maintenance requirements in advance. This proactive approach significantly minimises downtime and mitigates the financial burden associated with costly repairs.

6. *Supply chain optimisation:* It is the process of utilisation of artificial intelligence (AI) to enhance many aspects of supply chain operations, ranging from accurate prediction of demand to efficient management of inventory. This integration of AI technology results in notable benefits such as decreased lead times and reduced expenses associated with inventory holding.

7. Risk management: It is the utilisation of artificial intelligence (AI) to analyse data with the objective of identifying possible dangers and instances of fraud. This application of AI aids organisations in effectively mitigating threats and ensuring adherence to regulatory requirements.

8. Personalized Marketing: The application of artificial intelligence (AI) empowers organisations to execute personalised marketing strategies, so facilitating enhanced client interaction and ultimately driving sales growth.

9. Competitive Advantage: The adoption of artificial intelligence (AI) in business management confers a competitive advantage to companies, since it enhances

operational efficiency and enables prompt adaptation to market fluctuations.

10. HR and Talent Management: Artificial intelligence (AI) plays a crucial role in enhancing human resources (HR) and talent management processes. It assists in several areas such as talent acquisition, employee performance analysis, and workforce planning, ultimately optimising the overall operations of HR.

11. Innovation and Product Development: The utilisation of artificial intelligence (AI) holds the potential to facilitate several aspects of innovation and product development. AI may play a crucial role in developing novel product ideas, enhancing product designs, and forecasting market trends, hence boosting innovation inside organisations.

12. Customer Insights: Artificial intelligence (AI) utilises advanced algorithms to analyse customer data, enabling businesses to get profound insights into consumer preferences and behaviour. This facilitates the customization of products and services in a more efficient and targeted manner, enhancing overall company effectiveness.

13. Scaling Operations: The utilisation of AI systems allows businesses to efficiently manage a large number of activities concurrently, hence facilitating the expansion of

their operations without incurring proportional growth in labour expenses.

14. Resource allocation: This is a critical aspect of business management, whereby artificial intelligence (AI) algorithms play a significant role. These algorithms are designed to enhance the efficiency of resource allocation by leveraging real-time data and demand. They are particularly effective in optimising the allocation of various resources, including inventory, employees, and marketing expenditures.

15. Energy Efficiency: The implementation of artificial intelligence (AI) in sectors such as energy and utilities has shown to be important in enhancing energy efficiency. By using AI technologies, organisations are able to optimise energy usage and effectively manage the grid, resulting in significant cost reductions and a mitigated environmental footprint.

16. Compliance and Regulation: The implementation of artificial intelligence (AI) in enterprises plays a crucial role in ensuring adherence to industry norms and compliance requirements, hence mitigating the potential risks associated with penalties and legal complications.

In a nutshell, artificial intelligence (AI) contributes to the enhancement of corporate management through its capacity to facilitate data-driven decision-making, optimise operational processes, minimise expenses,

increase customer service, and cultivate creativity. The aforementioned advantages facilitate enhanced competitiveness, operational effectiveness, and financial viability for organisations operating in diverse sectors.

VI. Advantages and Benefits of AI technology in marketing of products / services

The implementation of AI technology in marketing products and services offers substantial advantages and benefits. These encompass:

1. Personalization: The utilisation of artificial intelligence (AI) enables the examination of client data in order to generate tailored marketing campaigns, recommendations, and content, hence enhancing levels of customer engagement and conversion rates.

2. Targeted Advertising: The use of AI-powered algorithms facilitates the accurate targeting of audiences in advertising, resulting in a reduction of unnecessary ad expenditures and an enhancement of advertising efficacy.

3. Customer segmentation: It is a process facilitated by artificial intelligence (AI) that categorises consumers according to their behavioural patterns, demographic characteristics, and individual preferences. This enables organisations to customise their marketing campaigns to cater to the unique needs and preferences of certain client groups.

4. Predictive analysis: It refers to the utilisation of artificial intelligence (AI) to forecast forthcoming client behaviour and trends. This enables firms to make proactive marketing decisions and optimise their campaigns accordingly.

5. Content Optimization: The utilisation of artificial intelligence (AI) has the potential to automate many aspects of content production, optimisation, and dissemination. This automation may help ensure that the material produced is in line with the interests of the target audience and adheres to the best practises of search engine optimisation (SEO).

6. Chatbots and Virtual Assistants: AI-powered chatbots and virtual assistants have emerged as valuable tools in the realm of customer care. These intelligent systems are capable of providing immediate assistance to customers and addressing their inquiries round the clock. By doing so, they contribute to the improvement of customer satisfaction levels and the reduction of response durations.

7. Email Marketing: The utilisation of artificial intelligence (AI) in email marketing facilitates the automation of email campaigns, customization of contents, and optimisation of send timings, hence leading to increased rates of email opens and click-throughs.

8. Social Media Management: The field of social media management involves the utilisation of artificial

intelligence (AI) technologies to examine data from various social media platforms. These tools are designed to spot emerging patterns, assess the prevailing sentiment, and recognise potential avenues for enhancing user involvement. The insights derived from such analyses serve as a valuable resource in formulating effective social media strategies.

9. A/B Testing: Artificial intelligence (AI) is utilised to automate A/B testing, with the aim of identifying the most optimal marketing methods, hence resulting in enhanced campaign performance.

10. Lead Scoring: Lead scoring is a process in which artificial intelligence (AI) is utilised to give scores to leads, taking into consideration their probability of converting. This enables sales teams to effectively prioritise and concentrate their efforts on prospects that have a higher potential for conversion.

11. Content Recommendations: Artificial intelligence (AI) utilises customers' browsing and purchasing history to provide them with pertinent product suggestions or information, hence enhancing the potential for cross-selling and upselling.

12. Chat analysis: It refers to the use of artificial intelligence (AI) to examine and evaluate customer conversations and interactions. This process aims to get valuable insights into consumer requirements,

preferences, and areas of dissatisfaction. These insights then inform marketing strategies and guide the creation of products and services.

12. Competitive analysis: It involves the employment of artificial intelligence (AI) to monitor the activity of rivals as well as market trends. This enables firms to effectively modify their strategies and maintain a competitive edge in the market.

13. Fraud Detection: The utilisation of artificial intelligence (AI) plays a pivotal role in the identification and mitigation of fraudulent actions within the realm of online marketing and e-commerce. This technological application serves to safeguard enterprises from potential financial losses.

14. Data Visualization: The field of data visualisation involves the utilisation of artificial intelligence (AI) to generate visual representations and comprehensive reports that enhance the accessibility and practicality of intricate marketing data for individuals responsible for making informed decisions.

15. Cost Efficiency: The implementation of artificial intelligence (AI) in marketing processes leads to a reduction in manual labour requirements and therefore decreases operational expenses.

16. Customer retention: This is a crucial aspect of business operations, as it directly impacts the long-term

worth of consumers. By utilising artificial intelligence (AI), businesses may effectively identify customers who are at danger of leaving and afterwards devise appropriate methods to retain them. This approach has been proven to enhance the overall lifetime value of customers, therefore contributing to the sustained success of the business.

17. Real-time insights: Artificial intelligence (AI) facilitates the provision of up-to-date data and insights, enabling marketers to promptly adapt their tactics in light of dynamic market conditions.

In general, the integration of AI technology inside marketing operations yields improvements in operational efficiency, efficacy, and customer contentment, so enabling enterprises to adopt data-centric strategies and maintain competitiveness within a swiftly transforming digital environment.

VII. Implications and Conclusions

The insights derived from this extensive study on the advantages and benefits of artificial intelligence (AI) in customer experiences, company management, and marketing are extensive and carry significant consequences for firms in several sectors. The results emphasise that artificial intelligence (AI) is not just a technology phenomenon, but rather a crucial strategic necessity within the contemporary corporate environment. In order to maintain competitiveness and

fulfil customer expectations, organisations must allocate resources towards the use of data analytics and AI technologies as AI-driven customisation becomes increasingly prevalent. The constant accessibility of AI-powered customer care not only improves customer happiness but also enables businesses to extend their worldwide presence beyond the constraints of geography and time zones. The cost-saving potential of artificial intelligence (AI) in the field of corporate management should not be underestimated. The implementation of automation and artificial intelligence (AI) in decision-making processes has been found to result in substantial decreases in operational expenditures and improved overall efficiency. This not only enhances financial gains but also allows for the allocation of human resources towards strategic endeavours, hence promoting innovation and expansion. The capacity of artificial intelligence (AI) to forecast forthcoming patterns of consumer behaviour provides organisations with the capability to proactively adjust their strategy in response to evolving market dynamics, therefore maintaining a competitive edge. Furthermore, within the field of marketing, the research reveals that artificial intelligence (AI) has brought about a fundamental change in the approach to advertising, moving away from broad-based strategies towards highly focused and customised efforts. This shift is crucial for enhancing the return on investment (ROI) of marketing spending and fostering more

substantial client interaction. As organisations utilise artificial intelligence (AI) to establish more profound relationships with their clientele, they must concurrently address the ethical ramifications associated with AI, including data protection and transparency, in order to uphold confidence.

In summary, this research underscores the crucial significance of artificial intelligence (AI) in influencing the trajectory of business in the future. The statement underscores the imperative for organisations to adopt AI technology, allocate resources towards staff training, and cultivate an environment conducive to ongoing innovation. By implementing this strategy, enterprises may effectively leverage the advantages and merits of artificial intelligence (AI) to not only fulfil, but surpass consumer expectations, streamline processes, and maintain competitiveness within a swiftly expanding digital environment. As we go, this research functions as a guiding tool for organisations, directing them towards the complete realisation of AI's promise as a catalyst for transformation and achievement.

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Impact of AI Driven Advertisement on Students Purchase Behavior and Satisfaction, A Study During Social Media Age

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Abstract

This empirical study examines the complex interplay between social media usage, AI-based advertisement quality, students' purchasing behaviour, and consumer satisfaction in the context of a digitally connected world. By employing a quantitative methodology and analysing data collected from a sample of 72 pupils residing in the region of Malappuram, this study uncovers remarkable findings. Firstly, this highlights the crucial significance of social media as a driver of students' purchasing behaviour, exhibiting a positive link between the utilisation of social media and the act of making purchases. Furthermore, this study highlights the significant impact of AI-driven advertisement quality on

purchase decisions, suggesting that the presence of high-quality AI-based adverts enhances the probability of students engaging in purchasing activities. The study emphasises the correlation between the quality of advertisements and customer happiness, indicating that individuals who are exposed to high-quality AI-driven advertisements are more likely to feel higher levels of pleasure in their consumer interactions. The implications of these findings are of great importance for marketers, highlighting the necessity of developing advertising strategies that are aligned with social media platforms and leveraging the capabilities of artificial intelligence to improve the quality of advertisements. For educators, this highlights the significance of digital literacy in enabling pupils to proficiently navigate the digital environment. In summary, this study provides significant contributions to the understanding of the changing patterns of student consumer behaviour in the digital era, focusing on the central role of social media and artificial intelligence. Future research endeavours might delve into contextual changes and the distinct characteristics of AI-driven adverts that have the greatest impact on customer behaviour and pleasure.

Keywords: *Social media, AI-based advertisements, purchase behavior, consumer satisfaction, student consumers.*

I. Introduction

The context of consumer behaviour has been dramatically changed by the fast progress of technology in the digital era. The transition being discussed is particularly conspicuous in the domain of social media, which has assumed a crucial role in the everyday lives of students throughout the globe. As students traverse the multifaceted nexus of education, social interactions, and personal pursuits in the digital realm, their level of exposure to ads on diverse social media platforms has experienced a significant surge. The current state of having unparalleled access to a wide range of items and services, which can be easily obtained with a simple click, has generated thought-provoking inquiries: What is the impact of social media usage on students' purchasing behaviour? To what extent does the quality of ads influence individuals' decision-making processes? Moreover, what is the influence of the perceived quality of ads on customers' overall pleasure in a critical manner?

This paper undertakes a thorough investigation of these crucial inquiries, with the objective of elucidating the complex correlation between social media, advertising, and the consumer decisions made by students. In an era characterised by the increasing convergence of the virtual and physical realms, comprehending the intricacies of these interactions holds significant academic value. Moreover, it is of utmost importance for companies,

advertisers, and educators who aim to meaningfully connect with and cater to the student population. As we explore the aims and outcomes of the study, we delve into the core of this dynamic environment, where the intersection of digital technology and consumer behaviour influences not only the decision-making process of students but also their perception and engagement with the realm of commerce in the era of social media.

The present study aims to investigate the effects of AI-based advertisement on students' purchasing behaviour and satisfaction within the context of social media.

1. To Identify the Role of Social Media Usage in Purchase Behavior of Students

2. To Examine the Impact of AI based Quality of Advertisement on Purchase Behavior

3. To Examine the Role of AI based Quality of Advertisement on Consumer Satisfaction

II. Review of literature

The study of the impact of social media on consumer behaviour has emerged as a significant area of investigation in the fields of marketing and psychology during the present digital age. Social media platforms provide a conducive environment for advertisers aiming to engage with a wide range of individuals, namely students who are recognised for their extensive utilisation

of these platforms (Ding et al., 2017). This literature review aims to examine the current body of research in order to gain a deeper understanding of the relationship between ads, students' purchasing behaviour, and consumer satisfaction.

The impact of social media on consumer behaviour has been extensively researched and recorded. The study conducted by Smith and Yang (2017) brought attention to the notable impact of social media exposure on the buying intentions of students. According to Li et al. (2018), social media platforms offer a platform where individuals can share their opinions, create content, and engage with brands. These activities have a significant influence on students' impressions of various products and services. Moreover, scholarly research has demonstrated that the sheer existence of adverts on social media platforms has the potential to elicit impulsive purchasing tendencies among student populations (Verhagen et al., 2015).

The impact of advertisements on students' purchasing decisions is significantly influenced by the quality of the advertisements. According to the study conducted by Liu and Li (2019), it was determined that advertisements that are well designed and aesthetically attractive have a higher probability of attracting the attention of students and generating positive attitudes towards the promoted items or services. According to Chen and Tseng (2019), advertisements that incorporate educational and

emotionally engaging material have a greater influence on consumers' purchasing behaviour. In addition, the influence of advertising on students' decision-making is significantly affected by the legitimacy and trustworthiness of these commercials, which are commonly established through endorsements or evaluations (Phua et al., 2017).

The level of consumer happiness is significantly associated with the quality of adverts that are encountered on social media platforms. Research has indicated that ads of superior quality have a dual effect of increasing the probability of making a purchase and positively influencing the level of pleasure experienced after the purchase has been made (Liu et al., 2020). According to Kabadayi and Price (2014), the use of social media adverts that are in line with the values and preferences of students may establish a constructive feedback loop, therefore strengthening their loyalty towards a business and enhancing their overall pleasure. In contrast, advertising of bad quality or those that intrude upon the user's experience might result in feelings of dissatisfaction and unfavourable perceptions, ultimately diminishing satisfaction levels and undermining brand loyalty (Chen et al., 2018).

In a nutshell the extant body of literature highlights the complex interplay between social media, advertising, and the purchasing behaviour and happiness of students. This

underscores the importance for businesses and advertisers to create compelling, educational, and trustworthy commercials in order to use the potential of social media as an influential marketing instrument for this specific group of people.

III. Research methodology

This empirical study utilises a positivist research methodology to examine the influence of AI based ads on the purchasing behaviour and satisfaction of PG students in the local area around Malappuram. The study technique encompasses the collecting of quantitative data from a sample size of 72 pupils. In order to accomplish this objective, a carefully designed survey instrument is employed to gather data pertaining to students' utilisation of social media platforms, the perceived quality of adverts they come across, their purchasing patterns, and subsequent levels of customer satisfaction. Statistical approaches, such as basic linear regression, are employed to analyse the data and investigate the associations between variables. This study seeks to employ a positivist methodology and quantitative data analysis to offer impartial and empirically supported understandings of the mechanisms via which advertising exerts effect on student customers within the specific environment of Malappuram.

IV. Role of Social Media Usage in Purchase Behavior of Students

Table 1. Role of Social Media Usage in Purchase Behavior of Students

Model	Model Summary	ANOVA (Model fitness)		Coefficient output	
	Adjusted R square	F ratio	Sig value	Beta value	Sig. value
Social Media Usage → Purchase Behavior	.424	20.855	.000	.667	.000

The findings of the simple linear regression analysis, as depicted in Table 1, provide significant insights into the influence of social media usage on the purchasing behaviour of the participants in this research. The summary of the model suggests that the regression model accounts for roughly 42.4% of the variability in students' purchasing behaviour. The adjusted R-squared value indicates that a considerable proportion of the variance in purchasing behaviour may be ascribed to the utilisation of social media, implying a fairly robust association. The statistical analysis of variance (ANOVA) demonstrates that the regression model has a considerable level of statistical significance (F = 20.855, p < 0.001). This finding suggests that there is a statistically significant

association between the use of social media and consumer purchasing behaviour, indicating that the link is unlikely to be attributed to mere chance. This finding highlights the significance of social media in forecasting students' purchasing behaviour. The beta coefficient associated with social media usage is 0.667, indicating a significant relationship (p < 0.001). The coefficient in question denotes the magnitude and orientation of the correlation between the utilisation of social media platforms and consumer purchasing patterns. A positive association may be inferred from a beta value larger than zero, indicating that there is a tendency for buying behaviour among students to rise as social media usage grows.

A positive beta coefficient suggests a statistically significant positive correlation between the extent of social media usage and the purchasing behaviour of students. From a practical standpoint, this implies that as students get more involved with social media platforms, their propensity to engage in purchasing activities is heightened. This observation is consistent with previous scholarly investigations that have emphasised the impact of social media on changing consumer decision-making (Smith & Yang, 2017). The implications of these findings suggest that firms and advertising who aim to reach student customers should acknowledge the significant influence of social media on consumer purchasing decisions. Developing successful advertising tactics on these platforms and utilising their potential for interaction

may result in positive consequences in shaping students' purchase choices. Nevertheless, further investigation is required to delve into the intricacies of this correlation, taking into account other variables that may influence or reduce the influence of social media usage on consumer purchasing behaviour.

V. Impact of AI based Quality of Advertisement on Purchase Behavior

Table 2. Impact of AI based Quality of Advertisement on Purchase Behavior

Model	Model Summary	ANOVA (Model fitness)		Coefficient outpu	
	Adjusted R square	F ratio	Sig value	Beta value	Sig. valu
AI based Q of Ad → Purchase Behavior	.332	14.350	.001	.597	.001

The findings of the simple linear regression analysis, as displayed in Table 2, offer valuable insights into the influence of AI-based advertisement quality on the purchasing behaviour of students in this particular research. The summary of the model suggests that the regression model accounts for roughly 33.2% of the variability seen in students' purchasing behaviour. The modified R-squared value indicates that a significant

proportion of the variance in purchase behaviour may be explained by the quality of adverts based on artificial intelligence, suggesting a fairly robust association. The statistical technique known as analysis of variance (ANOVA) indicates that the regression model has statistical significance (F = 14.350, p = 0.001). This finding suggests that the correlation shown between AI-generated advertisement quality and purchasing behaviour is unlikely to be attributed to mere chance. This finding highlights the significance of the calibre of AI-powered adverts in forecasting students' purchasing behaviour. The beta coefficient for the AI-based quality of adverts is 0.597, indicating a statistically significant relationship (p = 0.001). The coefficient in question denotes the magnitude and orientation of the correlation between the efficacy of AI-driven marketing and consumer purchasing patterns. A positive link is indicated by a beta value larger than zero, meaning that an improvement in the quality of AI-based marketing is associated with an increase in purchasing behaviour among students.

A positive beta coefficient suggests a statistically significant beneficial relationship between the quality of AI-driven adverts and the purchasing behaviour of students. From a practical standpoint, this implies that when students are exposed to adverts powered by high-quality artificial intelligence, their likelihood of engaging in purchasing behaviour increases. This is consistent with

the increasing influence of artificial intelligence (AI) in customising and augmenting advertising materials, so rendering them more captivating and influential for customers. The aforementioned findings highlight the significance of allocating resources towards AI-driven advertising techniques in order to effectively impact students' purchasing behaviour. The capacity of artificial intelligence (AI) to customise ads based on individual interests and behaviours has the potential to exert a substantial influence on consumer decision-making. However, more investigation might delve into the precise components of AI-powered commercials that have the most impact on consumer purchasing behaviour, as well as ascertain whether there are variations in the efficacy of AI across different demographic groups or product classifications.

VI. Impact of AI based Quality of Advertisement on Purchase Behavior

Table 3. Role of AI based Quality of Advertisement on Consumer Satisfaction

Model	Model Summary	ANOVA (Model fitness)		Coefficient outp u	
	Adjusted R square	F ratio	Sig value	Beta value	Sig valu
AI based Q of Ad → **Consumer Satisfaction**	.348	15.399	.001	.610	.00

The findings of the basic linear regression analysis, as depicted in Table 3, provide significant insights into the impact of AI-based advertisement quality on customer satisfaction among students in this research. According to the model summary, the regression model accounts for roughly 34.8% of the variability seen in students' consumer satisfaction. The adjusted R-squared value indicates that a significant proportion of the variance in customer happiness can be explained by the quality of adverts utilising artificial intelligence, suggesting a fairly robust association. The statistical analysis of variance (ANOVA) demonstrates that the regression model has statistical significance (F = 15.399, p = 0.001). This observation suggests that there is a statistically significant association between the quality of advertising generated by AI and consumer pleasure, indicating that the link is not attributable to mere chance. This finding highlights the significance of the calibre of AI-powered marketing in forecasting customer happiness among students. The beta coefficient associated with the AI-based quality of adverts is 0.610, and it exhibits statistical significance with a p-value of 0.001. The coefficient in question denotes the magnitude and orientation of the correlation between the calibre of AI-driven adverts and the level of contentment experienced by consumers. A positive link may be inferred from a beta value larger than zero, indicating that an improvement in the quality of AI-based marketing is

associated with a corresponding rise in consumer satisfaction among students.

A positive beta coefficient signifies a statistically significant positive correlation between the quality of AI-based marketing and customer happiness among students. From a practical standpoint, it may be inferred that when students come across AI-driven commercials of superior quality, they are more likely to experience heightened happiness in their consumer interactions. This is consistent with prior studies that highlight the significance of personalised and captivating marketing in augmenting overall happiness. The aforementioned findings highlight the capacity of AI-driven advertising techniques to have a beneficial influence on customer satisfaction within the student population. The capacity of artificial intelligence (AI) to customise adverts based on individual tastes and deliver information that is more pertinent and captivating has the potential to result in increased levels of satisfaction. This suggests that firms and advertisers have to contemplate allocating resources towards AI-driven advertising in order to not only impact customer purchasing behaviour, but also augment the whole consumer experience and happiness. However, more study might investigate the distinct characteristics and tactics employed in AI-driven commercials that have the greatest impact on customer happiness. Furthermore, it would be valuable to examine whether there are

variations in efficacy among different demographic segments or product classifications.

VII. Implications and Conclusions

The study's findings provide insights into the complex interplay of social media usage, the efficacy of AI-driven marketing, students' purchasing behaviour, and customer happiness. The aforementioned observations carry substantial ramifications for professionals in the fields of marketing, advertising, and education within the context of the digital era.

The study demonstrates the significant impact of social media on the purchasing behaviour and consumer satisfaction of students. In light of the prevailing influence of social media in the digital realm, it is imperative for companies and advertisers to acknowledge its capacity as a formidable instrument for effectively engaging with student customers. Designing advertising techniques customised for various social media platforms and utilising their potential for interaction might result in positive effects on students' purchase choices and overall contentment. Furthermore, the impact of AI-driven marketing on students' purchasing behaviour and customer satisfaction is of utmost importance. The significance of allocating resources towards AI-driven advertising tactics is shown by the positive correlation seen between advertisement quality and the aforementioned outcomes. The capacity of artificial

intelligence (AI) to customise information and provide captivating marketing is in accordance with the inclinations of contemporary customers, and has the potential to exert a substantial influence on consumer decision-making and contentment. Furthermore, the research emphasises the interdependence between purchasing behaviour and customer pleasure, indicating that organisations should take into account the comprehensive consumer experience. The improvement of advertisement quality has a significant impact on both the decision-making process of consumers and their subsequent happiness after making a purchase. This, in turn, has the ability to cultivate brand loyalty and generate good word-of-mouth endorsements.

Educators can get advantages from these results as well, through the incorporation of issues pertaining to social media and AI-driven advertising inside the curriculum, therefore cultivating digital literacy among students. This has the potential to enable pupils to make well-informed decisions and effectively navigate the digital environment. In summary, this research provides significant contributions to the disciplines of marketing, advertising, and education. This statement highlights the significance of comprehending and utilising the capabilities of social media and AI-driven marketing in influencing the consumer behaviour and pleasure of students. In the context of technological advancements, it is crucial for companies and educators to be cognizant of

these changes in order to effectively connect with the student population in the digital era.

Although this study offers significant insights, further research is necessary to investigate the intricacies of these correlations within other contexts, businesses, and demographic groupings. Conducting a comprehensive analysis of the distinct characteristics and tactics employed in AI-driven commercials that exert the greatest impact on customer behaviour and contentment may yield more detailed and nuanced observations for industry professionals. In the ever-changing digital realm, the impact of social media and artificial intelligence (AI) on customer decision-making and contentment is expected to grow significantly. Consequently, doing continuous research and demonstrating adaptability are imperative for individuals and organisations aiming to succeed in this context.

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