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E-ABSTRACT BOOK

National Seminar on DIGITAL DISRUPTION IN MARKETING: Challenges, Opportunities & Sustainability

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National Seminar on

DIGITAL DISRUPTION IN MARKETING: CHALLENGES, OPPORTUNITIES AND SUSTAINABILITY

15–17 July 2026
Online Mode

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NATIONAL SEMINAR
DIGITAL DISRUPTION IN MARKETING: CHALLENGES, OPPORTUNITIES AND SUSTAINABILITY

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Organized by
Department of Management
The ICFAI University Meghalaya
Tura Campus

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Message from the Chief Patron

It gives me immense pleasure to extend my greetings to all participants, researchers, academicians, industry experts, and students attending the National Seminar on "Digital Disruption in Marketing: Challenges, Opportunities and Sustainability."

Digital technologies are reshaping the global business environment at an unprecedented pace. Innovations such as artificial intelligence, big data analytics, social media platforms, and digital ecosystems are transforming the way organizations interact with consumers and create value. Understanding these changes and their implications for sustainable development is essential for both academia and industry.

I am delighted that this seminar provides a platform for meaningful dialogue, knowledge sharing, and collaboration among scholars and practitioners. The abstracts compiled in this E-Abstract Book reflect contemporary research, innovative ideas, and valuable insights that contribute to the growing body of knowledge in marketing and management.

I congratulate the Department of Management, the organizing committee, keynote speakers, reviewers, authors, and participants for their valuable contributions toward the success of this seminar.

I am confident that the deliberations and discussions emerging from this event will inspire future research and promote responsible and sustainable digital transformation.

I extend my best wishes for the success of the seminar and hope that all participants find it intellectually enriching and professionally rewarding.

Dr. Alicia Gatphoh
Vice Chancellor
The ICFAI University Meghalaya
Chief Patron

Message from the Patron

It gives me immense pleasure to welcome all participants to the National Seminar on "Digital Disruption in Marketing: Challenges, Opportunities and Sustainability" organized by the Department of Management, The ICFAI University Meghalaya, Tura Campus.

The digital revolution has fundamentally transformed the way organizations communicate, compete, and create value. Emerging technologies such as Artificial Intelligence, Big Data Analytics, Social Media, and Digital Platforms are continuously reshaping consumer behavior and business strategies. Understanding these transformations is essential for ensuring sustainable growth and innovation in the modern business environment.

This seminar provides an excellent platform for academicians, researchers, students, and industry professionals to exchange ideas, share research findings, and discuss emerging challenges and opportunities in the field of marketing and management.

I congratulate the organizing committee for their dedication and hard work in successfully organizing this seminar. I also extend my appreciation to the keynote speakers, authors, reviewers, and participants whose valuable contributions have enriched this academic endeavor.

I wish the seminar every success and hope that the deliberations lead to meaningful insights and future collaborations.

Mr Proley M. Sangma
Director
The ICFAI University Meghalaya,
Tura Campus
Patron

Message from the Convener

Dear Participants,

It is my privilege to welcome you to the National Seminar on "Digital Disruption in Marketing: Challenges, Opportunities and Sustainability."

The rapid advancement of digital technologies has created unprecedented opportunities and challenges for businesses, consumers, and policymakers alike. As marketing continues to evolve in response to technological innovation, there is a growing need for research-driven discussions that explore the implications of digital transformation in a sustainable manner.

The enthusiastic response received from scholars, researchers, practitioners, and students from various institutions across the country reflects the significance and relevance of the seminar theme. The abstracts compiled in this volume showcase diverse perspectives and contemporary research contributions addressing important issues in digital marketing, consumer behavior, artificial intelligence, sustainability, entrepreneurship, and business innovation.

I extend my sincere gratitude to our Chief Patron, Patron, keynote speakers, guest of honor, moderators, organizing committee members, reviewers, authors, and participants for their support and contribution to the success of this seminar.

I hope the seminar provides an enriching learning experience and serves as a catalyst for future research and collaboration.

Dr. Brenda D Marak
Convener
The ICFAI University Meghalaya,
Tura Campus

About the Seminar

In today's rapidly evolving digital landscape, marketing is undergoing an unprecedented transformation. Emerging technologies such as artificial intelligence, big data analytics, automation, social media platforms, and immersive digital experiences are redefining how organizations connect with consumers. Digital disruption has not only reshaped traditional marketing practices but has also created new paradigms that demand innovation, agility, and ethical responsibility.

The National Seminar on **"Digital Disruption in Marketing: Challenges, Opportunities and Sustainability"** aims to provide a dynamic platform for academicians, researchers, industry professionals, entrepreneurs, and students to deliberate on the transformative impact of digital technologies on marketing practices. The seminar seeks to explore how businesses can navigate disruptive changes, leverage emerging opportunities, and build sustainable marketing strategies in an increasingly competitive digital ecosystem.

The seminar is designed to foster meaningful discussions on contemporary issues and emerging trends in digital marketing. It seeks to examine the opportunities and challenges arising from technological innovation while encouraging responsible and sustainable approaches to marketing in the digital era. Through scholarly presentations, expert deliberations, and knowledge-sharing sessions, participants will gain valuable insights into the evolving relationship between technology, consumers, and business strategy.

The seminar also aims to bridge the gap between academia and industry by encouraging interdisciplinary research, promoting innovative solutions, and facilitating collaboration among stakeholders. By bringing together diverse perspectives and expertise, the event seeks to contribute to the advancement of sustainable, responsible, and technology-driven marketing practices that create value for businesses, consumers, and society at large.

Themes and Sub-Themes

The seminar invites original research papers, case studies, conceptual papers, and empirical studies on the following themes and related areas:

Track 1: Digital Transformation & Emerging Technologies

- Artificial Intelligence and Machine Learning in Marketing
- Chatbots and Conversational Marketing
- Blockchain in Advertising and Consumer Trust
- Augmented Reality (AR) and Virtual Reality (VR) in Brand Experience
- Marketing Automation and Smart Campaigns

Track 2: Data Analytics & Performance Marketing

- Big Data and Predictive Analytics
- Consumer Insights through Data Mining
- Conversion Rate Optimization
- ROI Measurement and Marketing Metrics
- Programmatic and Performance Advertising

Track 3: Social Media & Content Ecosystems

- Influencer Marketing Strategies
- Short-Form Video and Interactive Content
- Social Commerce and Community Building
- Algorithm-Driven Visibility and Brand Reach
- Personal Branding in the Digital Era

Track 4: Consumer Behavior in the Digital Age

- Online Purchase Decision-Making
- Customer Experience and Engagement
- Omnichannel Consumer Journeys
- Digital Trust and Relationship Marketing
- Neuromarketing and Behavioral Analytics

Track 5: Sustainability, Ethics & Governance

- Ethical Issues in Digital Advertising
- Data Privacy and Regulatory Compliance
- Green Marketing in Digital Platforms
- Corporate Social Responsibility in Online Branding
- Sustainable Digital Business Models

Track 6: Digital Marketing in Emerging Economies

- Digital Adoption among MSMEs
- Regional Language Content Strategies
- E-Commerce Growth Trends
- Entrepreneurship and Startups
- Government Initiatives and Digital Ecosystems

Researchers are encouraged to submit papers that align with the above themes or any related area that contributes to the understanding of digital disruption, marketing innovation, and sustainable business practices.

Organizing Committee

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- Dr. Alicia Gatphoh, Vice Chancellor, The ICFAI University Meghalaya

Patron

- Mr. Proley M. Sangma, Director, The ICFAI University Meghalaya, Tura Campus

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- Mr Amudhakumar P .R, Digital Marketing Corporate Trainer, Strategist and Speaker

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- Dr. Moumita Dey, Assistant Professor, Department of Management, Shri Ramasamy Memorial University, Sikkim

List of Reviewers

The Organizing Committee gratefully acknowledges the valuable contributions of the following reviewers for their time, expertise, and commitment in evaluating the abstracts and papers submitted to the National Seminar on **"Digital Disruption in Marketing: Challenges, Opportunities and Sustainability."** Their constructive feedback and scholarly insights have played a vital role in maintaining the academic quality and integrity of the seminar proceedings.

Review Committee

1. Dr Raj Kumar Goel, Associate Professor, Department of Computer Application, NEHU Tura
2. Dr Sunildro LS Akoijam, Associate Professor, Department of Management, NEHU, Tura
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8. Dr. Ankit Agarwal, Assistant Professor, Department of Management, ICFAI University, Meghalaya, Tura

The Organizing Committee sincerely appreciates the reviewers' efforts in ensuring a rigorous and fair review process and their contribution to the success of this academic event.

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Paper ID: DDM- 001

Decoding Advertising Effectiveness: The Impact of Creative Appeal, Storytelling, Ad Format, and Media Platform on Consumer Responses in India's Fashion Retail Sector

[1]Gaganjeet Singh

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Sr Faculty, G-I, School of Retail & Fashion Merchandise, Footwear Design and Development Institute, Noida, India.

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Sr Faculty, G-I, School of Retail & Fashion Merchandise, Footwear Design and Development Institute, Noida, India.

Abstract

The rapid digitalization of the Indian fashion retail industry, coupled with increasing internet penetration and social media adoption, has transformed the way consumers engage with advertising content. Millennials and Generation Z constitute a substantial segment of India's consumer market and exhibit distinct media consumption and purchasing behaviours. Despite the growing importance of digital advertising, limited research has examined the combined influence of multiple advertising dimensions on consumer responses within the Indian fashion retail context. This study investigates the impact of visual and creative appeal, storytelling and content, advertisement format, and media platform on consumer attention, perception, and purchase intention.

A quantitative research design was employed, and data were collected from 210 Millennial and Generation Z consumers through self-administered structured questionnaires. The proposed conceptual framework is analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) with Smart PLS 4 to assess the relationships among the constructs and evaluate the model's predictive capability.

This study identifies the relative importance of different advertising dimensions in shaping consumer attention, perceptions, and purchase intentions. By integrating multiple advertising attributes within a single framework, the research contributes to the literature on advertising effectiveness and extends the application of generational cohort theory in the fashion retail domain.

The findings offer practical implications for marketers, advertisers, and fashion retail brands seeking to develop targeted advertising strategies that resonate with diverse consumer segments. The study provides evidence-based insights for designing engaging advertising content, selecting appropriate formats, and optimizing media platform choices to enhance consumer engagement and purchase outcomes in India's evolving digital marketplace.

Keywords:

Advertising effectiveness; Creative appeal; Storytelling; Media platform; Purchase intention; Millennials; Generation Z; Fashion retail

Paper ID: DDM- 002

Cost-Sensitive Machine Learning Framework for Telecom Customer Churn Prediction and Business Loss Optimization

[1] ***Dr. C. Vanlalzawna,***
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[2] ***Dr. Binit Lakra,***
Asst. Professor, Department of HRM, Xavier Institute of Social Service (XISS)

[3] ***Dr. Debajit Rabha***
Faculty, School of Engineering, Mizoram University

Abstract

Customer churn prediction has become a strategic priority for telecommunications companies because of increasing competition, high customer acquisition costs, and declining customer loyalty. Traditional churn prediction models primarily emphasize predictive accuracy while often ignoring the asymmetric financial consequences associated with classification errors. This study develops and evaluates a cost-sensitive machine learning framework for telecom customer churn prediction using the IBM Telco Customer Churn dataset comprising 7,043 customer records and 21 variables. Three supervised machine learning algorithms—Logistic Regression, Random Forest, and Gradient Boosting—were implemented within a Threshold-Based Optimization framework designed to minimize business loss under asymmetric misclassification costs. In addition to the original variables, engineered features were developed to improve predictive capability and managerial relevance. Model performance was evaluated using both statistical metrics and business-oriented measures including cost reduction, return on investment (ROI), targeting efficiency, and savings estimation. The findings demonstrate that cost-sensitive threshold optimization significantly reduces total business loss compared to the conventional classification threshold of 0.5. The results further indicate that optimal thresholds are substantially lower because of the higher financial impact of false negatives. Among the evaluated models, Logistic Regression emerged as the most suitable deployment model because of its superior business cost reduction, interpretability, probability calibration, and operational stability. Feature importance analysis identified contract type, customer tenure, payment method, monthly charges, and service engagement as the strongest predictors of churn behavior.

Keywords:

Customer churn prediction, cost-sensitive learning, predictive analytics, telecom analytics, machine learning, customer retention.

Paper ID: DDM- 003

Sustainability, Ethics and Governance in the Digital Marketing Era

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Birangana Sati Sadhani Rajyik Vishwavidyalaya, Golaghat

[2]***Dr. Rubul Kumar Bania***
Associate Professor and 2nd Assigned Guide
Birangana Sati Sadhani Rajyik Vishwavidyalaya, Golaghat

[3]***Prof. G. Singaiah***
Vice Chancellor and Guide
Birangana Sati Sadhani Rajyik Vishwavidyalaya, Golaghat

Abstract

Every penny of the company goes to put its effort to produce, sell and convince the customers is the same, the profit objective. And the process of Marketing Mix applied with all resources, are most often superfluous in their written, verbal communications and channels that fall in the line of conducting business affairs.

The Green Marketing can be seen with as much as publicity possible, but the energy and time that is spent in taking them to the audience is in itself a mammoth task involving talent, time, hardware, software and very importantly the cost involved to get highlighted.

Business models are being made and implemented by the best in the industry, but that does not respect the needs of the needy. A model is not perfect enough to serve the needs of the commonest men of the society. It is only a profit-making formula.

I am of the opinion that serious distraction, misleading of our works and time are gone by; while our governments, the Web browser companies as well as the product companies keep honking after us to access, avail and consume their products, services and brands. This can well be regulated with the help of new age softwares, stricter state regulations and consumers awareness and mobile phone discipline.

Keywords:

Marketing Mix, Green Marketing, Business models, mammoth task, commonest men

Paper ID: DDM- 004

Role of Social Media Influencers in Shaping Aspirational Perception of Luxury Brands among Urban Youth

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&

[2]Alex Christopher,
MBA Student, Gauhati University
Department of Business Administration

Abstract

The rapid growth of social media platforms has transformed contemporary marketing practices, enabling influencers to play a significant role in shaping consumer perceptions and purchasing behaviour. This study examines the influence of social media influencers on luxury brand perception and aspirational attitudes among urban youth. With the increasing consumption of influencer-generated content on platforms such as Instagram, YouTube, and Facebook, luxury brands are increasingly leveraging influencer marketing strategies to enhance visibility, credibility, and consumer engagement.

The study adopts a quantitative research approach using a structured questionnaire administered through Google Forms. Data were collected from 132 respondents comprising urban youth, college students, and active social media users selected through purposive sampling. Statistical analysis was conducted using SPSS, including descriptive statistics, reliability analysis, regression analysis, and ANOVA.

The findings reveal that social media influencers significantly impact the perception of luxury brands among urban youth. Influencer credibility, particularly attributes such as authenticity, expertise, and relatability, was found to positively influence aspirational attitudes toward luxury brands. Regression analysis indicated a significant positive relationship between influencer credibility and aspirational perception, explaining a substantial proportion of variation in consumer attitudes. Furthermore, ANOVA results demonstrated that respondents spending more time on social media exhibited a stronger desire for luxury consumption. The study also identified expertise, authenticity, and consistent content creation as the most influential factors contributing to influencer effectiveness.

The research highlights how digital disruption in marketing has shifted brand communication from traditional advertising to influencer-driven engagement. The findings provide valuable insights for marketers, luxury brands, and digital strategists seeking to develop sustainable and effective influencer marketing campaigns in an increasingly competitive digital ecosystem.

Keywords:

Influencer Marketing, Luxury Brands, Social Media, Consumer Behaviour, Aspirational Attitudes, Digital Marketing

Paper ID: DDM- 005

SERVQUAL Dimensions and Their Effects on Customer Satisfaction with Cellular Service Providers in Manipur

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[1]Guest Faculty, Department of Vocational Studies & Skill Development, Manipur University

[2]Dr. Kh. Dhiren Meetei
[2]Professor, Department of Commerce, Manipur University

Abstract

Numerous investigations have observed that customer satisfaction is significantly influenced by service quality of an organisation. The impact of SERVQUAL dimensions on customer satisfaction with Cellular Service Providers (CSPs) in Manipur is examined in this study. The study also seeks to determine the extent to which customer satisfaction is influenced by each SERVQUAL dimension of the CSPs in the state. A descriptive research design with a blend of two-stage random sampling and convenience sampling were employed to gather data through a structured questionnaire from 1,086 cellular subscribers of selected hill and valley districts. The association between SERVQUAL dimensions and customer satisfaction was assessed using statistical methods including descriptive statistics, ANOVA and multiple linear regression. The results show that while Tangibility, Responsiveness, Reliability, Empathy, and Network Quality have a substantial impact on customer satisfaction, Assurance has no discernible impact on it. The study emphasizes how crucial it is to improve service quality dimensions in order to enhance customer satisfaction in the Manipur's cutthroat cellular services industry. Additionally, it adds to the existing literature on customer satisfaction and service quality in the industry, especially in the state's regional context.

Keywords:

SERVQUAL, Customer Satisfaction, Cellular Service Providers, Descriptive research, ANOVA, Multiple linear regressions

Paper ID: DDM- 006

Customer Experience and Engagement in Online Shopping Platforms

Easter Rani Sangma
MBA 2nd Semester, IUM, Tura

Abstract

The rise of the internet has disrupted consumer behaviour including merchant and customer interaction with the growth of e-commerce platforms, customer experience and engagement have become key to success in the businesses performances. Today's consumer prefers shopping in comfort with an easeful, personalised shopping experience with safe payment systems. These factors impact their buying choices, satisfaction levels, and loyalty to a brand. This topic will study regarding the importance of customer experience and engagement for online shopping platforms, along with various factors affecting consumer behaviour. A closer look at a study that proves that customer engagement can be improved with the right moves and positive experiences can routinely lead to trust, repeat purchases, and long-term growth where, in the era of fakes, fraud and data vulnerabilities, digital trust is a primary competitive advantage.

Keywords:

Consumer Behaviour, Customer Experience, Customer Engagement, E-Commerce, Digital Marketing, Online Shopping

Paper ID: DDM- 007

Startup Growth through Customer Experience and Influencer Marketing Strategies

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International Institute of Technology and Management[1], Murthal, Sonipat, Haryana, India

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Department of Biomedical Engineering[2]
Deenbandhu Chhotu Ram University of Science and Technology[2], Murthal, Sonipat, Haryana, India

Abstract

Startups are operating in a digital economy characterized by high competition, fast changing consumer expectations and limited financial resources. In order to survive and obtain sustainable growth entrepreneurs are more and more relying on digital marketing innovations and customer-centric approaches. Customer experience (CX) and influencer marketing strategies are some of the most important factors that contribute to the success of startups. The primary objective of customer experience is to provide personalized, seamless and satisfying interactions across all customer touchpoints. Content marketing uses creative producers and social media personalities to build consumer engagement, brand awareness, and trust. The paper, a review, emphasizes the importance of influencer marketing and customer experience in the development of start-ups. This covers the present trends, strategies, challenges and technological advances affecting the marketing practices of startups. The paper further highlights the integration of digital platforms, artificial intelligence and social media ecosystems in shaping entrepreneurial success. The research has concluded that the startups which adopt effective customer engagement strategies and strategic influencer partnerships achieve improved market visibility, long-term business sustainability and increased customer loyalty.

Keywords:

Startups, Entrepreneurship, Customer Experience, Customer Engagement, Influencer Marketing, Digital Marketing, Brand Loyalty, Social Media, Startup Growth.

Paper ID: DDM- 008

Short-Form versus Long-Form Video Campaigns in Indian Banking: A YouTube Analytics Study

[1]Abhishek Roy
Student, MBA IV Semester, ICFAI University Meghalaya, Tura

[2]Dr Jyotirmoy Roy
Assistant Professor, Department of Management, ICFAI University Meghalaya, Tura

Abstract

This study investigates whether video format, YouTube Shorts (<=60 seconds) versus long-form video (>60 seconds) differentially affects audience engagement on the official YouTube channels of ten major Indian banks. Drawing on the Elaboration Likelihood Model (ELM) and Uses and Gratifications Theory (UGT), we hypothesize that short-form content generates higher normalised engagement by triggering peripheral-route processing, with moderation by content theme and bank type. Using the YouTube Data API v3, we collected 10,915 videos published between January 2019 and December 2024 across ten banks i.e. State Bank of India, HDFC Bank, ICICI Bank, Axis Bank, Kotak Mahindra Bank, Bank of Baroda, Punjab National Bank, Canara Bank, IndusInd Bank, and YES Bank comprising 7,025 Shorts and 2,609 long-form videos. A composite engagement index (CEI) combining like rate and view velocity serves as the primary dependent variable. OLS regression with bank and year fixed effects and standard errors clustered at the bank level shows no significant main effect of video format on engagement (beta = -0.025, p = 0.76), indicating that Indian banking content resists the short-form advantage documented in general marketing contexts. However, content theme exercises a significant effect: Security and Fraud Awareness content generates substantially higher engagement than all other themes (beta = 0.253, p = 0.026), and Shorts produce significantly higher engagement than long-form specifically for Convenience and Digital Banking content (beta = 0.379, p = 0.049). Neither bank type (PSU vs. private) nor an early Shorts adoption design identifies significant moderation. These findings constitute a theoretically meaningful boundary condition for ELM-based persuasion research and carry direct implications for financial services digital marketing strategy.

Keywords:

YouTube Shorts, social media marketing, Indian banking, elaboration likelihood model, video engagement, content theme, digital marketing

__Paper ID: DDM- 009__

Dimensions of Measuring Entrepreneurial Competencies

[1]Jyoti Daimary[*]

*[*1]Research Scholar, Department of Management, North-Eastern Hill University*

[2]Bimal Debnath

[2]Assistant Professor, Department of Management, North-Eastern Hill University

Abstract

Entrepreneurial competencies are widely acknowledged as a fundamental antecedent of startup performance, yet the literature continues to exhibit inconsistency regarding their dimensionality and measurement. This study seeks to identify the principal dimensions employed to operationalize entrepreneurial competencies and to examine the measurement scales most frequently used in prior research. A systematic review was undertaken following the PRISMA protocol, with Scopus used as the primary database for article identification, screening, and selection. The reviewed studies were analysed to extract recurring competency dimensions and to map the scale items used to assess them. The findings indicate that entrepreneurial competencies are most commonly measured by dimensions such as strategic competency, opportunity competency, learning competency, organizing and leading competency, commitment competency and relationship competency. In addition, the study identifies several measurement scales that have been used in different studies. On the basis of the synthesized evidence, a conceptual model is proposed to explain the relationship between entrepreneurial competency dimensions and startup performance. The study contributes to the literature by consolidating the dimensions of entrepreneurial competencies and providing a structured basis for future empirical research in determining entrepreneurship competencies and startup success.

Keywords:

Entrepreneurial competencies, Startup Performance, Measurement Scale, Dimensions, PRISMA, Systematic Review

Paper ID: DDM- 010

From Influence to Restraint: De-influencing, Frugal Consumption and Sustainable Consumer Behaviour on Social Media

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Assistant professor,

[2] Arsala Saifi
[3]Aditi Agarwal
[2,3]Research Scholar, College of Agribusiness Management,
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Abstract

Influencer marketing has increased trend-driven buying, sponsored product recommendations and product haul culture on social media. In response to this, de-influencing has emerged as a counter-trend in which content creators advise followers not to buy overhyped, unnecessary or ethically questionable products. This conceptual paper examines de-influencing as a form of responsible digital consumer communication that may encourage frugal and sustainable consumption behaviour. The study adopts an exploratory conceptual research design and has utilised both qualitative and quantitative secondary sources of data drawn from peer-reviewed literature and government reports to draw valuable insights. The evidence was analysed through narrative thematic synthesis to develop conceptual relationships among de-influencing content exposure, consumer skepticism, frugal consumption attitude, purchase avoidance and sustainable consumption behaviour. The paper addresses a gap in influencer marketing research, which has largely focused on credibility, engagement and purchase intention, while giving limited attention to purchase avoidance, frugality and anti-consumption. The study argues that de-influencing supports sustainability only when it reduces unnecessary consumption and promotes reuse, delayed purchase and mindful spending. Its sustainability value weakens when creators discourage one product while promoting another. The paper contributes to responsible marketing literature by proposing a conceptual framework that links de-influencing with source credibility, persuasion knowledge, frugality theory, anti-consumption and sustainable consumption. Since the framework is not empirically tested, future research should validate it through surveys, experiments and content analysis, especially in the Indian social media context.

Keywords:

De-influencing; influencer marketing; frugal consumption; anti-consumption; social media

<u>*Paper ID: DDM- 011*</u>

Customer Experience and Engagement in the Omnichannel Retail Environment

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MBA 2nd Semester, ICFAI University Meghalaya, Tura

Abstract

The rapid evolution of digital technologies has transformed the retail industry, leading to the emergence of omnichannel retailing, where customers interact with brands through multiple interconnected online and ofline channels. In this dynamic environment, delivering a seamless and consistent customer experience has become a key determinant of customer satisfaction, engagement, and loyalty. This study explores the factors that influence customer experience and engagement in the omnichannel retail environment, with particular emphasis on channel integration, personalized communication, service consistency, and technological innovation. The paper examines how retailers utilize digital tools, data analytics, mobile applications, social media platforms, and physical stores to create unified and customer-centric experiences. Furthermore, it analyzes the role of customer engagement in shaping purchase decisions, strengthening brand relationships, and encouraging repeat patronage. By highlighting the challenges and opportunities associated with omnichannel strategies, the study provides valuable insights for retailers seeking to enhance customer value and maintain a competitive advantage in an increasingly digital marketplace. The findings contribute to a deeper understanding of consumer behavior and the strategic importance of customer experience management in modern retailing.

Keywords:

Omnichannel Retailing, Customer Experience, Customer Engagement, Consumer Behavior, Digital Marketing, Customer Satisfaction, Retail Innovation, Brand Loyalty.

Paper ID: DDM- 012

The Role of Artificial Intelligence in Transforming Modern Marketing Strategies

Sengsrangbirth I Sangma
BBA 1st Semester, ICFAI University Meghalaya, Tura

Abstract

Artificial Intelligence AI is transforming the marketing landscape by enabling business to develop smarter, more efficient and customer-centre strategies. The technologies such as machine learning, Natural language, and predictive analytics, AI can help markets analyze large volumes of data understand consumers behaviour, and predictive analytics, AI can helps marketers analyze large volumes of data understand consumers behaviour, and deliver personalized experiences. AI- powered tools support market segmentation content creation customer services automation and targeted advertising , Improving ,both and marketing effectiveness and customer satisfaction for getting a help for AI can help that what we did not no that AI has no. Additionally, I enables real-time decision making and enhances the accuracy of marketing and the accuracy of marketing campaigns, challenges such as data privacy concerns, ethical issues and implementation costs must be addressed. This paper examines the role of Artificial Intelligence in transforming modern marketing strategies, highlighting its applications , advantages, challenges, and further prospects in the digital marketing environment.

Keywords:

Artificial Intelligence, Marketing Strategies ,Machine Customer Experience, Digital Marketing, predictive Analytics, Personalization.

Paper ID: DDM- 013

Digital Payment Systems as Catalysts of Financial Inclusion: Opportunities, Challenges and Policy Implications for Rural Assam

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[2]Dr. Ankit Agarwal
[2]Assistant Professor
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Abstract

Financial inclusion has emerged as a critical policy objective for achieving equitable and sustainable economic development in India. In recent years, digital payment systems have transformed the financial landscape by facilitating convenient, secure, and cost-effective financial transactions. Technological innovations such as Unified Payments Interface (UPI), Aadhaar Enabled Payment System (AEPS), RuPay cards, mobile banking, and internet banking have significantly expanded access to formal financial services, particularly among previously underserved populations. These digital payment mechanisms have reduced dependence on cash transactions and enhanced participation in the formal financial system.

The present study adopts a conceptual approach to examine the role of digital payment systems in promoting financial inclusion with special reference to rural Assam. The study analyzes the opportunities, challenges, and policy implications associated with the adoption of digital financial services. Drawing upon existing literature, government reports, Reserve Bank of India publications, and policy documents, the study explores how digital payment technologies contribute to financial accessibility, account usage, transaction efficiency, transparency, and economic empowerment.

The study identifies several opportunities arising from digital payment systems, including enhanced banking accessibility, improved financial literacy, efficient delivery of government benefits, and increased participation in economic activities. At the same time, challenges such as digital illiteracy, inadequate infrastructure, cybersecurity concerns, and limited awareness continue to hinder widespread adoption in rural areas. The study concludes that digital payment systems serve as important catalysts of financial inclusion and can contribute significantly to sustainable rural development in Assam when supported by appropriate policy interventions and capacity-building initiatives.

Keywords:

Financial Inclusion, Digital Payment Systems, UPI, PMJDY, Digital Finance, Rural Assam

Paper ID: DDM- 014

Behavioural Intention Beyond Usefulness: Exploring the Emotional and Experiential Pathways Driving Online Food Purchase Decisions

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Research Scholar
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[2]Dr. Sunildro L.S. Akoijam
Associate Professor
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Abstract

The study investigates the influence of experiential, emotional, technological, social and risk-related factors on online food purchase intention in an emerging urban city of India. The data were collected from 385 users of FDA's services and analysed using Structural Equation Modelling (SEM). Findings reveal that social influence and risk-related confidence are the better predictors of behavioural intention than traditional, usefulness-based variables. Emotional gratification, perceived enjoyment, experiential satisfaction, and app interface quality also show significant positive effects, indicating that consumers are increasing their evaluation of FDAs with more affective and experiential lenses. Technological determinants like ease of use and system reliability have moderate influence on furthering the shift to experience-centred digital consumption. Theoretically, it extends the existing literature by showing how behavioural intentness towards FDAs is influenced by interrelated experiential-emotional routes which contrasts the supremacy of usefulness in today's adoption models. Practically, findings highlight the relevance of having FDA platforms with greater interface beauty, more robust social engagement mechanisms, and additive features to enable greater transparency and safety as well as to be more emotionally resonant. The findings will be valuable for digital service providers, marketers and policy makers who are active in the fast-growing semi-urban digital markets.

Keywords:

Experiential, Emotional, Technological, Social, and Risk related, Purchase Intention, Food Delivery App

Paper ID: DDM- 015

Board Gender Diversity, Social Media Engagement, and Firm Valuation in India

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ABSTRACT

Board gender diversity's effect on firm valuation remains contested in emerging markets. This study tests whether the relationship operates through social media engagement using 108 Indian NSE-listed firm-year observations from 2017–2024. Bootstrap mediation analysis shows a suppression pattern: female director representation positively predicts social media engagement ($\beta = 0.386$, $p < 0.001$), and social media engagement positively predicts Tobin's Q ($\beta = 0.074$, $p < 0.001$), while the direct effect of diversity on Tobin's Q becomes negative when the mediator is included ($\beta = -0.051$, $p < 0.001$). The indirect effect is positive and statistically significant ($\beta = 0.029$, 95% bootstrap CI: [0.0166, 0.0448]), and the confidence interval excludes zero, confirming mediation significance. The total effect remains negative and only marginally significant ($\beta = -0.023$, $p = 0.095$), indicating that board diversity creates value primarily through a specific strategic pathway rather than broad governance improvements. These findings position social media engagement as a distinct channel linking board composition to valuation in digitally active Indian firms.

Keywords:

Corporate Governance; Board Diversity; Firm Valuation; Digital Marketing; Mediation Analysis; Emerging Markets; India

Paper ID: DDM- 016

Can Design Thinking Reduce Digital Transformation Failure? A Review and Future Research Agenda

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Abstract

In today's fast-changing digital world, businesses are constantly challenged to adapt quickly to remain competitive. Digital transformation has become a critical priority, requiring organizations to rethink their processes, products, and customer experiences. However, many companies struggle to achieve successful digital transformation due to the limitations of traditional project management approaches. To address this issue, this review explores the integration of design thinking principles within organizations to enhance the success of digital transformation projects.

Design thinking, known for its focus on empathy, user-centered design, and creative problem-solving, can be combined with agile methodologies, which emphasize flexibility, iteration, and rapid delivery. Together, these approaches offer a structured yet adaptable framework for addressing the complex demands of digital transformation. The purpose of this study is to investigate how design thinking-driven approaches can help organizations respond to the unique challenges of digital transformation and address the widely cited 70% failure rate. Only recently have researchers begun to examine how the implementation of design thinking relates to organizational-level constructs, such as organizational culture, leadership, agility, and strategy. Through a review of empirical research, including case studies, interviews, and field observations, mostly from the past decade, this study examines how the practice of design thinking contributes to overcoming digital transformation failure.

Our review findings suggest that the experiential nature of design thinking enables it to complement agile methodologies in supporting digital transformation initiatives. Based on this insight, we develop a general framework for organizing design thinking research and identify several avenues for future research that may advance understanding of design thinking in organizational contexts for digital transformation.

While the proposed framework is designed to be flexible and applicable across industries, this study acknowledges that organizations may need to adapt it to their specific needs and project goals. In conclusion, this research provides valuable insights and practical tools for organizations seeking to achieve successful digital transformation. It emphasizes the importance of a user-centered and adaptable approach in today's complex digital landscape. Future research can build on these findings by further exploring the integration of design thinking and agile methodologies in digital transformation contexts.

Keywords:

Digital transformation failure; design thinking; organizational context; human-centric approach.

Paper ID: DDM- 017

Motivations and constraints of community- based Tourism Entrepreneurship in the Garo hills, Meghalaya: An Exploratory Study

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Abstract

Community-based tourism (CBT) is increasingly recognized as a viable livelihood strategy for indigenous communities in Northeast India. Meghalaya's tourism industry, currently valued at approximately ₹ 1,600 crore, is projected to surge to ₹ 12,000 crore by 2028, with domestic and international arrivals expected to reach 20 lakh annually. Despite this growth, the entrepreneurial landscape of the Garo hills remains severely under explored in academic literature, with most studies concentrated in the Khasi and Jaintia hills. The area's natural beauty and cultural diversity have inspired local businesses to offer homestays, tours, and cultural events. These efforts have created new ways for the community to earn money and have helped keep local traditions and customs alive. This study investigates the motivations and constraints of community-based tourism entrepreneurs operating in Garo Hills region. This study employs a descriptive research method. Primary data were collected through personal interviews with local entrepreneurs and civic leaders. The findings indicate that the main driving forces are economic needs, cultural pride and government initiatives. Significant challenges consist of poor road and digital connectivity, restricted access to microfinance, lack of skills. This study adds to the limited research on tourism entrepreneurship in Garo Hills and suggests ways to support sustainable community based tourism growth in the area.

Keywords:

community based tourism, entrepreneurship, motivation, tourism constraints

Paper ID: DDM- 018

Impact Of Influencer Marketing On Consumer Purchase Decisions Among Generation Z: A Study Of Social Media Users

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Abstract

The most rapidly evolving and highly effective business strategy today is influencer marketing. The fast growth in the number of users of social media venues including Instagram, YouTube, and Facebook, has changed the way in which modern consumers contact and purchase from brands. Generation Z, who are perhaps the most digitally active generation, are most responsive to the content that social media influencers post. This research focuses on studying the effects that influencer marketing has on the purchasing decisions of Generation Z social media users. This study examines how influencer credibility, trust, authenticity and content affect consumer buying behavior. The study employed a descriptive research design and primary data were collected through online questionnaires from 100 respondents from Generation Z. It was found that influencer marketing positively increases consumer purchase intent and brand recognition. The most cited social media platform was Instagram, whereas the most cited influencing factors for purchasing decisions were trust and authenticity. It was found that social media influencers highly shape consumer purchasing decisions and highly influence brand recognition. Through relatable and engaging content, social media influencers shape consumer's purchasing decisions. Through innovative content, influencer marketing will continue to garner brand acceptance, recognition, and increased sales to Generation Z consumers.

Keywords:

Influencers, Marketing, Generation Z, Buying Decisions, Social Media, Digital Marketing, Modern Consumer.

Paper ID: DDM- 019

Ethical Governance of Artificial Intelligence in Modern Marketing: Challenges, Regulatory Frameworks, and Strategic Implications

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Abstract

Artificial Intelligence (AI) is a fundamental and transformative technology in contemporary marketing that has the potential to significantly improve customer engagement, increase consumer experiences, optimize decision-making processes and enhance operational efficiencies across the entire marketing spectrum. Although these benefits are clear, one cannot overlook the troubling impact of widespread deployment of AI-driven marketing systems on data privacy, algorithmic bias, transparency and accountability issues as well as consumer autonomy. This study analyzes the ethics of AI governance in marketing by integrating recent academic work, regulations and governance dimension. Using a systematic literature review approach, this study investigates peer-reviewed articles between 2020 and 2025 from the most academically renowned databases. The findings indicate that while AI contributes substantially to marketing effectiveness, inadequate governance mechanisms may expose organizations to ethical, legal, and reputational risks. The study further identifies transparency, fairness, accountability, privacy protection, and human oversight as the foundational pillars of responsible AI governance. Based on the findings, a conceptual framework is proposed to guide organizations in balancing technological innovation with ethical responsibility. The paper contributes to the emerging discourse on responsible AI by integrating ethical principles, regulatory requirements, and organizational governance mechanisms within a comprehensive marketing context. The findings provide valuable implications for policymakers, practitioners, and researchers seeking to promote sustainable and trustworthy AI-enabled marketing practices.

Keywords:

Artificial Intelligence, Ethical Governance, AI Ethics, Digital Marketing, Responsible AI, Algorithmic Bias, Data Privacy, Marketing Governance.

Paper ID: DDM- 020

Impact of Artificial Intelligence on Consumer Purchase Decisions in Digital Marketing: A Study Among University Students

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Abstract

Artificial Intelligence (AI) has emerged as a transformative force in digital marketing, enabling businesses to deliver personalized customer experiences through recommendation systems, targeted advertising, chatbots, and predictive analytics. The increasing integration of AI technologies into digital marketing platforms has significantly altered the way consumers interact with brands and make purchasing decisions. University students, being active users of digital platforms and online shopping applications, represent an important consumer segment for examining the influence of AI-driven marketing practices.

The present study aims to investigate the impact of Artificial Intelligence on consumer purchase decisions among university students. Specifically, the study seeks to assess students' awareness of AI-based marketing tools, examine the influence of personalized recommendations and targeted advertisements on purchase behaviour, and evaluate the role of trust and perceived usefulness in shaping purchase intentions. The research adopts a descriptive and analytical research design based on primary data collected through a structured questionnaire administered to university students. A five-point Likert scale will be used to measure respondents' perceptions regarding AI-enabled marketing practices. Statistical techniques such as descriptive analysis, reliability testing, correlation analysis, and regression analysis will be employed to analyze the data.

The findings are expected to provide insights into the effectiveness of AI-powered marketing strategies in influencing consumer behaviour among young digital consumers. The study will contribute to the growing literature on AI in marketing and offer practical implications for marketers seeking to design more personalized and effective digital marketing campaigns. Furthermore, the research will help organizations understand how AI technologies can enhance customer engagement and influence purchasing decisions in an increasingly digital marketplace.

Keywords:

Artificial Intelligence, Digital Marketing, Consumer Behaviour, Purchase Decision, Personalized Marketing, University Students.

Paper ID: DDM- 021

A Statistical Audit of Synthetic Enterprise BI Chatbot Interaction Logs

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Abstract

In today's enterprise landscape, business intelligence (BI) chatbots are increasingly deployed to streamline decision-making, enhance customer engagement, and reduce operational costs. Yet, the reliability of the underlying datasets remains a critical concern for organizations seeking actionable insights. This paper addresses that gap by presenting a rigorous statistical audit of a 3,200 record BI chatbot interaction dataset, applying established synthetic data evaluation methodologies. An initial exploratory analysis suggested three plausible research gaps; however, inferential testing including ordered logistic regression, one-way ANOVA, chi-square tests, Bayes Factor analysis, TOST equivalence testing, and distributional goodness-of-fit diagnostics revealed uniformly distributed predictors with decisive Bayes Factor support for the null hypothesis ($\log_{10}(BF_{01}) \geq 3.3$ across all categorical predictors). No predictor explained more than 0.1% of variance in user feedback (McFadden pseudo-$R^2 = 0.0009$, LR $\chi^2(12) = 7.58$, $p = 0.82$). The outcome variable (user_feedback_rating) exhibited a realistic bell-shaped marginal distribution ($\chi^2(4) = 321.0$, $p < 0.001$; mode = 3), yet demonstrated no conditional association with any predictor a hallmark of the realistic marginal trap, wherein plausible marginals obscure absent predictor–outcome relationships. Diagnostics further revealed discretization artifacts in bot_response_confidence (0.01-precision grid) with boundary under-representation, consistent with sampling from a narrower internal range. Permutation testing confirmed a mathematically inevitable 79.3% query category mismatch under random assignment (all 120 mappings; Bonferroni-corrected $\alpha = 0.000417$). Benchmarking against a behaviorally realistic comparator dataset validated the audit protocol's discriminative power across five of six diagnostic criteria. This paper contributes the first systematic application of synthetic data evaluation methodology to BI chatbot interaction data, and proposes eight domain-specific validity criteria to guide future enterprise research and practice.

Keywords:

synthetic data detection, business intelligence chatbot, null landscape, Bayes Factor, ordinal regression, distributional uniformity.

Paper ID: DDM- 022

Exploring consumer experiences with UPI understanding the Transformation of Purchasing Behavior in India Economy

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The emergence of the Unified Payments Interface UPI has transformed the digital payment landscape in India and reshaped the way consumers engage with online and ofline markets. As one of the world most widely adopted digital payment systems, UPI has become an integral component of India's digital ecosystem, influencing consumer purchasing practices and digital commerce participation. This study explores how UPI has transformed consumer purchasing behavior by examining the experiences, perceptions, and attitudes of consumer toward digital payments.

Adopting a qualitative research approach, the study utilizes semi-structured interviews to gain in - depth insights into consumers, everyday interactions with - based payment platforms. The research investigates how factors such as conveniences, accessibility , trust, security, and transaction speed influence purchasing decisions and shopping habits. It also explores the ways in which UPI affects impulse buying, spending behavior, and consumers engagement with digital marketplaces.

The findings are expected to reveal the UPI has not only simplified financial transactions but has also altered consumer perceptions of payment convenience and digital commerce. Furthermore, the study highlights the role of government –supported digital infrastructure in fostering consumer confidence and accelerating digital adoption in an emerging economy .By providing a nuanced understanding of consumer experiences, this research contributes to the literature on digital marketing and consumer behavior while offering valuable insights for marketers , businesses , and policymakers, seeking to enhance customer engagement through digital payment ecosystems.

Keywords:

UPI ,consumer Purchasing Behavior, Digital Payments, Digital Marketing, Consumer Experience, Qualitative Research, Emerging Economies

Paper ID: DDM- 023

Influence of Social Media Influencers on Purchase Intentions Among GenerationZ

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Abstract

The rapid growth of social media platforms has transformed the way consumers interact with brands and make purchasing decisions. Social media influencers have emerged as powerful marketing agents who shape consumer perceptions through authentic content, product reviews, endorsements, and lifestyle-based communication. Among various consumer groups, Generation Z, characterized by their extensive digital engagement and social media usage, is particularly susceptible to influencer-driven marketing strategies. Understanding the influence of social media influencers on the purchase intentions of Generation Z has therefore become an important area of research in contemporary digital marketing.

The present study aims to examine the impact of social media influencers on the purchase intentions of Generation Z consumers. Specifically, it seeks to analyze how factors such as influencer credibility, trustworthiness, expertise, attractiveness, and content quality affect consumers' attitudes toward products and their intention to make purchases. The study also explores the role of social media platforms in facilitating consumer engagement and brand awareness among young consumers.

The research adopts a quantitative approach and is based on primary data collected through a structured questionnaire administered to Generation Z respondents. Descriptive and inferential statistical techniques will be employed to analyze the data and examine the relationship between influencer attributes and purchase intentions.

The findings are expected to reveal that social media influencers significantly affect the purchasing behavior of Generation Z by enhancing brand trust, product awareness, and consumer engagement. However, issues related to authenticity, misleading endorsements, and information overload may influence consumer perceptions and decision-making processes. The study contributes to the growing body of knowledge on influencer marketing and provides valuable insights for marketers, businesses, and policymakers in designing effective and sustainable digital marketing strategies targeting Generation Z consumers.

Keywords:

Social Media Influencers, Purchase Intention, Generation Z, Digital Marketing, Consumer Behavior, Influencer Marketing.

Paper ID: DDM- 024

A Study on Influencer Marketing and Consumer Purchase Intentions in Shillong, Meghalaya

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Abstract

The fast growing of social media has changed the way businesses communicate with consumers, making influencer marketing an increasingly significant promotional strategy. Influencers play a substantial role in shaping consumer perceptions, building brand awareness, and influencing purchase decisions through authentic and engaging content. In the context of Shillong, Meghalaya, where social media usage has increased considerably among young consumers, influencer marketing has emerged as a powerful tool for local and national brands to reach their target audience.

This study examines the impact of influencer marketing on consumer purchase intentions. The objective is to understand how factors such as credibility, attractiveness, expertise, and content quality influence consumers' willingness to buy products promoted by influencers.

A quantitative research approach is adopted, using a structured questionnaire to collect data from respondents. The collected data are analysed using appropriate statistical techniques to fulfil the objectives, and the results reveal that influencers significantly affect consumers' perception of them as trustworthy and relatable. The study concludes that influencer marketing is an effective tool for brands, as it enhances awareness, shapes perceptions, and positively influences purchase behaviour. This research contributes to a better understanding of the growing role of social media influencers in modern marketing strategies.

Keywords:

Influencer Marketing, Consumer Purchase Intention, Social Media, Digital Marketing, Influencer Credibility, Consumer Behaviour, Shillong, Meghalaya.

Paper ID: DDM- 025

Ethics and Women's Representation in Digital Advertising

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Abstract

The growth of the digital technologies and social media platforms has transformed the advertising landscape by providing organizations with highly interactive, data-driven and personalized promotional opportunities. However, the fast expansion of digital advertising has also generated numerous ethical concerns that are related to privacy, manipulation, deceptive communication, cultural sensitivity and gender representation. Among all these concerns, the portrayal of women in advertising has emerged as a critical issue due to the prevalence of objectification, stereotypical depictions, and unrealistic beauty standards and sexualized content. Such portrayals not only influence consumer attitudes and purchasing behavior but also shape societal norms and perceptions regarding gender roles.

The current study examines the intersection between ethical issues in digital advertising and the portrayal of women in advertising. It explores how digital platforms influence gender representation, consumer perception and societal attitudes. The study highlights the need for ethical advertising practices that can promote gender equality, inclusivity and responsible communication. The paper adopts a descriptive and exploratory research design based on secondary data obtained from books, journals, research articles, reports and other scholarly publications.

The findings reveal that although digital media has created opportunities for more diverse and empowering portrayals of women, unethical practices such as objectification, unrealistic beauty ideals and stereotypical representation continue to exist. Consumers increasingly expect brands to demonstrate ethical responsibility and gender sensitivity and organizations that embrace inclusive advertising are more likely to gain consumer trust and strengthen brand image. The study concludes that ethical advertising practices can contribute significantly to gender equality, social responsibility and sustainable brand development. Therefore, advertisers, policymakers and regulatory bodies must collaborate to ensure that digital advertising uplifts fair, respectful and inclusive representations of women.

Keywords:

Digital Advertising, Ethics, Women in Advertising, Gender Stereotypes, Objectification, Consumer Perception

Paper ID: DDM- 026

The Influence of Flash Sales on Online Consumer Purchasing Behaviour

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Abstract

The rapid growth of e-commerce has transformed the retail landscape, leading to the emergence of innovative promotional strategies aimed at attracting consumers and increasing sales. Among these strategies, flash sales have gained significant popularity due to their limited-time offers, exclusive discounts, and ability to create a sense of urgency among consumers. Flash sales encourage customers to make quick purchasing decisions, often influencing their buying behaviour beyond planned purchases.

This study examines the influence of flash sales on online consumer purchasing behaviour. Specifically, it explores how factors such as perceived discounts, scarcity of time, fear of missing out (FOMO), and promotional attractiveness affect consumers' purchase intentions and decision-making processes. The study also investigates the extent to which flash sales contribute to impulse buying behaviour in online shopping environments.

The research adopts a descriptive approach and proposes collecting primary data from online shoppers through a structured questionnaire. The findings are expected to provide insights into the psychological and behavioral factors that drive consumer responses to flash sale campaigns. The study will contribute to a better understanding of digital marketing strategies and their effectiveness in influencing consumer behaviour in the e-commerce sector.

The results may assist marketers, online retailers, and e-commerce platforms in designing effective promotional campaigns that enhance customer engagement and sales performance while maintaining long-term consumer trust and satisfaction.

Keywords:

Flash Sales, Online Shopping, Consumer Purchasing Behaviour, E-Commerce, Impulse Buying, Digital Marketing.

Paper ID: DDM- 027

Online Reviews and Their Impact on Consumer Buying Behaviour

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Abstract

The increasing popularity of e-commerce platforms has significantly transformed the way consumers search for information and make purchasing decisions. Among the various sources of information available online, customer reviews have emerged as one of the most influential factors affecting consumer buying behaviour. Online reviews provide valuable insights regarding product quality, performance, reliability, and customer satisfaction, thereby reducing perceived risk and uncertainty associated with online purchases.

This study examines the impact of online reviews on consumer buying behaviour in the digital marketplace. The research explores how review characteristics such as review credibility, review valence (positive or negative reviews), review quantity, and perceived usefulness influence consumers' purchase intentions and decision-making processes. The study also seeks to understand the extent to which online reviews affect consumer trust and confidence when selecting products and services through e-commerce platforms.

The research adopts a descriptive approach and proposes collecting primary data from online shoppers through a structured questionnaire. The findings are expected to highlight the significant role of online reviews in shaping consumer perceptions and purchase decisions. The study will contribute to a better understanding of digital consumer behaviour and provide practical insights for marketers, online retailers, and e-commerce platforms seeking to enhance customer engagement and trust.

The results may assist businesses in developing effective online reputation management strategies and improving customer experience through transparent and authentic review systems.

Keywords:

Online Reviews, Consumer Buying Behaviour, Purchase Intention, E-Commerce, Consumer Trust, Digital Marketing.

Paper ID: DDM- 028

Instagram Reels and Consumer Engagement: A Study of Young Consumers

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Abstract

The emergence of short-form video content has transformed the digital marketing landscape, with Instagram Reels becoming one of the most popular platforms for consumer engagement. Through visually appealing, entertaining, and interactive content, Instagram Reels provide brands and influencers with new opportunities to connect with audiences, increase visibility, and influence consumer behaviour. Young consumers, in particular, spend significant amounts of time engaging with Reel content, making it an important medium for digital marketing communication.

This study examines the role of Instagram Reels in shaping consumer engagement among young consumers. It seeks to explore how various elements of Reel content, such as creativity, authenticity, entertainment value, and influencer participation, contribute to audience interaction and brand engagement. The study also investigates the extent to which Instagram Reels influence product awareness, purchase intention, and consumer perceptions of brands.

Adopting a qualitative approach, the study proposes exploring the experiences and perceptions of young consumers through semi-structured interviews or focus group discussions. The findings are expected to provide insights into the factors that make Instagram Reels effective in capturing attention and fostering consumer engagement. The study contributes to the growing literature on social media marketing and offers practical implications for marketers seeking to leverage short-form video content to build stronger relationships with digitally connected consumers.

Keywords:

Instagram Reels, Consumer Engagement, Social Media Marketing, Young Consumers, Digital Marketing, Purchase Intention.

Paper ID: DDM- 029

Digital Entrepreneurship in the Hills: A Qualitative Study of Social Media Marketing Practices in Tura, Meghalaya

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Abstract

The rapid growth of digital technologies has transformed the entrepreneurial landscape, enabling businesses to leverage social media platforms for marketing, customer engagement, and business expansion. In emerging urban centers such as Tura, Meghalaya, social media has become an increasingly important tool for entrepreneurs seeking to overcome geographical limitations and reach broader markets. Platforms such as Facebook, Instagram, WhatsApp Business, and YouTube offer cost-effective opportunities for promotion, brand building, and customer interaction. Despite the growing adoption of these platforms, limited research has examined how entrepreneurs in smaller towns and hill regions utilize social media as part of their business strategies.

This study explores the social media marketing practices of entrepreneurs in Tura, Meghalaya, with a focus on understanding their experiences, motivations, opportunities, and challenges in the digital marketplace. Adopting a qualitative research approach, the study proposes conducting semi-structured interviews with entrepreneurs operating across diverse sectors, including retail, food and beverage, fashion, tourism, and service-based businesses. Through thematic analysis, the study seeks to identify key patterns in social media usage, content strategies, customer engagement practices, and perceived business outcomes.

The findings are expected to reveal how entrepreneurs leverage digital platforms to enhance visibility, build customer relationships, and sustain business growth while navigating challenges such as digital literacy, resource constraints, and increasing online competition. The study contributes to the growing discourse on digital entrepreneurship and offers valuable insights for policymakers, educators, and business support organizations seeking to strengthen entrepreneurial ecosystems in the hill regions of Northeast India.

Keywords:

Digital Entrepreneurship, Social Media Marketing, Small Business, Tura, Meghalaya, Digital Transformation, Northeast India.

Paper ID: DDM- 030

Consumer Behaviour in the Era of Quick Commerce: The Role of AI-Driven Personalization in Purchase Intention and Brand Loyalty

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Abstract

The emergence of swift commerce platforms has revolutionized the online retail sphere, providing fast shipping and personalized shopping experiences. From Blinkit to Zepto and Swiggy Instamart, these platforms are now heavily leveraging Artificial Intelligence personalisation to tap customer preferences and forecast buying habits and provide personalised recommendations, offers, and promotional messages.

These platforms can leverage AI technologies to deliver smooth and user-friendly shopping experiences that can impact consumer behaviour in the digital space. The purpose of this study is to investigate the impact of personalization using AI on consumer purchase intention, consumer confidence, and brand loyalty in the context of the quick commerce industry. The study particularly aims at uncovering the key aspects of AI personalisation and understanding how they affect consumer purchase decisions and their ongoing interactions with fast grocery delivery services.

In addition, the study examines how demographic factors like age, gender, income, and occupation affect the reactions of consumers to AI-powered customized services. The study is quantitative in nature and primary data was collected by using a structured questionnaire from users of major quick commerce applications in India. Exploratory Factor Analysis (EFA), regression analysis, correlation and ANOVA among the statistical methods will be used to assess the relationship between AI-driven personalization and consumer behavioural outcomes.

The study's results will likely show that AI-driven personalization can have positive impacts on consumer satisfaction, trust, and repeat purchase behaviour by making things easier for users and making shopping more enjoyable. Predictive suggestions, personalized product recommendations and tailored promotional strategies can play a major role in generating higher consumer confidence and brand loyalty in the long run. The findings of the study will be used to gain insights for marketers and quick commerce companies to create digital strategies focused on customers and may also be used in the growing academic literature on the application of AI in consumer behavior and digital marketing.

Keywords: AI-driven personalized shopping, Purchase Intention, Consumer Behaviour, Quick Commerce, Artificial Intelligence.

Paper ID: DDM- 031

An Empirical Study of Theme and Format Interactions in Banking Sector Short-Form Videos

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Abstract

Financial anxiety affects 72% of adults globally, with limited financial education access as a primary barrier. This study examines whether short-form video (YouTube Shorts and Extended Shorts, ≤90 seconds) outperforms standard-length formats (>90 seconds) for financial literacy content in banking sector digital marketing. Analyzing 5,900 videos from 10 major Indian banks (2019–2024) using a 2×2 theme×format factorial design, we employed non-parametric Kruskal-Wallis testing ($H=194.52$, $p<0.001$). Financial Literacy content achieved 27.9% higher engagement in short-form (CEI: 0.0398 vs. 0.0311, Cohen's $d=0.79$, 95% CI [0.73, 0.86]), with the advantage extending across pure Shorts ($d=0.84$) and Extended Shorts ($d=0.76$). Brand_CSR_Emotional content showed reversed pattern: 36.2% lower engagement in short-form ($d=-0.76$). Effects persisted after confound adjustment and replicated across 11 of 12 subsamples. Private banks exhibited stronger effects ($d=0.77$) than Public Sector Units ($d=0.65$); YES Bank showed reversal (Standard > Shorts). The results contradict assumptions that complex content requires longer formats. Financial literacy content performs better in short-form videos, while emotional and CSR-oriented content appears to benefit from the additional narrative depth offered by longer formats.

Keywords:

Financial literacy, short-form video, video engagement, YouTube Shorts, banking digital marketing, content strategy

Paper ID: DDM- 032

Strengthening Democracy in the Digital Era: Innovation, Regulation and Citizen Rights

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Abstract

The digital revolution has fundamentally transformed the way governments, political institutions, and citizens communicate and interact. In the digital era, democratic participation increasingly occurs through online platforms, social media networks, mobile applications, and other digital channels that facilitate information sharing and public engagement. From a marketing perspective, governments and public institutions are adopting citizen-centric communication strategies to enhance transparency, build trust, and encourage active civic participation. Digital technologies enable personalized communication, real-time feedback, and broader outreach, creating opportunities for stronger relationships between citizens and democratic institutions.

However, the growing reliance on digital platforms also presents significant challenges. The spread of misinformation, concerns regarding data privacy, algorithmic influence, and the commercialization of user data can undermine public trust and weaken democratic processes. Effective regulation is therefore essential to ensure ethical digital communication, protect citizen rights, and promote responsible platform governance. As governments increasingly utilize digital marketing tools and data analytics to engage citizens, balancing innovation with accountability becomes critical.

This paper explores how digital innovation can be leveraged to strengthen democratic engagement while safeguarding citizen rights. It examines the role of digital communication strategies, social media engagement, regulatory frameworks, and trust-building mechanisms in fostering meaningful citizen participation. The study argues that sustainable digital democracy depends on the integration of innovative communication practices, transparent governance, and robust regulatory measures that prioritize citizen welfare. By adopting a citizen-centric approach, democratic institutions can enhance engagement, strengthen public trust, and create more inclusive and participatory governance systems in the digital age.

Keywords:

Digital Democracy, Citizen Engagement, Digital Marketing, Social Media, Public Trust, Digital Governance, Data Privacy, Civic Participation.

Paper ID: DDM- 033

Security, Reliability, and Convenience as Drivers of Customer Satisfaction in Digital Banking: A SEM-Based Investigation in Tura, Meghalaya

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Abstract

The digital banking is rapidly transforming financial services delivered to customers across geographies. Even as digital banking gains immense traction across the country, an empirical investigation attempting to evaluate the effectiveness of digital banking in enhancing customer satisfaction in semi-urban to rural areas of the North-Eastern region of India is the need of the hour. This manuscript focuses on a semi-urban location Tura in West Garo Hills district, Meghalaya and attempts to evaluate the extent to which security, reliability and convenience determine customer satisfaction of digital banking services offered by banks. The investigation utilized descriptive statistics, internal consistency, Chi-square tests, linear regression and Structural Equation Modeling with bootstrapping for mediation.

Results of the tests indicate high adoption rates (82.5%), with UPI platforms (54%) and smartphones (69.7%) dominating usage among digital banking customers. SEM analysis revealed strong model fit and confirmed Security & Trust as the strongest predictor of satisfaction as $\beta = 0.35$, $p < 0.001$, followed by Reliability as $\beta = 0.29$ and Convenience as $\beta = 0.22$, explaining 54% of variance in satisfaction. 52% of respondents showed network connectivity as the primary challenge. Moreover, gender wise analysis showed that significant difference between male and female customers of digital banking services with $\chi^2 = 9.84$, $p = 0.020$. The results also support partial mediation through customer satisfaction with banking services on behavioral intentions of customers.

The investigation also extends SERVQUAL and technology adoption literature in a regional context and offer actionable insights for banks and policymakers. Implications for practices and recommendations focus on infrastructure enhancement, security communication, and hybrid service delivery models to promote financial inclusion.

Keywords: Customer Satisfaction, Service Quality, Security, Reliability, Convenience, SEM, Mediation Analysis.

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