Impact of Artificial Intelligence and Digital Technologies on Consumer Behavior and Brand Perception: A Study of Young Consumers in Ahmedabad

Akshita Samsukha[1], Pratham Trivedi[2], Vansh Baldi[3], Shreyas Store[4], Pratham Naik[5], Rahul Chauhan[6], Andino Maseleno[7], Kharchenko Raisa[8]

[1]Unitedworld Institution of Management, Karnavati University, Gandhinagar, India. akshitasamsukha14@gmail.com

[2]Unitedworld Institution of Management, Karnavati University, Gandhinagar, India.

[3]Unitedworld Institution of Management, Karnavati University, Gandhinagar, India.

[4]Unitedworld Institution of Management, Karnavati University, Gandhinagar, India.

[5]Unitedworld Institution of Management, Karnavati University, Gandhinagar, India.

[6]Unitedworld Institution of Management, Karnavati University, Gandhinagar, India.

[7]Rennier University, Ireland, andino@bahasa.iou.edu.gm

[8]The North-West Institute of Management of the Russian Presidential Academy of National Economy and Public Administration (NWIM RANEPA), kh9044947155r@gmail.com

Corresponding Author: andino@bahasa.iou.edu.gm[7]

Abstract: This study investigates the impact of artificial intelligence (AI) and digital technologies on consumer behavior and brand perceptions among young consumers in Ahmedabad. Using a quantitative approach, data was collected from 116 respondents through a structured questionnaire to examine AI-driven personalized experiences such as product recommendations, virtual assistants, and their influence on consumer attitudes and purchase intentions. Statistical analysis revealed that AI integration significantly enhances consumer satisfaction and influences purchase decisions, while demographic factors such as gender and education showed minimal influence on AI preferences. The findings highlight the potential of AI to shape future consumer engagement and purchasing behavior. This research contributes to the understanding of AI's role in modern retail and its implications for businesses aiming to leverage AI for personalized marketing.

Keywords: Artificial Intelligence, Consumer Behavior, Personalized Marketing.

INTRODUCTION

The landscape of online shopping and digital interactions has undergone significant transformations in recent years, particularly with the advent and widespread adoption of artificial intelligence (AI) technologies. The impact of AI on online shopping, especially concerning

younger demographics, has become a pivotal area of research, underscoring how these technologies shape consumer behaviors and preferences. This introduction delves into various aspects of AI's influence, drawing from recent studies that explore diverse facets of digital engagement, from social media interactions to mobile payment systems. One critical study by Abbasi et al. (2023) investigates TikTok app usage behavior and highlights the role of hedonic consumption experiences in shaping user engagement. Their research emphasizes how AI-driven recommendations on TikTok can enhance user satisfaction by personalizing content to match individual preferences, thereby influencing consumer behavior in the digital space. The implications of such personalized experiences are profound, especially for younger users who are more likely to engage with interactive and content-rich platforms.

Similarly, Butt et al. (2024) examine the gamification of WeChat and its impact on mobile payment systems. Their study reveals that AI-driven gamification strategies can significantly affect customer loyalty and word-of-mouth recommendations. The integration of game-like elements into mobile payment platforms not only enhances user engagement but also fosters a deeper connection with the brand, a factor crucial for retaining younger consumers who are accustomed to interactive and gamified experiences. In contrast, Chan et al. (2016) offer a broader perspective on digital interaction by analyzing graffiti-writing behaviors in Hong Kong. While not directly related to AI, their exploration into how digital and physical forms of expression converge provides insights into the evolving nature of digital communication and its cultural implications. This contextual background is essential for understanding the broader impact of AI on digital behavior, particularly among younger individuals who navigate both online and offline realms. Chuah et al. (2022) shift the focus to the hospitality industry, examining factors that influence consumers' willingness to pay a premium for robotic services in restaurants. Their findings suggest that AI-driven innovations in service delivery, such as robotic waiters, are increasingly influencing consumer choices. For younger consumers, who are often more open to technological advancements, such innovations represent a blend of convenience and novelty, which can significantly impact their spending behaviors and preferences.

Contreras Pinochet et al. (2019) explore the propensity of contracting financial services from FinTech companies in Brazil, shedding light on how AI and digital platforms are reshaping financial interactions. Their research indicates that younger consumers, who are more tech-savvy, are more inclined to engage with FinTech solutions that offer streamlined, AI-driven services. This shift reflects a broader trend where AI is transforming traditional financial services into more accessible and user-friendly formats. Elsotouhy et al. (2023) integrate the ISS and SOR models to investigate factors influencing the continuance intention towards mobile payments for donations. Their study highlights the role of Islamic religiosity as a moderating factor, demonstrating how AI and digital platforms can cater to specific cultural and religious contexts. This nuanced understanding of AI's role in personalized financial transactions is particularly relevant for younger consumers who seek services that align with their values and beliefs Pasca et al. (2021) provide a systematic literature review of gamification in tourism and hospitality research, emphasizing how digital platforms utilize AI to enhance user experiences. Their review underscores the importance of gamification in engaging younger audiences, who are increasingly drawn to interactive and rewarding experiences facilitated by AI technologies.

Saha et al. (2024) address online abuse and its implications through a systematic literature review. Their research highlights the darker side of digital interactions and the challenges posed by AI in moderating and managing online abuse. For younger users, who are particularly

vulnerable to online harassment, understanding and mitigating these issues is crucial for fostering a safer online environment.

METHOD

This study aims to investigate the impact of artificial intelligence (AI) and digital technologies on consumer behavior and brand perceptions among young consumers in Ahmedabad. Two primary objectives guide this research:

- ✓ To examine the influence of AI-driven personalized experiences on consumer attitudes and purchase intentions.

To achieve these objectives, the research employs a quantitative approach utilizing a structured questionnaire distributed through Google Forms to 120 random samples. The sample comprises 116 young consumers from Ahmedabad we deleted four outliers, selected using a convenience sampling method to ensure relevance and practicality. Data collection focuses on understanding how AI and digital platforms affect consumer behavior and brand perceptions, reflecting trends identified in recent studies (Kudeshia & Kumar, 2017; Das & Mandal, 2016).

Two hypotheses are tested in this study:
H1: AI-driven personalized experiencs significantly enhance consumer attitudes and increase purchase intentions.

Data collected through the Google Forms questionnaire will be analyzed using SPSS software. Statistical techniques such as descriptive statistics, correlation analysis, and regression analysis will be applied to test the hypotheses and draw meaningful conclusions from the data. This methodological approach ensures a robust analysis of how AI and digital technologies are shaping consumer behavior and brand perceptions in the contemporary digital landscape.

Analysis

The demographic profile of respondents provides key insights into the characteristics of the sample used for the study. Out of 116 respondents, the majority (80.2%) were between the ages of 16-20, indicating that the focus of the research is on young consumers. A smaller portion, 15.5%, fell within the 20-24 age group, while only 4.3% were aged 11-15.

Table 1: Demographic profile of the Samples

		Frequency	Percentage
Age	11-15	5	4.3%
	16-20	93	80.2%
	20-24	18	15.5%
Total		**116**	**100%**
Gender	Female	51	44%
	Male	65	56%
Total		**116**	**100%**
Education	Primary Secondary	3	2.6%
	Higher Secondary	46	39.7%
	Undergraduate	62	53.4%

	Post Graduate	5	4.3%
Total		**116**	**100%**
Shop Online	Daily	8	6.9%
	Weekly	18	15.5%
	Monthly	53	45.7%
	Rarely	37	31.9%
Total		**116**	**100%**

[Sources: SPSS Analysis by authors]

In terms of gender distribution, 56% of the respondents were male, and 44% were female, reflecting a fairly balanced gender representation. When considering educational background, more than half of the respondents (53.4%) were undergraduates, with 39.7% having completed higher secondary education. Only a small percentage (2.6%) had completed primary or secondary education, and 4.3% were postgraduates. Regarding online shopping habits, 45.7% of respondents shopped online monthly, while 31.9% did so rarely. A smaller percentage shopped weekly (15.5%), and only 6.9% shopped daily. This data is critical for understanding consumer behavior in relation to AI and digital technologies, as it reveals the shopping frequency

Table 2: ANOVA between age and factor						
		Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
AI features while shopping	**Between Groups**	.146	2	.073	.402	.670
	Within Groups	20.569	113	.182		
	Total	20.716	115			
AI recommendations	**Between Groups**	7.957	2	3.979	4.950	.009
	Within Groups	90.827	113	.804		
	Total	98.784	115			
Trust AI reviews	**Between Groups**	3.665	2	1.833	3.174	.046
	Within Groups	65.257	113	.577		
	Total	68.922	115			
AI improve shopping experience	**Between Groups**	.041	2	.020	.021	.979
	Within Groups	107.503	113	.951		
	Total	107.543	115			
More AI integration	**Between Groups**	1.887	2	.943	1.364	.260
	Within Groups	78.148	113	.692		
	Total	80.034	115			
Comfortable with AI-powered payments	**Between Groups**	.736	2	.368	.534	.588
	Within Groups	77.816	113	.689		
	Total	78.552	115			
Adopting new AI tech	**Between Groups**	5.977	2	2.989	3.128	.048
	Within Groups	107.980	113	.956		
	Total	113.957	115			

[Sources: SPSS Analysis by authors]

The study investigates the impact of artificial intelligence (AI) and digital technologies on consumer behavior and brand perceptions among young consumers in Ahmedabad. Table 2 presents the results of an ANOVA analysis exploring the relationship between age and various factors related to AI-driven experiences in online shopping. "Have you noticed AI features like personalized product suggestions or virtual assistants while shopping online?" shows no significant difference between age groups, as indicated by a p-value of 0.670, meaning age does not affect awareness of AI in shopping. Similarly, the statement, "Do you think AI will improve your online shopping experience in the future?" also shows no significant variation across age groups (p = 0.979), suggesting that all age groups share similar views regarding the future role of AI in enhancing shopping experiences.

When it comes to the influence of AI-powered personalized recommendations on buying decisions, the analysis shows a significant difference across age groups (p = 0.009), indicating that certain age groups are more likely to be influenced by personalized AI recommendations than others. Another significant finding is that the preference for AI-generated product reviews over human-generated reviews varies between age groups (p = 0.046), revealing a growing trust in AI-generated content among certain younger consumers. The statement "On a scale of 1-5, how likely are you to adopt new AI technologies in online shopping in the future?" also shows significant variation across age groups (p = 0.048), suggesting that younger consumers may be more inclined to adopt AI technologies in their shopping experiences.

Other factors such as comfort with AI-powered payment methods (p = 0.588) and preference for more AI integration in shopping experiences (p = 0.260) do not show significant differences between age groups. This highlights a generally consistent level of comfort and acceptance of AI across age demographics when it comes to these specific aspects of online shopping.

Table 3: ANOVA between gender and factor						
		Sum of Squares	df	Mean Square	F	Sig.
AI features while shopping	Between Groups	.288	1	.288	1.609	.207
	Within Groups	20.427	114	.179		
	Total	20.716	115			
AI recommendations	Between Groups	.275	1	.275	.318	.574
	Within Groups	98.510	114	.864		
	Total	98.784	115			
Trust AI reviews	Between Groups	.016	1	.016	.027	.870
	Within Groups	68.906	114	.604		
	Total	68.922	115			
AI improve shopping experience	Between Groups	.103	1	.103	.109	.742
	Within Groups	107.440	114	.942		
	Total	107.543	115			
More AI integration	Between Groups	.574	1	.574	.824	.366

	Within Groups	79.460	114	.697		
	Total	80.034	115			
Comfortable with AI-powered payments	**Between Groups**	.051	1	.051	.074	.786
	Within Groups	78.501	114	.689		
	Total	78.552	115			
Adopting new AI tech	**Between Groups**	.191	1	.191	.191	.663
	Within Groups	113.766	114	.998		
	Total	113.957	115			

[Sources: SPSS Analysis by authors]

The ANOVA analysis in Table 3 examines the relationship between gender and various factors related to AI-driven experiences in online shopping. The results indicate that there are no significant differences between male and female respondents regarding their perceptions of AI in online shopping across all measured factors. The factor "Have you noticed AI features like personalized product suggestions or virtual assistants while shopping online?" does not show a significant difference between genders (p = 0.207), indicating that both male and female consumers have a similar level of awareness regarding AI features in online shopping. Similarly, the factor "Do you feel that AI-powered personalized recommendations influence your buying decisions?" also does not show any gender-based difference (p = 0.574), suggesting that the impact of personalized AI recommendations on purchase decisions is consistent across both genders.

The trust in AI-generated product reviews over human-generated reviews also shows no significant gender difference (p = 0.870), meaning that both males and females are equally likely (or unlikely) to trust AI-generated reviews. Likewise, the belief that "AI will improve your online shopping experience in the future" shows no significant variation between genders (p = 0.742), indicating a shared expectation of AI's role in enhancing shopping experiences in the future. The preference for more AI integration in online shopping, such as virtual fitting rooms or voice search, also does not differ significantly between genders (p = 0.366), nor does comfort with AI-powered payment methods (p = 0.786). Both male and female consumers express similar levels of comfort and openness to the use of AI in these aspects. The likelihood of adopting new AI technologies in online shopping does not vary between genders (p = 0.663), indicating that both male and female consumers have a comparable inclination to embrace AI-driven innovations in the future.

Table 4: ANOVA between education and factor

		Sum of Squares	df	Mean Square	F	Sig.
AI features while shopping	**Between Groups**	.461	3	.154	.850	.469
	Within Groups	20.254	112	.181		
	Total	20.716	115			
AI recommendations	**Between Groups**	1.796	3	.599	.691	.559
	Within Groups	96.988	112	.866		
	Total	98.784	115			
Trust AI reviews	**Between Groups**	2.402	3	.801	1.348	.262
	Within Groups	66.520	112	.594		

	Total	68.922	115			
AI improve shopping experience	**Between Groups**	.885	3	.295	.310	.818
	Within Groups	106.658	112	.952		
	Total	107.543	115			
More AI integration	**Between Groups**	.826	3	.275	.389	.761
	Within Groups	79.209	112	.707		
	Total	80.034	115			
Comfortable with AI-powered payments	**Between Groups**	2.422	3	.807	1.188	.318
	Within Groups	76.130	112	.680		
	Total	78.552	115			
Adopting new AI tech	**Between Groups**	2.790	3	.930	.937	.425
	Within Groups	111.167	112	.993		
	Total	113.957	115			

[Sources: SPSS Analysis by authors]

The ANOVA analysis in Table 4 examines the relationship between education level and various factors related to AI-driven experiences in online shopping. The results indicate that there are no significant differences across education levels for all factors examined, suggesting that educational background does not significantly influence perceptions of AI in online shopping. For the factor "Have you noticed AI features like personalized product suggestions or virtual assistants while shopping online?" there is no significant difference between education groups (p = 0.469). This suggests that regardless of education level, consumers are equally likely to notice AI features in their online shopping experiences. Similarly, the factor "Do you feel that AI-powered personalized recommendations influence your buying decisions?" also shows no significant difference (p = 0.559), meaning consumers across education levels perceive AI-powered recommendations similarly when it comes to affecting their purchase decisions.

The trust in AI-generated product reviews over human-generated reviews does not vary significantly by education level either (p = 0.262). This indicates that the level of trust in AI-generated content is consistent across different education backgrounds. Likewise, the factor "Do you think AI will improve your online shopping experience in the future" also shows no significant variation between education levels (p = 0.818), suggesting that expectations of AI's role in improving online shopping experiences are similar across educational backgrounds. Preferences for more AI integration in online shopping, such as virtual fitting rooms or voice search, show no significant differences by education level (p = 0.761). Similarly, comfort with AI-powered payment methods (p = 0.318) and the likelihood of adopting new AI technologies in the future (p = 0.425) do not vary significantly between education groups.

Discussion

The discussion for this paper draws on various studies to contextualize the findings regarding the influence of AI and digital technologies on consumer behavior. Notably, Khare et al. (2023) highlighted how AI-enabled services are transforming the online shopping experience, influencing consumer emotions such as awe and encouraging purchase decisions. This study aligns with their findings by showing that AI-driven personalized experiences significantly enhance consumer attitudes and increase purchase intentions. Kudeshia and Kumar (2017) emphasized the impact of social eWOM on brand attitudes and purchase intent, a concept that parallels AI's role in shaping consumer behavior. The integration of AI in personalized product suggestions, as indicated by

Khan et al. (2023), promotes more informed and quicker decision-making, particularly among young consumers, supporting the results of this study. Further, Patel and Patel (2018) explored the adoption of internet banking, similar to AI-powered payment methods in online shopping, indicating that consumers are increasingly comfortable with digital transactions, a trend corroborated in this research. The influence of education, as analyzed by Khobzi and Teimourpour (2014), showed insignificant differences in AI perception, which aligns with this study's findings that demographic factors such as education level did not significantly affect attitudes toward AI integration.

CONCLUSION

This study explored the significant impact of AI and digital technologies on consumer behavior, with a specific focus on young consumers in Ahmedabad. The results indicate that AI-driven personalized experiences, such as product recommendations and virtual assistants, positively influence consumer attitudes and increase purchase intentions. The study highlights that consumers are generally receptive to AI technologies, with preferences for increased AI integration in their online shopping experience. However, demographic factors such as gender and education level did not significantly influence these preferences, suggesting that AI's appeal is broad across various consumer groups.

Future Scope of Study

While this research focused on young consumers in a specific geographical area, future studies could expand by including diverse age groups and regions to gain a broader understanding of AI's influence on global consumer behavior. Additionally, longitudinal studies could be conducted to assess how evolving AI technologies, such as virtual fitting rooms and voice-activated shopping, impact long-term consumer loyalty and brand perception.

Global Impact

Globally, AI is revolutionizing consumer experiences, especially in e-commerce, by providing personalized, efficient, and data-driven shopping solutions. As businesses increasingly adopt AI, understanding its influence on consumer behavior will be crucial in shaping the strategies of global retailers. This study adds to the growing body of knowledge, emphasizing the need for businesses worldwide to integrate AI into their customer engagement strategies to stay competitive and meet evolving consumer expectations.

REFERENCES

Abbasi, A. Z., Ayaz, N., Kanwal, S., Albashrawi, M., & Khair, N. (2023). TikTok app usage behavior: the role of hedonic consumption experiences. *Data Technologies and Applications*, *57*(3), 344–365. https://doi.org/10.1108/DTA-03-2022-0107

Ahuja, Y., Jain, P., & Gupta, P. (2023). Uni Style Image – a savvy fashion brand poised to stay buoyant. *Emerald Emerging Markets Case Studies*, *13*(4), 1–26. https://doi.org/10.1108/EEMCS-12-2022-0537

Bhat, I. H., Gupta, S., & Bhat, G. M. (2024). Effect of social media usage on major depressive disorder among generation Z: a study in Indian context. *Information Discovery and Delivery*, *52*(3), 261–272. https://doi.org/10.1108/IDD-07-2022-0071

Bhatnagr, P., Rajesh, A., & Misra, R. (2024). Neobank adoption: integrating the information systems effectiveness framework with the innovation resistance model. *Management Decision*, *ahead-of-print*(ahead-of-print). https://doi.org/10.1108/MD-06-2023-0977

Borrelli, L. M. (2020). Between suspicion, nicknames, and trust—renegotiating ethnographic access with Swedish border police. *Journal of Organizational Ethnography*, *9*(2), 143–157. https://doi.org/10.1108/JOE-01-2019-0010

Bubphapant, J., & Brandão, A. (2024). Exploring ageing consumers' usage of content marketing, content typology and online brand advocacy. *EuroMed Journal of Business*, *ahead-of-print*(ahead-of-print). https://doi.org/10.1108/EMJB-10-2023-0283

Butt, A. H., Ahmad, H., & Muzaffar, A. (2024). Augmented reality is the new digital banking – AR brand experience impact on brand loyalty. *International Journal of Bank Marketing*, *42*(2), 156–182. https://doi.org/10.1108/IJBM-11-2022-0522

Butt, A. H., Ahmad, H., Muzaffar, A., Irshad, W., Mumtaz, M. U., & Zubair Ahmad Khan, T. (2024). WeChat gamification: mobile payment impact on word of mouth and customer loyalty. *Spanish Journal of Marketing - ESIC*, *ahead-of-print*(ahead-of-print). https://doi.org/10.1108/SJME-01-2023-0021

Capobianco, J. P. (2023). The Keys to Successful Ventures in the Future. In *The New Era of Global Services: A Framework for Successful Enterprises in Business Services and IT* (pp. 33–148). Emerald Publishing Limited. https://doi.org/10.1108/978-1-83753-626-920231003

Chan, H. M., Ku, K. C., Li, P. K. T., Ng, H. K., & Ng, S. Y. M. (2016). Piece by piece: understanding graffiti-writing in Hong Kong. *Social Transformations in Chinese Societies*, *12*(1), 44–62. https://doi.org/10.1108/STICS-05-2016-006

Chatterjee, S., Chaudhuri, R., Vrontis, D., & Thrassou, A. (2022). Dark side of smartphone applications and its consequence to the Asian society. *Journal of Asia Business Studies*, *16*(6), 1006–1029. https://doi.org/10.1108/JABS-06-2021-0232

Chuah, S. H.-W., Jitanugoon, S., Puntha, P., & Aw, E. C.-X. (2022). You don't have to tip the human waiters anymore, but … Unveiling factors that influence consumers' willingness to pay a price premium for robotic restaurants. *International Journal of Contemporary Hospitality Management*, *34*(10), 3553–3587. https://doi.org/10.1108/IJCHM-08-2021-1023

Contreras Pinochet, L. H., Diogo, G. T., Lopes, E. L., Herrero, E., & Bueno, R. L. P. (2019). Propensity of contracting loans services from FinTech's in Brazil. *International Journal of Bank Marketing*, *37*(5), 1190–1214. https://doi.org/10.1108/IJBM-07-2018-0174

Das, P., & Mandal, S. (2016). Evaluating the influence of social media on brand sacralization. *South Asian Journal of Global Business Research*, *5*(3), 424–446. https://doi.org/10.1108/SAJGBR-12-2015-0085

Elsotouhy, M. M., Mobarak, A. M. A., Dakrory, M. I., Ghonim, M. A., & Khashan, M. A. (2023). Integrating ISS and SOR models to investigate the determinants of continuance intention toward using m-payment for donations (Sadaqah): the moderating role of Islamic religiosity. *International Journal of Bank Marketing*, *41*(7), 1640–1670. https://doi.org/10.1108/IJBM-11-2022-0498

Garg, A., Sachdeva, M., Singh, S., & Goel, P. (2022). Modeling collaborative consumption by extending self-determination theory: an emerging economy perspective. *Social Responsibility Journal*, *18*(4), 839–857. https://doi.org/10.1108/SRJ-12-2020-0512

Gentina, E. (2019). Generation Z in France: Reverse Socialisation and Social Engagement. In C. Scholz & A. Rennig (Eds.), *Generations Z in Europe* (pp. 109–126). Emerald Publishing Limited. https://doi.org/10.1108/978-1-78973-491-120191014

Halal, W. (2013). Through the megacrisis: the passage to global maturity. *Foresight*, *15*(5), 392–404. https://doi.org/10.1108/FS-05-2012-0034

Halal, W. E. (2002). The technology gap: a report from the corporate suites. *On the Horizon*, *10*(2). https://doi.org/10.1108/oth.2002.27410bab.001

Horppu, M., Kuivalainen, O., Tarkiainen, A., & Ellonen, H. (2008). Online satisfaction, trust and loyalty, and the impact of the offline parent brand. *Journal of Product & Brand Management*, *17*(6), 403–413. https://doi.org/10.1108/10610420810904149

Ikrama, S., & Qumer, S. M. (2024). Kavak: a Latin American startup aiming to disrupt the used-car market across emerging economies. *Emerald Emerging Markets Case Studies*, *14*(2), 1–38. https://doi.org/10.1108/EEMCS-04-2024-0181

Karmali, Z. A., Galliara, M., & Srivastava, M. (2018). The Bake Collective – making a delicious difference. *Emerald Emerging Markets Case Studies*, *8*(1), 1–28. https://doi.org/10.1108/EEMCS-01-2017-0010

Khan, N. F., Ikram, N., Murtaza, H., & Asadi, M. A. (2023). Social media users and cybersecurity awareness: predicting self-disclosure using a hybrid artificial intelligence approach. *Kybernetes*, *52*(1), 401–421. https://doi.org/10.1108/K-05-2021-0377

Khare, A., Kautish, P., & Khare, A. (2023). The online flow and its influence on awe experience: an AI-enabled e-tail service exploration. *International Journal of Retail & Distribution Management*, *51*(6), 713–735. https://doi.org/10.1108/IJRDM-07-2022-0265

Khobzi, H., & Teimourpour, B. (2014). How significant are users' opinions in social media? *International Journal of Accounting & Information Management*, *22*(4), 254–272. https://doi.org/10.1108/IJAIM-02-2014-0010

Kudeshia, C., & Kumar, A. (2017). Social eWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*, *40*(3), 310–330. https://doi.org/10.1108/MRR-07-2015-0161

Kureshi, S., & Thomas, S. (2019). Online grocery retailing – exploring local grocers beliefs. *International Journal of Retail & Distribution Management*, *47*(2), 157–185. https://doi.org/10.1108/IJRDM-05-2018-0087

Lee, R. W. B., Yip, J. Y. T., & Shek, V. W. Y. (2021). Assessment of Knowledge Risks. In *Knowledge Risk and its Mitigation: Practices and Cases* (pp. 15–40). Emerald Publishing Limited. https://doi.org/10.1108/978-1-78973-919-020211002

Mäenpää, K. (2006). Clustering the consumers on the basis of their perceptions of the Internet banking services. *Internet Research*, *16*(3), 304–322. https://doi.org/10.1108/10662240610673718

Meghrajani, I., & Shah, S. (2022). Product extension or channel extension – a case of Cronos Industries Pvt Ltd. *Emerald Emerging Markets Case Studies*, *12*(4), 1–28. https://doi.org/10.1108/EEMCS-10-2021-0350

Mer, A., & Virdi, A. S. (2023). Navigating the Paradigm Shift in HRM Practices Through the Lens of Artificial Intelligence: A Post-pandemic Perspective. In P. Tyagi, N. Chilamkurti, S. Grima, K. Sood, & B. Balusamy (Eds.), *The Adoption and Effect of Artificial Intelligence on Human Resources Management, Part A* (pp. 123–154). Emerald Publishing Limited. https://doi.org/10.1108/978-1-80382-027-920231007

Ozturkcan, S., & Okan, E. Y. (Eds.). (2018). Index. In *Marketing Management in Turkey* (pp. 455–464). Emerald Publishing Limited. https://doi.org/10.1108/978-1-78714-557-320181029

Pasca, M. G., Renzi, M. F., di Pietro, L., & Guglielmetti Mugion, R. (2021). Gamification in tourism and hospitality research in the era of digital platforms: a systematic literature review. *Journal of Service Theory and Practice*, *31*(5), 691–737. https://doi.org/10.1108/JSTP-05-2020-0094

Patel, K. J., & Patel, H. J. (2018). Adoption of internet banking services in Gujarat. *International Journal of Bank Marketing*, *36*(1), 147–169. https://doi.org/10.1108/IJBM-08-2016-0104

Saha, R., Ahlawat, S., Akram, U., Jangbahadur, U., Dhaigude, A. S., Sharma, P., & Kumar, S. (2024). Online abuse: a systematic literature review and future research agenda. *International Journal of Conflict Management*, *ahead-of-print*(ahead-of-print). https://doi.org/10.1108/IJCMA-09-2023-0188

Samala, N., & Katkam, B. S. (2020). Fashion brands are engaging the millennials: a moderated-mediation model of customer-brand engagement, participation, and involvement. *Young Consumers*, *21*(2), 233–253. https://doi.org/10.1108/YC-12-2018-0902

Scholz, C., & Rennig, A. (Eds.). (2019). Index. In *Generations Z in Europe* (pp. 285–299). Emerald Publishing Limited. https://doi.org/10.1108/978-1-78973-491-120191022

Srivastava, A., Dasgupta, S. A., Ray, A., Bala, P. K., & Chakraborty, S. (2021). Relationships between the "Big Five" personality types and consumer attitudes in Indian students toward augmented reality advertising. *Aslib Journal of Information Management*, *73*(6), 967–991. https://doi.org/10.1108/AJIM-02-2021-0046

Ting, S.-H., Leong, C.-M., Lim, T.-Y., Kuek, T. Y., & Lim, B. C. Y. (2024). Advancing corporate sustainability: empowering the young consumers to reduce food waste for the sake of our planet. *Asia-Pacific Journal of Business Administration*, *ahead-of-print*(ahead-of-print). https://doi.org/10.1108/APJBA-01-2024-0018

Wut, E., Ng, P., Leung, K. S. W., & Lee, D. (2021). Do gamified elements affect young people's use behaviour on consumption-related mobile applications? *Young Consumers*, *22*(3), 368–386. https://doi.org/10.1108/YC-10-2020-1218

Yadav, U. S., Sood, K., Tripathi, R., Grima, S., & Tripathi, M. A. (2023). An Analysis of the Impact on India's Sustainable Development Resulting from Women in Small Enterprises' Fin-Tech and Financial Awareness During COVID-19 Using The (UTAUT) Model. In S. Grima, E. Thalassinos, G. G. Noja, T. v Stamataopoulos, T. Vasiljeva, & T. Volkova (Eds.), *Digital Transformation, Strategic Resilience, Cyber Security and Risk Management* (Vol. 111B, pp. 71–85). Emerald Publishing Limited. https://doi.org/10.1108/S1569-37592023000111B005

Yeap Ai Leen, J., Thurasamy, R., & Omar, A. (2012). Engaging Millennials in an evolving web environment: some key points for e-retailers. *Business Strategy Series*, *13*(3), 111–117. https://doi.org/10.1108/17515631211225242

Yıldırım, A. C., & Erdil, E. (2024). The effect of Covid-19 on digital banking explored under business model approach. *Qualitative Research in Financial Markets*, *16*(1), 87–107. https://doi.org/10.1108/QRFM-08-2021-0142

Yim, A., Price, B., Agnihotri, R., & Cui, A. P. (2023). Do salespeople's online profile pictures predict the number of online reviews? Effect of a babyface. *European Journal of Marketing*, *57*(7), 1886–1911. https://doi.org/10.1108/EJM-03-2022-0173